



Four Square Chooses Sakurai 466SIP

Four Square Mission Church Chooses Sakurai 466 SIP for new Production Facility in Anaheim, CA



The Sakurai 466SIP 26" Automated Perfector

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With a membership of over 8 million people in 144 countries, Four Square Missions Church set out in early 2009 to build a state of the art printing facility to support their growing fund raising and missionary work around the world. Since the printing operations at Four Square Mission Church is 100% donor supported — all of the printing is given away free of charge to missionary's around the world — it was imperative that, while growing their production capabilities, they also increased efficiency and lowered operating costs. Along with moving into a larger modern production facility, Four Square needed a printing press that could efficiently fulfill their production needs. They found it in the Sakurai 466SIP from J. E. Halliday Sales, Inc..

The Sakurai 466SIP 26" automated four color press with convertible perfector comes standard with cost reducing automation such as automatic plate changers, automatic perfector

changeover, sheet size presets, ir dryer, auto roller wash, baldwin Impact blanket washers, and a color console with CIP 4 ink key presetting and Sakurai's exclusive QSS ink volume software . Four Square compared the Sakurai to competitive equipment and found that it had several clear advantages.

When comparing Sakurai's 26" press against other manufacturers 28", 29" and even 31" presses, Four Square found that these larger presses, cost more, generate more make-ready waste, require larger more expensive plates, and often require more manning to run efficiently. Sakurai's 26" model runs all the work that these larger presses can including pocket folders, 6-page brochures, and 8-page signatures, but with 40% lower make ready waste and plate cost compared to a 30" press. Those savings are exactly what Four Square was looking for to continue growing their organization.

Made in the USA

BaumPrint 18 - Small Format, Automated, Offset Press

The BaumPrint 18 is a highly automated 2-color press made in the USA by the Baumfolder Corporation, a division of Heidelberg, in Sidney, Ohio. BaumPrint 18 features include bearer-to-bearer pressure for consistent dot transfer, longer plate and blanket life, and increased quality of all printed pieces, sensor-controlled pile feeding, outstanding sheet separation, electronic sheet-travel monitoring, precise sheet alignment, helical gearing, AutoPlate integrated register system, large inking/dampening unit, laser-slit knife-type ink fountain, and automatic blanket wash-up. Numbering, imprinting and longitudinal perforation can be done in a single pass, further extending the range of applications for the BaumPrint 18.



New Products



Baum BaumPrint 18 Automated Small Format Press

- Automatic Plate Loaders
- Automatic Blanket Washers
- State of the Art Digital Control



GCC StellarJET K72UV Wide Format UV Inkjet

- 1440 DPI Excellent Image Quality
- Print Rigid and Flexible Media



Petratto Cordoba 3 Creaser Perforator Folder

- Crease, Perforate, and Fold Heavy Substrates
- Die Matrix Crease and Fold to Minimize Cracking



Petratto Metro 78 Modular Folder Gluer

- Crease, Perforate, and Fold Heavy Substrates
- Die Matrix Crease and Fold to Minimize Cracking

Challenge Top Dealers for 2009

J E Halliday Sales, Inc named among Challenge Machinery Co's Top 10 Dealers for 2009!

The final numbers for 2009 are in and J.E. Halliday Sales, Inc. has once again been named among Challenge Machinery Co's top dealers of the year. With over 80 domestic dealers of Challenge cutting and finishing equipment, printers have ample choice of where to buy their Challenge equipment, parts, and supplies.



Why do customers keep coming back to J.E. Halliday Sales, Inc. for all of their cutting and finishing equipment needs?

The answer is simple:

After 31 years in business selling quality printing and bindery equipment in Southern California we know what printers are looking for. The most competitive price, that includes responsive local training and support from a company that they know will be there today, tomorrow, and for years to come.

6 Tips for Expanding Your Services Within Existing Accounts

By Kathleen McHugh, Presstek's Vice President and Chief Marketing Officer

1 Prioritize your key accounts and schedule executive account reviews. An executive account review with your top customers is a good approach to learning more about them while at the same time, elevating your level of contact within the account.

2 Be sure to conduct regular customer surveys. These days, online surveys are inexpensive, and are a good way to keep your finger on the customer's pulse. Surveys can also be mailed or included with printed jobs. Just be sure to review them and quickly address any issues that are uncovered.

3 Ask for referrals. Maybe you are serving only one department in the account. Ask your key contact to refer you to others in the company that could benefit from your services.

4 Conduct regular educational events for your customers. Today's busy buyers of print are interested in staying current with technology. An open house at your site with a knowledgeable industry speaker; a lunch-and-learn at the customer site to talk about new ways of producing business communications;

or a Web-based educational session your customers can attend live or view later, are just some of the options.

5 Make sure your Web site is current and informative. Increasingly, current and prospective customers are researching online before they buy. A good Web presence is a must in today's fast-paced business world. And with a Web-to-print solution, you provide an opportunity to buy immediately—even if they are working from a hotel room somewhere.

6 Finally, don't live the story of the shoemaker and his kids. You are an expert at helping customers present a good business image. Do the same for your business. What better way is there to show your customers what you can do for their businesses than by doing the same for yours? Launch a postcard campaign with incentives for ordering. Publish an educational newsletter that shows off your printing capabilities. Include high quality flyers, note pads, labels or other printed pieces with every job you send out, promoting the other services you offer.

To Learn how Presstek Web-to-Print Solutions can help connect you to more customers, Please Call: 714 903 0608

Halliday Sales Enters 31st Year Serving Printers in Southern California

Founded by Jim Halliday in October 1979 from his home office selling used Miehle printing presses, J. E. Halliday Sales, Inc. has grown to become a full service graphic arts equipment dealership with a 12,000 sqft office and show room in Huntington Beach serving over 2000 customers throughout Southern California. Now spanning two generations with the addition of Chris and Ben Halliday in 2001 and 2002, Halliday Sales offers a full range

of high quality new digital, inkjet, and offset printing equipment as well as CTP, cutters, folders, mailing systems, parts and service. Backing great products with outstanding support and knowledge of the industry is what has always set us apart from other dealers and national chains.

We'd like to offer our thanks to the many companies that Halliday Sales serves and invite others to call us up and try our friendly personal service.

Excerpts from the Baum Informer

Check Out the Entire Issue on our Website

<http://www.hallidaysales.com/baum.html>

Ask Jim

By Jim Brandewie

Dear Jim I'm considering replacing my older model floor model folder. I've heard a lot about the new automated folders. Is this really something I should be looking at or is this just a machine that costs lot more money but still just folds paper? Bryan from Oklahoma

Dear Bryan, There are some real valid reasons why automation will pay for itself. Automation will reduce your set up and make ready time when you change jobs on your folder. Naturally the shorter the runs and the more frequently you change jobs the more time and money you will save.

We estimate you can save approximately 31% of your set up time if you buy a Baum Automated folder. If you do 5 setups per day we believe the average savings per year would be over \$10,000 per year just in reduced set up cost.

For more information try Baum's "Guide for Selecting Automation in the Folding Process". Call us today for a copy, (800) 799-7737

Featured Imposition

12-Page Letter Accordion Fold

- 1) Set the fold stop in the #1 fold plate of the parallel section for 1/2 of the length of the sheet being folded.
- 2)) Close the deflector on the #2, #3

and #4 plates of the parallel section.

3) You will need to make two scores as it leaves the parallel section. The first score will be 1/3 the width of the sheet from the left side. (side toward the side guide)

The second score will be 2/3 the width of the paper as it leaves the parallel section and drops on to the cross carrier.

4) Set the fold stop on the #1 plate of the 8-page 1/3 the width of the sheet.

5) Set the fold stop on the #2 plate of the 8-page 1/3 the width of the sheet.

6)) Close the deflector on the #3 and #4 plates of the 8-page section

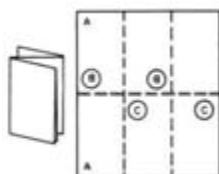
7) Inset one thickness of the paper being folded in the # 1 gap sets of the parallel section. (both sides)

8) Inset two thickness of the paper being folded in the #2, #3, #4 and #5 gap sets of the parallel section. (both sides)

9) Inset two thickness of the paper being folded in the #1 and #2 gap sets of the 8-page section. (both sides)

10)) Inset six thickness of the paper being folded in the #3, #4 and #5 gap sets of the 8-page section. (both sides)

Additional impositions can be found at <http://www.hallidaysales.com/baum>



Used Equipment



1999 B452A Automated 4-Color
14" x 20" Automated 4-Color with Automated Plate Hangers, Blanket Washers, and Running Register. 28 million impressions.



2007 Olec 19" UV Roller Coater
19" Olec UV Roller Coater Model DMC 19HF-A-TS, includes thin substrate option. Immaculate with only 81 hours use!



2001 Hamada H234C
13 3/8" x 17 3/4" Two Color Offset Press with Crestline Dampeners, Running Register, Blanket Washers, Powder Spray, and Pin Register System.

Demonstrations

J. E. Halliday Sales, Inc.'s Demo Facility is available to schedule equipment demonstrations upon request.

Call Now to Schedule a demo:
Phone: (714) 903-0608
Email: inquiry@hallidaysales.com

Service

Our factory trained technicians service and support all our equipment including Presses, Folders, Cutters, CTP, Proofing, and Color Management

Call to Schedule Service:
(714) 903-0608

Parts

Call or Email to Order Parts:
Phone: (714) 903-0608
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Prepress



KONICA MINOLTA

Press



BAUM

Bindery



BAUM

Inkjet



Mailing and Fullfillment



Supplies

Plates
Film
Blankets

Rollers
Perfect Binder Glue
Suckers