



IT'S THE WAY WE SAY IT!

It's not what you write, it's the way that you write it.

BY JANE SMITH

It's never been easier to produce slick, professional presentations on a computer and most of us have access to one and our own dedicated printer. So, to finish the job, all we need now is easy-to-use, compact machines to help make our hard copy presentation stand out from the crowd. (It's funny to think that even in this age of the internet and wireless technology etc we do still want hard copies, either to give to clients or customers or to keep for future reference.)

Elke Hahmann, marketing manager at GBC says, "Because of this, smaller machines, intended for personal use are more in line with consumer needs these days, than the bigger professional machines. Small personal machines also offer a good sales opportunity, as the supplies stored by the desk are conveniently within reach and will be used."

The way in which our working lives are changing is also having an impact on this sector of the market. Emma Crellin marketing manager for



Fellowes observes, "The boundary between the two worlds of home and office is getting more blurred, with homes increasingly becoming 'the office' or an extension of the office. This converging market is giving an opportunity for the provision of business machines that will adapt to both the workplace (for professional results, speed and flexibility) as well as the home (simplicity of use and stylish designs)."

Jill Organ, senior category manager for Rexel Business

Machines supports this view with her comments. "Ease of use is a must when you have to bind documents yourself! With the move away from centralised binding and laminating the needs of the individual are becoming increasingly important."

In terms of the binding market the strongest growth is definitely in the budget sector with demand highest for small format, portable machines and electric binders. Comb binding still dominates accounting for approx 65% of all machine sales, with other methods such as wire, coil, perfect binding and thermal binding following behind.

There are, actually, some important considerations in choosing the best method of binding depending on what you are trying to achieve with the document. GBC's selection guide proved useful to us in understanding the benefits of different methods.

Laminators are seeing tremendous growth with increases in sales of up to 40% in the last 12 months. They have become much more affordable and their benefits more widely recognised. Again the convergence of work and home environments means that smaller, more compact machines are the order of the day. Ease-of-use and speed are especially important with fast warm-up times becoming an important feature too.

Ways to use a laminator are endless for projects at both home and at work. It's amazing but once you own a laminator you'll be surprised just how much you use it!

Perhaps it would be useful to carry a small laminator and some pouches into customers with you and offer to laminate something for them. When they see how quick and easy it is they may be very tempted. ■