

Client: Archway

Project Description P&G Crest Whitestrips 3-Panel Brochure with Tip-on Sample

Challenge

Lowes-Martin was to receive the preprinted brochures flat to enable tipping on the inside of the brochure. However, they were supplied folded in error.

Benefits & Solutions

Rather than unfolding by hand, LM utilized its state-of-the-art in-line finishing equipment to provide a creative in-line solution. This allowed us to open the folded brochure, tip on the sample and final fold the brochure.

The benefits to the client:

- No reprint of the brochures was required, saving the client thousands of dollars.
- The deadline was not compromised.

Production Specifications

Quantity 120,500

Versions: English and French

Print: Not required for this project

Finishing: unfold brochure, tip on sample, fold and fugitive glue close in-line (one pass on the equipment).

Process



unfold



tip



fold



fugitive glue closed

