

# BAUM INFORMER

Volume 1, Issue 1

May 2009

## WELCOME TO THE BAUM INFORMER



This is a brand new on-line publication of the Baum Sales Department designed to provide our customers and our dealers with timely information about: new products, improvements to existing products, Industry news that can be of interest to you, parts specials, and much more.

In addition to the above we will also have some regular features such as "Ask Jim" and "Featured Imposition of the month"

## CHECK OUT OUR MONTHLY PARTS SPECIAL



Baumfolder parts has a different parts special each month which offers you the opportunity to save an considerable amount of money if you take advantage of the special offer.

Some of the type items which have been featured as a special include: Rebuild kits for both table top & floor model folders, Register Tapes & Belts, Tune up kits, folder accessories, etc.

To learn about the current special go to the Baumfolder web site [www.baumfolder.com](http://www.baumfolder.com) or call Baumfolder parts at 800-543-6107.

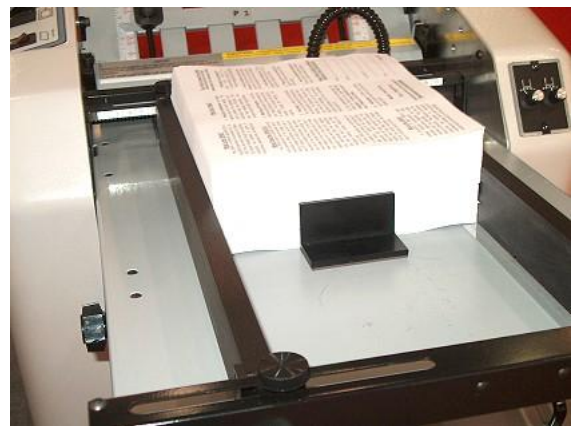
## NEW IMPROVED 714XLT AIR FEED FOLDER



**The world's Best Air Feed Table Top Folders have gotten even better.** The feeder has been redesigned on the Baum 714XLT Air Feed Table Top Folder and the Baum Flexifold Automated Table Top Folder. They now feature an all- new "Turbo" suction wheel which provides superior feeding over all previous designs and our competitors.

The new turbo-suction feeder design improves feeding of even the most difficult stocks. The additional suction allows you to load the feed table fuller for increased productivity. (See picture above showing paper loaded way above the specified height of the two inch side guides.)

You will also notice in the photo below the amount of curl in this printed stock that was run on this folder at the recent On-Demand Show.



For more information contact your local Baum dealer or call The Baum Sales department at 1-800-543-6107

## Stimulus Legislation Extends

### American Recovery and Reinvestment Tax Act of 2009

In a development of importance to our customers, enhanced Internal Revenue Code Section 179 Expensing and 50% Bonus Depreciation have both been extended through December 31, 2009 in the “Stimulus” legislation, *American Recovery and Reinvestment Tax Act of 2009*. In addition, the Stimulus extends provisions that allow companies that are currently in a loss position to use unused Alternative Minimum Tax (AMT) and R&D tax credits in lieu of Bonus Depreciation.

### Qualifying Property

In general, qualifying property is defined as depreciable tangible personal property that is purchased for use in the active conduct of a trade or business, including off-the-shelf computer software.

### 50% Bonus First-Year Depreciation

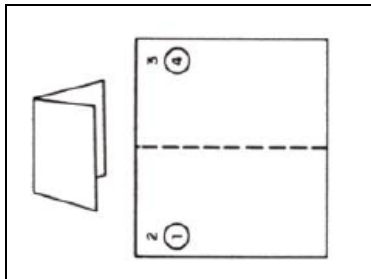
The Stimulus continues 50% Bonus First-Year Depreciation on investment in new equipment purchased after December 31, 2007 and “placed-in-service” before January 1, 2010

## FEATURED IMPOSITION of the MONTH

We will be featuring a different imposition that can be folded on your Baum floor model folder in each issue of the Baum Informer.

This month’s imposition is a very basic “4-page” which is simply folding the sheet in half. We will progress to more complex impositions in future issues.

These instructions are written for a folder with gap sets but could be modified for an older machine with manual roll settings.



1. Set you fold stop in the #1 fold plate at ½ of the length of the sheet that is to be folded ( for example: if you have a 11”long sheet set the plate stop at 5.5”)
2. Close the deflector on all the other plates.
3. Put one thickness of the paper you are going to fold, in the #1 gap set( both sides)
4. Put two thickness of the paper you are going to fold, in all the other gap sets.

Additional impositions can be found on the Baumfolder web site at [www.baumfolder.com](http://www.baumfolder.com) . Click on Technical Support and select something to use sheets.

## WHY AUTOMATE?



BAUM 20 AUTOSSET

The need for automating and or improving the folding process has become more prevalent today than ever before due to the following factors:

- Shorter run lengths can require more frequent setups. The emergence of digital short run printing has changed the imaging process but the need for bindery and folding is still there. Less setup time saves cost.
- Skilled bindery labor is harder to maintain due to lack of trained personnel and the depletion of a generation of bindery operators. It is getting harder to find skilled personnel and be able to pay them a competitive wage to run older equipment.
- Off-shore and other outside sources are creating costing pressure that requires bindery work to be more cost competitive.
- The need to repeat jobs quickly with minimal setup is key to keeping costs low to remain competitive.
- Other forms of electronic advertising are competing with print and requiring lower costs to remain competitive

Baum has a come up with an affordable solution to automate both its 20” and 26 & 30 Floor model folders.

**For more information about Baum’s line of automated folders contact the Baum sales department at 800-543-6107.**

Ask us for a free copy of Baum’s “**Guide for selecting automation in the folding process.**”

# Ask Jim



About this column. Jim Brandewie has many years experience operating, building, rebuilding, repairing and most recently in selling Baum folders. In this column Jim will select a commonly asked question concerning the operation of one of our Baum folders that was received from our customers and reply to it. If you would like to submit a question to Jim you can e-mail him at [james.brandewie@baumfolder.com](mailto:james.brandewie@baumfolder.com)

Unfortunately due to the volume of questions Jim cannot reply individually to every question submitted to him.

Dear Jim:

I have a Baum 714 air feed table top folder. Until recently I only ran simple jobs requiring letter folds and half folds. Now I have been asked to fold our newsletters in half down to 8 1/2 x 11 and then need to fold these again in half at 90 degrees to give me an 8 1/2 x 5 1/2 finished piece. Can I do second pass folding on my Baum 714.

J M – Chicago

Yes you can do second pass folding on the Baum 714 air feed. Here is what you have to do.

1. On the first pass you fold the sheet in half and score it.
2. Move the side guide over close to the vacuum feed wheel. The feed wheel should pick up the folded sheet within 3/4" of the fold. You may have to remove the front blow bar to get the side guide close enough to the vacuum wheel.



3. Turn the adj. knob on the side of the feeder to shut off the air on the side guide next to the open edges and increase the air on the side guide next to the folder edge. This will help keep the folded piece from opening up when being fed.

Second pass folding requires patience on the part of the person setting up and running the job. This is normally used for short runs on an infrequent basis.

The Baum 714 8-page Rt. Angle folder is a better solution and allows you to do both folds in one pass. (see related article below)

## BAUM 714XLT 8-page Right Angle

The Baum 714 "Flow-Thru" Right Angle Unit is the perfect companion to your Baum 714XLT and other Baum 714 models. The Baum 714XLT 8-Page Right Angle attachment consists of a flow-thru folder with angular roll cross carrier, extended delivery stacker, sound covers, transfer table and special cart.

The Baum 714XLT 8-Page can be added to both current and older model friction-feed and air-feed 714's, provided the parallel folder has the proper cart to match the height of the right-angle unit.



The Baum 714XLT 8-Page Right Angle unit is shown above with the 714XLT Air Feed Folder connected at 90 degrees. An example of a job you would run in this configuration would be to fold an 11x17" sheet in half in the parallel folder, and fold it in half or thirds in the Right Angle, to end up with a 5-1/2 x 8-1/2" newsletter ready for mailing.

For more information about this product contact your local authorized Baum dealer or call Baum sales at 1-800-543/6107.