

BAUM INFORMER

Volume 2, Issue 2

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BAUM BARGAIN BARN

Don't forget to check our web site for a listing of Factory Specials on selected Baum Products.

You will find a number of Demo/Refurbished Table Top Folders, Floor Model Folders, Cutters, Drills, etc at a very special price. These are being sold on a first come basis so if you have any interest in one of these special priced units contact your local dealer or call Baum sales at 800-543-6107 right away.

The list of products will change frequently so make sure you check our web site at www.baumfolder.com on a regular basis to see what new specials have been posted.

BAUM OFFERS NEW FINANCING PLAN



BAUM is very excited to announce a new equipment finance program designed to give our customers the flexibility of paying extremely low monthly payments for the first six months and also utilizing our very low finance interest rates for the duration of the chosen finance period.

Now you can afford to buy that new floor model folder, table top folder, paper cutter, or small offset press and start making money immediately.

For more information contact your Baum Dealer and ask them for details about the special Baum Stimulus Financing Program.



Baum 20

ARE YOUR MAINTENANCE COSTS GOING UP?

Are you noticing increased maintenance costs and loss of productivity due to frequent mechanical or electrical problems with your older equipment?

If the answer is YES! You should explore the benefits of trading that piece of equipment in on a new machine. Newer equipment such as the Baum 20 Paper Folder are much more maintenance free than older model folders and are built to give you years of reliable service with low maintenance costs.

The Baum 20's design has eliminated numerous adjustments that required special training and tools to readjust during the normal life of the machine. This eliminates something moving out of proper alignment and resulting in an expensive service call not to mention the cost of loss production.

The daily, weekly or monthly lubrication has been completely eliminated by the use of either permanently lubricated ball bearings or the use of a pressurized grease canister that automatically dispenses lubricant to critical bearings and which only needs to be replaced once every 9 months. The pump system has been redesigned and relocated and requires no lubrication.

To give you even more assurance that your maintenance costs are no longer an issue Baum has a three parts warranty on its floor model folders. For the first three years of operation your parts costs will be next to nothing, with you primarily having to be concerned with the purchasing of consumables such as perf blades and lube canisters every 9 months.

If you need another reason to buy a new folder or other piece of equipment from your Baum Dealer you will never find a better price than you do today.

Why not make an investment in your future and the future of your company and contact your local Baum Dealer now and learn why you buy a new Baum 20 or other piece of Baum equipment. If you aren't sure of who your local dealer is call BAUM Sales at 800-543-6107.

Ask Jim



About this column. Jim Brandewie has many years experience operating, building, rebuilding 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

Dear Jim,
I own a Baum 714XLT table Top folder about 3 years old. I have a customer who wants me to quote on doing a double gatefold. Can you explain what a double gate fold is and can I do it on my 714?

Carol from Michigan

Dear Carol:
In a double gatefold, also known as a closed gatefold, there are three parallel folds. Looking at the example below, the left and right edges of the paper fold in towards the middle of the sheet. The two edges meet in the middle with a slight gap between them. The folded piece then folds again in the center. The double gatefold is used in brochures and in foldouts in magazines.



Double Gatefold

Unfortunately you cannot do a gatefold on the 714XLT. To do a double gatefold you would need to have the following:

- (1) You must have a minimum of three fold plates. (The 714 only has two plates)
- (2) You need a gatefold attachment consisting of a special gatefold plate with a controller (there is no gatefold attachment for the 714XLT)

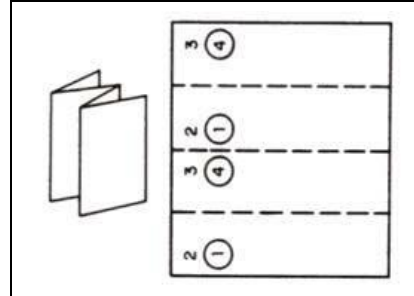
To get a folder capable of doing a double gatefold you must have a floor model folder.

Jim

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 "4-page Double Imposition".

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



4-page double imposition

- 1) Set the fold stop in the #1 fold plate of the parallel section for 1/4 of the length of the sheet being folded.
- 2) Set the fold stop in the #2 fold plate to 1/4 of the length of the sheet being folded.
- 3) Set the fold stop in the #3 fold plate to 1/4 of the length of the sheet being folded
- 4) Close the deflector on the #4 Plate.
- 5) Inset one thickness of the paper being folded in the # 1, #2, and #3 gap sets of the parallel section. (both sides)
- 6) Inset four thickness of the paper being folded in the #4 and #5 gap sets of the parallel section. (both sides)

Additional impositions can be found on the Baumfolder web site at www.baumfolder.com

CHECK OUT OUR PARTS SPECIALS



Baumfolder parts has both a weekly and monthly parts special which offer you the opportunity to save an considerable amount of money if you take advantage of the special offer.

To learn about the current specials go to the Baumfolder web site www.baumfolder.com or call Baumfolder parts at 800-543-6107.