

CONTACT:

Bruce Peterson, President and CEO
Colter & Peterson
Phone: (973) 684-0901
Fax: (973) 684-0260
cp@colterpeterson.com

FOR IMMEDIATE RELEASE

DOC-109

March 9, 2007

Page 1 of 1

DOWNLOAD TEXT AT:

www.colterpeterson.com/html/news.html

**MOTIVATING GRAPHICS INSTALLS THIRD WOHLBERG PERFECT BINDER
FROM COLTER & PETERSON**

Growing Commercial Printer Expands State-of-the-Art Adhesive Binding Capabilities



Motivating Graphics has recently installed their third Wohlenberg perfect binder from Colter & Peterson.

Paterson, NJ - Colter & Peterson, the largest independent distributor of paper cutters and paper handling equipment in North America, announces that Motivating Graphics, a full-service commercial printer with locations in Fort Worth, Texas and Deerfield Beach, Florida, has ordered their third Wohlenberg perfect binder.

Motivating Graphics had purchased their first Wohlenberg perfect binder from Colter & Peterson four years ago. Due to the company's recent rapid expansion, they fulfilled their need for additional

adhesive binding capacity with the installation of a Wohlenberg City 6000e early last year. Less than six months later, the company purchased a second City 6000e binder to keep pace with additional growth.

Both City 6000e binders are equipped to perform adhesive binding on a range of book sizes and formats. The Wohlenberg binders also include a host of automated features that reduce makeready times, enhance production speed and maximize the quality of every finished book.

Ray Glen Clark, owner of Motivating Graphics, said the company operates all three Wohlenberg binding lines 24 hours a day, 7 days a week to keep pace with production volume.

"As fast and versatile as these binders are, we need to run them constantly to keep up with customer turnaround demands," said Clark. "We chose Wohlenberg binders in part because of their reputation for reliability. The parts and service support network offered by Colter & Peterson was equally important, as we knew we wouldn't be stuck if we had a problem. That peace of mind is essential if you're going to be running your binders non-stop."

Motivating Graphics also recently purchased several pieces of productivity-enhancing equipment, including a Baumann paper handler and pile turner, a 45" Prism cutter and a 69" Polar cutter.

"To make full use of these state-of-the-art binders requires state-of-the-art support equipment," said Clark, who estimated the paper handling and cutting system has enhanced productivity in these areas by more than 50%.

According to Clark, speed and reliability weren't the only considerations when Motivating Graphics selected Wohlenberg binders. The company goes to great lengths to ensure the quality and consistency of their finished products, including hand inspecting each book as it comes off each binder. That commitment to quality is key to their differentiation and has been a primary driver of their growth.

"Our customers come to us for our industry-leading attention to detail and promise of consistently outstanding quality," said Clark. "We carefully analyzed the production quality of every major binder manufacturer on the market, and felt that Wohlenberg binders produced the highest-quality book - hands down."

Tom Welby, Regional Sales Representative for Colter & Peterson, said his company is proud to be a partner in the growth of Motivating Graphics.

"It's really no surprise why Motivating Graphics has enjoyed growth and success," said Welby. "They are committed to offering their customers a high-quality product and an enjoyable customer experience, and they recognize that's possible only with the best equipment. Colter & Peterson has helped them find that equipment for several years, and we look forward to continue doing so for years to come."

* * *

About Colter & Peterson: Colter & Peterson is the largest independent distributor of paper cutters and paper handling equipment in North America. Founded in 1932, C&P now employs over seventy five people working out of five locations in New Jersey, Iowa, California and Toronto, Canada. C&P is the manufacturer of the Microcut line of retrofit back gauge controllers and the worldwide distributor of Prism, Saber and Maxima paper cutters. It is also the North American distributor for all Wohlenberg, Baumann and Schneider Engineering products. C&P has purchased the Harris-Seybold and Dexter-Lawson line of paper cutters and provides service and support for those models of machines as well.