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**AT:** <http://www.rickardbindery.com/html/pr-0901.html>

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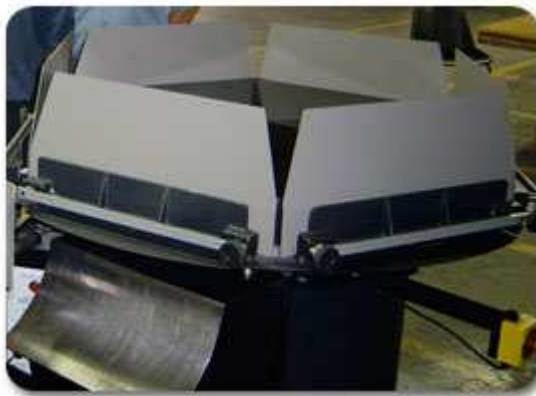
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## **Rickard Bindery Installs Automatic Padding Equipment**

*Brackett Circular Padder Offers Speed and Consistency to Padding Capabilities*

**Chicago, IL**– Rickard Bindery, an industry-leading binding and finishing company, proudly announces the installation of an automatic padding machine. The Brackett Circular Padder is an advanced hot melt adhesive padding system. Common applications for padded materials include point-of-purchase coupons, branded memo pads, tear off calendars and school supplies.



According to Jim Egan, Sales Manager of Rickard Bindery, “the previous system of manually creating padded materials is time consuming and requires a lengthy curing process. The automated system offers immediate curing and no separating of pads is needed.”

“The decision to add automatic padding was based on the clear advantages of the system,” says Jack Rickard, President of Rickard Bindery. “Decreasing production time, adding the ability to produce up to 1800 pads per hour and being able to offer the consistency of glue thickness were all factors in purchasing the machine.”

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News Release  
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**About Rickard Bindery:** Founded in 1900, Rickard Bindery has been providing advanced folding and other post press solutions for more than a century. Rickard Bindery's services include miniature, oversized, map, gate and specialty folding, 12-pocket saddle stitching, attaching, loop stitching, seam, fugitive and remoistenable gluing, rotary scoring, personalized product handling, fulfillment, wafer sealing and automatic shrink wrapping.