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DOC-268
May 5, 2006



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Rickard Bindery Adds String Tying to Capabilities

STRING TYING INCREASES COMPANY'S PIGGYBACK ADVERTISING SERVICES

CHICAGO -- Rickard Bindery, a legendary Chicago postpress binding and finishing company, announces the expansion of its bindery services to include string tying for piggyback advertising.

The addition of string tying complements the small-format services Rickard already provides to marketers and ad agencies, including miniature folding of product inserts and bottlenecks.

"At Rickard, we're always looking for ways to meet our customers' needs," says Jack Rickard, president of 106-year-old Rickard Bindery. "Clients turn to us for their other piggyback advertising, such as bottlenecks and extended labels. String tying is a natural extension of our service offerings."

With more than 80 folding machines, Rickard Bindery is an industry-leading provider of folding services that range from miniature pharmaceutical folding to large-format folding for maps and other oversized products. The company also provides high-volume saddle stitching, gluing and attaching.

"We can combine our other services with our string tying capabilities to give marketers, agencies and printers a wide array of design options," says Jim Egan, sales manager. "For instance, we can create a miniature stitched book of drink recipes, then punch and string tie it. Now the marketer can capture the consumer's attention by hanging the recipe book from the neck of the product."



Now Rickard Bindery offers string tying in-house, which it can combine with miniature folding.

Rickard's experienced staff can assist customers in choosing eye-catching design options for string tying products. Options include gate folds, spot glue, stitched books, pasted booklets and shapes, such as hexagon and circle.

About Rickard Bindery: Founded in 1900, Rickard Bindery is an industry leader in binding and finishing. In its 80,000-square-foot facility, Rickard provides string tying; saddle and loop stitching with up to 12 pockets; miniature, oversized, map, gate and specialty folding; rotary scoring; fulfillment; attaching; wafer sealing and seam, fugitive and remoistenable gluing. For more information on Rickard's services, go to www.RickardBindery.com, or call Jim Egan at 1-800-747-1389.

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