

◀ 30 mm ▶

◀ 125 mm ▶

◀ 123 mm ▶

DO NOT
OVERPRINT

◀ 121 mm ▶

MANUFACTURERS' CERTIFICATION

Successfully tested on a wide variety of digital printers, Convertible Solutions has been officially certified by HP-Indigo® and Xeikon.

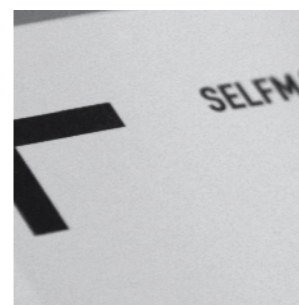


www.themedienhaus.de 2013



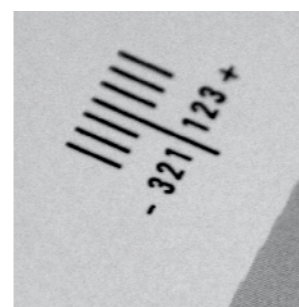
POST CERTIFICATION

Our mailing products are certified by the German post. For countries, where Convertible Solutions is officially distributed and local postal services don't issue official certifications, we offer post-compliant and tariff optimized products.



For further information and actual updates, please check our website.

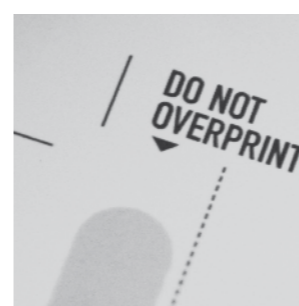
This catalogue is printed on Mohawk Panoramic Papers.



Convertible Solutions Europe GmbH
Zettachring 12 · 70567 Stuttgart · Germany

Telefon +49 (0) 711 / 23 06 27-20
Telefax +49 (0) 711 / 23 06 27-22

info@ConvertibleSolutions.de
www.ConvertibleSolutions.de



Product Overview



|||||
- 321/123+ -

+ 321/123+ -
|||||

◀◀◀ 399 mm ▶

◀ 235 mm ▶

◀ 30 mm ▶

◀ 125 mm ▶

◀ 123 mm ▶

DO NOT OVERPRINT

◀ 121 mm ▶

Print today, fold today, mail today... now that's Fold'N Go!

CONVERTIBLE SOLUTIONS

Convertible Solutions offers you the easiest and most beneficial way to produce Selfmailers on your digital press. This innovative solution, that meets the needs of digital printing, is called Fold'N Go. Fold'N Go is pre-converted paper that simplifies the creation of personalized, variable data print jobs that require perforations, envelopes, adhesives, die cuts or other complex conversions. The pre-converted paper of Convertible Solutions offers you a wide variety of templates – standard or individually designed – and the opportunity to produce Selfmailers without complex and time-consuming finishing!

WHAT IS PRE-CONVERTED PAPER?

Pre-converted paper eliminates post-converting processes such as gluing, perforating, scoring, envelope-converting and other complex finishing requirements. These features are in-position prior to printing, so after the personalized sheet comes off your digital press, the only steps required to finish the piece are trimming, folding and pressure sealing.

THE ADVANTAGES

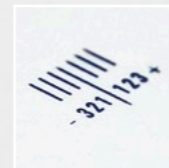
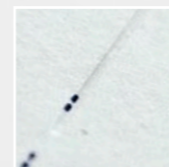
After the job is printed you no longer need complex finishing equipment to complete your print jobs; the only post-press converting required is the traditional trimming, folding and pressure sealing the adhesives (in order to activate them). Convertible Solutions' revolutionary pre-converted products allow you to keep all of the post press finishing in-house, dramatically reducing waste, labor and transportation costs. The overrun to accommodate waste (especially for personalized variable data digital print jobs), consuming valuable time and profit, is now reduced to a minimum, compared to the traditional converting process.

With Fold'N Go you reach a faster turn-around time, minimize variable data printing waste, eliminate post-press hassles, improve response time and add value to your variable data printing.

With our Fold'N Go Selfmailers complex (short and long) runs are feasible, without any additional capital investment!

Convertible Solutions does not only provide solutions and ideas, but also volume to the press and profitability to printers. On the next pages you will find our European standard-products, available in sheet form. In order to meet the individual needs of your customer, we also develop (together with you) unique "tailor-made" solutions and customized templates.

HIGH PERFORMANCE FOR YOUR MAILINGS!



PERFORATION

Facilitates detaching postcards, coupons, forms, fax reply sheets, or return envelopes.

SCORES

They make folding easier and reduce the danger of cracks forming in the printed surface.

FOLDING

Folding marks unmistakably indicate where the product must be folded.

COHESIVE GLUE

Mailings are closed by a cohesives glue which is an adhesive that is dry to the touch and, when lined up with the same glue, gets activated when pressure is applied.

REMOIST GLUE

Gumming will adhere only after it has been moistened.

DIMENSIONS

Overall and intermediate size specifications make it easier to configure layouts correctly and check for accuracy during printing.

ADDITIONAL INFORMATION

Our pre-converted sheets contain additional information such as layout marks, the name of the product, obverse and reverse indication, "do not overprint" instructions and a millimetre-scale alignment bar.

111111
-307-
111111

30 mm

125 mm

121 mm

399 mm

235 mm

◀ 30 mm ▶

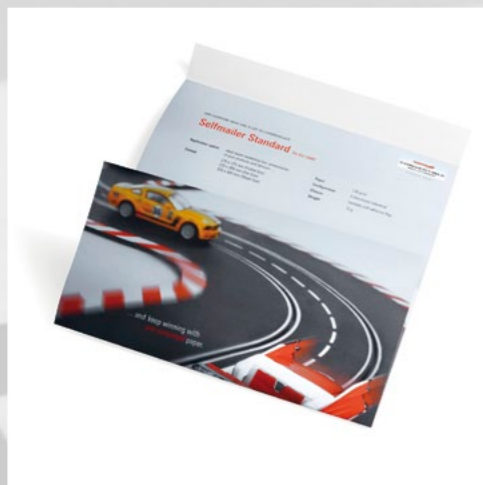
◀ 125 mm ▶

◀ 123 mm ▶

DO NOT
OVERPRINT

◀ 121 mm ▶

Selfmailer Standard FG EU 3000



Format 235 x 125 mm (closed)
399 x 235 mm (open)

Paper 130 g/m²

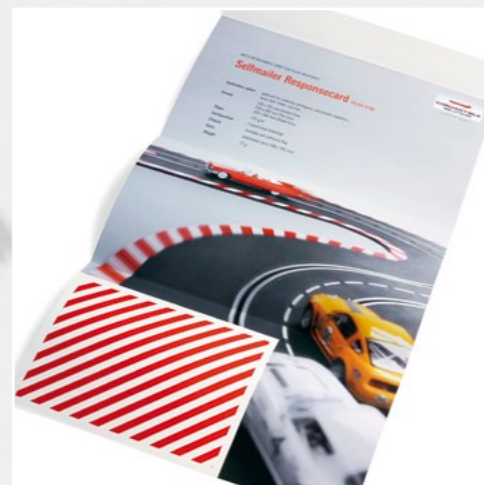
Configuration 3-directional letterfold

Closure suitable pressure sealing of flap

Weight 13 g

Application option The Selfmailer Standard is an ideal direct marketing tool on which photos, texts, and design elements can be clearly arranged.

Selfmailer Responsecard FG EU 3100



Format 235 x 125 mm (closed)
399 x 235 mm (open)

Paper 170 g/m²

Configuration 3-directional letterfold

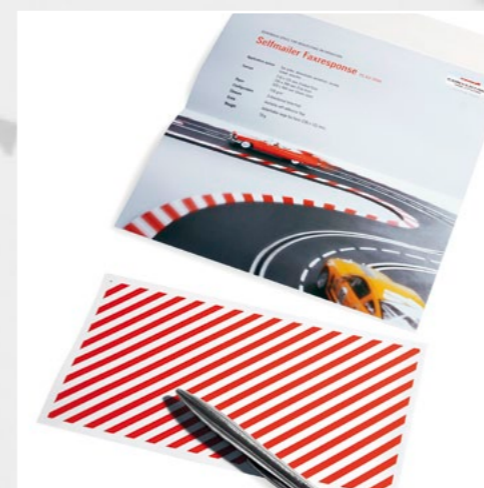
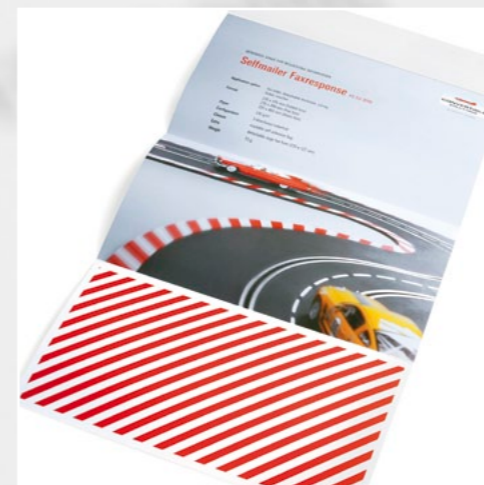
Closure suitable pressure sealing of flap

Extra detachable card (148 x 105 mm)

Weight 17 g

Application option The Selfmailer Responsecard transports for example a perforated detachable invitation or postcard for ordering catalogues.

Selfmailer Faxresponse FG EU 3200



Format 235 x 125 mm (closed)
399 x 235 mm (open)

Paper 130 g/m²

Configuration 3-directional letterfold

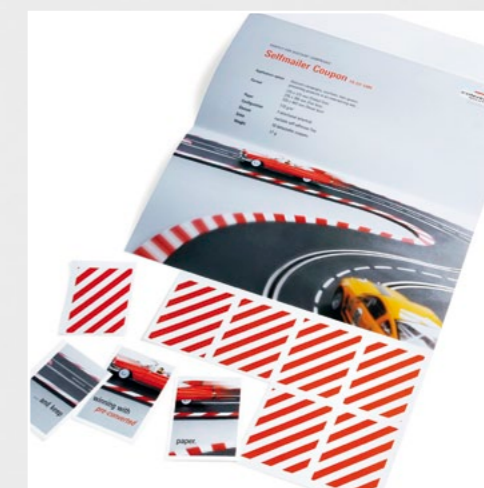
Closure suitable pressure sealing of flap

Extra detachable large fax form (235 x 122 mm)

Weight 13 g

Application option The detachable fax form offers generous space for requesting important information. May also be used for tickets.

Selfmailer Coupon FG EU 3300



Format 235 x 125 mm (closed)
399 x 235 mm (open)

Paper 170 g/m²

Configuration 3-directional letterfold

Closure suitable pressure sealing of flap

Extra 10 detachable coupons

Weight 17 g

Application option The detachable coupons may be used not only for discount campaigns but also for presenting new products in a way that is both entertaining and thrilling.

||| ||| ||| ||| |||
-30 | 125 | +

mm

125

||| ||| ||| ||| |||
+ 121 | 120 | -

◀◀◀ 399 mm ▶

◀ 235 mm ▶

◀ 30 mm ▶

◀ 125 mm ▶

◀ 123 mm ▶

DO NOT
OVERPRINT

◀ 121 mm ▶

Returnmailer FG DE 2000



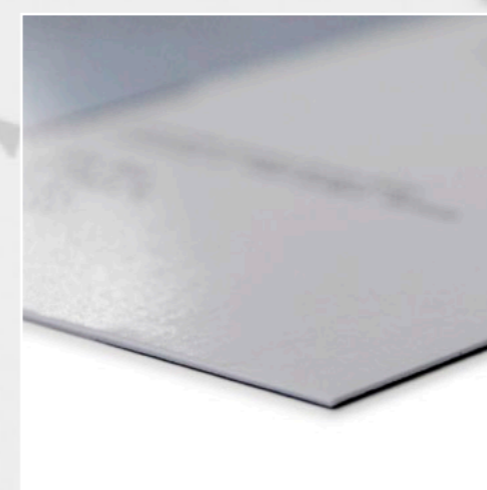
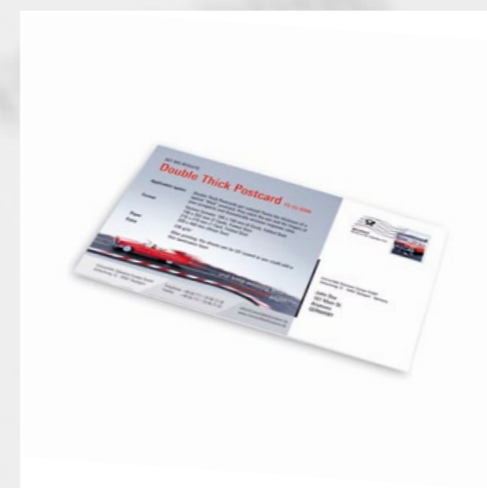
Format	235 x 125 mm (closed) 399 x 235 mm (open)
Paper	130 g/m ²
Configuration	3-directional letterfold
Closure	suitable pressure sealing of flap
Extra	detachable return envelope with re moist glue
Weight	13 g
Application option	This Returnmailer is suitable for different applications, for example customer surveys, direct debit authorizations, conclusion of contracts or sweepstakes. It combines response and envelope in an effective way.

Selfmailer Secure Standard FG EU 4000



Format	235 x 125 mm (closed) 399 x 235 mm (open)
Paper	170 g/m ²
Configuration	3-directional letterfold
Closure	suitable pressure sealing of flap
Extra	lateral adhesive strip, detachable
Weight	17 g
Application option	A mailer for confidential matters. Ideal for transaction printouts.

Double Thick Postcard FG EU 6000



Format	104 x 105 mm (4 cards, folded) 203 x 146 mm (2 cards, folded) Any other finished size is possible. 460 x 320 mm (sheet size)
Paper	236 g/m ²
Closure	Each sheet has cohesive on the back and a perf down the center. When folded, the sheet is pressure sealed together to an impressive 472 g/m ² card.
Extra	Possibility of lamination or UV-Coating depending of the format
Weight	Twice the thickness of a typical „thick“ card, catches the eye and fingers of your prospects and dramatically increases response rates.
Application option	

Double Thick Reveal Card FG EU 6100



Format	212 x 125 mm (2 cards, folded) 460 x 320 mm (sheet size)
Paper	270 g/m ²
Closure	Each sheet has cohesive on the back and a perf down the center. When folded, the sheet is pressure sealed together to an impressive 540 g/m ² card.
Extra	The card is die cut with a secure window. Possibility of UV-Coating to add gloss and protection.
Weight	13 g
Application option	The removable front panel is a fun and interactive way to engage your customer and reveal announcements, pictures, photos, vouchers, invitations...

Mohawk Panoramic Papers

A printing and binding solution for creating publications which lay perfectly flat. Printed images can flow seamlessly over spreads to create stunning visuals and ensure perfect colour matching every time.

CREATIVE END-USE APPLICATIONS

Photo-books, real estate/professional product catalogues, promotional/corporate brochures, calendars, music sheets, book/designer dummies, cook/child books, calendars, architectural drawings, conference notes/handouts/packs and all communication tools where words and pictures combine...

PRINTING & BINDING

Panoramic Papers are treated with Mohawk's exclusive i-Tone digital surface treatment – creating exceptional ElectroInk adhesion and reliable print performance.

Mohawk Panoramic Papers feature, on the back of the sheets, TRU-Flat® binding technology from Convertible Solutions. This technology, based on pressure sensitive adhesives, is also applied on the Fold'N Go Product portfolio. The cooperation and combination between Mohawk's i-Tone paper and Convertible Solutions' co-adhesive glue technology results in the unique layflat solution "Mohawk Panoramic Paper".

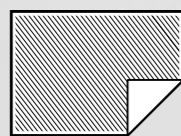
Books and brochures made from Panoramic Papers can be produced on a wide range of binding equipment. All you need is a (rule/matrix) scoring device, a folder, a book jig (tool for collating and lightly tamping sheets into a book block), a book press and a guillotine or 3-knife trimmer.

The bindery workflow can be automated for higher volume production.

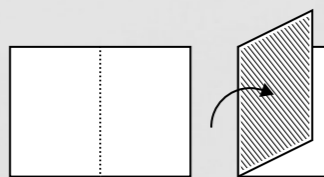
After printing, the pages are scored, folded, stacked and pressed together to form a series of two-page spreads without a gutter or seam to interrupt the images. An additional printed Panoramic sheet can be wrapped around the book block to form a simple soft cover or the finished book block can be case bound.

TRU-Flat® is a registered trademark of Convertible Solutions, Inc. See www.convertiblesolutions.com for more information.

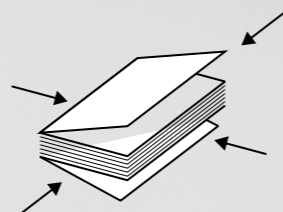
A Streamlined Process



1. Print sheets on a digital printer



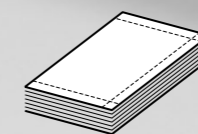
2. Score and fold



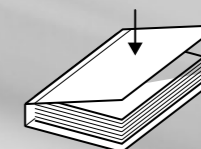
3. Collate sheets into a book block and apply optional end-leaf papers



4. Bind sheets together under pressure



5. Trim book block



6. Book assembly

Convertible Solutions offers for Panoramic Papers a portfolio of premium paper in two ranges: Book block and End-leaf paper.

Mohawk Panoramic Papers: for book block pages

Mohawk Panoramic Papers feature superior surface characteristics for the reproduction of photography. They all feature extremely bright white shades, excellent image quality and strong environmental attributes including 100% PCW recycled fiber content. The paper is available in a variety of popular Mohawk i-Tone grades with TRU-Flat® cohesive applied to one side.

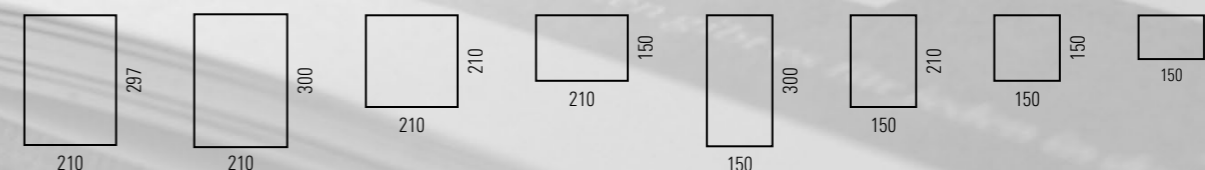
- Mohawk Panoramic Uncoated i-Tone 100% PC White, Smooth, 148 g/m²
- Mohawk Panoramic Uncoated i-Tone Crystal White, Smooth, 148 g/m²
- Mohawk Panoramic proPhoto Lustre White, 190 g/m²
- Mohawk Panoramic proPhoto Lustre White, 260 g/m²

Mohawk Panoramic End-leaf Papers: for covers

Mohawk Panoramic End-leaf is a line of papers with high folding strength that will ensure a long-life for the finished book. They are available in two forms: ½ cohesive - ½ untreated or ½ cohesive – ½ pressure sensitive adhesive. The Graphic White shade is also treated for excellent imaging performance for printed designs and is suitable for printing on digital presses.

- Mohawk Panoramic End-leaf Graphic White, Vellum, 118 g/m²
- Mohawk Panoramic End-leaf Graphic White, Vellum SG1-PS, 118 g/m²

Mohawk Panoramic Book Block and End-leaf Papers may be used to produce Panoramic books in a range of trim sizes:



All sizes in millimeters. Options:
210 x 150 – 210 x 149, 210 x 148, 2 up
150 x 300 – 150 x 297

150 x 210 – 2 up
150 x 100 – 148 x 100, 149 x 100, 3 up