

In-line Stitched Booklets explained

A miniature stitched booklet is pretty much like any booklet or brochure apart from the size, just folded pages with one or two staples in the spine to hold it together and then trimmed to size.

Many of you will know that producing smaller booklets on conventional finishing equipment is not the most pleasurable of experiences. Usually you end up having to guillotine the booklets to size which is a lengthy and costly exercise, and often the quality of the finished booklet is not what it should be.

At Clinical we have a fairly unique way of producing our miniature stitched booklets. We can produce a booklet of up to 48pp from a single flat sheet; we fold, stitch and trim in one process.

We call this process “in-line” because apart from the initial cutting of the printed flat sheets, it is all ran through one machine.

Our in-line machines have a folding machine attached to them which feed and fold directly into the stitching machine. This inline process saves time and cost because we do not have to fold the pages as conventional sections on a separate machine.

A cover feeder can attach a 4pp cover of a different weight if required, and the booklets are then trimmed to singles on dedicated miniature trimmers.



Of course, we must plan these booklets a little differently to conventionally stitched booklets; it all depends on the size and pagination of the booklet.

However, we always provide a working sheet with each booklet, so you can plan your print. We will also provide an imposition when the job reaches the planning and artwork stage.

Some people will think that a miniature booklet is a novelty item with limited applications, but just take a moment to think about the products that come packaged with a miniature booklet.

For example, cosmetics and perfumes, mobile phones and ipods, jewellery, gifts, DIY, homewares, drinks and spirits, electrical items etc etc etc. In fact almost every small packaged product contains a miniature booklet or leaflet containing consumer information.



Then there are the wider applications of miniature booklets; vouchers, event guides, sports fixtures, promotions, tourism, to name just a few.

With miniature booklets a lot of information can be contained in a small footprint, and the size means they are likely to be retained for longer.

In producing these booklets, far less paper is used but the perceived and sale value of the booklet is not significantly lower than a standard size brochure.