

Visual Products, Inc. Puts A New *Crease* In Its Loose Leaf Ring Binder Business

September 2004

High Point, NC-based Visual Products, Inc. continues to invest in its manufacturing versatility and now offers expanded manufacturing options to its custom binder clients. The recent acquisition of a creaser machine allows the company to manufacture custom binders using one wrapped and creased board in addition to the 3-board construction they've offered for years.

"Some of our clients prefer the colorful graphics of a litho-wrapped binder, with European-style creased hinges," noted Marsha Talton, vice president of Visual Products, Inc. "Even though our company has been making excellent binders for almost 40 years, we love having one more option to offer to our clients."

Company President, Gail Wright added, "We're always on the lookout for equipment that expands our in-house manufacturing capabilities. Our new creasing machine precisely creases and folds the stiff paperboard we use in our binders. And we think it's important to offer a choice of options for the construction of binder hinge."

Visual Products, Inc. is women-owned and family operated custom loose leaf ring binder manufacturer. Renown for its high quality standards and excellent service, Visual Products manufactures custom ring binders for companies located through the US. The company is headquartered in the heart of the Piedmont Triad with offices and manufacturing operations in High Point, North Carolina.

#

Contacts:

Gail Wright 336.883.0156

Marsha Talton 336.883.0156

Visual Products, Inc.
1019 Porter Street
High Point, NC 27263