

Tilibra finds Kugler-Womako ProBind S+P a perfect match for today's needs.

Nürtingen, Germany, November 04, 2011 – With Brazil's pioneering world leadership in the production of goods ranging from poultry to ethanol, the country's producers take to automation quite readily. Also notable is Brazilian producers' desire for quality in the products they manufacture. This combination of innovation, volume and excellence are particularly important to Tilibra S.A. Produtos de Papelaria. And they have found their *ProBind S+P* punching and binding machine from Kugler-Womako to be a perfect match.



Plastic spirals open unlimited possibilities for color.

Kugler-Womako is a supplier of machinery and services for the stationery, bookbinding and labeling industries worldwide. Their ProBind S+P installation is believed to be the first plastic spiral automatic punching and binding machine in Brazil.

"Tilibra has significant market share of Brazil's stationery and office products market, and we continue to grow," said Fábio Rogério Silva, Tilibra Operational Support Manager [Gerente de Apoio Operacional]. "The popularity of plastic spiral binding is growing, too. So obtaining the Kugler-Womako ProBind S+P was a very productive move, well suited to our increased production and product portfolio."

Tilibra is the country's leading supplier of school notebooks in Brazil, and exports to the United States and Canada through MeadWestvaco, and to several Latin American countries. Competition with automated lines abroad is

another reason for the appeal of the ProBind S+P inline performance.

And yet, in this case automation could be taken too far.

Exactly the right level of automation

In order to secure high quality and value, Tilibra's books are offset-printed. Thus, books' cut-sheet pages must be fed by hand. This, too, is a perfect match with the ProBind machine's design.

Need for the ProBind S+P machine was accentuated by Tilibra's 2009 acquisition of Grafons, another leading Brazilian manufacturer of school and office products. Tilibra itself -- founded in 1928 and based in Bauru, Brazil -- has been a member of the MeadWestvaco company family since 2004. Tilibra

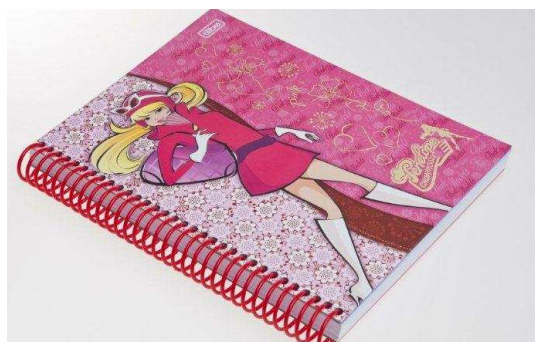
KUGLER-WOMAKO



manufactures and markets stationery and office products under its Tilibra and Grafons brands.

All Grafons notebooks are plastic-spiral bound, and a key feature of the products. Plastic binding has been growing in popularity among designers, consumers and manufacturers, particularly due to the material's durability, stability, and range of colors.

Plastic binding was previously not used on Tilibra products, which had been metal spiral or double-wire bound. In making its textbooks for students and businesses, Tilibra also designs the product, prints the paper, and manufactures the covers. The company also manufactures agenda products and greeting cards.



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Improved efficiency, speed and flexibility

Stationery producers are eyeing the benefits of automating the plastic spiral process, especially in Brazil, where labor costs have been rising. Traditionally, in Brazil plastic binding has involved a lot of manual labor: punching the

paper with a manual machine and then inserting each pre-formed spiral by hand.

The Kugler-Womako machine combines and improves on all these processes, automatically punching the paper, then forming and inserting the plastic spiral. Reaching a 105-cycle punching speed and producing some 25 articles per minute, it is among the fastest automatic plastic spiral binding machines in its class.

Tilibra also uses the ProBind S+P to produce metal-spiral products. Operating in-line, the ProBind machine can be configured to produce alternative binding methods such as spiral, plastic or wire-o binding.

The machine is equipped with four cover feeders, enabling its owner to save time and personnel by assembling the complete book automatically. The unique Kugler-Womako automatic plastic spiral binding system has been proven in a variety of markets worldwide.

"We are extremely pleased with the performance of the machine, in terms of both its economic efficiency and its sensible technology," said Mr. Silva.

An example of the ProBind machine's intelligent design is its ability to shape the spine before inserting the spiral. For this reason the plastic or metal spiral passes through cleanly. Binding books as thick as 26 mm is therefore no problem.

The ProBind design gives a high degree of flexibility. Different jobs can be processed on the same machine with high speed and efficiency. This allows a robust product mix, while ensuring quick continuous, stable production of products aimed at a variety of quality-conscious customers. Size changes go quickly, even with an inexperienced operator.

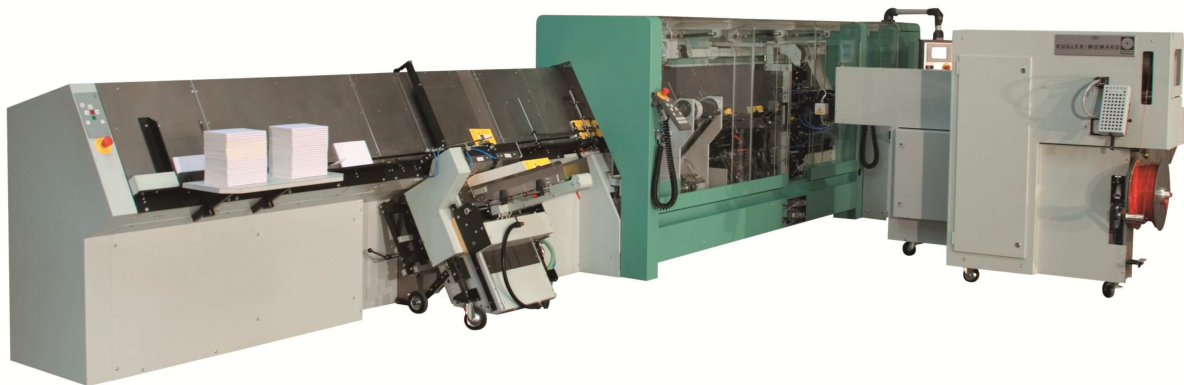
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Exemplary performance

As recession-affected sales recover and the stationery sales market resumes growth, more machines are to be added to Tilibra's already large array of production equipment. Included in their existing inventory are several other products from Kugler-Womako: automatic punch and binding machines for wire-o and metal spiral, a wire former, and a stand-alone punching machine.

The cost-efficient base ProBind model is designed for small to medium production runs. Its efficiency and fast job changes are valued by bookbinderies, trade finishers and smaller stationery manufacturers. Non-competing companies in Brazil have visited Tilibra's facility to witness ProBind performance first-hand.



From cut-to-size paper to the final product – the in-line production of the ProBind.