

## About Powis

Powis Parker, a Berkeley, CA company, is the brainchild of Kevin Parker. In 1980 he was given the tedious task of producing the high school yearbooks for his graduating class. He stayed up all night hand stitching each book after finding the alternatives either looked too cheap or were far too expensive to produce.

Over time, Kevin has sought new ways to bind quality books in innovative ways. He experimented with several binding techniques until the first Fastback binding machine was born. The results brought professional level binds into the office environment.

Kevin has continued the experimentation and innovation with the clear goal of creating beautiful and quality books. Whether they are documents, photo books, or a standard book, Powis Parker has built a solution.

In addition, Powis Parker prides itself as being socially conscious, making a promise on its first day of business to protect the environment. Powis seeks out suppliers that share its concern for the planet to ensure every product is ecologically sound.

Since the beginning, Powis has built its name on the fine details. Our "branding through binding" portfolio opens the doors for businesses worldwide that can now rest assured their brands will be communicated on products that boldly represent their image.



FOR INFORMATION ON ALL POWIS  
ICASE STYLES AND DESIGNS, PLEASE  
CONTACT THE POWIS SALES TEAM.  
EMAIL: [customerservice@powis.com](mailto:customerservice@powis.com)

**POWIS**

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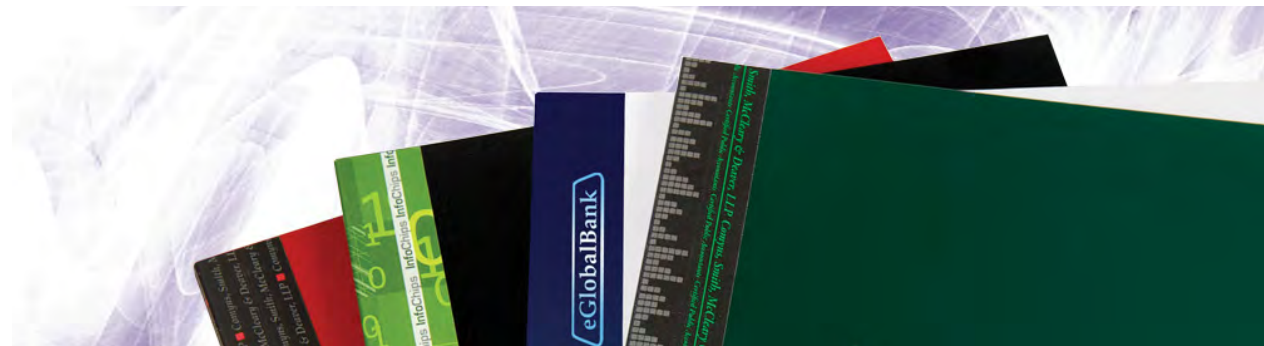
# POWIS | Branding

Impress. Influence. Inspire



## When faced with the challenge of communicating your brand in day-to-day tasks, look to Powis for a solution.

Businesses struggle every day to keep their image in front of potentially new and existing clients. Spending big money on advertising has its place but what about brand placement in daily affairs? Powis has custom solutions for everything from document binding to high quality photo books to branded iPad cases.



### Quality full color bound documents

*Document binding can make a big statement when coupled with customization. A full color branded spine strip will be the first thing a client sees when handed a report or presentation. How will you choose to make a first impression?*

The **Powis Image Strip** represents a new level of binding customization. Now every document you bind can promote your brand, enhance your image, and ensure that each manual, proposal or report that you produce differentiates you from the competition.

The **Fastback Model 20** is the ideal binding machine for corporations, financial institutions, copy shops, print environments, or education establishments that require professional-looking presentations or bound documents. And, at a fraction of the time required to bind with alternative binding solutions such as coil, comb, or wire, it's no wonder why over 30,000 customers around the world turn to Powis Parker for document binding and customization. The Model 20 offers ease of use with its graphic display that guides the user through each operation using animated illustrations. The Fastback 20 works with all of the Powis binding materials, from the versatile Super Strip to the customized Image Strip to the Perfectback strips for perfect binding books. It can create anything from a simple report to a 350-sheet hard cover book.

### Mobilize your brand on a custom iPad case

*Turn your iPad into a walking billboard. Powis offers two options for not only protecting your iPad, but also keeping your brand visible. Whether in the airport, a local coffee shop or at work, our custom iPad cases do the talking.*

Carry your brand everywhere you go on a **Powis iCase**. This flexible iPad case offers the option of a full color cover or an executive leather option with your logo and tag line printed with foil. Add an inscription or contact details to the inside to complete the customization.

Combining function, durability, and style, the Powis iCase cradles your iPad and has more features than you ever thought possible. Our built-in stand lets you place your iPad in the perfect position for work or play. With over 9 different positions, there is one to suit any viewing requirement.



### Bold hard and soft cover marketing books

*Sharing your business' story in a hard or soft cover book has never been easier. Educate customers and clients on your history and product offerings with a professional quality book, published under your own roof. No minimum runs means books can continue to be modified as they hold your ever changing story.*

It is possible to produce customized hard cover books without messy glues or heavy, expensive equipment. Powis printed hardcovers come with the adhesive already applied, so you never have to worry about messy glue application, leakage, glue build-up, or cleaning. Powis has done the complicated part of book assembly for you, so all you have to do is bind your printed contents and assemble the book using our hardcover guide.