

## **APPLICATION NOTE**

### Card Insertion

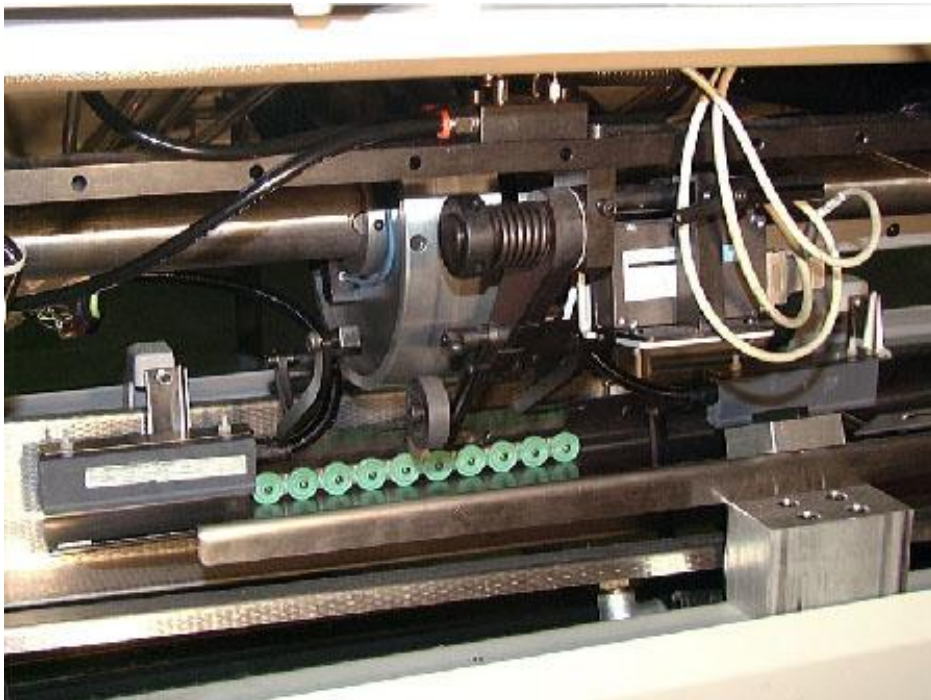
#### Problem

This process is used to insert advertising cards etc into magazines and books. They are loosely inserted, not bound in. Multiple inserts are fed into the magazines via a number of inserting heads. After the final insert is added, the magazine closes and is transferred to the next operation. It is easy for the inserts to move in the magazine and in some cases fall out.

#### Solution

To stop this problem, a static charge is generated on the cards as they are inserted into the magazine. This process takes place at each inserting head, resulting in improved overall quality and preventing problems further down the line.

Fig.



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