



Bind-it-All vs. the Competition Facts and Comparisons

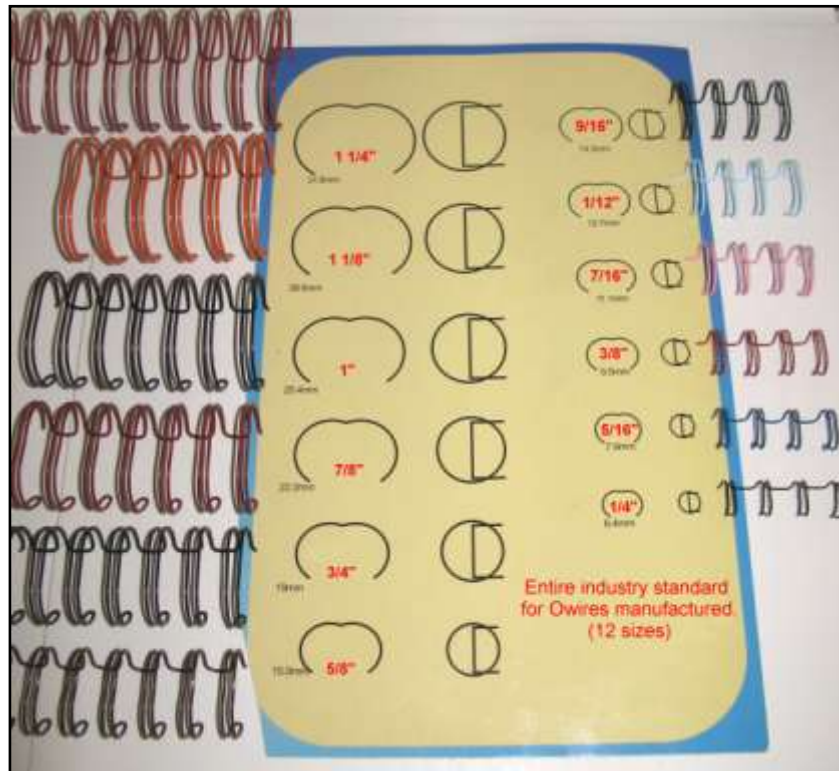
Zutter Innovative Products takes pride in our products and the quality workmanship of our tools and scrapbooking items. With the recent launch of a competitive binding tool, we are taking this opportunity to list the advantages of the **Bind-it-All**. We have taken a close look at the other product and can confidently state that the **Zutter Bind-it-All** – the first and most innovative binding tool now five years strong in the scrapbooking market – continues on top as the leading personal, home binding system on all fronts.

Once you review these key points, we are certain that you -- high end crafters AND your retail customers --will choose the **Bind-it-All**, because of its versatility, quality and reputation.

Note the following key points of differentiation:

Versatility:

- The **Zutter Bind-it-All** is capable of handling a wide range of owires sizes - up to 9 **different diameter sizes**. From the very smallest 5/16" all the way to 1 1/4" in diameter. We also offer 9 colors of owire (White, Black, Silver, Antique Brass, Antique Silver, Red, Brown, Baby Blue and Baby Pink).



- The other tool currently has only three sizes of owire.
- The other tool currently only handles wires from 3/4" in diameter to 1 1/4" in diameter. One of our most popular owire sizes (1/2") is not offered by their tool.



- The **Zutter Bind it All** offers a *micro adjustment* on the owire closing mechanism. This allows the use of any size and from any manufacturer of standard universal owire, always insuring a perfect circular owire closure.

- The other tool currently only offers preset settings on the Owire closing mechanism. This does not allow

the use of universal owires, nor the adjustment for precise closure and to avoid misshapen owires.

- The **Zutter Bind-it-All** offers a 42 page color fully illustrated owner's manual.

- The other tool offers a flyer as an instruction manual.

- The **Zutter Bind-it-All** provides a detailed instructional demo DVD including project ideas.

- The **Zutter Bind-it-All** has a unique setting that allows for the accurate punching of alternate sized inner pages (slightly smaller than covers). This is a professional level binding setting, standard for quality publishing and book binding.

- The **Zutter Bind-it-All** has a feature with the Space Bar accessory that allows the user to punch holes closer to the edge of the paper if needed (vital for using smaller diameter owire).

- The **Zutter Bind-it-All V2.0** includes an Extension Bar and Extension Bar Plate that can be set to do repetitive punching jobs, always with top accuracy.

- The **Zutter Bind-it-All V2.0** is unique in its small design, under 3 lbs. and has a very small "foot print", taking little space on the desk top or craft table.

- The **Zutter Bind-it-All** fits nicely into the custom designed tote (the Bag-a-Bind) which allows for even weight distribution and room for other binding accessories. It is compact, practical, and convenient.

- The competitive tool currently does not offer any of the above features.

- The **Bind-it-All** is a patented design providing a lifetime warranty.



Price:

- The **Zutter Bind-it-All** currently retails for \$74.99 – 25% LESS than the competitive tool.

- The **Zutter Bind-it-All** tote, Bag-a-Bind currently sells for \$29.99.

- The competitive tote currently sells for \$39.99 -- 33% higher than the Bag-a-Bind.

- Zutter Owires are typically packaged in 6-packs. The 3/4" owire 6-pack retails for \$5.99, or about \$.99 per 12" length.

- The competitive owire comes only in 2-packs, currently priced at \$3.49, or \$1.25 per 12" length. This is 25% higher than Zutter owires. (Also their 1" owires are currently higher priced than Zutter's).

- At under 3 lbs., the **Zutter Bind-it-All** is less than half the weight of the other tool. Less weight and less bulk means easier to tote, and 67% less carton and packing for shipping (to customers).



Quality:

- The **Zutter Bind-it-All** creates rectangular-shaped holes, which not only allows for more versatility and creativity in creating a wide variety of projects, but are also quite a manufacturing feat.
 - The other tool creates circular holes. Round hole punches are nothing new.
 - Larger rectangular punches allows for additional creativity for ribbon threading, or other applications.
- The **Zutter Bind-it-All** has specially treated harden steel blades that never need sharpening or replacing. The body of the tool is solid, durable metal, with mouldings manufactured by the top binding system manufacturer in the business, in business for over 30 years.
 - The quality and design of our product and the outcome results of the **Bind-it-All** binding system are superb and well exceeds the highest standards of owire binding.
 - The other tool appears to be made of plastic components which are likely to be less durable than **Zutter Bind-it-All**'s solid metal material in withstanding the practices and “punishment” of vigorous crafters and frequent, repeated use.
- **Bind-it-All Version 2.0** carries a lifetime warranty. Zutter is confident about our product line, durability and customer satisfaction.



Leader in Personal Home Binding Systems

- Zutter has a well established range of supplies and consumables to complement and enhance the **Bind-it-All** tool.
 - A wide variety of owire sizes and colors, as well as base items for project creation are part of the Zutter product line, including chipboard, Clipboard Wood, Canvas Artboard, Acrylic covers, inner pages, and Cover-Alls.
 - Items such as the Bag-a-Bind Tote (totes sell nearly 1-to-1 with the Bind-it-All tool), Round-it-All corner punching tools, and other coordinating tools -- such as cutters, Book & Journal Making Tool Kit, Rivet setters and accessories - are consistent with scrapbook and craft enthusiasts needs.
- **Zutter Innovative** is dedicated to continually create compatible tools and products for our full product line. Some of the recent product introductions include:
 - Zutter Distrezz-it-All
 - Zutter Kutter
 - Cover-Alls album covers
 - Display-it-All
 - Acrylic Stamp Album Organizer Kit
- The **Zutter** name, the **Bind-it-All** and our product line has not only worldwide recognition but an enthusiastic international fan base, supported by an international Design Team.



Bind-it-All is the longer lasting, more versatile and convenient investment for discerning crafters!

We welcome your comments at binditall@aol.com or to Customer Service at 877.273.2818
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