

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



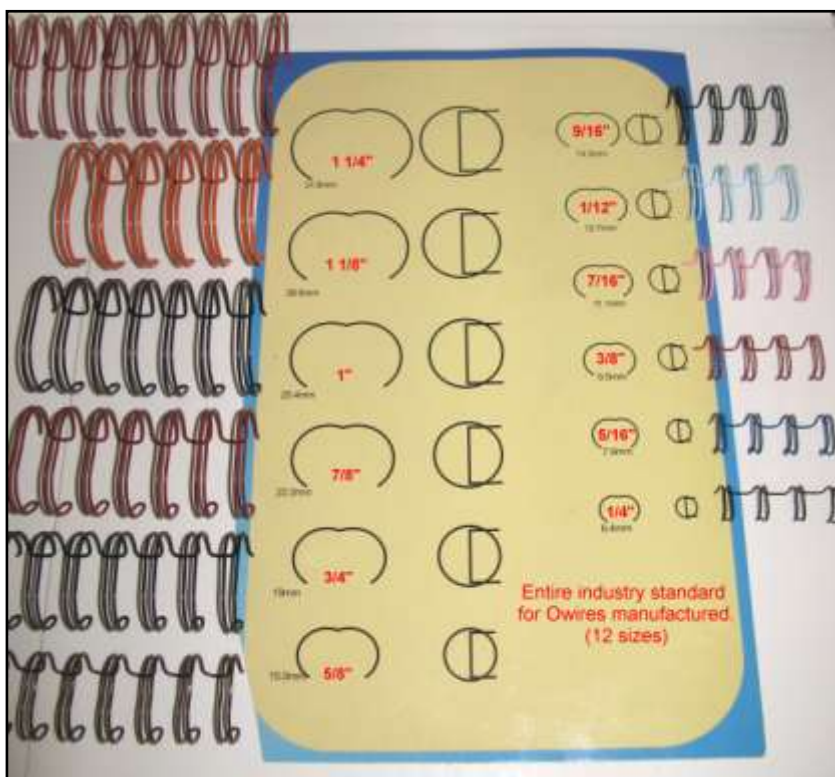
Zutter Innovative Products takes pride in our products and the quality workmanship of our tools and scrapbooking items. With the recent launch of a competitive binding tool, we are taking this opportunity to list the *true facts* on the advantages of the **Bind-it-All**. We have taken a close look at the other products 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 any size owire that is available on the market. The Bind-it-All comes with a set of owire sizing templates for the following diameter sizes: **5/16, 3/8, 7/16, 1/2, 5/8, 3/4, 7/8, 1 inch and 1 1/4 inch**. In total, there are a total of 12 owire binding diameters available in the market. (1 1/4, 1 1/8, 1, 7/8, 3/4, 5/8, 9/16, 1/2, 7/16, 3/8, 5/16, 1/4.) See photo below. The **Bind-it-All** is capable of applying all 12 sizes, from the very smallest 1/4" all the way to 1 1/4" in diameter. We also offer 8 colors of owire (White, Black, Silver, Antique Brass, Antique Silver, Red, Baby Blue and Baby Pink).





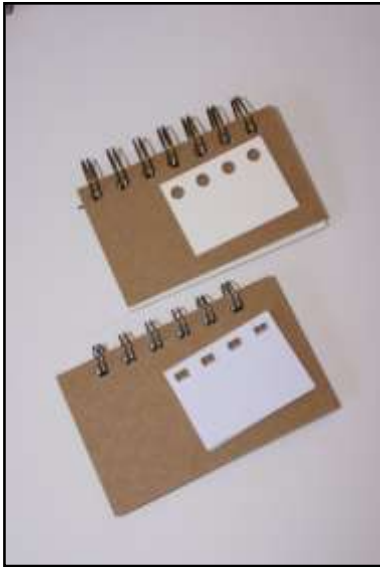
- The other tool currently has only three sizes of owire. The other tool is also only capable of handling the larger owire sizes and even then they are limited to 5 sizes only per the pre-set closure settings on their tool.
- They can only handle wires from 3/4" in diameter to 1 1/4" in diameter. The tool only accommodates 1 1/4, 1 1/8, 1, 7/8, and 3/4 diameter owire. Since they only sell three sizes, (1 1/4", 1" & 3/4") this limits their product capabilities. One of Zutter's most popular owire sizes (1/2") is not a size they can handle.
- 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 outcome. Owires from different manufacturers tend to vary in their proper closing requirements in order to accomplish a circular closure. The micro adjustment on the Bind-it-All allows an exact adjustment setting to the unit -- plus or minus adjustments as needed -- to accomplish the proper circular owire outcome.
  - The other tool only offers preset settings on the Owire closing mechanism. This does not always allow the use of universal owires. In various instances, the preset settings for owire closures do not provide a proper circular owire outcome. This situation cannot be corrected only because the unit does not have the capability of in-between adjustment settings.
- The **Zutter Bind-it-All** displays clearly and accurately, register marks pointing out exactly the position of the blades and where hole placement will be. This is helpful particularly when punching materials as narrow as 1" assuring proper centering of the holes onto the narrow paper.
  - The competitive tool does not have register marks; therefore you have no visual reference to be able to determine where the holes will be placed.
- The **Zutter Bind-it-All** offers a 42 page color fully illustrated owner's manual.
  - The other tool provides a single 8.5X11 double-sided sheet in their packaging.



- The **Zutter Bind-it-All** offers online technical support. You can call the Zutter and one of our technicians will walk you through step by step on how to reach a perfect owire binding outcome.
- The **Zutter Bind-it-All** provides a detailed instructional demo DVD including project ideas.
  - The competitor tool does not provide any visual/video instructions.
- 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. This feature is shown at left (white page project bound with the Bind-it-All).
  - The other tool does not provide this special feature.
- 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 competitor tool does not provide this special feature.
- The **Zutter Bind-it-All V2.0** includes an Extension Bar and Extension Bar Plate that can be set to handle from very small projects to very large projects to do repetitive punching jobs, always with top accuracy.
  - The competitor tool does not provide this special feature.
- The **Zutter Bind-it-All V2.0** is unique in its small design, under 3 lbs. capable of providing professional owire binding outcome. Our unit has a very small “foot print”, taking little space on the desk top or craft table.
  - The competition is a much larger unit, over 7 lbs. and it has a rather large “foot print” taking up a considerable greater space on the desktop of a craft table.



- The **Zutter Bind-it-All V2.0** is quite economical for shipping purposes both by weight (under 3lbs) and by volume and carton size.
  - The competitor owire binding system can be expensive in shipping charges due to higher weight (over 7 lbs.) and greater overall carton volume size.
- 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 competitions tote is not designed for ultimate practicality making for transportation of the unit to be rather uncomfortable.
- The **Bind-it-All** is a **patented design** providing a **lifetime warranty**.
  - The competitive tool does not identify any patent or warranty or guarantee.
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#### Price:

- The **Zutter Bind-it-All** retails for \$74.99 – 25% LESS than the competitive tool.
- The **Zutter Bind-it-All** tote, Bag-a-Bind sells for \$29.99. -- 33% less than the competitive tools tote.
  - The competitive tote sells for \$39.99.
- Zutter Owires are typically packaged in 6-piece packs. The ¾” owire 6-piece pack retails for \$5.99, or about \$ .99 per 12” length.
  - The competitive owire comes only in 2-packs, priced at \$3.49, or \$1.25 per 12” length. This is 25% higher than Zutter owires. (Also their 1” owires are higher priced than Zutter’s).
- At 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 carry in 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 a feature that only compares with any high standard commercial owire binding systems.
  - The competitive tool creates circular holes, which are out of proportion and not professional looking or impressive to the eye. Round hole punches are nothing new.

- Zutter's rectangular shaped holes allow for additional creativity for ribbon threading, or other applications.
- The **Zutter Bind-it-All** has specially high temperature treated hardened steel blades that never need sharpening or replacing. The body of the tool is solid, durable metal, with moldings 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 wire binding.
  - The competitive tool does not appear to compare in manufacturing quality, and perhaps that may be a reason why their warranty claims don't compare to **Zutter's Bind-it-All lifetime warranty**.
- **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 wire 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 Cutter
  - 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](mailto:binditall@aol.com) or to  
Customer Service at 877.273.2818.  
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