

NEWS RELEASE

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Reindl Bindery Company turns 30!

Glendale, WI – February 4, 2008 – Reindl Bindery Company of Glendale, WI will be celebrating 30 years in business on February 9th, 2008. Charles Reindl, Vice-President at the time, had worked for 43 years for Boehm Bindery. Due to happenings in the economy, Boehm Bindery was forced to downsize. As a result, Charlie and Dale Reindl decided to start their own bindery doing small binding jobs and book repair for bibles and text books. With this, Reindl Bindery was born.

Reindl Bindery had a meager start on the second floor of the building that was owned and occupied by Dillon Bindery. The company purchased a few smaller pieces of used equipment to manufacture different types of books. In 1980, Reindl purchased the assets of Boehm Bindery and moved to a new location on North 3rd Street. Reindl was then able to produce case bound books as well as doing other operations making for a more versatile and complete trade bindery. In 1988, Reindl purchased a 60,000 sq ft building in Elm Grove, WI and moved for the second time. New developments within the industry allowed Reindl to be even more aggressive and after several machinery purchases Reindl found itself competing nation wide and developing more new niche markets. In 1998 Reindl moved again to a 200,000 sq ft building forced by the continued growth of its bindery offerings and customer base.

David and Steven Reindl are the new President and Vice-President, respectively, with Dale as the Chairman of the Board. Reindl Bindery is continuing in its ways of developing new niche markets as well as continuing to serve the industry in its conventional binding needs.

Says David Reindl of this milestone, "30 years is business...what an accomplishment. Things have really changed over the years. Many new faces, better equipment, different kinds of binding all are obvious when you compare February 1978 to February 2008. One thing that hasn't changed is our motto, "First in Quality, Bound to Last." Those six words are the cornerstone of our business. From the day we opened our doors we have been committed to giving our customers the best possible product. We know that our customers trust us to provide them with the highest quality and best delivery. We strive every day to do just that. All of us at Reindl Bindery look forward to the challenges we will face in 2008".

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Reindl Bindery has 54 employees at its plant at 111 E. Reindl Way. The company specializes in hardcover binding, cover wrapping and lining along with the mounting of media components. For more information about Reindl Bindery contact Steve Reindl at 414-906-1111.