



Straight Shooter

Innovation through Experience is a way of life around Straight Shooter. Jim Kaiping, President and founder of Straight Shooter Equipment Company stated, "With over 27 years' experience selling and servicing a wide variety of mailing and printing equipment, I felt that although the technical advances in equipment have been impressive resulting in faster more versatile equipment, the improvements in feeders were incremental at best. The same problems that plagued friction feeders when I started in 1979, were still prevalent with crooked feeding, double feeds, frequent jams and cumbersome set up to name a few. So in late 2004, I began my design with a simple goal – to make a feeder that feeds straight!" Now every Straight Shooter feeder uses our patented Buckle Separation™ technology for document separation and are guided through the feed process, feeding straight! Copied but not deterred; though others have now come up with strikingly similar designs we are flattered and like to think we "shook up" the feeder companies!

Another area that needed improvement was the service aspect for feeders. Traditional friction feeders are difficult to service and a "routine" call such as changing the feed belts can be a very involved and expensive procedure. Because of this difficulty, operators often run machines that are badly in need of service, further hurting production.

All of the belts on Straight Shooter feeders can be changed in minutes, with a single allen wrench as the only tool required. This means that users are more inclined to change the belts when needed, which of course optimizes feeder performance and results in better production numbers.

Fast forward to 2016 - Now 37 years of experience and with over 25 Straight Shooter state of the art feeders supplied to the mailing, printing, packaging and bindery industries. VP of Sales and Marketing, Gordon Barkley, who has been on board since day one stated. "We continually look for new opportunities and have been extremely fortunate to partner with some very progressive companies. As a result, we will be show casing two models for launch in the fall at Graph Expo that are as usual, a little different than present offerings in the field and proudly made in the USA. It is because of our real world, on the ground, experience in these industries that the innovation comes through and takes our customers outside the box and into more productive feeding!"

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