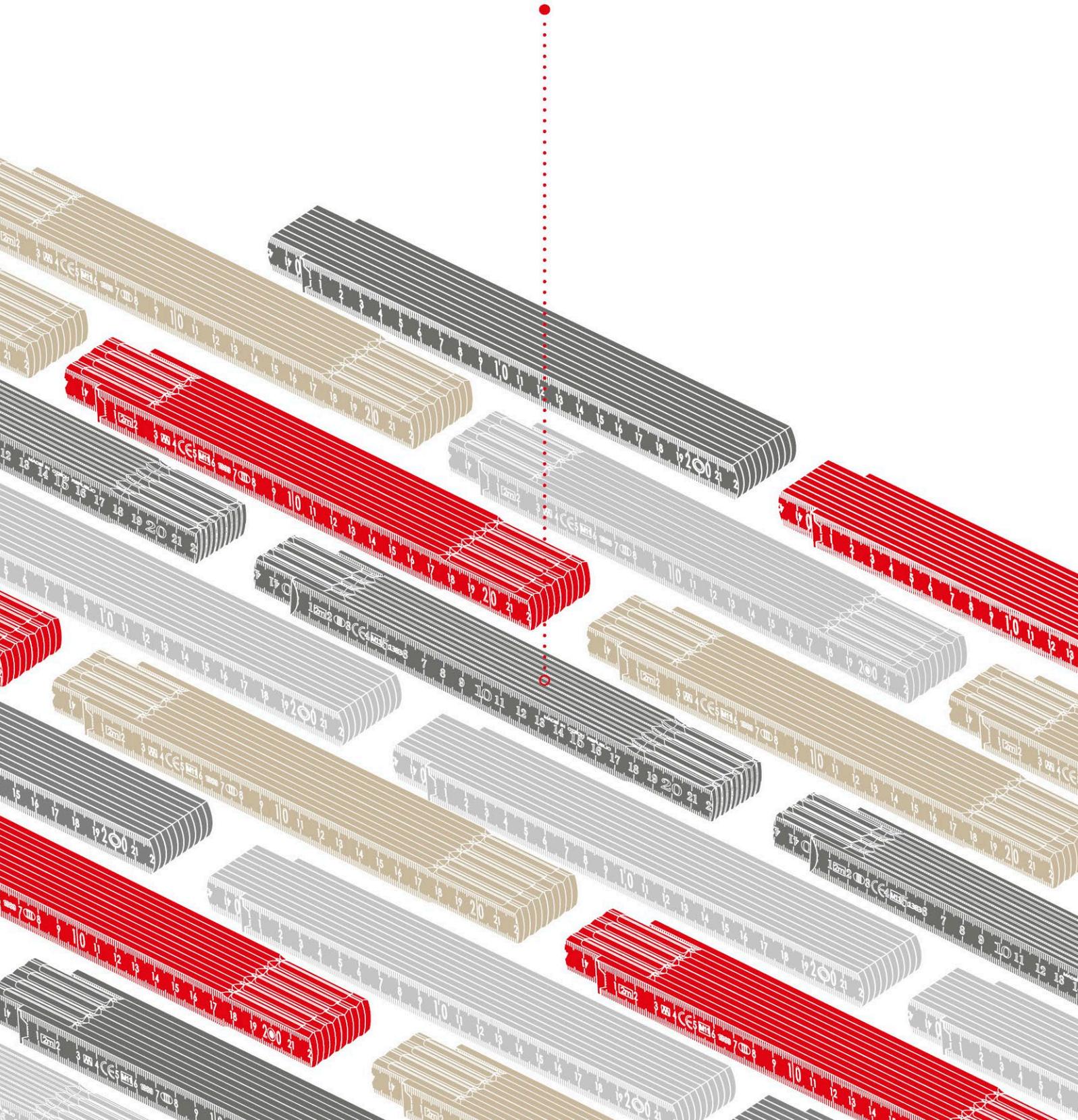




# PRODUCT CATALOGUE



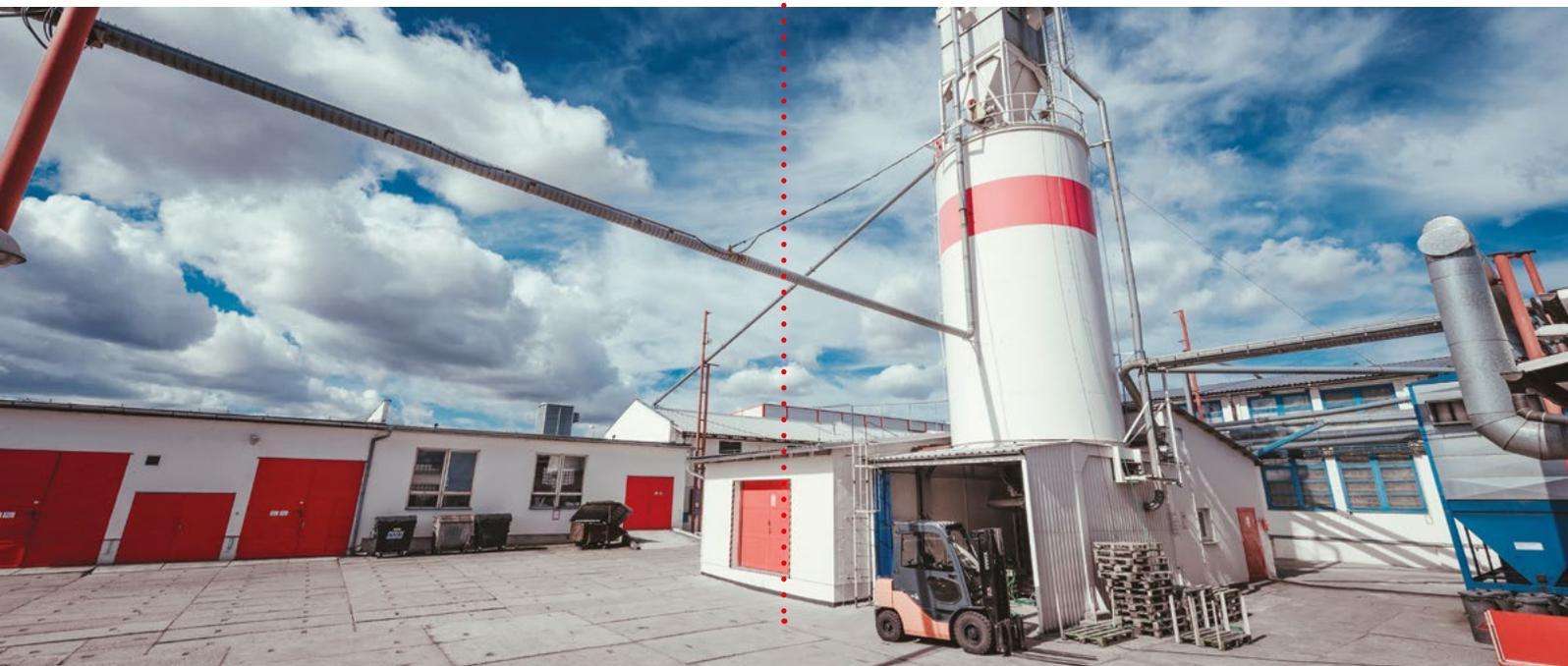
# Almost a 100-year history of producing wooden folding rulers



**Petr John**  
CEO

Metrie, a purely Czech production and trading company, dates back to the period of the First Republic. Adherence to original values has culminated in attaining a significant brand position on the Czech and European markets. Our almost 100-year history speaks of relentless emphasis on quality enhancement and innovation, as evidenced by our highly satisfied customers from the ranks of major construction and advertising companies, craftsmen and households.

Thank you for your patronage.



A Czech company



Own production



Exports to 20 different countries



We care about the environment

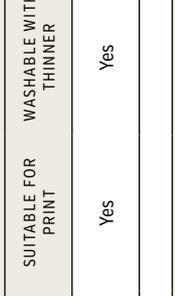
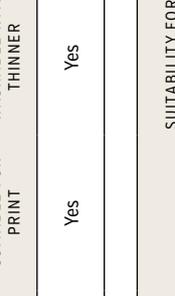
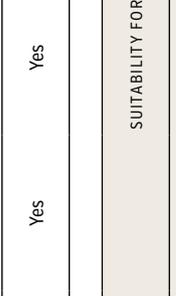


Soon we will celebrate the centennial anniversary



We are PSI member No. 49174

# SUMMARY

 <p><b>BLOCK 51, 1 m</b></p>	<p><b>MATERIAL</b> Beech / hornbeam</p> <p><b>DIMENSIONS AND NR. OF WOODEN SEGMENTS</b> 3.2 x 16 mm, 5 pcs</p>	<p><b>SURFACE TREATMENT</b> 1<sup>ST</sup> AND 2<sup>ND</sup> LAYER 3<sup>RD</sup> LAYER</p> <p>Water-soluble paint UV lacquer</p>	<p><b>TYPE OF JOINT</b> JOINTS</p> <p>RIVETS</p> <p>Visible rivet</p>	<p><b>SUITABILITY FOR PROMOTIONAL PRINT</b> WASHABLE WITH THINNER</p> <p>SUITABLE FOR PRINT</p> <p>COMPACT SPACE OF THE RULER</p> <p>PRINT SIZE</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>••</p>
 <p><b>BLOCK 52, 2 m</b></p>	<p><b>MATERIAL</b> Beech / hornbeam</p> <p><b>DIMENSIONS AND NR. OF WOODEN SEGMENTS</b> 3.2 x 16 mm, 10 pcs</p>	<p><b>SURFACE TREATMENT</b> 1<sup>ST</sup> AND 2<sup>ND</sup> LAYER 3<sup>RD</sup> LAYER</p> <p>Water-soluble paint UV lacquer</p>	<p><b>TYPE OF JOINT</b> JOINTS</p> <p>RIVETS</p> <p>Visible rivet</p>	<p><b>SUITABILITY FOR PROMOTIONAL PRINT</b> WASHABLE WITH THINNER</p> <p>SUITABLE FOR PRINT</p> <p>COMPACT SPACE OF THE RULER</p> <p>PRINT SIZE</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>••••</p>
 <p><b>BLOCK 53, 3 m</b></p>	<p><b>MATERIAL</b> Beech / hornbeam</p> <p><b>DIMENSIONS AND NR. OF WOODEN SEGMENTS</b> 3.2 x 16 mm, 15 pcs</p>	<p><b>SURFACE TREATMENT</b> 1<sup>ST</sup> AND 2<sup>ND</sup> LAYER 3<sup>RD</sup> LAYER</p> <p>Water-soluble paint UV lacquer</p>	<p><b>TYPE OF JOINT</b> JOINTS</p> <p>RIVETS</p> <p>Visible rivet</p>	<p><b>SUITABILITY FOR PROMOTIONAL PRINT</b> WASHABLE WITH THINNER</p> <p>SUITABLE FOR PRINT</p> <p>COMPACT SPACE OF THE RULER</p> <p>PRINT SIZE</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>••••</p>
 <p><b>BLOCK 71, 1 m</b></p>	<p><b>MATERIAL</b> Beech / hornbeam</p> <p><b>DIMENSIONS AND NR. OF WOODEN SEGMENTS</b> 3.2 x 16 mm, 5 pcs</p>	<p><b>SURFACE TREATMENT</b> 1<sup>ST</sup> AND 2<sup>ND</sup> LAYER 3<sup>RD</sup> LAYER</p> <p>Water-soluble paint UV lacquer</p>	<p><b>TYPE OF JOINT</b> JOINTS</p> <p>RIVETS</p> <p>Visible rivet</p>	<p><b>SUITABILITY FOR PROMOTIONAL PRINT</b> WASHABLE WITH THINNER</p> <p>SUITABLE FOR PRINT</p> <p>COMPACT SPACE OF THE RULER</p> <p>PRINT SIZE</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>••</p>
 <p><b>BLOCK 72, 2 m</b></p>	<p><b>MATERIAL</b> Beech / hornbeam</p> <p><b>DIMENSIONS AND NR. OF WOODEN SEGMENTS</b> 3.2 x 16 mm, 10 pcs</p>	<p><b>SURFACE TREATMENT</b> 1<sup>ST</sup> AND 2<sup>ND</sup> LAYER 3<sup>RD</sup> LAYER</p> <p>Water-soluble paint UV lacquer</p>	<p><b>TYPE OF JOINT</b> JOINTS</p> <p>RIVETS</p> <p>Visible rivet</p>	<p><b>SUITABILITY FOR PROMOTIONAL PRINT</b> WASHABLE WITH THINNER</p> <p>SUITABLE FOR PRINT</p> <p>COMPACT SPACE OF THE RULER</p> <p>PRINT SIZE</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>••••</p>



**BLOCK 73, 3 m**

MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Beech / hornbeam	3.2 x 16 mm, 15 pcs	Water-soluble paint	UV lacquer	Polyamide and fiberglass	Visible rivet	Yes	Yes	Yes	•••••



**PROFI 10, 2 m**

MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Beech / hornbeam	3.2 x 16 mm, 10 pcs	Water-soluble paint	UV lacquer	Brass coated steel, hardened spring	Hidden rivet	Yes	Yes	Yes	•••



**PROFI 15, 3 m**

MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Beech / hornbeam	3.2 x 16 mm, 15 pcs	Water-soluble paint	UV lacquer	Brass coated steel, hardened spring	Hidden rivet	Yes	Yes	Yes	•••••



**SLIMBOY, 2 m**

MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Hornbeam / birch	2.3 x 17 mm, 10 pcs	Water-soluble lacquer	UV lacquer	Black galvanized steel, hardened spring	Hidden rivet	Yes	Yes	No	•••



**PERFECT 5, 1 m**

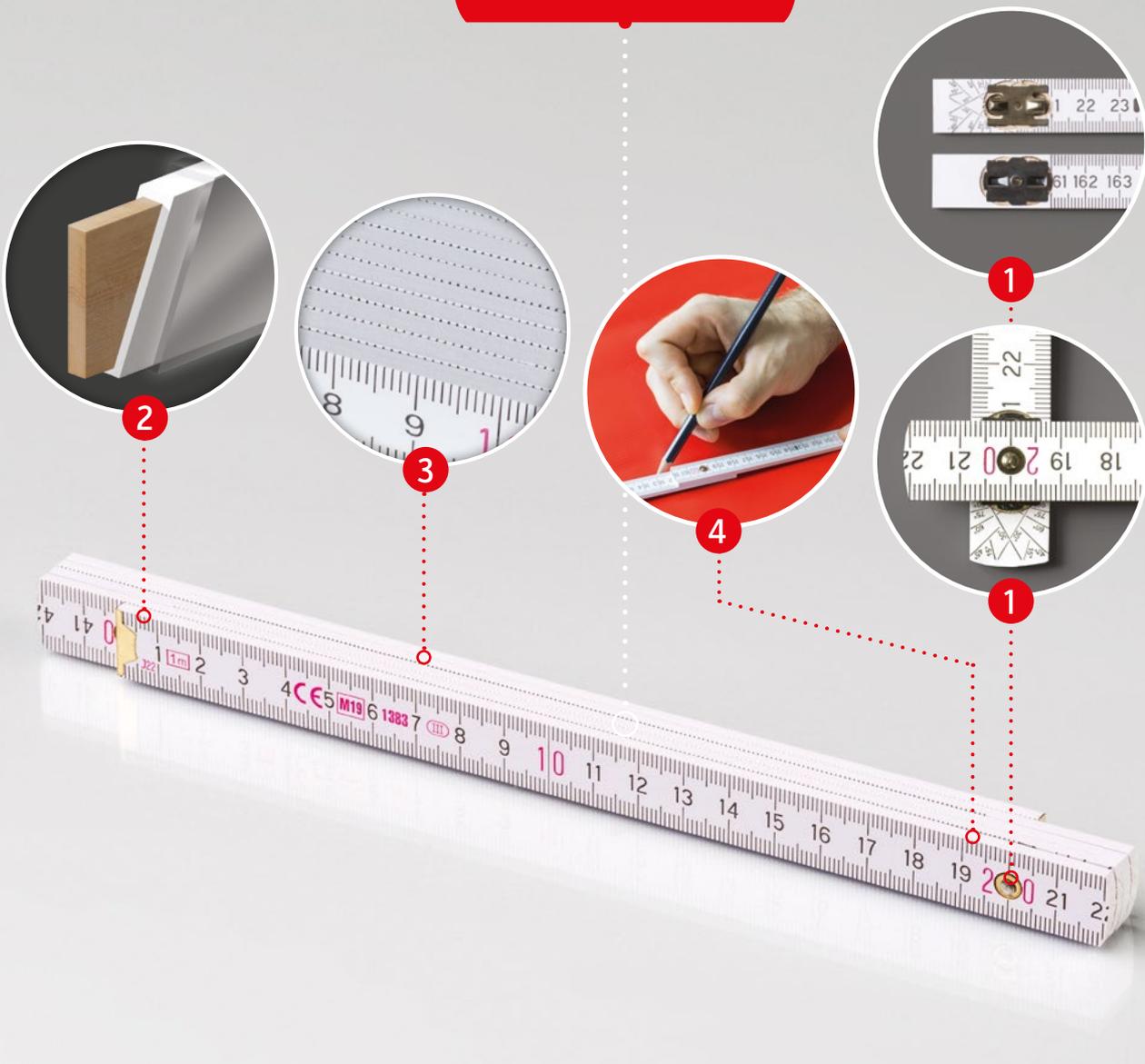
MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Beech / hornbeam	3.2 x 16 mm, 5 pcs	Water-soluble paint	UV lacquer	Brass coated steel	Visible rivet	Yes	Yes	Yes	•



**PERFECT 10, 2 m**

MATERIAL	SURFACE TREATMENT		TYPE OF JOINT			SUITABILITY FOR PROMOTIONAL PRINT			
	DIMENSIONS AND NR. OF WOODEN SEGMENTS	1 <sup>ST</sup> AND 2 <sup>ND</sup> LAYER	3 <sup>RD</sup> LAYER	JOINTS	RIVETS	SUITABLE FOR PRINT	WASHABLE WITH THINNER	COMPACT SPACE OF THE RULER	PRINT SIZE
Beech / hornbeam	3.2 x 16 mm, 10 pcs	Water-soluble paint	UV lacquer	Brass coated steel	Visible rivet	Yes	Yes	Yes	•••

## BLOCK 51



### *Compact ruler ideal for promotional print*

#### WOODEN FOLDING RULER, TYPE BLOCK 51

- 5 wooden segments – 1 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden steel joints, visible rivet

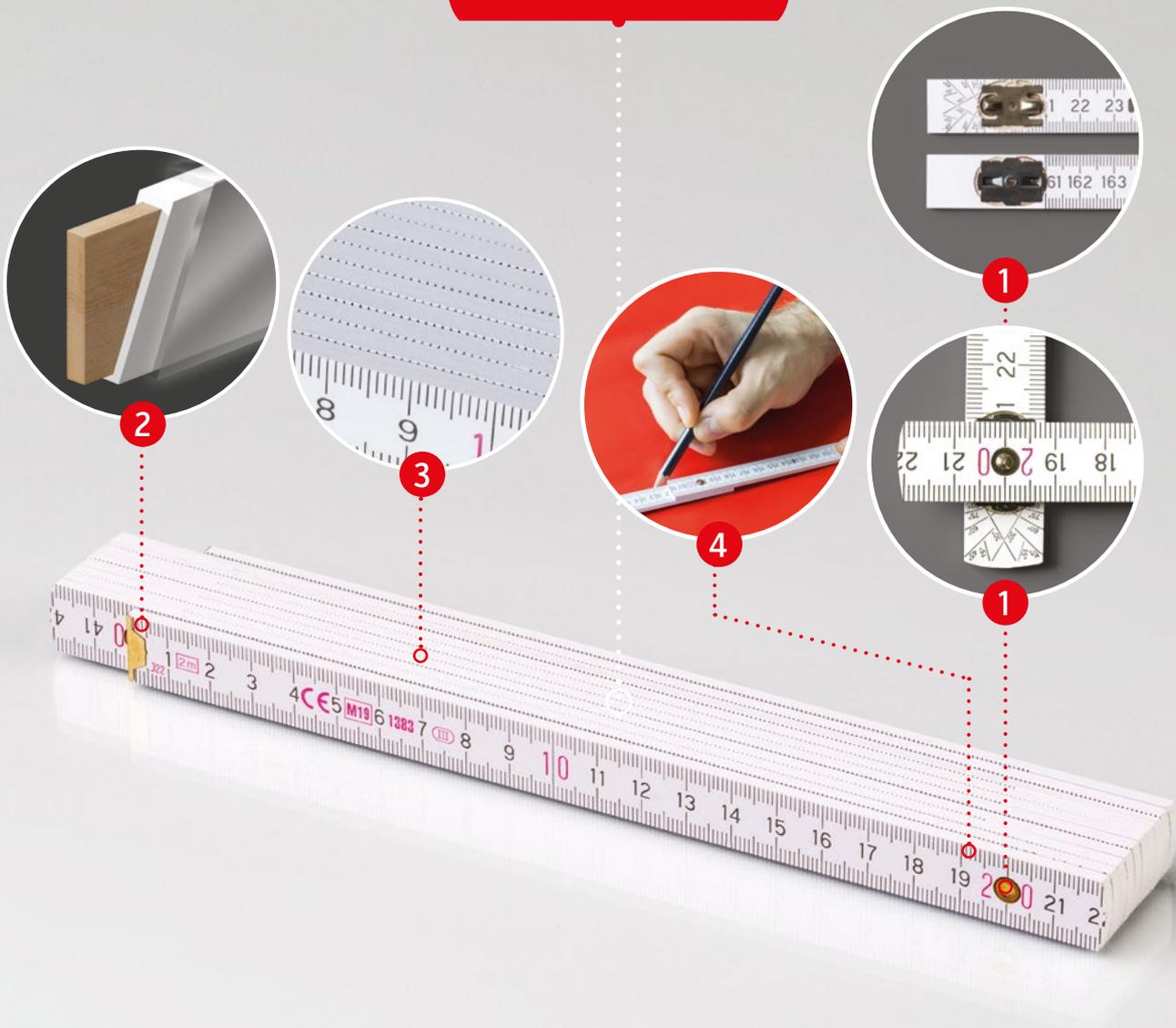
**1 TYPE OF JOINT** – hidden joints are made of hardened steel. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the 5-segment compact ruler offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## BLOCK 52



### *Compact ruler ideal for promotional print*

#### WOODEN FOLDING RULER, TYPE BLOCK 52

- 10 wooden segments – 2 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden steel joints, visible rivet

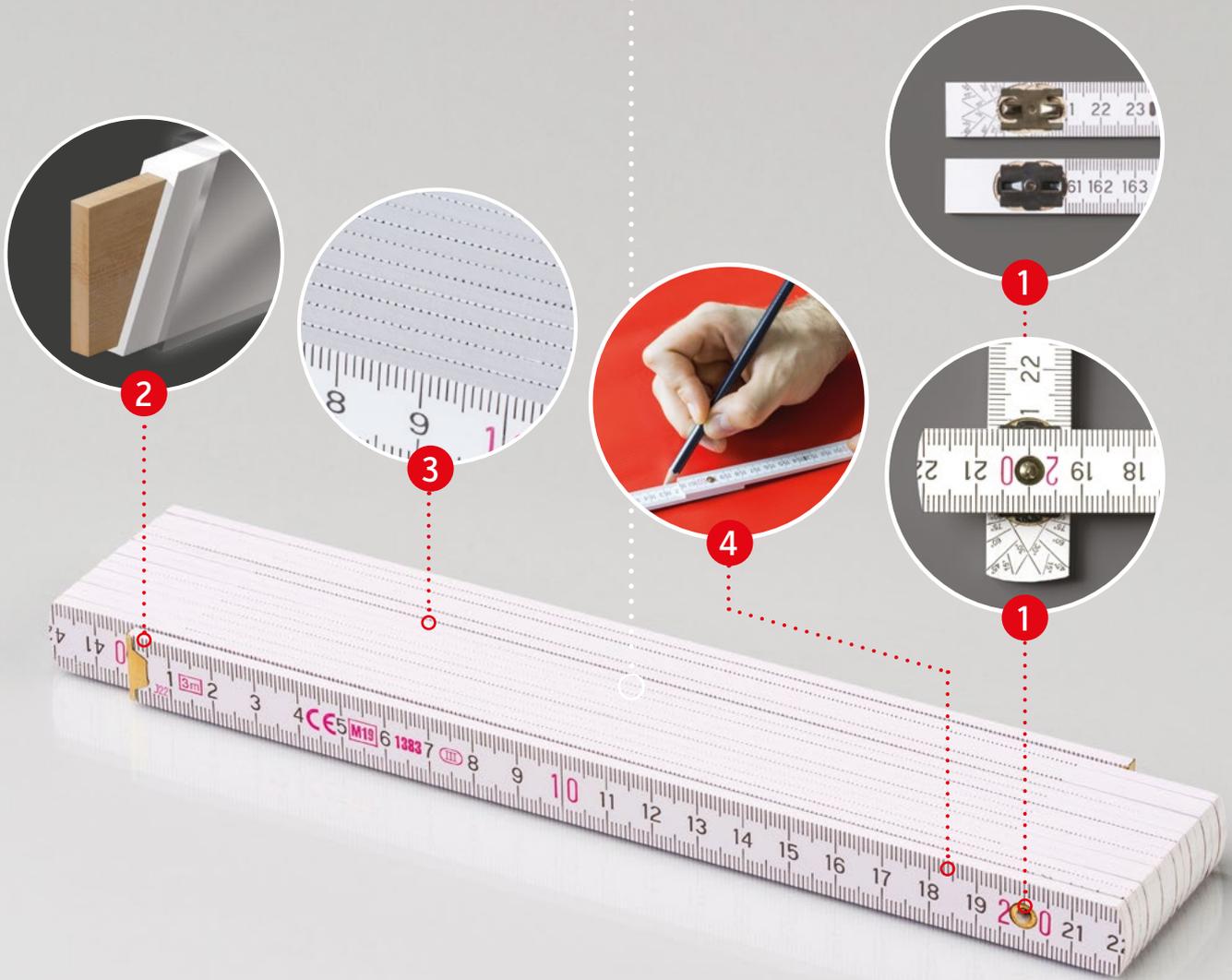
**1 TYPE OF JOINT** – hidden joints are made of hardened steel. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the 10-segment compact ruler offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## BLOCK 53



*Large, compact 3m ruler is ideal for promotional print*

### WOODEN FOLDING RULER, TYPE BLOCK 53

- 15 wooden segments – 3 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden steel joints, visible rivet

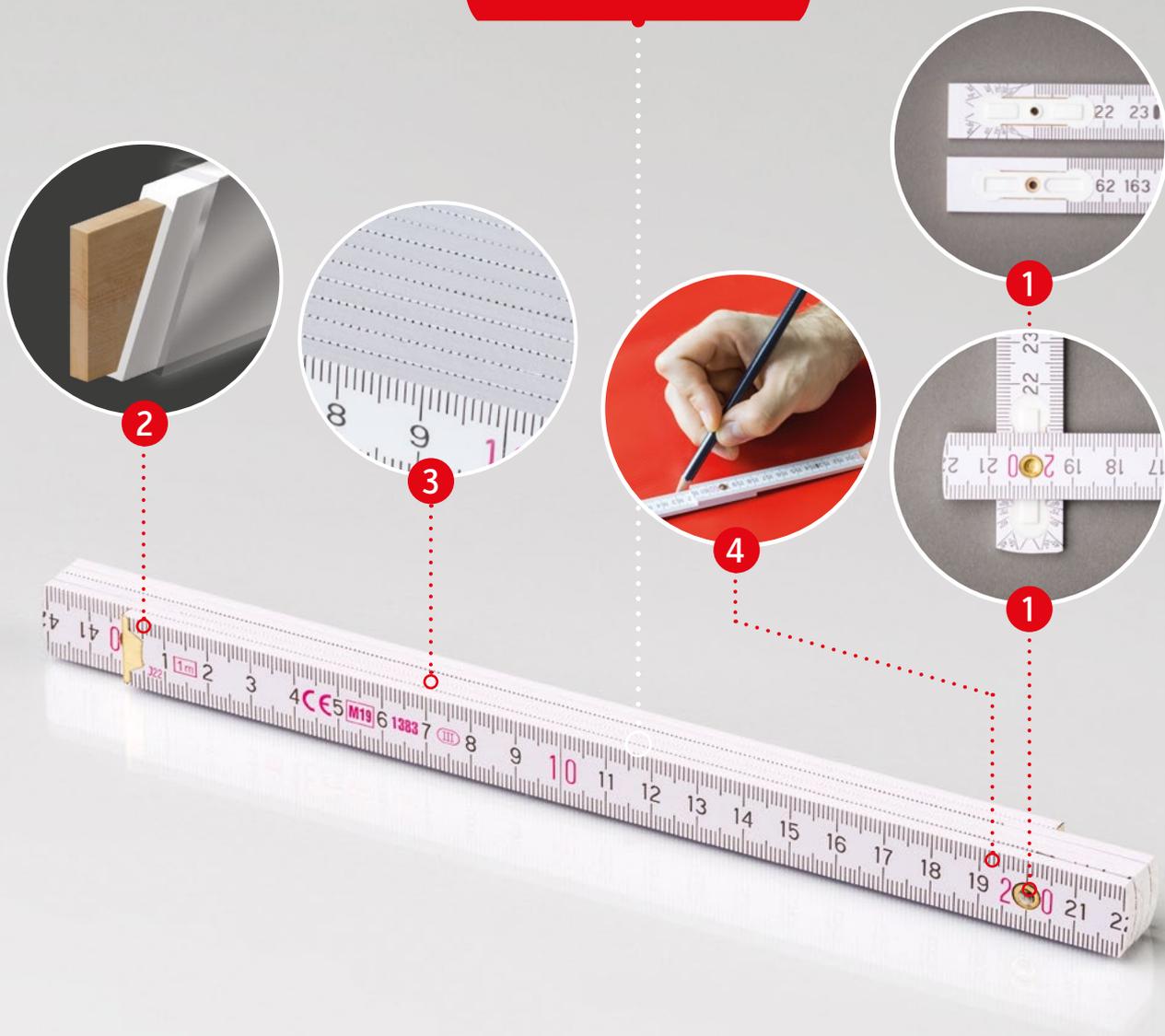
**1 TYPE OF JOINT** – hidden joints are made of hardened steel. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the 15-segment compact ruler offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## BLOCK 71



### *Folded ruler surface ideal for promotional print*

#### WOODEN FOLDING RULER, TYPE BLOCK 71

- 5 wooden segments – 1 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden polyamide joints, visible rivet

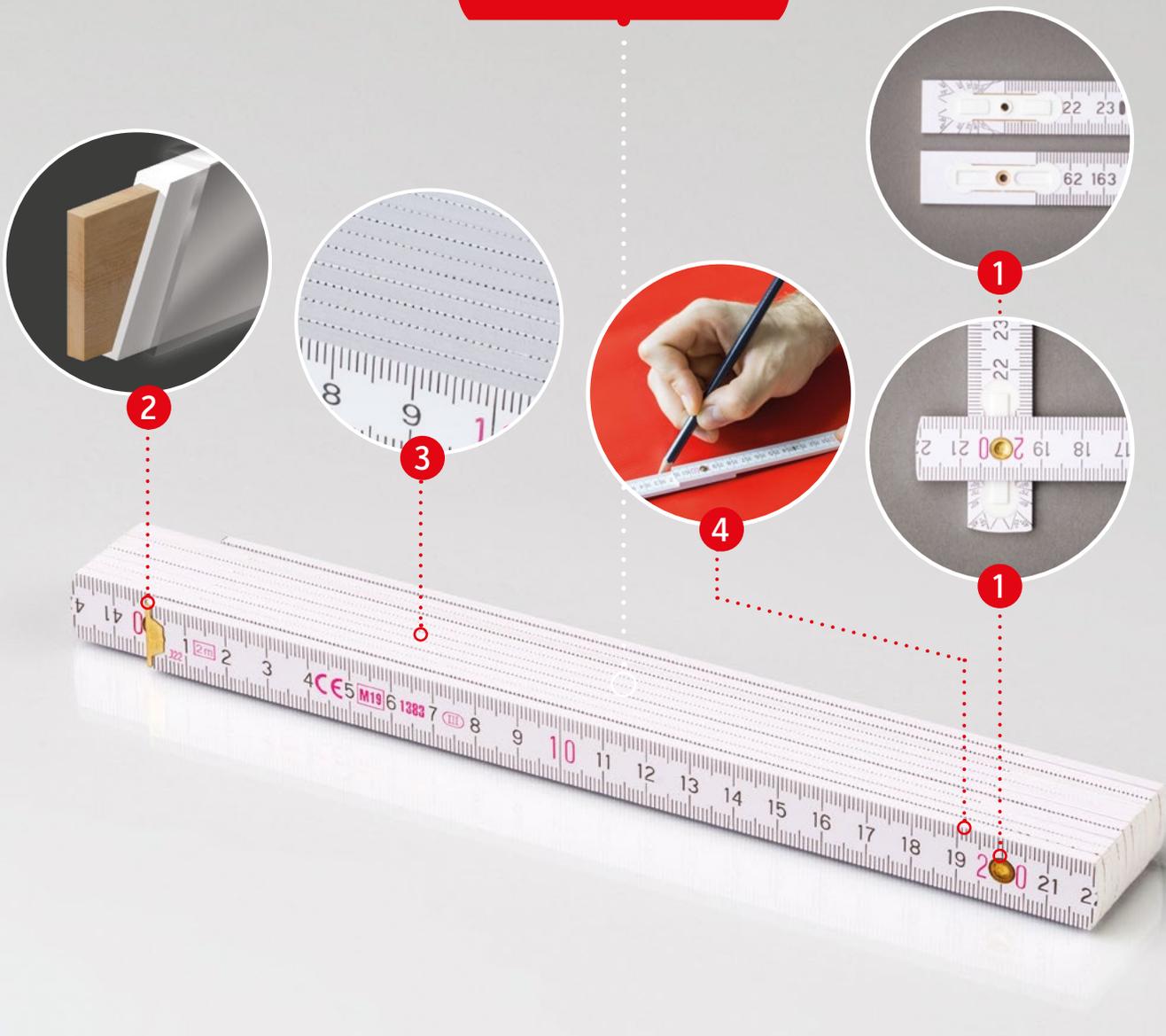
**1 TYPE OF JOINT** – hidden joints are made of polyamide and fiberglass. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the ruler (when folded) offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## BLOCK 72



### *Folded ruler surface ideal for promotional print*

#### **WOODEN FOLDING RULER, TYPE BLOCK 72**

- 10 wooden segments – 2 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden polyamide joints, visible rivet

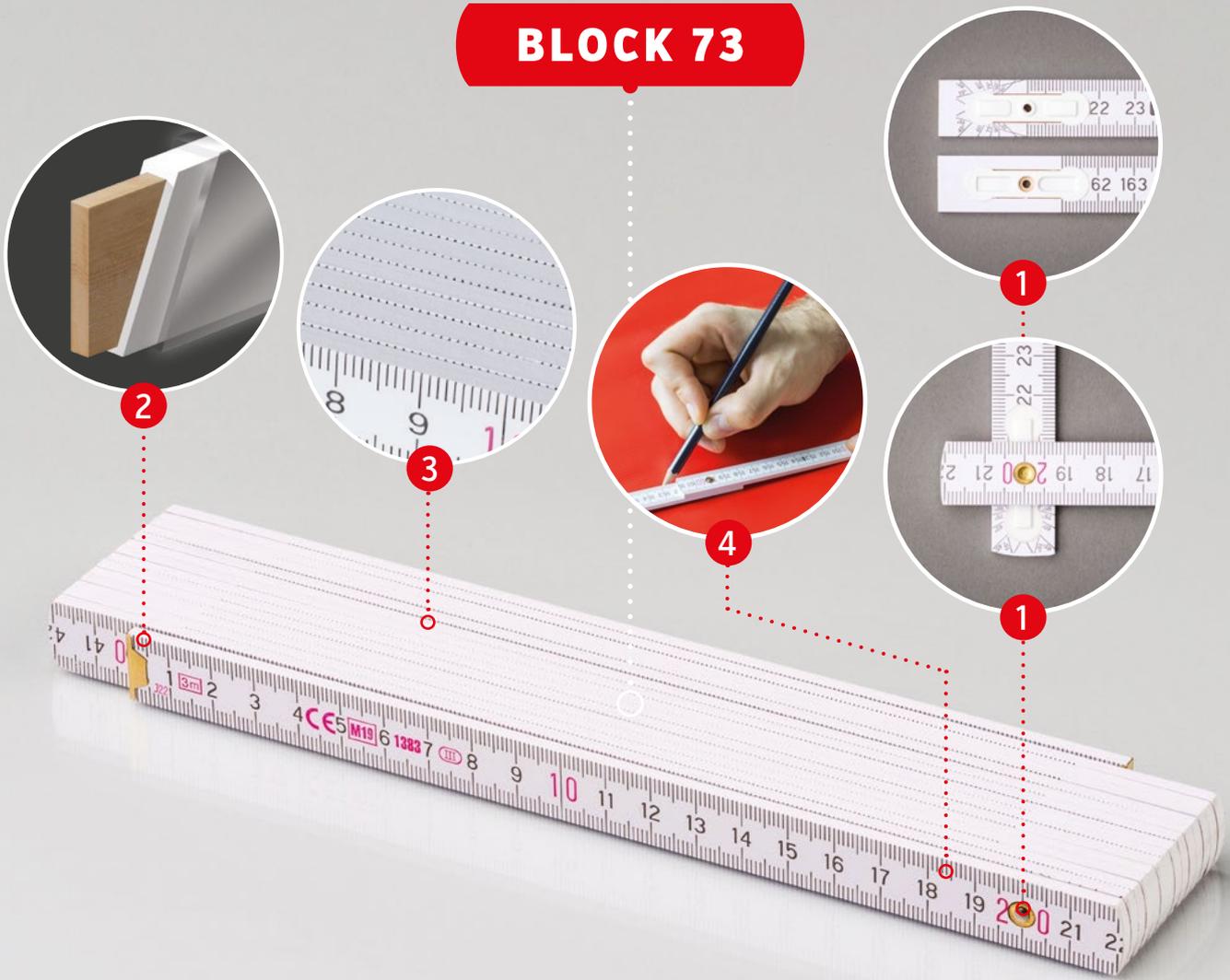
**1 TYPE OF JOINT** – hidden joints are made of polyamide and fiberglass. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the ruler (when folded) offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## BLOCK 73



### *Folded ruler surface ideal for promotional print*

#### **WOODEN FOLDING RULER, TYPE BLOCK 73**

- 15 wooden segments – 3 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden polyamide joints, visible rivet

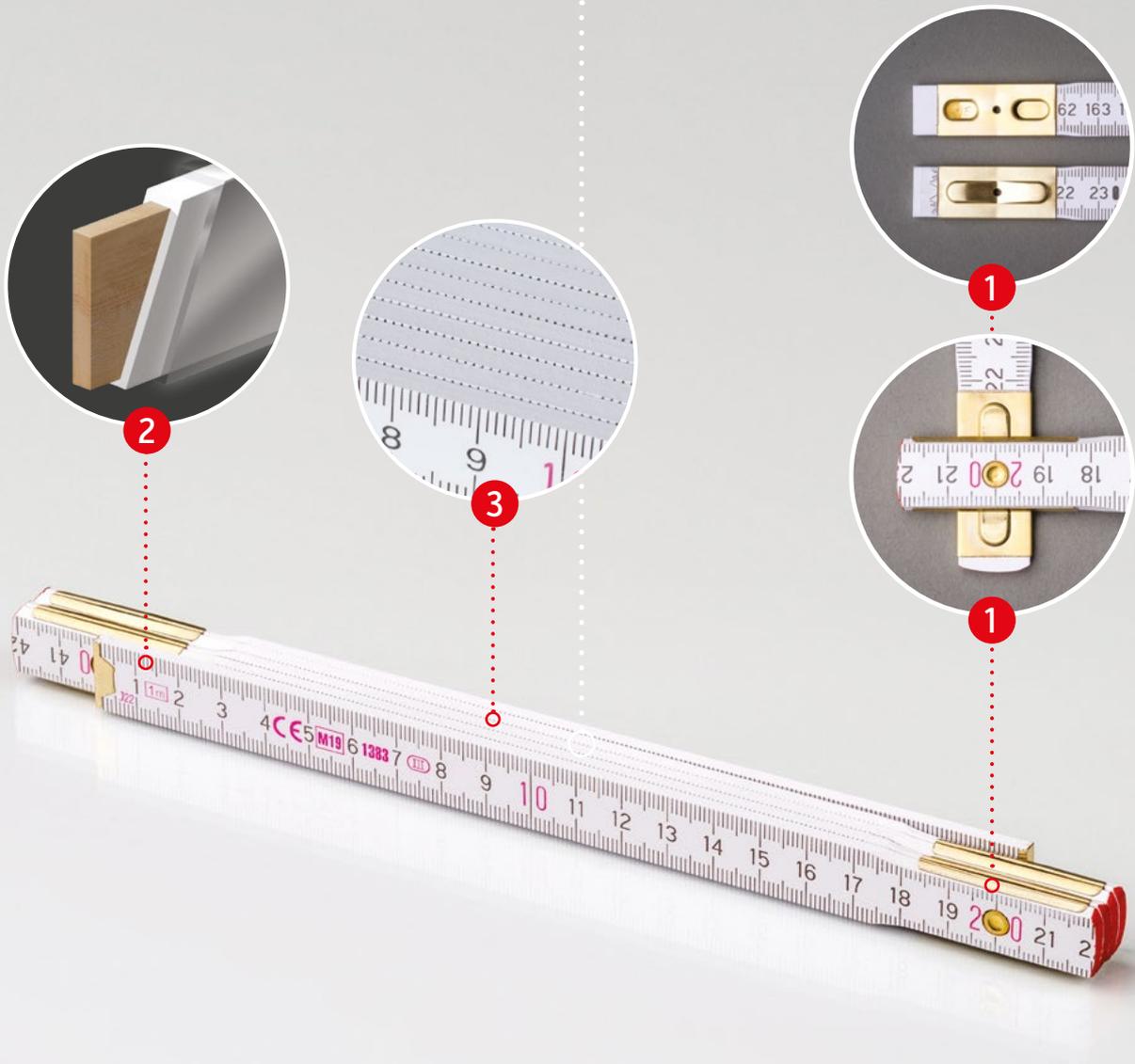
**1 TYPE OF JOINT** – hidden joints are made of polyamide and fiberglass. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the large 15-segment ruler (when folded) offers a leveled and smooth top surface for printing logo or promotional message. UV coating enables any print to be simply washed off and replaced with another.

**4 STRAIGHT SEGMENTS** – the smooth wooden parts without grinding enable straight lines to be drawn easily.

## PERFEKT 5



*The classic – a 90-year proven production record!*

### WOODEN FOLDING RULER, TYPE PERFEKT 5

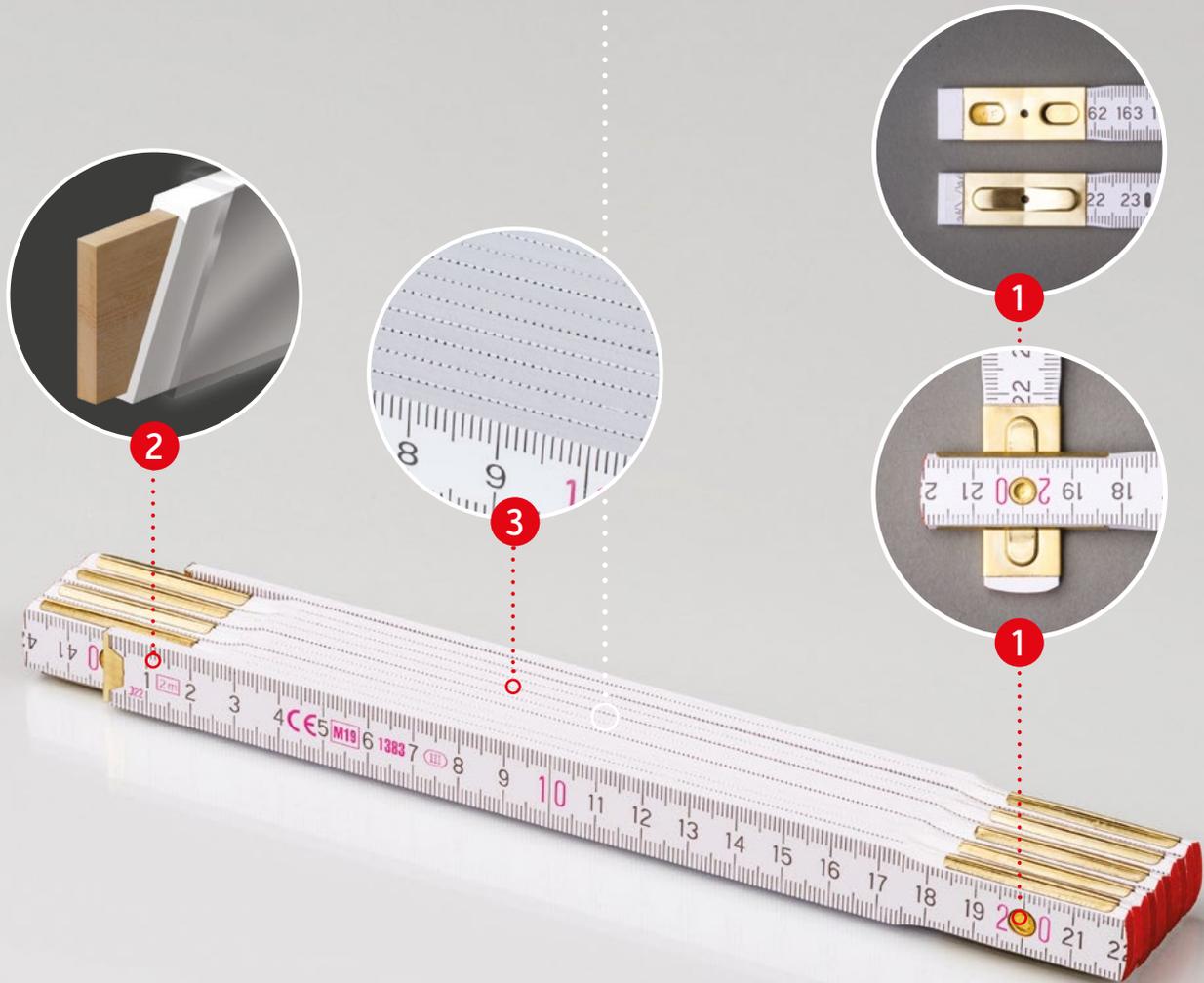
- 5 wooden segments – 1 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- steel joints, visible rivet

**1 TYPE OF JOINT** – the joints are made of brass coated steel. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the joints are embedded in the wood and the compact ruler offers a leveled and smooth top surface for printing logo or promotional message when folded. UV coating enables any print to be simply washed off and replaced with another.

## PERFEKT 10



*The classic – a 90-year  
proven production record!*

### WOODEN FOLDING RULER, TYPE PERFEKT 10

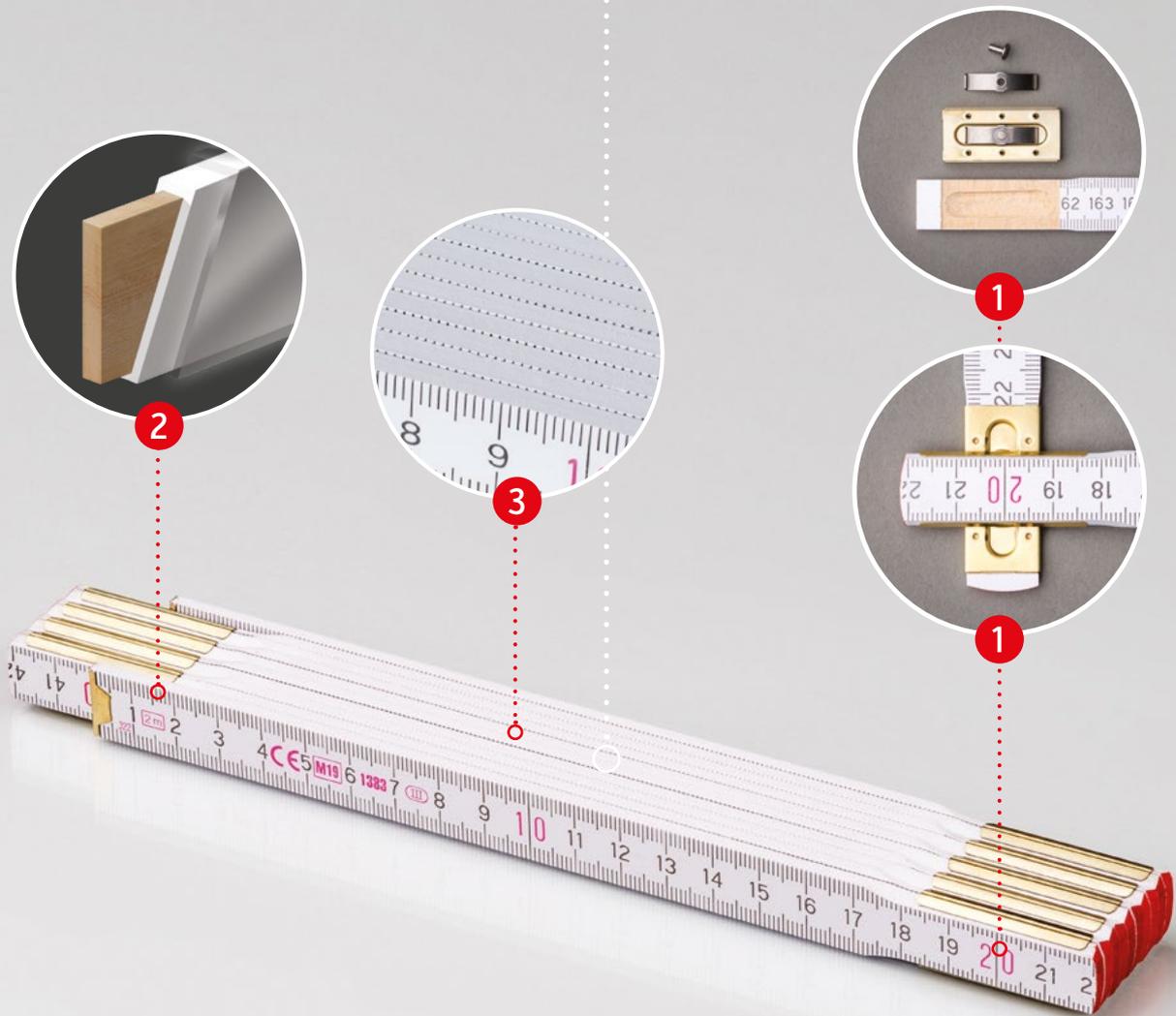
- 10 wooden segments – 2 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- steel joints, visible rivet

**1 TYPE OF JOINT** – the joints are made of brass coated steel. The steel rivet is visible. Joints greased with mineral Vaseline for smooth folding and unfolding.

**2 TREATED WOODEN SURFACE** – double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** – the joints are embedded in the wood and the compact ruler offers a leveled and smooth top surface for printing logo or promotional message when folded. UV coating enables any print to be simply washed off and replaced with another.

## PROFI 10



### *Professional tool with durable joints and hidden rivet*

#### **WOODEN FOLDING RULER, TYPE PROFI 10**

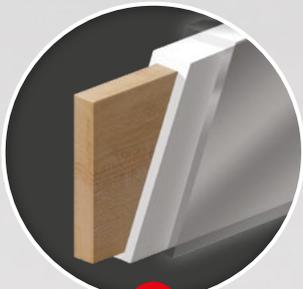
- 10 wooden segments - 2 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- steel joints, hidden rivet, hardened spring
- firm and durable joints

**1 TYPE OF JOINT** - joints made of brass-coated steel affording long life; hidden steel rivet. Joints greased with mineral Vaseline and together with hardened spring it makes folding and unfolding a smooth experience.

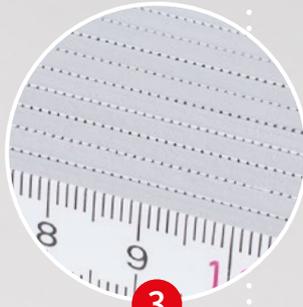
**2 TREATED WOODEN SURFACE** - double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** - the 10-segment compact ruler offers a leveled and smooth top surface for printing logo or promotional message as the joints are embedded in the wood. UV coating enables any print to be simply washed off and replaced with another.

## PROFI 15



2



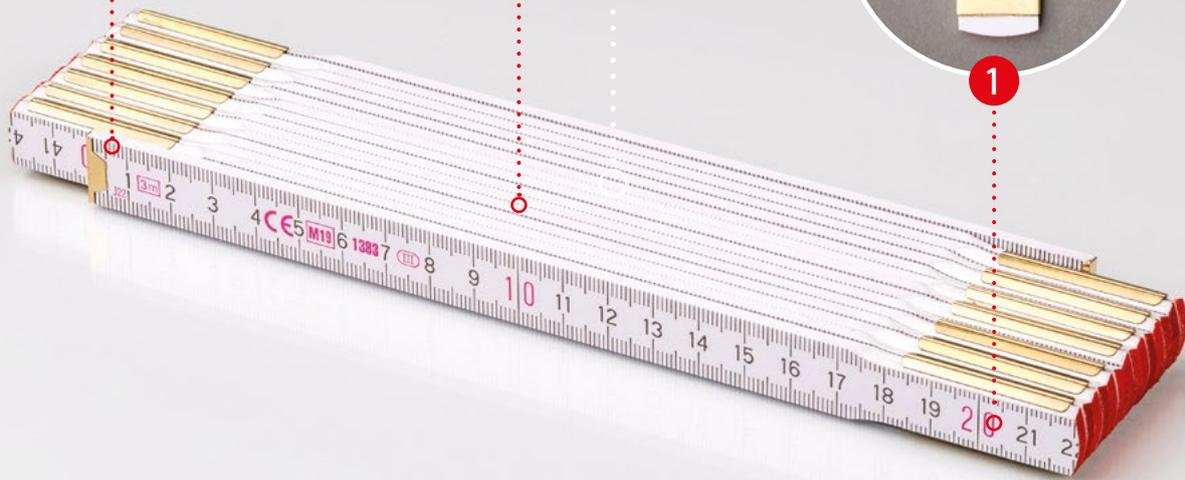
3



1



1



### *Professional 3m ruler with hidden rivets, durable joints and hardened spring*

#### **WOODEN FOLDING RULER, TYPE PROFI 15**

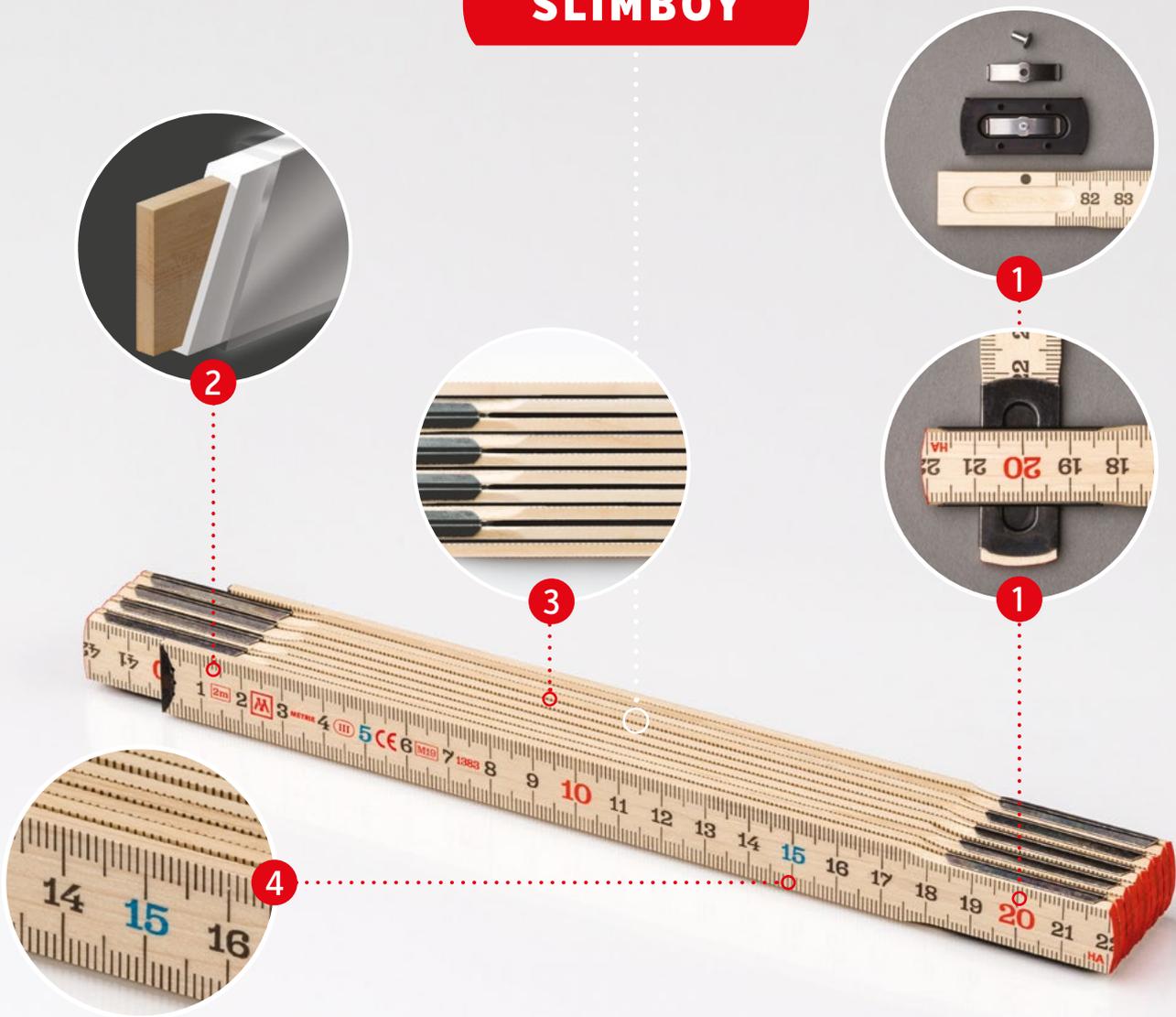
- 15 wooden segments - 3 m, dimensions: 3.2 mm × 16mm
- material: beech wood / hornbeam
- steel joints, hidden rivet, hardened spring
- firm and durable joints

**1 TYPE OF JOINT** - joints made of brass-coated steel affording long life; hidden steel rivet. Joints greased with mineral Vaseline and together with hardened spring it makes folding and unfolding a smooth experience.

**2 TREATED WOODEN SURFACE** - double-coating with water soluble paint. UV environmental-friendly top layer coating protects the ruler from the effects of thinner.

**3 COMPACT YET IDEAL TOP SURFACE** - the 15-segment compact ruler offers a leveled and smooth top surface for printing logo or promotional message as the joints are embedded in the wood. UV coating enables any print to be simply washed off and replaced with another.

## SLIMBOY



*“Slimboy” stands for natural wood colour, durable joints, and slim wooden parts affording extreme functionality*

### WOODEN FOLDING RULER, TYPE SLIMBOY

- 10 wooden segments – 2 m, dimensions: 2.3 mm × 17 mm
- material: hornbeam / birch
- steel joints, hidden rivet

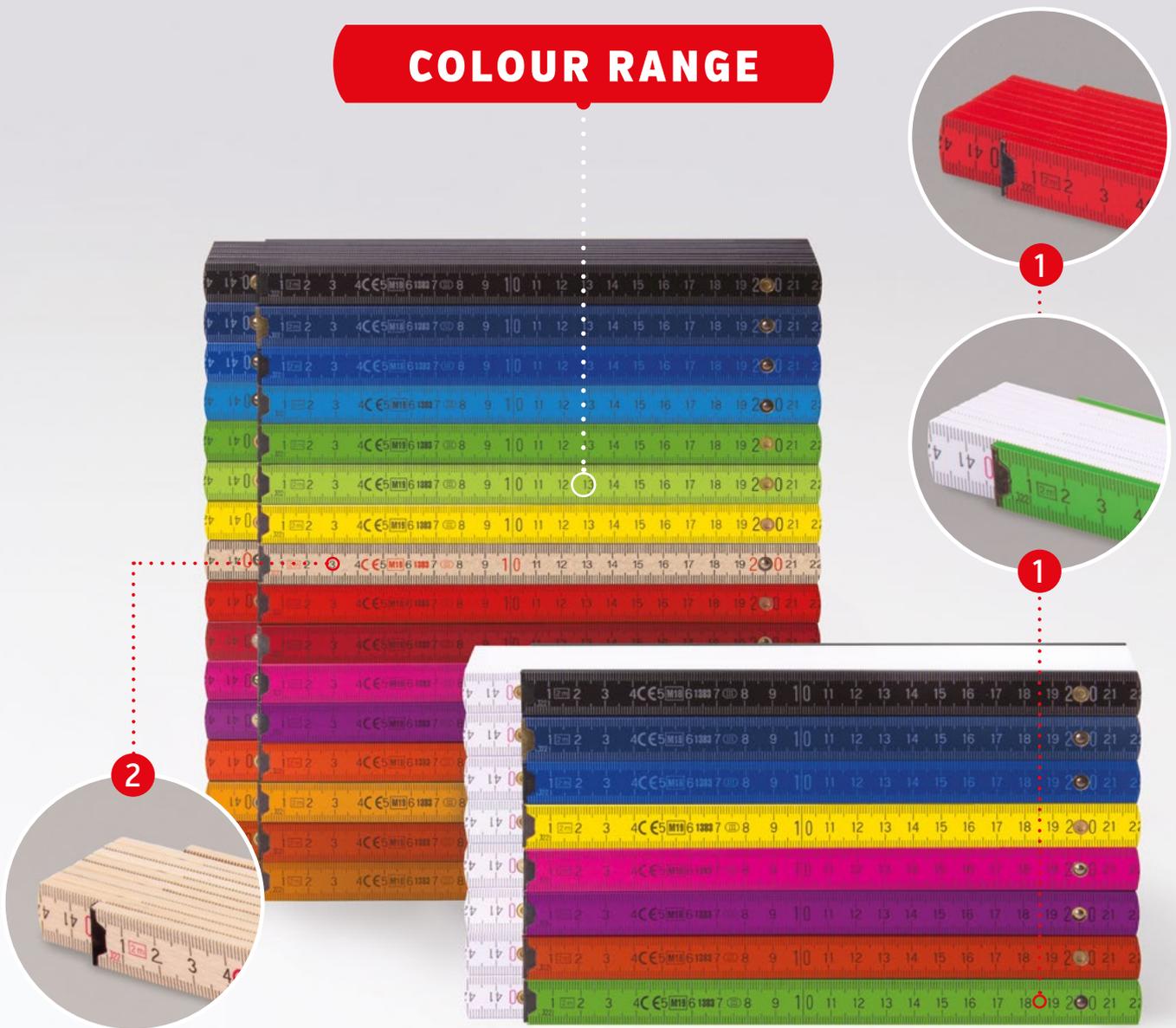
**1 TYPE OF JOINT** – the joints are made of galvanized black coated steel. They are distinguished by their long life. The steel rivet is hidden. Joints greased with mineral Vaseline together with the hardened spring to ensure a comfortable use of the ruler.

**2 SURFACE TREATMENT OF WOODEN PARTS** – double-layered water-soluble lacquer. UV environmentally friendly coating of the top layer protects the ruler from the effect of thinner.

**3 NARROWED WOODEN PARTS** – the narrowed wooden parts make the ruler more comfortable to carry in a pocket. It is also easier to read figures from the scale when measuring. The ruler is extremely flexible especially due to birch wood.

**4 THREE-COLOUR SCALE** – we are the only producer of three-colour scale on the rulers on the market. Blue and red colours alternate each quintuple number. Such marking enables better orientation in scale when measuring.

## COLOUR RANGE



*Besides the offered options, we are able to produce any colour alternative according to your needs*

### WOODEN FOLDING RULER, TYPE BLOCK 52

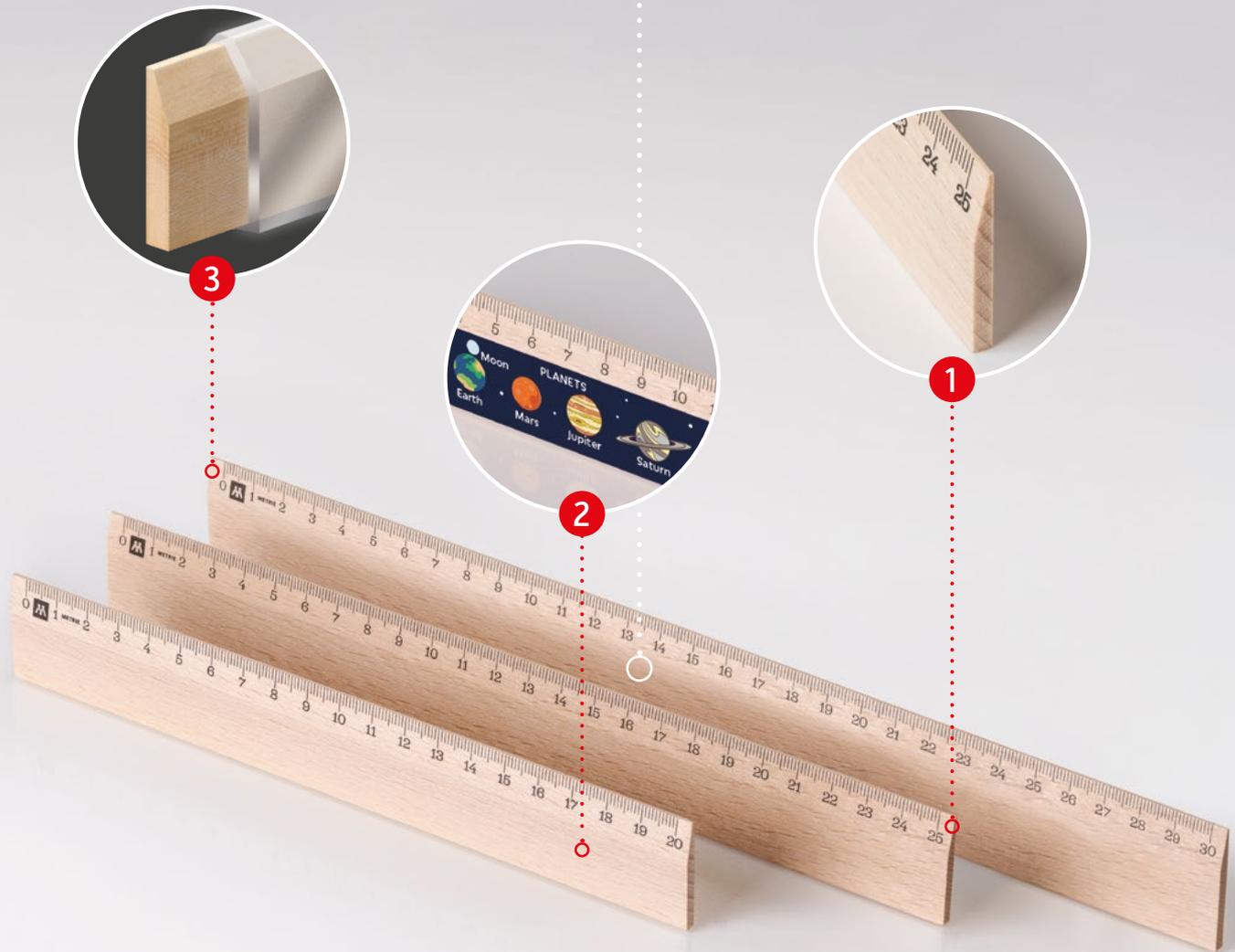
- 10 wooden segments – 2 m, dimensions: 3.2 mm × 16 mm
- material: beech wood / hornbeam
- hidden steel joints, visible rivet

**1 COLOUR DESIGN** – choose from a huge variety of colours - either from full coloured rulers or from the first and last coloured segments and the middle white segments.

Besides our standard colour range, customized rulers according to Pantone colour chart can be realized too. MOQ 5000 pcs for customized rulers required.

**2 NATURE DESIGN** – you can also choose a natural design of the rulers.

## WOODEN RULE



### *Traditional wooden rule – ideal for promotional print*

#### WOODEN RULE

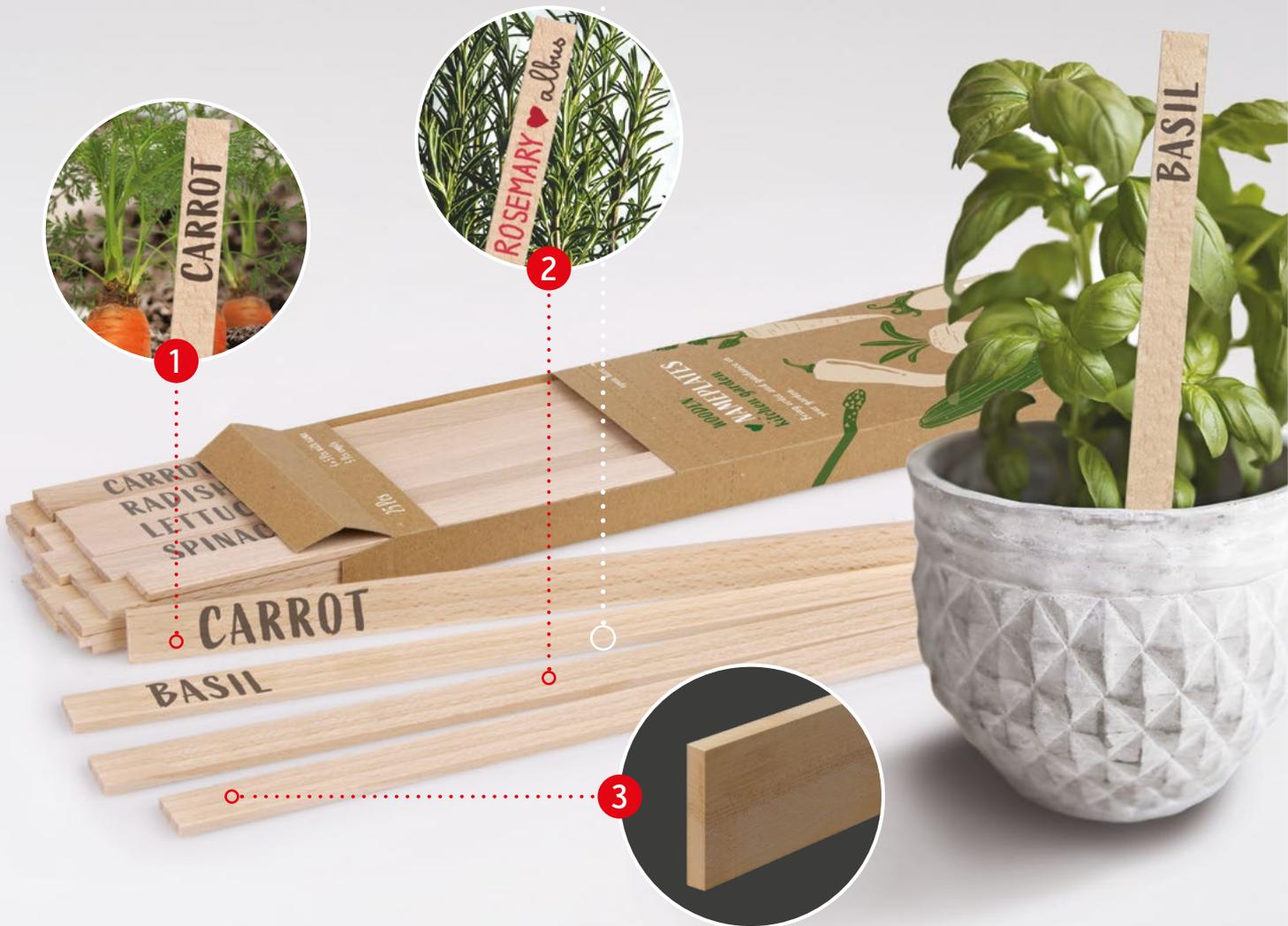
- scale: 20 cm / 25 cm / 30 cm
- dimensions: 210 x 30 x 3.2 mm / 260 x 30 x 3.2 mm / 310 x 34.5 x 3.2 mm
- material: beech wood / hornbeam

**1 CHAMFERED EDGE** – a scale is printed on chamfered edge of the rule. That ensures smooth and accurate use of the rule.

**2 BLANK SURFACE** - blank area of the rule is suitable for either promotional or for customized printing. It can serve as a medium for advertising or as a present for your loved ones.

**3 TOP LAYER** - the ruler surface is protected with environmentally friendly lacquer which complies with European Regulation ČSN EN71-3+A2:2018 and so the rule is also suitable for children.

## WOODEN NAMEPLATES



*Decorative yet useful.  
Suitable for both, outside  
and inside. Strictly natural*

### WOODEN NAMEPLATES

- dimensions: 260 mm × 16 mm
- material: beech wood
- package contents: 20 pcs with printing + 5 pcs blank

**1 PRINTED SLATS** - each package contents 20 pcs of pre-printed nameplates with names of either vegetable or herbs + 5 pcs of blank slats.

**2 BLANK SLATS** - ideal for making own marks eg. plant names, dates, etc.

**3 HEALTH HARMLESS** - our products are environmental-friendly. There is no top layer on the slats and we use solely health harmless paints for printing. All used materials are certified.

# PROMOTIONAL PRINTS



*Quality promotional items  
at attractive prices*

We offer you a valuable and utility 3D medium for advertising. It is a precision handcraft product that meets all standards for accurate measuring. At the same time, it offers a large, well usable surface for printing your desired content.

Depending on the supplied graphics, we are able to print on the rulers using either pad printing or a CMYK UV printer (full colours).

## PRINT AREAS OF RULER

### SIDE (S) OF BLOCK TYPE RULER



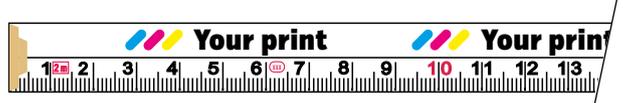
### MIDDLE PART BLANK (MPB)



### SIDE (S) OF PERFEKT/PROFI TYPE RULER



### UPPER PART BLANK (UPB)



## PRINT AREA SIZES (IN MM)

Ruler type	Digital printing			Pad printing		
	S	UPB	MPB	S	UPB	MPB
<b>SLIMBOY</b>	-	-	-	130 × 24	-	-
<b>BLOCK 1 M</b>	240 × 16	8 × 215	5 × 215	190 × 13	8 × 185	5 × 185
<b>BLOCK 2 M</b>	240 × 33	8 × 215	5 × 215	220 × 27	8 × 185	5 × 185
<b>BLOCK 3 M</b>	240 × 50	8 × 215	5 × 215	220 × 44	8 × 185	5 × 185
<b>PERFEKT / PROFI 1 M</b>	145 × 16	8 × 165	5 × 215	135 × 13	8 × 165	5 × 185
<b>PERFEKT / PROFI 2 M</b>	145 × 33	8 × 165	5 × 215	135 × 27	8 × 165	5 × 185
<b>PERFEKT / PROFI 3 M</b>	145 × 50	8 × 165	5 × 215	135 × 44	8 × 165	5 × 185
Rule type	FRONT SIDE		BACK SIDE	FRONT SIDE	BACK SIDE	
<b>RULE 20 cm</b>	210 × 20		210 × 30	200 × 18	200 × 26	
<b>RULE 25 cm</b>	260 × 20		260 × 30	250 × 18	250 × 26	
<b>RULE 30 cm</b>	310 × 23		310 × 34.5	290 × 23	290 × 30	

## PRINTING TECHNOLOGY



Pad printing

Pad printing is used for printing promotional items with spot colours [1-4 colours]. This method is suitable when printing simple letterings and images (logos).



UV digital printing

UV digital printing (photo printing) is suitable for photographic printing in high resolution. The maximum size of the print area is 250 x 120 cm and the height of the material is up to 10 cm.

### FISHERMAN'S RULER

- Block 52
- Printing on the side and inner surfaces of the ruler
- Digital CMYK printing



### GROWTH METER

- Block 52
- Printing on the side and inner surfaces of the ruler
- Digital CMYK printing



### “ADA MASSIVHOLZ”

- Perfekt 10
- Printing on the side of the ruler
- Pad printing





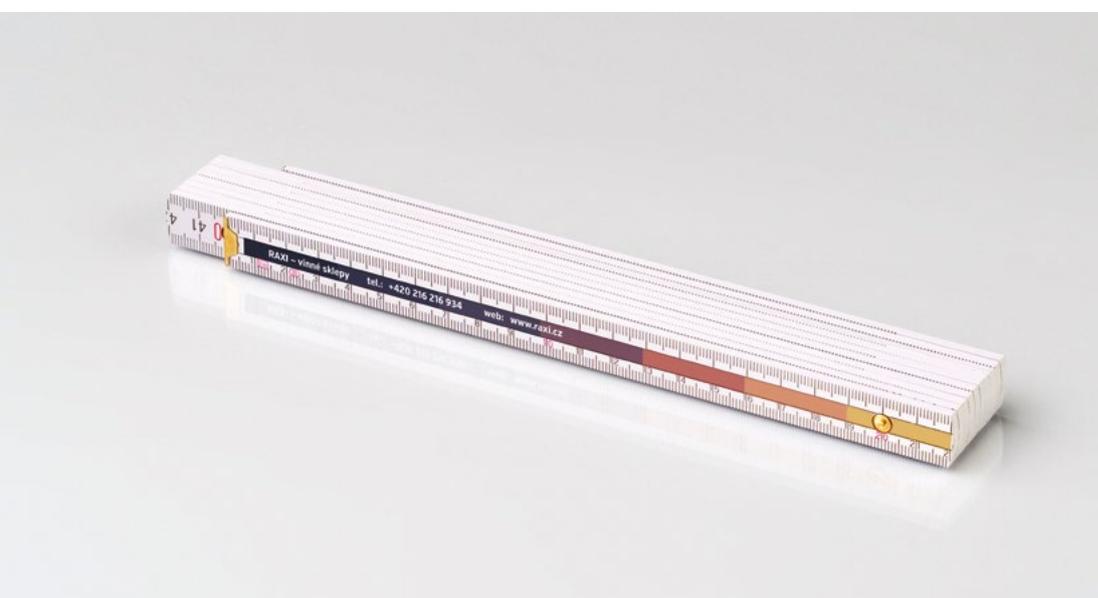
### FISHERMAN'S RULER

- Block 52
- Printing on the side and inner surfaces of the ruler
- Digital CMYK printing



### "MERCEDES BENZ"

- Block 52
- Printing on the side of the ruler
- Digital CMYK printing



### "RAXI" RULER

- Block 52
- Printing in MPB (Middle Part Blank) of the ruler
- Digital CMYK printing

## TYPES OF SCALES

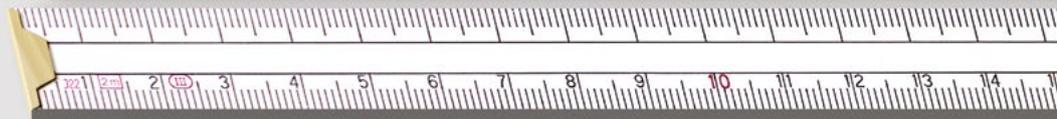
Standard



White/yellow



Middle part blank



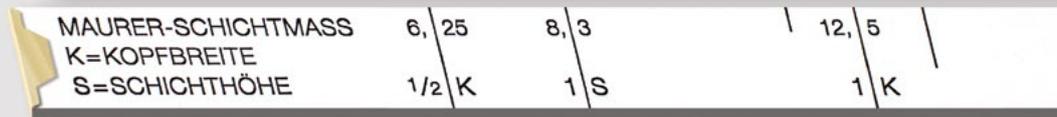
Upper part blank



Scale in inches



Special scale



Special scale



*Besides the offered options, we can produce custom models specific to your needs*

**MIDDLE AND UPPER PART BLANK** - blank space ideal for your logo/commercial message.

**WHITE/YELLOW** - alternation of colours on the scale changes every 10 cm. This substantially improves basic orientation when measuring. We can also produce different colour combinations.

**SPECIAL SCALE** - we can print any figures or signs as per your need/industry, e.g. masonry etc. All measurement units in any combination also offered [mm/inch/degree, etc.]

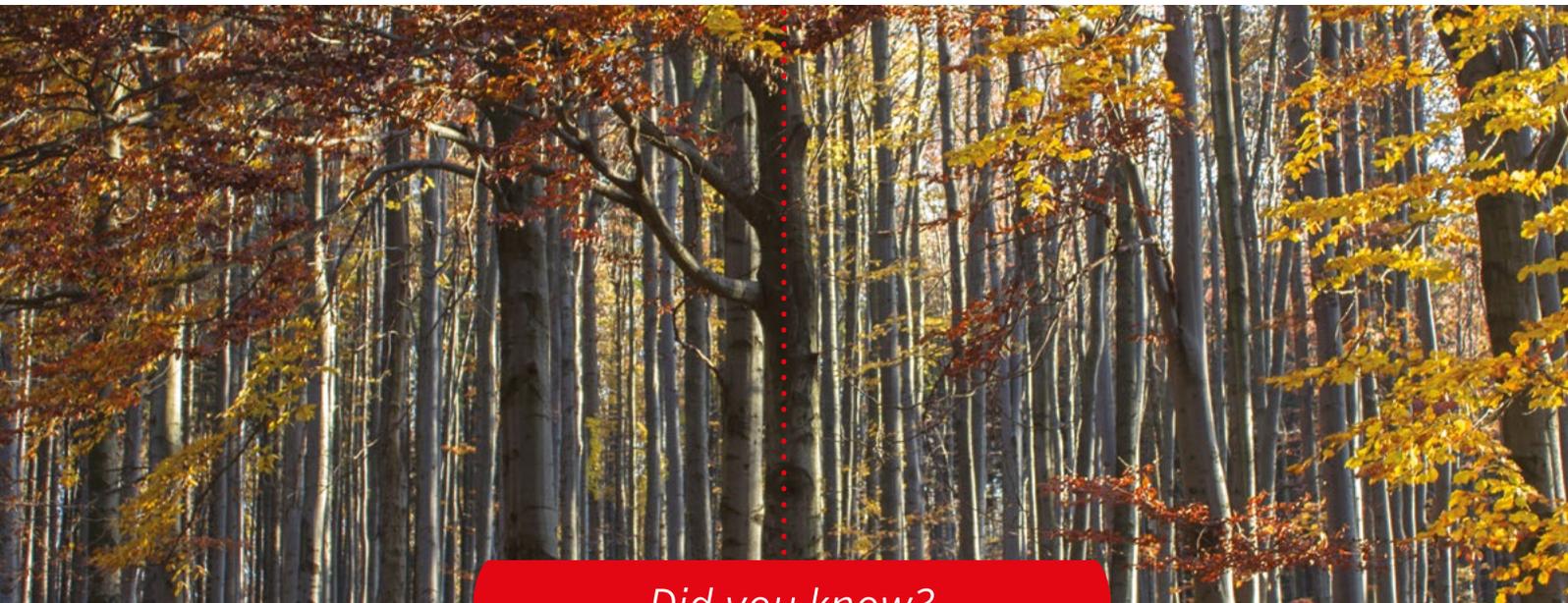
*Each of the 16 ruler production stages must be carried out with absolute precision. After all, we make measuring instruments!*



**Petr John**  
CEO

Selecting quality materials is not the only thing which is necessary in order to produce an accurate folding ruler. Manufacturing our products also requires a good team. Ours consists of a number of professionals who need to know how to work with wood and steel and be familiar with dyeing and printing. Everyone involved in the production has his or her exact role and that is why we are able to offer our customers high quality measuring instruments which make people's work more efficient all around the world.

Do you also use a folding ruler?



*Did you know?*

**48**

*the number of parts in a 2m folding ruler*

**16**

*the number of operations needed for production of a folding ruler*

**100%**

*water based paints in our folding rulers*

**0,7 mm**

*is the maximum length deviation in a 1m folding ruler*



## PRODUCING A SEMI-FINISHED PRODUCT

Blanks are carved out of quality side timber. Once again, unsatisfactory pieces are carefully discarded. The sorted blanks are neatly placed on pallets to form stacks.



## CUTTING INTO SLATS

Timber which has been hydrothermally treated is subsequently plane smoothed on four sides and saw again into individual slats, which are a fundamental part of any wooden folding ruler.

1

## SELECTING THE RIGHT WOOD

Only hard and tough woody plants such as beech or hornbeam can be used for the production of measuring instruments. Only the finest and also the smallest part of the trunk is used; the so called side timber.

2



3

## DRYING THE WOODEN BLANKS

The stacks are initially stored in a roofed outdoor warehouse where the cut-outs are left to slowly dry out and stress in the wood to gradually decrease over a period of almost one year. Subsequently, the timber is subjected to second drying in chambers until it reaches approximately 8% moisture content. Finally, it is necessary to subject the timber to hydrothermal treatment at a specific temperature and humidity.

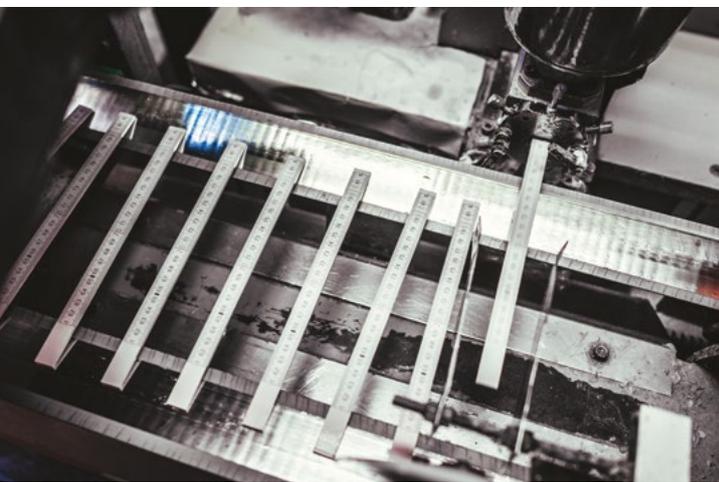
4





## PRINTING THE SCALES

Next, a two-colour scale is printed onto the slats. Scale accuracy is achieved due to solid stamping dies made of synthetic rubber that are firmly attached to metal dies.



## MACHINING THE SLATS IN ORDER TO INSERT JOINT PARTS

Each type of folding ruler has a different kind of joint and therefore, the slats must also be machined in a different way. Precision machining of wooden slats by milling is a very difficult process. Accuracy in hundredths of millimetre must be achieved.

5

## DYEING THE SLATS

The wooden slats are then dyed with several layers of 100% water-based paint. The method of roller coating ensures a quality and smooth surface of the slats.



6

7

## LACQUERING AND FINAL SURFACE TREATMENT OF THE SLATS

Just like dyeing, lacquering is carried out by roller coating. The outer UV lacquer completely covers the print and the base colour of the slats and thus protects the product not only against water but also against basic solvents such as acetone.

8





### FITTING THE END SLATS WITH END PIECES

The first and the last slat of each folding ruler are fitted with a steel end piece. It serves as an accurate beginning or end of the measuring instrument and also protects these ends against damage during use.



### CHECKING DIMENSIONAL ACCURACY

Checking the length accuracy of a folding ruler as a legal measuring instrument is required by law. The same holds for checking the accuracy tolerance during transition between individual slat joints.

9

### INSERTING THE JOINTS

Individual parts of the ruler are inserted into milled parts of the slats. Again, it is a precision process.

10

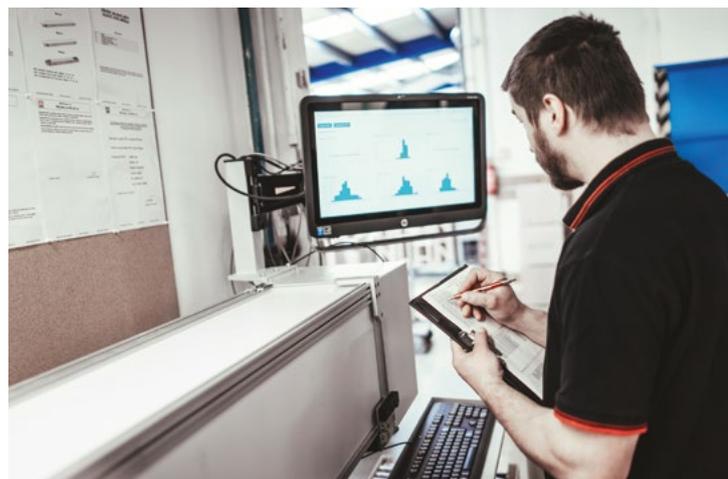


11

### FOLDING RULER ASSEMBLY

During assembly, all components of the ruler must “unite” at the same moment to form one harmonious whole. It is a very demanding operation performed by complex single-purpose machines. For instance, in the case of a 2m BL52 folding ruler the machine must assemble 10 slats + 9 rivets + 9 washers at the same time. Each ruler is controlled by sensors and a worker during assembly. Next, it is cleaned and handed over to next operation.

12





### **MACHINING AND SURFACE TREATMENT OF FOLDING RULER ENDS**

A folded ruler is not yet completely finished; the ends need to be treated in order to get the look we all know. The two ends of the ruler are machined and dyed. Thus treated, the rulers are much more comfortable to use.



### **FINAL INSPECTION AND PACKING**

Visual inspection of finished rulers. Here again, a human hand touches each individual product. The rulers are not merely packed into boxes and cartons; they are visually checked one more time. We use standard size packaging: boxes of 10 items or cartons of 100 items.

13

### **FOLDING THE RULER**

After inspecting, the assembled rulers are folded together. Formerly, the folding was carried out manually like most manufacturing operations. Today, this hard work is performed by single-purpose machines.

14

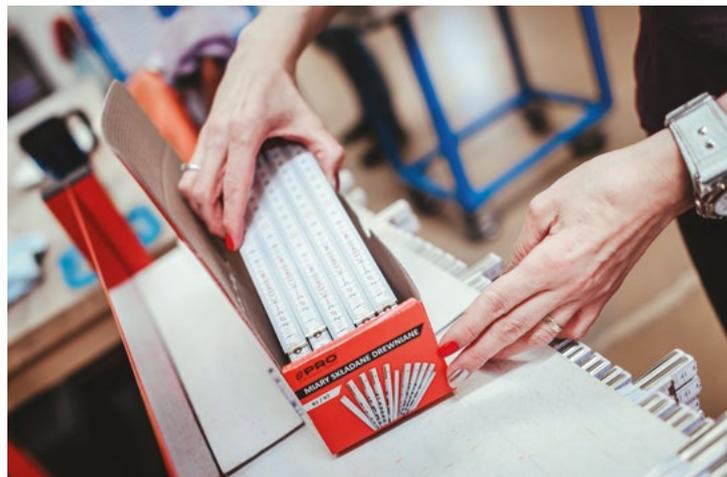


15

### **PRINTING SPECIAL CHARACTERS OR ADVERTISEMENTS**

This operation may or may not take place depending on the requirement. Virtually, any graphics can be printed on the folding ruler thanks to pad or UV digital printing. It may be a special character or, more frequently, a promotional message.

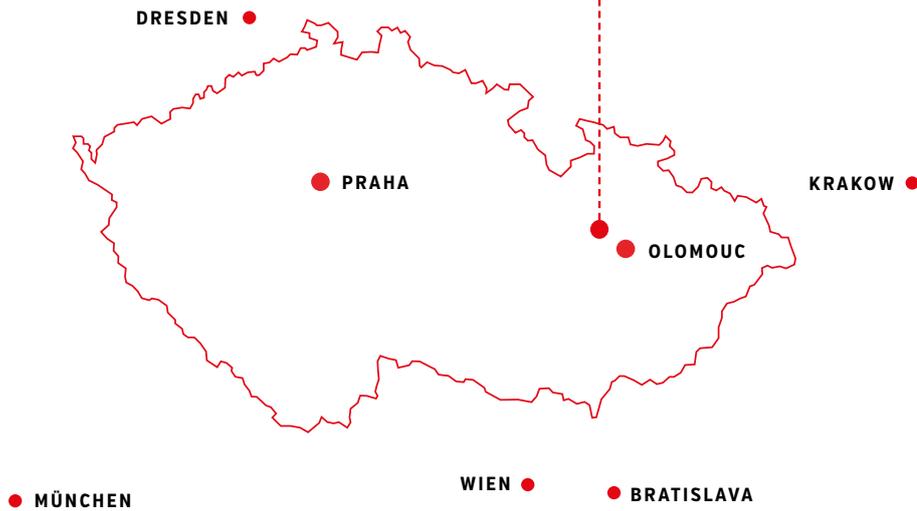
16



## Where to find us?



**METRIE SPOL. S R.O.**  
Moravičanská 20/19  
78983 Loštice  
Czech Republic



## Contacts



PHONE  
+420 583 456 336

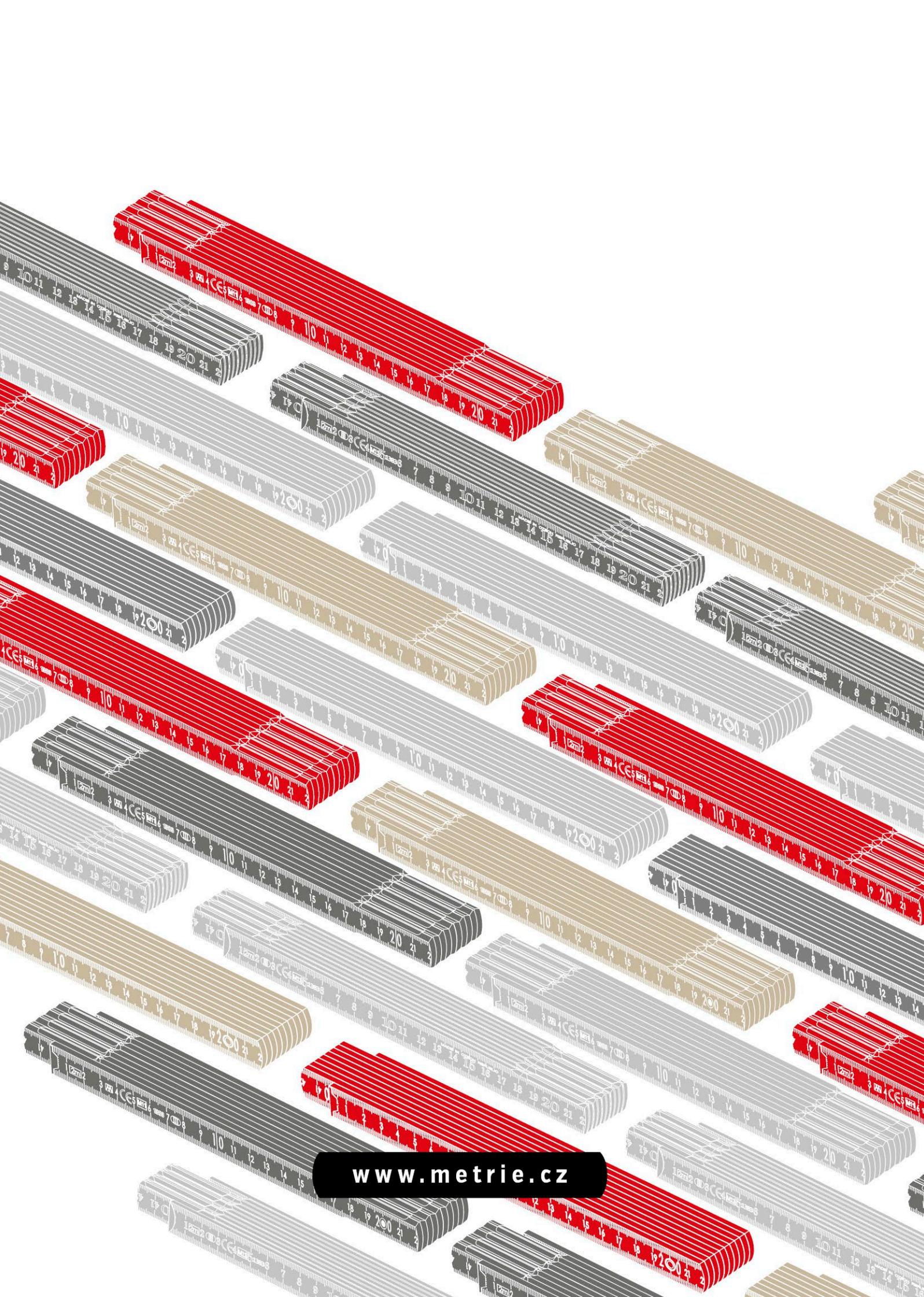


FAX  
+420 583 559 990



E-MAIL  
info@metrie.cz

[www.metrie.cz](http://www.metrie.cz)



[www.metrie.cz](http://www.metrie.cz)