

# The Endpaper

May/June 2015

*For the Love of Books*



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## 2015 BMI Management Conference April 26 – 28, 2015; Omni Orlando ChampionsGate



More than one-hundred BMI members and guests gathered at the Omni Orlando ChampionsGate, April 26 – 28, 2015, for the 2015 BMI Management Conference which offered a variety of networking opportunities and speaker presentations in an inspired setting.

The first day of speakers included Dr. Patrick Moore, Independent Ecologist/Environmental, Ecosense Environmental, Inc., a former active member of Greenpeace and President of the Greenpeace Foundation who discussed forestry as the most sustainable of all the primary industries providing the majority of renewal energy; Thomas Allen, President & CEO, Association of American Publishers, who discussed AAP policy priorities; Professor Naomi S. Baron, Executive Director, Center for Teaching, Research, and Learning who shared her research findings of the effect reading e-books vs. print versions has on students; and Dave Nelson, President, Dialog Consulting Group who talked about social media for business.

The second day of the conference, featured speakers who discussed the economy, regulatory issues and the book paper markets. Mark Sniderman, PhD, Executive in Residence, Case Western Reserve University presented on The U.S. Economy in the Post-Recession Era. Mike Manzella, Sr. VP Chief Sustainability Officer, R .R. Donnelly talked about regulatory review in the U.S. and abroad along with related sustainability issues. John Maine, VP, RISI also delivered his annual update on the book paper markets.

### *Also in this Issue...*

- Conference Recap
- Abigail Flanigan Wins Award
- 2015 Instructional Materials Resource Conference/ACTS Agenda
- Industry News
- NISO Programs at the ALA Annual Conference
- LBC Technical Director's Report
- Something to Think About

## 2015 BMI Management Conference

In addition, Julie Morris and Joe Upton talked about a Book Industry Manufacturing Summit, a collaborative effort between the Book Industry Study Group and BMI. This interactive session allowed attendees to provide input and share their perspectives on trends and high-level topics.

Just prior to the welcome reception and dinner the first evening, the Library Binding Council met and Professor Werner Rebsamen talked about the various kinds of adhesive bindings and aspects related to these. Approximately 30 individuals gathered for this event.

The group enjoyed time with one another the first evening over dinner where new members and first-time attendees were welcomed. The following afternoon, small group gatherings took place over golf, a Segway tour, and time out by the pool. There was another opportunity to gather the final evening for a reception followed by dinner in smaller groups.



### **Abigail Flanigan Awarded Jan Merrill-Oldham Professional Development Grant**

Abigail Flanigan, a student in the Masters of Library Science Program at the University of North Carolina, Chapel Hill, has been awarded the 2015 Jan Merrill-Oldham Professional Development Grant and will be recognized for this during the Association for Library Collections & Technical Services (ALCTS) Awards Ceremony on Saturday, June 27, held in conjunction with the American Library Association (ALA) Annual Conference in San Francisco.

The Jan Merrill-Oldham Professional Development Grant is given by the Preservation and Reformatting Section (PARS) of the Association for Library Collections & Technical Services (ALCTS) to support travel to the American Library Association (ALA) Annual Conference and Exposition.

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Attendee evaluation comments about the speakers and program included:

*"Could have taken the entire morning. Compelling many people buzzing about it afterwards."*

*"Great content and presentation – useable data/information."*

*"High energy, very organized, on topic. Great job!"*

*"Good information for global economy."*

You can find some of the conference speaker presentations at <http://www.bmibook.org/events/management-conference-speaker-presentations/> and mark your calendar for the 2015 Annual Management Conference, November 8 – 10, at the Boca Raton Resort and Club.

### *What Blogs Do You Read on a Regular Basis? Let us Know!*

Following are some that members have shared:

The Creative Penn, Joanna Penn  
<http://www.thecreativepenn.com/blog/>

Seth Godin's Blog  
<http://sethgodin.typepad.com>

Good Reads  
<http://www.goodreads.com/blog/index>

Top Ten Social Media Blogs  
<http://www.socialmediaexaminer.com/top-10-social-media-blogs-2015-winners/>

Richard Branson Blog  
<http://www.virgin.com/richard-branson>

The \$1,250 grant, sponsored by the BMI and the Library Binding Council, is intended to provide librarians and paraprofessionals new to the preservation field with the opportunity to attend a professional conference and encourages professional development through active participation at the national level. The grant is to be used for airfare, lodging and registration fees to attend the ALA Annual Conference.

Flanigan holds a Bachelor of Music in Piano Performance from the University of Illinois at Urbana-Champaign (2013) and is expected to complete her MLS at the University of North Carolina in 2016. She also works in the Preservation Department in the University Libraries as a Carolina Academic Library Associate, a competitive merit-based assistantship offered to University of North Carolina students

in the School of Information and Library Science pursuing careers in academic librarianship.

In the early stages of her graduate education, she has already decided to pursue a career in preservation, having developed, in her words, “a passion for preservation librarianship.” Abigail’s essay demonstrated awareness of the challenges of analog preservation and reformatting as well as deep interest in digital preservation. She recognizes that “preservation plays a complex and vital role in any library” and she is already engaged in the fundamental question of all preservation professionals: preservation and access.

## 2015 INSTRUCTIONAL MATERIALS RESOURCE CONFERENCE/ACTS AGENDA

**July 28 – 29, 2015**  
**Hyatt Regency St. Louis at the Arch • St. Louis, Missouri**

**2015 Theme: *Efficacy: Measuring Content Effectiveness***  
**A conversation regarding materials that promote student achievement.**

### Featured Speakers:



**Mike Petrilli**  
*President, Thomas Fordham Institute*



**Deb Sigman**  
*Chair, Smarter Balanced Assessment Consortium Executive Committee*



**Jay Diskey**  
*Executive Director, PreK-12 Learning Group, AAP*



**Jordan Schugar**  
*Assistant Professor of English, Westchester University of Pennsylvania*

**Also: Presentations from SIMRA member states**

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## Meeting Schedule

### Monday, July 27

- 5:00 PM – 7:00 PM Mills Studio 9 **Registration opens**
- 5:00 PM – 7:00 PM Sterling Studio 4 **Advisory Commission on Textbook Specifications (ACTS) Executive Committee Meeting** (Only Executive Committee)

### Tuesday, July 28

- 7:30 AM Mills Studio 9 **Registration**
- 8:00 AM – 10:15 AM Gateway West  
Sterling Studio 1  
Sterling Studio 6 **Association of American Publishers (AAP) Committee Meeting**  
**Book Manufacturers' Institute, Inc. (BMI) Committee Meeting**  
**State Instructional Materials Review Association (SIMRA) Committee Meeting**
- 10:30 AM – 10:45 AM Gateway East **Welcome by the Advisory Commission on Textbook Specifications, Inc. (ACTS)**  
**Dan Bach**, Executive Vice President, BMI
- 10:45 AM – 11:15 AM Gateway East **Missouri's Standards Initiatives**
- 11:15 AM – 11:45 AM Capitol 2 **State of the Instructional Materials Industry**  
**Jay Diskey**, Executive Director, AAP's PreK-12 Learning Group  
*A report on publishing trends and corresponding demands from the educational community. Current activities as well as new directions will be surveyed and information shared to promote working relationships between publishers and educators.*
- 11:45 AM – 1:15 PM Gateway West **Luncheon and Keynote**  
**Mike Petrilli**, President, Thomas Fordham Institute  
*Evaluating Content Effectiveness: How do we know that kids are really mastering the standards? What trends in the development and publishing of instructional materials show promising results?*
- 1:15 PM – 1:30 PM **BREAK**
- 1:30 PM – 2:30 PM Gateway East **The Smarter Balanced Initiative**  
**Deb Sigman**, Chair, Smarter Balanced Assessment Consortium Executive Committee  
*An examination of the selection process for testing criteria that accurately measures student achievement. How the criteria should affect content in published curriculum.*

Continued next page

## Meeting Schedule (continued)

### Tuesday, July 28

2:30 PM – 3:00 PM

**Break**

3:00 PM – 4:00 PM

Gateway East

**A Study of Student Achievement in the Language Arts Curriculum**  
**Jordan Schugar**, Assistant Professor of English, Westchester University of Pennsylvania  
*A comparison of digital and print materials and their effectiveness in student learning.*

4:00 PM – 5:00 PM

Gateway East

**Local Control and Instructional Materials**  
**Alan Griffin**, Utah State Office of Education  
*What local control really means to teachers, learners, and the instructional materials industry. Are there similar standards? A comparison of similarities and differences among the states.*

6:00 PM

Gateway Terrace

**Reception**

### Wednesday, July 29

7:30 AM – 8:30 AM

Gateway East Foyer

**Continental Breakfast**

8:30 AM – 10:30 AM

Gateway East

**SIMRA State Reports: Interactive Presentation and Discussion**  
Where are states going with the adoption of instructional materials? Representatives from several states will discuss their state adoption cycle, funding and policy changes, initiatives, pilot studies and challenges related to the evaluation, review, vetting, and adoption of instructional materials.

**Session Facilitator:** Alan Griffin, Utah State Office of Education  
**Panel Members:** SIMRA Member States & Non-Member States  
**Participants:** All Conference Attendees

10:30 AM – 10:45 AM

**Break**

11:00 AM – 11:30 PM

Gateway East

**ACTS Commission Meeting**

**Adjourn**

### Sponsors



## Why digital natives prefer reading in print. Yes, you read that right.

*Washington Post*

February 22, 2015 • by Michael S. Rosenwald

Frank Schembari loves books — printed books. He loves how they smell. He loves scribbling in the margins, underlining interesting sentences, folding a page corner to mark his place.

Read the full story here: [http://www.washingtonpost.com/local/why-digital-natives-prefer-reading-in-print-yes-you-read-that-right/2015/02/22/8596ca86-b871-11e4-9423-f3d0a1e-c335c\\_story.html](http://www.washingtonpost.com/local/why-digital-natives-prefer-reading-in-print-yes-you-read-that-right/2015/02/22/8596ca86-b871-11e4-9423-f3d0a1e-c335c_story.html)

## Publishers Applaud Congress for Introduction of Balanced TPA Legislation

April 20, 2015 • by Marisa Bluestone

The Association of American Publishers (AAP) commends Chairman Hatch, Senator Wyden and Chairman Ryan for the introduction of Trade Promotion Authority (TPA) legislation. The Bipartisan Congressional Trade Priorities and Accountability Act of 2015 recognizes the importance of strong intellectual property protection for strengthening global economies through creativity and innovation. Publishers urge Congress to move quickly to enact this legislation.

Read the full story here: <http://www.publishers.org/press/171/>

## Scientific publishing policy should be based on facts, not politics

April 21, 2015, *The Hill* • by Tom Allen

As a former congressman, I know that legislation written with good intentions can have unintended consequences. As Congress considers its reauthorization of the America COMPETES Act next week, it should be sure to avoid doing harm to America's historic partnership between scholarly researchers and publishers of scientific and technical journals to serve the public at large.

Read the full story here: <http://thehill.com/blogs/congress-blog/education/239435-scientific-publishing-policy-should-be-based-on-facts-not>

## Connecting Higher Ed Trends to the Academic Library

*From the Bell Tower*

April 23, 2015 • by Steven Bell

Higher education is in a state of flux, and the key shifts taking place may create opportunities for the academic library. If these are higher ed's most pressing problems, academic librarians are part of the solutions.

Read the full story here: [http://lj.libraryjournal.com/2015/04/opinion/steven-bell/connecting-higher-ed-trends-to-the-academic-library-from-the-bell-tower/#\\_](http://lj.libraryjournal.com/2015/04/opinion/steven-bell/connecting-higher-ed-trends-to-the-academic-library-from-the-bell-tower/#_)

## Association: Booksellers Show Strength In Healthy Comeback

*Associations Now*

May 28, 2015 • by Patrick Dehahn

Struggling no more? The American Booksellers Association reports a member surge that's driven by indie booksellers—and highlighted by an annual event that finally went national this year. Find out more by going to ([hyperlink URL](#))

Read the full story here: [http://associationsnow.com/2015/05/association-booksellers-show-strength-healthycomeback/?utm\\_source=AN%2BDaily%2BNews&utm\\_medium=email&utm\\_campaign=20150601%2BMonday](http://associationsnow.com/2015/05/association-booksellers-show-strength-healthycomeback/?utm_source=AN%2BDaily%2BNews&utm_medium=email&utm_campaign=20150601%2BMonday)

## Think “going electronic” is greener? Read on ...

*Two Sides North America*

June 1, 2015 • by Phil Riebel, President,

In a recent commentary, Fred Bercovitch, a wildlife conservation biologist at Kyoto University, challenged conventional wisdom that a paperless workplace is more environmentally friendly than one using paper.

Read the full story here: <http://www.twosidesna.org/US/Think-going-electronic-is-greener--read-on>

## Could Your Library Answer 1 Million Reference Questions A Year?

June 19, 2015 • by Brian Mathews

In 1995 the Association of Research Libraries started collecting stats on references queries. The top five that year handled over 500,000 questions each. I'm sure in those early days there were some interesting approaches to collecting the data as well as different interpretations of a reference query. Find out more by going to: (hyperlink) [http://chronicle.com/blog-network/theubiquitouslibrarian/2015/06/19/could-you-answer-one-million-reference-questions-in-a-year/#disqus\\_thread](http://chronicle.com/blog-network/theubiquitouslibrarian/2015/06/19/could-you-answer-one-million-reference-questions-in-a-year/#disqus_thread)

Read the full story here: <http://www.ala.org/news/press-releases/2015/02/abigail-flanigan-awarded-jan-merrill-oldham-professional-development-grant>

## The New York Public Library Wars

The Chronicle Review

June 24, 2015 • by Scott Sherman

Scholars who use the New York Public Library are boiling with frustration. It wasn't supposed to be this way. In 2014 the library, under pressure from a coalition that included four senior scholars, abandoned its controversial Central Library Plan, which entailed gutting the stacks at the 42nd Street Library and selling the popular Mid-Manhattan Library across the street. But the situation hasn't turned out how many critics had hoped.

Read the full story here: [http://chronicle.com/article/The-New-York-Public-Library/231127/?cid=pm&utm\\_source=pm&utm\\_medium=en](http://chronicle.com/article/The-New-York-Public-Library/231127/?cid=pm&utm_source=pm&utm_medium=en)

## NISO Programs at the American Library Association Annual Conference in San Francisco, June 26 - 28.

Join the National Information Standards Organization (NISO) for our presentations and programs at ALS in San Francisco! Visit NISO at Booth #414 in the Exhibits area.

**The NISO Annual Update will be held on Sunday, June 28** (1:00 - 2:30 p.m. in Moscone Convention Center 228-230 (S) [ALA Scheduler link: <http://alaac15.ala.org/node/29865>]

NISO Working group and Standing committee members will provide updates on these projects:

- Transfer** - Heather Staines, Director, Publisher and Content Strategy, Proquest SIPX
- Open Discovery Initiative** - Lettie Conrad, Executive Manager, Product Analysis, SAGE Publications
- Protocol for Exchanging Serial Content (PESC)** - Amy Kirchhoff, Archive Service Product Manager, Portico/ITHAKA
- Knowledge Base and Related Tools (KBART)** - Kristen Wilson, Associate Head, Acquisitions and Discovery, North Carolina State University
- SUSHI & SUSHI Lite** - Oliver Pesch, Chief Strategist, EBSCO
- NISO Altmetrics Initiative**, Nettie Lagace, Associate Director for Programs, NISO

Other NISO-sponsored events include:

- The Future of Library Resource Discovery: Creating New Worlds for Users (and Librarians)** featuring independent consultant Marshall Breeding - Saturday, June 27, 2015 - 3-4 pm in Moscone Convention Center 3008 (W) [ALA Scheduler link: <http://alaac15.ala.org/node/30108>]

### Building A Consensus Framework for Patron Privacy in Library and Information Systems -

Sunday, June 28, 2015 - 10:30-11:30 am in Moscone Convention Center 3012 (W) [ALA Scheduler link: <http://alaac15.ala.org/node/30107>]

### FREE Pre-Conference Forum

And don't forget the NISO/BISG 9th Annual Forum: The Changing Standards Landscape: Access or Ownership: Evolving Business Models and Your Institution, to be held Friday, June 26 from 12:00 - 4:00 p.m. in Moscone Convention Center 3012 (W).

For details see the event webpage at: [http://www.niso.org/news/events/2015/ala\\_annual\\_sf/nisobisgforum2015/](http://www.niso.org/news/events/2015/ala_annual_sf/nisobisgforum2015/) [ALA Scheduler link: <http://alaac15.ala.org/node/29866>]

Attendance is free but we ask that you RSVP (<https://www.surveymonkey.com/s/8XCDBV>) for logistics purposes

# Technical Director's Report

## Werner Rebsamen



### Is A Tensile Page-Pull Test Sufficient For a Quality Judgment?

Prior to the 1960's, the use of adhesive bindings was in its infancy. Given this, there were no resources for testing these, in academia. This all changed when EVA hotmelts were introduced in 1961. It is estimated that in the 1960's, in the USA alone, over 1,000 adhesive binders were already in operation! The Research and Engineering Council of the Graphic Arts, working with early adhesive binding pioneers like Paul Chamberlin, started to develop the very first tensile page-pull devices. After years of testing and gathering critical data following this, the very first tensile page-pull values were then established.

Most of the industry questions received by the RIT book testing facility centered on aspects of tensile page-pulls. Questions surfaced like: *What represents a good binding? How many books need to be tested? How many sheets are pulled out from a single book? How long do we have to wait until we can pull some sheets from the binding?* Quality control managers were asking many questions like these and looking for independent answers.

Recently, some of us were involved in an international project to establish testing specifications for a world-wide photo book standard. This became very complex since we now have many kinds of tensile page-pull equipment – hand operated levers, wheels, pneumatic machinery, and electric motors. In addition, as listed in Tony Clark's book on "Bookbinding with Adhesives," there are different standards for the UK, Germany and the USA.

#### The Tensile Page-Pull

Testing an adhesive bound book by hand-feel is a very questionable procedure. Nevertheless, I have seen illustrated instructions in this regard which showed how to open a book and pull the left and right sheets simultaneously with your thumb and index finger on the head, in the center and on the bottom, actually peeling sheets out of an adhesive binding! If any of the sheets came loose, the job had to be rejected. I received those instructions in the

1980's from the manufacturing director of NYC's largest textbook publisher. Our industry does not have a standard for this, just guidelines. Unfortunately, those values date back to the 1960's. Methods of adhesive binding and the adhesives themselves have shown great improvements since then. This is why some experts, out in the field, have asked for a higher standard and values.

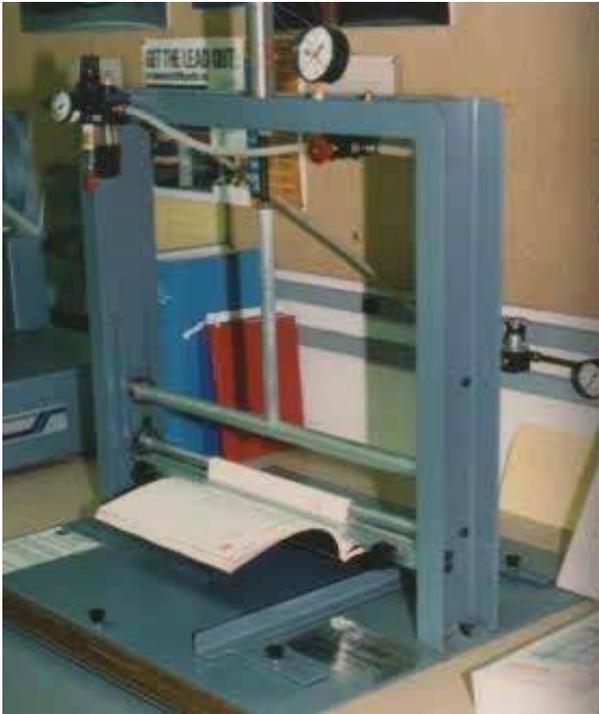
For those not familiar with a tensile page-pull test, this is how it is done. The book is positioned onto a platform. The sheet selected for testing is secured uniformly in a tension clamp. Another device (they do differ) is holding the book in place. Thereafter, tension on the sheet is increased at a given speed until the sheet detaches from the binding. When that happens, or when the paper itself tears or breaks loose from the binding, that maximum force then is indicated and memorized by a meter or computer. The total force is then divided by the height of the book block. In the USA, this could be a pound-per-inch or in other parts of the world a Newton-per-centimeter. It is not unusual for the adhesive binding to be stronger than the paper. This is especially true on very thin paper stocks.

How long should one wait to test an adhesive bound product? Not everyone agrees on the answer to this question. An instruction manual on "Perfect Binding" published in Switzerland offers the following guidance:

**PVA** – cold emulsion adhesives require 20 hours to achieve 80% of its strength and 50 hours to achieve a 100% level.

**Hotmelts** require at least one hour before any testing can be done. They will then have achieved 80% of their strength and 100% after 24 hours. USA adhesive experts advise that when binding books with hotmelt, one must wait at least 15 minutes until the very first values can be

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*On this pneumatic Tensile Page-Pull device, the sheet to be pulled is wrapped around a bar. Pneumatic force then pulls the sheet from the adhesive binding. The indicator above records the forces required to remove the sheet or to tear the paper itself. Some testing devices are connected to computers. Photo credit: Werner Rebsamen*

collected with tensile testing. Anything below that number will result in very erratic results. Why test after 15 minutes? Just imagine, your adhesive binder cycles at a speed of 10,000 books an hour. Most can simply cannot afford to wait a full hour to start evaluating the quality of the binding.

PUR's are a new subject and times do vary greatly. As there are many different kinds of PUR's, flexible and hard drying formulas, it is best to consult the adhesive supplier. Tensile page-pull timing varies greatly with the papers being bound. A standard textbook paper may be tested within one hour, but according to bookbinding adhesive chemists and binding experts contacted, it is best to wait 4 to 6 hours or longer.

#### **How many sheets need to be pulled?**

That is a question we were asked most often. The sheets to be pulled must be equally divided. For example, if a book has 100 pages, pull pages 25, 50 and 75. As there are no guidelines regarding bulk, the following suggestion was furnished:

¼ to 5/8 inch bulk	Tensile pull 3 sheets
5/8 to 1 ½ inch bulk	Tensile pull 5 sheets
Over 1 ½ inches	Tensile pull 7 sheets
	– delete 2, the highest and lowest, average out the remaining 5

It is interesting to observe that most of the time, the sheets pulled from the center will have the lowest value. The ones pulled from the front and back will have higher values. This all has to do with how a book block is positioned in the testing device.

In addition, a book block may stay open flat if opened in the center. Toward the front or back, a cover clamping effect may take place.

As to the question about how many books should be tested, opinions vary from plant to plant. If we have to judge the quality of the binding, we always ask for at least six bound copies. In a production environment, 3 books out of 1,000 should be sufficient. In a print-on-demand environment, you need to bind blank paper and make sure that every copy meets your expected quality. But then you may have some surprises, especially with certain digital printing equipment and toners or inks used.

#### **Tensile Page-pull Criteria for the USA**

If you are testing a book with a trim size of 8 ½ x 11 inches and you average 33 lbs., how do you measure the quality of the binding? You will have to divide 33 by 11 and then you will arrive at 3 lbs./inch. Now use the chart below:

Below 2.00 lbs/inch	Poor
2.00 to 2.50 lbs/inch	Satisfactory
2.50 to 3.50 lbs/inch	Good
3.50 to 4.00 lbs./inch	Very Good
Above 4.00 lbs/inch	Excellent

Your example then will get a "Good" rating.

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### Critical Aspects to Consider

It is important to bear in mind, that a tensile page-pull test by itself does not measure the overall quality of the binding. There are many other aspects which must be considered, like the adhesive film, the caliper and uniform adhesive application top to bottom and side to side, the cover adhesion, and the spine preparation. In addition, we may perform a Subway test. This is done by bending a book-block 360 degrees, that is to bring the covers back to back. On lay-flat bindings, you may consider a flex test. Finally, one of the questions we always had to answer was, should we perform tensile page-pulls on Smyth-sewn book blocks? The answer is a clear no! There are simply too many variables within a folded signature. The innermost sheets, stitched in the fold with a thin thread will only test the strength of the paper, the outermost, imbedded into the gluing-off adhesive and

glued to the adjoining signatures may show an unusually high value. Most likely, the adjoining sheet will be pulled out as well. You may encounter similar problems when tensile page-pull testing Burst bindings. When tensile page-pull testing these, try to avoid the outer pages of a folded signature.

Perhaps the best book ever written on aspects of testing and trouble shooting adhesive binding is "Bookbinding with Adhesives" by Tony Clark (Amazon). The 96-page book covers it all. For example, on page 81, he describes poor page strength as follows: Good results one week, poor results the next week and yet bound on the same machine, same adhesive and operator. Blame drying the paper during web-offset printing. Oh well, like Tony, this writer could also write a book on all the variables we encounter when testing and evaluating adhesive binding books.



Arguing about paper or paperless as a more ecofriendly tactic is as productive as arguing about how many angels fit on the head of a pin... There is no free-ride, only conscientious attempts to keep the ride as low cost as possible.  
~ Dr. Fred Bercovitch, Kyoto University

Check out Goodreads' Ten Book Titles Based on Lines of Poetry!  
<http://www.goodreads.com/blog/show/506-10-book-titles-based-on-lines-of-poetry>

## Save the Dates • Future BMI Conferences

**2015 Annual Conference**  
**November 8-10, 2015**



Boca Raton Resort and Club  
Boca Raton, Florida

**2016 Management Conference**  
**April 24-26, 2016**



Wild Dunes Resort  
Charleston, SC

**2016 Annual Conference**  
**October 23-25, 2016**



Marco Island Marriott Beach Resort,  
Marco Island, Florida