

The Endpaper

JANUARY 2010

A Newsletter from HBI and the Library Binding Institute



**Hardcover
Binders
International**
Library Binding Institute

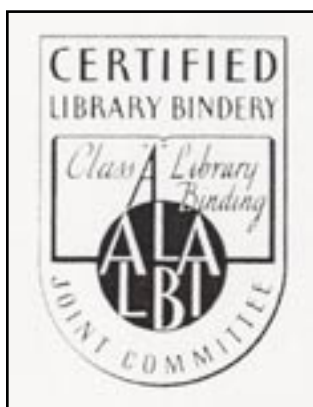
4440 PGA Blvd. Ste. 600
Palm Beach Gardens, FL 33410
561-745-6821, 561-472-8401 (fax)
www.hardcoverbinders.org

Seventy-Five Years of Hardcover Binding Excellence

Seventy five years ago, LBI was formed in recognition of this unique industry's place in the library, book, and binding markets. Today, the association has expanded to include those who are interested in binding high quality hardcover books in small quantities and one at a time. Although the focus of the association has broadened more recently, the commitment to excellence remains the same. This calls for celebration, thus, activities are planned throughout the year in honor of this great achievement.

Associations wouldn't exist without members and/or allied partners so it is fitting to ask those impacted for input. If you have a particular memory, photo, article,

or idea that you would like to share, please call or email Debra Nolan (561-745-6821 or



dnolan@hardcoverbinders.org) In the meantime, we will keep you posted as plans for the year unfold.

To kick off the year-long celebration and the festivities, the following question relating to the association's history was posed: Who was the association's only female president and what year(s) did she hold this office? Some good guesses were submitted, and the answer is Ma-

rie Ruzicka Feldman, Joseph Ruzicka, Incorporated, Baltimore, Maryland, 1960-61.

So, for all of you trivia fans, see if you can answer the next question: Where and when did LBI hold its first annual meeting?

Find out the answer to this question in the next issue of *The Endpaper!*

Happy New Year to one and all and Happy 75th Anniversary LBI!



Marie Ruzicka Feldman

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- Something to Think About

Seventy-Five Years of Hardcover Binding Excellence

Thank You to Suzanne Wiersma of Wallaceburg Bookbinding for making these images available.



Joint Session of Binders and Librarians, 1954



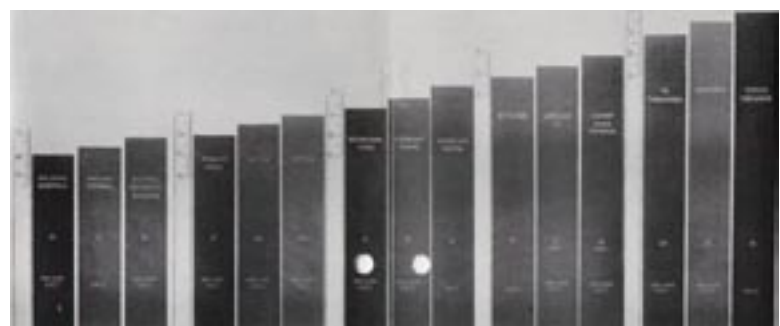
1976 Dedication of LBI Bookbinding Laboratory at R.I.T.



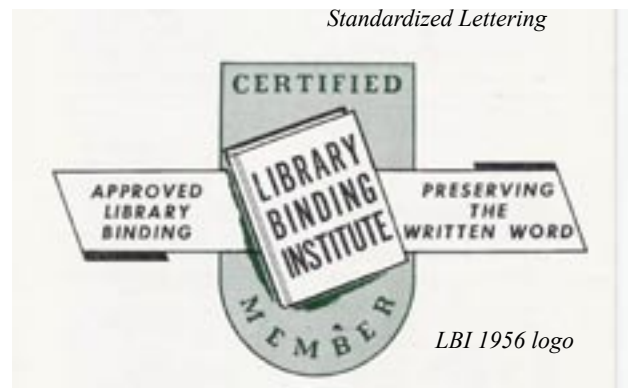
LBI Brochure covers from the early years.



The Library Binder circa 1952



Standardized Lettering



LBI 1956 logo

Register Now for the 2010 Spring Meeting to be Held in Conjunction with DIMA/PMA Annual Conference

HBI/LBI will hold its “spring” meeting just prior to the start of the DIMA/PMA Annual Conference on February 18 and 19, 2010 in Anaheim, CA.



The schedule is as follows:

Thursday, February 18

3:00 pm – 5:00 pm – Board of Directors meeting
6:00 pm – 8:00 pm – Networking Reception/Dinner

Friday, February 19

8:30 am – Noon – Program
Noon – 2:00 pm – Luncheon Speaker/Lunch

Thursday’s meetings will be held at the Hilton Anaheim. Reservation information can be found at <http://www.pmai.org/pma2010.aspx?id=17208>. There are several hotels in the PMA conference room block. Friday’s meetings will be held at the Anaheim Convention Center.

DIMA/PMA Meeting Highlights Include:

- **DIMA Opening Keynote: Six Pixels of Separation 5:00 p.m. - 6:00 p.m., Friday, February 19**
Companies still struggle to understand online marketing as a new generation of digital opportunities unfolds. Consumers have never been so powerful; consumers have never been so connected. Mitch Joel unravels the fascinating world of new media, consumer-generated content, and social media. Learn how these marketing touch points are creating conversations for which the results are staggering and loyalty is off the charts. Phrases like “social media” and “Web 2.0” control every boardroom discussion in relation to growing market share and new



marketing opportunities. Learn how to take part in these communities and conversations. Speaker: Mitch Joel

- **D43 – “Dry” Printer Roundup, 1:00 p.m. - 2:10 p.m., Saturday, February 20**
What new printing equipment will let you break into the photo publishing market or take a current photo publishing operation to the next level? This unique format will “interview” equipment vendors to reveal which equipment is best for your operation. Speakers include representatives from Xerox and HP.
- **D53 - The Future of Photo Publishing, 2:30 p.m. - 3:40 p.m., Saturday, February 20**
Visionary and the Rochester Institute of Technol-

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ogy (RIT) dean of the College of Imaging Arts and Sciences Frank Cost will provide the view of the future of digital photo printing. Speaker: Frank Cost, Rochester Institute of Technology

- **D63 - Finish the Job, 8:00 a.m. - 8:50 a.m., Sunday, February 21**
Anyone can print pages; but it takes a true photo publisher to put the finishing touches in place, making those pages come to life and become great products customers will value. Hear how the latest folders, stitchers, staplers, cutters, gluers, and binders allow you to be a creative genius for your clientele. HBI Members Dave Robbins, Ecological Fibers; Lang Wightman, LBS; and John Jacobson, On-Demand Machinery will be leading the discussion.
- **The 3rd Annual DIMA Photo Book Showcase, February 21-23, at the Anaheim Convention Center**
The DIMA Photo Book Showcase will present all aspects of photo book production for attendees of PMA 2010 to evaluate side-by-side.

- **D76 - Advanced On-Demand Variable Data, 1:00 p.m. - 1:50 p.m., Monday, February 22**
Many in the photo industry are familiar with the capabilities of digital printing equipment when it comes to photo books and calendars. However, an entire market exists – using the same or similar digital printing equipment – that has nothing to do with “photo” products. Learn about the possibilities of new markets for your business, using digital printing and finishing equipment. Speaker: Yishai Amir, HP Indigo Digital Press

The DIMA schedule can be found at http://www.pmai.org/PMA2010_dima.aspx?id=18089.

The PMA schedule can be found at http://www.pmai.org/pma2010_home.aspx.

There is also a tradeshow beginning Sunday, February 21. More information can be found at http://www.pmai.org/PMA2010_become_exhibitor.aspx?id=17201.

You can get one badge for both the DIMA and PMA conferences. Rates are as follows: PMA Member \$299 per person; Nonmember: \$399 per person.

2010 SPRING MEETING

February 18 and 19, 2010

Hardcover Binders International/Library Binding Institute will hold its spring meeting just prior to the start of the DIMA/PMA Annual Conference on February 18 and 19, 2010 in Anaheim, CA. Members who plan to attend the DIMA/PMA Meetings will receive the DIMA/PMA conference rate.

SCHEDULE/REGISTRATION INFORMATION

The HBI/LBI meeting schedule is as follows:

Thursday, February 18 / Hilton Anaheim

3:00 pm – 5:00 pm – Board of Directors meeting

6:00 pm – 8:00 pm – Networking Reception

Friday, February 19 / Anaheim Convention Center

8:30 am – Noon – Breakfast/Program

Noon – 2:00 pm – Lunch



The HBI/LBI program will include the following:

Dimitrios Delis, PMA	Photo Book Trends/Statistics
Mark Mizen	Creative Memories
Werner Rebsamen, HBI	New Ways to Bind Photo Books
Table Topics	Opportunities for Roundtable Discussions on Topics of Interest

2010 Spring Meeting Registration Form

Registration Fee for the HBI/LBI Meeting, February 18 and 19: \$150 per person for members/nonmembers. This includes a networking reception, breakfast, and lunch.

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____

Please provide the name and email address of each registered attendee not including guests:

NAME _____ EMAIL _____

NAME _____ EMAIL _____

BILLING ADDRESS:

STREET _____

CITY _____ STATE _____ ZIP CODE _____

PAYMENT OPTIONS:

- American Express VISA MasterCard
- Check Payable to Hardcover Binders International

CC Number _____ CODE: _____

Exp. Date _____ Signature _____

Held in Conjunction with DIMA/PMA Annual Conference

HOTEL RESERVATIONS

Hotel reservation information can be found at <http://www.pmai.org/pma2010.aspx?id=17208>.

There are several hotels offering a variety of room rates in the PMA conference room block.

The instructions to receive the DIMA/PMA member rate for the DIMA/PMA meetings are as follows:

A code has been established for the group to get the discount to attend DIMA. It is entered on the Coupon page during the registration process. After you choose your badge type (All Conference Connection Pass) @ the \$399 non-member rate, you will then choose what sessions you want to attend. On the next page, you will be asked if you have any coupons... this is where you will enter the code below and it will then discount the badge to the \$199 rate. The deadline to receive the above early registration price is January 15, 2010. Coupon Code: DIMA2010 Reference: HBI_mem

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The PMA schedule can be found at http://www.pmai.org/pma2010_home.aspx.

There is a tradeshow beginning Sunday, February 21. More information can be found at http://www.pmai.org/PMA2010_become_exhibitor.aspx?id=17201.



Hardcover Binders International
Library Binding Institute

Please return the completed registration form to:

Hardcover Binders International
4440 PGA Boulevard, #600
Palm Beach Gardens, FL, 33410
561-745-6821 (phone), 561-472-8401 (fax)

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2010 Spring Meeting – February 18 and 19, 2010

ALA Establishes Library Relief Fund to Help Rebuild Libraries and Archives in Haiti

CHICAGO - The American Library Association (ALA), acting on a resolution adopted by its Council on Jan. 19 during the ALA's Midwinter Meeting, has created the "Haiti Library Relief Fund" to collect monetary donations to help rebuild libraries and archives that were destroyed or damaged during the devastating earthquake on Jan. 12. Donations can be made by credit card or check through www.ala.org/haiti.

"ALA has always been receptive to helping after a natural disaster. This fund provides the avenue for our members to do that. It is one way that we can help the Haitian people rebuild their libraries," said ALA President Camila Alire.

Libraries and archives are especially vital to all societies in helping citizens recover in time of crisis. ALA members and other library supporters have a long history of helping those in need, whether at home or abroad. ALA collected \$500,000 in donations to distribute to libraries in the Gulf region after Hurricanes Katrina and Rita in 2005 and worked with other U.S. library associations to raise \$25,000 to rebuild libraries in Indonesia and Sri Lanka after the 2004 tsunami.

ALA will be providing updates through its Web site on the condition of libraries in Haiti and will be coordinating relief and rebuilding efforts with the U.S. Committee of the Blue Shield (USCBS) <http://www.uscbs.org/>, the International Federation of Library Associations and Institutions (IFLA) www.ifla.org and the United Nations Educational Scientific and Cultural Organizations (UNESCO) <http://portal.unesco.org>

ALA is also urging the U.S. government, foundations and others to also provide funding for rebuilding libraries and other cultural institutions in Haiti.



Hardcover Binders International
Library Binding Institute

HBI and the Library Binding Institute Welcomes the Following New Members Who Joined in 2009 – Welcome Aboard!

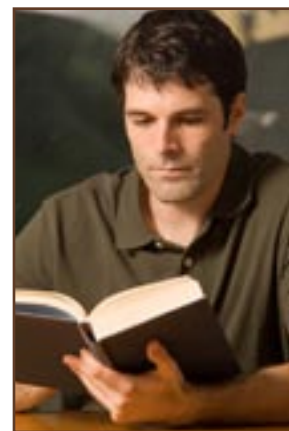
Book Machine Sales
C.P. Bourg, Inc.
Centennial Graphics Group, Inc.
Holmberg Company
HP
Moffett Precision Products, Inc.
OCÉ North America
Perfection Press, Inc.
Rastar
Ribler Americas
Xerox Corporation

What's On Your Cover?

Werner Rebsamen, HBI Technical Consultant, is reading *The Inheritors - The Story of Man and How the World Was Made*, Ritchie Calder, 1961.

On December 29, 2009, Rob Mauritz, LBS wrote:

Over the holidays I finished the 1074 page masterpiece by Stephen King, *Under the Dome*. King, known as the master of horror and gore, is actually quite misunderstood. When discussing favorite authors with others, I often bring him up and get the response, "I don't read him, he is too gross". Then, when asked if they have ever read any of his work, the typical reply is, "Well, not actually".



Continued next page

Stephen King, as he did with this most recent novel, is the master of character development. In his latest book, the story is about a town trapped under a dome with no way for the folks to escape. This is just a premise King uses to take us deep into the lives of those trying to deal with the unusual hand they were dealt. You eventually learn what the dome is doing there in an interesting Twilight Zone-type situation, but the real story is the people.

A nice side-note about the book itself is that this voluminous hardcover edition, with a spine of over 2", was well bound and printed on nice text stock right here in the good ol' USA. A book this size may not be suitable for airplane travel, but it feels good in your hands as you swiftly turn page after page, waiting to find out what happens next to the hapless inhabitants, "under the dome".

One definitely published for airline travel is a business book entitled, *Winning in Turbulence*. This handy 4 1/2" x 8", 146 page book was written by Darrel Rigby, published by Harvard Business Press. *TIME* magazine recommended it to help business people deal with challenging times, be they the current recession or any challenge. We certainly know them in our shrinking library binding market or the threats of different forms of media facing traditional book manufacturers.

Like most cheer leading business books, you have to spend time with it and draw out what works for you. *Winning in Turbulence* is a well-written, solid book with many good ideas. The tips are realistic and can usually be translated to whatever business you are in.

I am still going through it and will admit I jumped ahead to the chapter, "Turbocharge Sales". One area stood out to me. Rigby says, "It is also vital to understand which companies should be your best customers, even if they haven't been buying from you in the past. In a down market, when many companies are re-evaluating their supplier, opportunities arise to steal share from a distracted competitor."

It is that type of sound advice that makes me recommend this book. Pick it up and take it on your next flight. While you are at it, proudly show the person next to you fumbling with his or her Kindle that you are enjoying holding this beautiful thing called the book.

Email dnolan@hardcoverbinders.org and share what's on your cover!

Technical Director's Report Werner Rebsamen

Creating Panoramic Books with FlexBind® Technology

In the early 1950's, our bindery in Zurich, Switzerland had to bind thousands of atlases to be used in the schools. A pre-requisite for binding was that every four page signature should open uninterrupted in the inner fold. In other words, the school book administrators did not want to see things like staples or threads. With a special stripping machine made by Brehmer, we mounted these folded, four-page sheets onto thin paper strips. Inserted into each



other, they then were machine sewn through the fold. Actually, it was a little bit more complex as we had to add filler strips. But that is another story. The fact is, hinged panoramic sheet bindings have been around for the last 60 years.

Continued next page



*A 1948 School Atlas with hinged four page signatures-techniques used to achieve an uninterrupted panoramic view.
Photo by Werner Rebsamen*

The Digital Photo Book with Flexbind® Technology

Digital printing revolutionized the way we store and use our beloved photographic images. No longer do we use film, order prints and mount them into photo albums. We shoot as many pictures as we want, pick the best, sort them out and send them to a photo book printer / binder. That business is not just growing; it is exploding! New-comers to the trade may quickly master digital printing, but struggle with many aspects of binding. We see digital photo books being stapled with wires through the side; other books are side-sewn (best if used by children) or adhesive bound with a stiff spine. Many of these hardcover bindings could serve as mouse traps! These bindings do not open flat. If you want to scratch yourself wherever it itches or pet your dog or cat, the binding will snap-close! You will always need two hands to keep

a binding open. Is that a way you want to enjoy your beautiful pictures? Back in school 60 years ago, studying geography, we could enjoy an “open book,” while using paper and pencils to make notes without it closing.

Luckily, a new product is now available to achieve this goal of hinged photo papers. A process called FlexBind® integrates a flexible hinge into high quality, archival digital papers. In other words, these are specially prepared sheets ready for printing. Flexbind® photo paper sheets are combined with the patent

pending FlexBind® hinge and are available in a variety of weights and sizes. After printing, the unique hinge allows finished bound books to lay flat to display full panoramic spreads. For smaller photo books, larger sheets are offered with FlexBind® hinges on both sides.

The FlexBind® Hinge

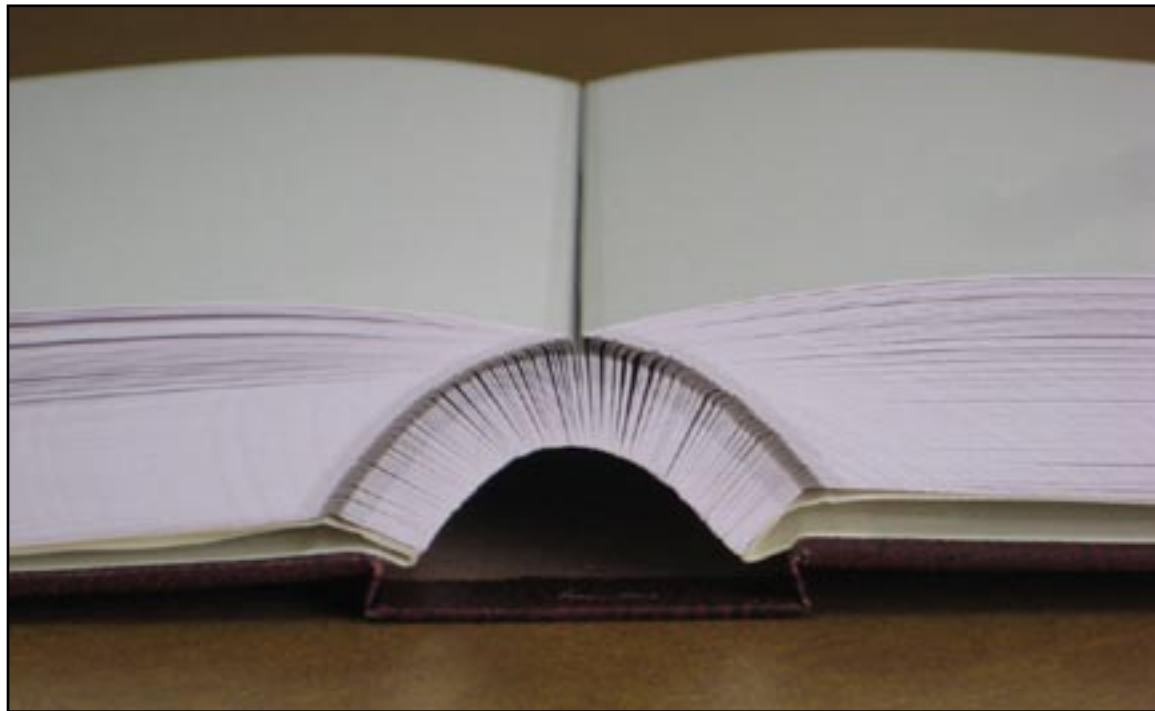
Now you wonder, what actually is a FlexBind® hinge? It is not a new binding system as you may have suspected.

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*An example of a FlexBind® panoramic view. Book furnished by the Holmberg Company.
Even very stiff papers turn with ease and exert no pressure onto the binding.
Photo by Werner Rebsamen*

The best technical description is that it's a pre-converted digital photo paper sheet. The sheets are die-cut to form the hinge and are then reinforced with a transparent, archival tape on both sides. The width of the die-cut space for the hinge is approx. 1/8 inch. In other words, their expression of a FlexBind® is correct as with this procedure, a flexible hinge is created. You then can bind these prepared



sheets any way you desire—Perfect, Side stapled, Side-sewn, Over-sewn, Unibind, Velobound, ChannelBind—and with a variety of desk-top equipment like Powis Parker, Exact Bind or FastBind to name a few.

The actual paper spine tabs vary in their width. I must assume that the wider ones are designated for screw bindings. It does not matter what you do with those strips, the flexing occurs farther inwards, past the die-cut and taped area. The final results of this process are simply amazing. Even the heaviest weights of paper stocks allow the sheets to lay completely flat.

Are there limitations to the thickness of a specific photo book? The answer is no.

Note the photo on this page of an oversewn, bound book that is 2 inches thick! The book's pages lay totally flat, regardless of what page is turned. Simply Amazing!

With the examples sent to our office, there are helpful tips and pictures for binding. Tests done on Moffetts Tensile Page Pull and Flex Testing machines exceeded all industrial expectations in regard to strength. Other documents

Example of an oversewn FlexBind® binding bound by Duncan Campbell at Campbell-Logan Bindery in Minneapolis. Photo furnished by Holmberg, the creators of Flexbind® Technology.

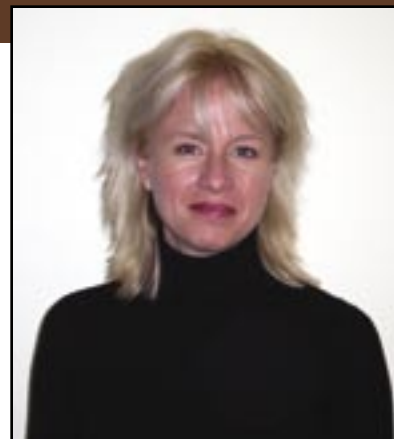
stress the archival integrity. The best news is of course, you will need no special binding equipment to process FlexBind® sheets in your bindery.

For further information go to www.flexbind.com.

Werner Rebsamen is Professor Emeritus at the Rochester Institute of Technology and the technical consultant to HBI and the Library Binding Institute. He can be reached at wrebs@metrocast.net.

Executive Director's Report

Debra S. Nolan, CAE



A phrase similar to “a new normal” has been surfacing for nearly a year now. Microsoft CEO Steve Ballmer, referred to it in February 2009, when he gave a speech at the U.S. House of Representatives Democratic Caucus Retreat. General Electric CEO, Jeff Immelt, addressed it in his 2009 annual letter to shareholders. Chief strategist Jeff DeCagna, Principled Innovation, suggests that 2010 is the year of it in the 2010 Volunteer Leadership Issue published by the American Society of Association Executives (ASAE).

“Business leaders are starting to use the term “reset economy” to describe the current environment and the road ahead. The core idea is that once we rebound from this economic downturn, the worst in 70 years, it will not be business as usual,” notes Steve Banker in “The Reset Economy” (Logistics Viewpoints, ARC Advisory Group, April 2009).

Jeff DeCagna, association management thought leader, suggests that a collaborative effort between volunteer leaders and association staff will need to take place in order to succeed in the future. He writes in his article, “2010: The Year of the Reset Economy” (2010 Volunteer Leadership Issue, American Society of Association Executives, page 30-31), that three things can no longer be the same:

- Value Creation – He encourages the association to nurture a deeper connection to inspiring organizational purpose and co-creation of value around issues

and concerns of personal and professional significance;

- Strategy Development – He suggests a clear and simple strategic intent focused on learning and discovery as opposed to the traditional “command and control” approach;
- Governance – He reminds the reader that “every association is a commons, and it is the primary duty of boards to ensure that all stakeholders have a meaningful voice in the effective management of the association’s co-created and commonly held assets”.

The success of any business endeavor relies, in part, on continuous and purposeful dialogue. The spring meeting in Anaheim, February 18 and 19, will present an opportunity for this as will the fall meeting in Jacksonville, Illinois. As the association celebrates its 75th anniversary this year, let us strengthen the foundation on which it was formed through collaboration and meaningful participation in 2010. I am looking forward to it.

Something to Think About

“Why take this tour on the road during the Great Recession? “I want to be my own stimulus package,” Moodie, 25, said while nibbling a tuna sandwich during a break. “When everyone’s seeing no hope, I see opportunity. You have a better chance of making a million in a downturn. You can plant roots, while everyone else is running.” Then it was time for him to run back on stage.” – An excerpt from The Extreme Entrepreneurship Tour, Posted by Chris Palmeri, Business Week’s Reset Economy Series, October 23, 2009.