BMI is pleased to announce the following industry leaders who will be recognized during the upcoming BMI Annual Conference.

At this year’s Awards Dinner we will have the opportunity to recognize several BMI members who have contributed significantly to the success of the BMI and/or to the success of our industry.

**Bill Upton**, (Edwards Brothers-Malloy) Bill is a past President of BMI, has served on various BMI Committees as a member or Committee Chair, and has represented the BMI in a number of industry meetings and events. Bill will be receiving the Master Bookman Award.

**Jack Bendror**, (Mekatronics) Jack is a relative newcomer to BMI, but has been a long-time supporter of HBI/LBI and the library binding industry. Among Jack’s many industry achievements are his innovative engineering accomplishments leading to equipment developments and modifications. Jack will receive the BMI Signature Award.

**Bob Shafer**, (Kolbus, America) Bob has been actively involved with BMI as a Board member, a Committee Chair, and has served on several BMI Committees. In addition, Bob was actively involved with HBI/LBI prior to the merger and participates in many other industry associations. Bob will receive the BMI Signature Award.

**Duncan Campbell** (Campbell-Logan Bindery), **Dean Likas** (RockTenn), **Jim Pentecost** (Dickinson Press), and **Michelle Weir** (Hewlett-Packard) will receive the BMI Cased-In Club Award. All of these award recipients have served as BMI Board members, and have served on BMI committees. Duncan has been past president of HBI/LBI and has been very involved in the BMI/HBI/LBI merger, and is the current LBC Chair.

BMI appreciates the efforts and support of all the award recipients. We hope you will be able to acknowledge your appreciation at the 2014 BMI Annual Conference and Awards Dinner.

The Distinguished Master Bookman Award is bestowed upon a BMI member who has made an extraordinary contribution to the binding industry. The award will be presented to a member who has demonstrated exceptional leadership, innovation, and dedication to the profession. The recipient will be recognized for their significant contributions to the advancement of the binding industry.

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**Also in this Issue:**

- BMI Annual Conference - Speakers and Agenda
- BMI Annual Conference - Helpful Links
- Industry News
- Grants and Awards
- LBC Technical Director’s Report
- Something to Think About

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contribution to the book manufacturing industry throughout a long career.

The Signature Award is bestowed upon a BMI member who has made a valued contribution to the welfare of the industry and the Institute through the display of superior leadership qualities on an issue of particular concern to the industry or, who exhibited such qualities over an extended period of time.

Membership in the Cased-In-Club is awarded to BMI members who have served in the industry for more than twenty years and have served in the Institute with distinction.

The Gutenberg Award is awarded for those BMI members or non-members who have made an extraordinary contribution to the book manufacturing industry throughout their careers.

The upcoming BMI Annual Conference, November 9 – 11, will be held at the luxurious Hyatt Regency Coconut Point Resort & Spa located at 5001 Coconut Road in Bonita Springs, Florida 34134.

Located on 26 acres overlooking breathtaking Estero Bay Aquatic Preserve, this resort offers limitless recreation, personalized service and attention to detail at every turn. This amazing venue is a perfect choice for the 2014 BMI Annual Conference.

Speakers for this event will include:

**Mike Manzella**
Senior Vice President, R. R. Donnelley
“What’s in your Book?” (overview of legal issues affecting the industry)

**Tracey Menzies**
Vice President, HarperCollins Publishers
“New Path to Print: How eBooks Have Altered Traditional Publishing”

**Bruno Mueller**
CEO, Muller Martini Corp.
“Addressing Issues Related to the Global Book Market”

**David Hetherington**
Baker and Taylor
“Issues Related to Supply Chain Management”

**Len Vlahos**
Executive Director, Book Industry Study Group
“The U.S. Book Industry by the Numbers”

**Werner Rebsamen**
Professor Emeritus RIT

The 2014 BMI Conference to be held at the Beautiful Hyatt Regency Coconut Point Resort, Bonita Springs, FL!
General Session Speakers

Monday, November 10

Jay A. Diskey, Association of American Publishers
8:30 a.m. – 9:15 a.m.
“Forecast of the Education Market for 2015-2016”

Tracey Menzies, HarperCollins Publishers LLC
9:15 a.m. – 10:00 a.m.
“New Path to Print: How eBooks Have Altered Traditional Publishing”

Mary Anne Hansan, Paper and Paper-based Packaging Board
10:30 a.m. – 11:15 a.m.
“Paper Check-off: The Next Milk, Beef and Egg Industry Branding Success”
Helpful Links

Here are some links you may find helpful as you make plans to attend the BMI Annual Conference 2014.


**Link to register for kayaking:** [http://www.allwaterexcursions.com/booking](http://www.allwaterexcursions.com/booking)

Industry News

Book Manufacturers’ Institute Joins Two Sides

Chicago (July 31, 2014) – The Book Manufacturers’ Institute (BMI) has joined Two Sides North America, the non-profit organization that promotes and encourages the responsible production, use and sustainability of print and paper.

“Books are a perfect example of the social value of print and paper. Where would our society be without them? As an organization focused on promoting the social and environmental benefits of print and paper, Two Sides is very pleased to welcome the Book Manufacturers Institute as an Allied Organization and we look forward to working with them,” says Two Sides North America President Phil Riebel.

“BMI member companies produce over 85% of the books manufactured in the United States. BMI has been committed for 81 years to support the responsible use of our natural resources in the manufacturing of books. We support the efforts of Two Sides in achieving their goals relative to the use and promotion of the sustainability of print and paper,” says Jac B. Garner, President, BMI.

**About Book Manufacturers’ Institute (BMI)**

Since 1933 BMI has provided value to its member companies and to other book industry professionals. Our member companies represent every facet of our industry, and produce the great majority of books ordered by the U.S. book publishing industry. Our member companies range from full service book manufacturers to companies that specialize in the digital print market, specialty binderies, component printers, packagers, equipment manufacturers, and suppliers of a variety of materials and services. We promote readership and literacy and we offer unparalleled networking opportunities. For more information please visit our website at [www.bmibook.org](http://www.bmibook.org).

**About Two Sides**

Two Sides is an independent, non-profit organization created to promote the responsible production, use and sustainability of print and paper. Two Sides is active globally in North America, Europe, Australia, South Africa and Brazil. Our members span the entire print and paper value chain, including forestry, pulp, paper, inks and chemicals,

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pre-press, press, finishing, publishing, printing, envelopes and postal operators. For more information about Two Sides North America, please contact Phil Riebel at 1-855-896-7433 or pnr@twosidesna.org, or visit the Two Sides website at www.twosidesna.org.

Super Thursday Might Become the Next Marketing Holiday in Britain

(October 8, 2014) With 315 books hitting the shelves this week, making this Thursday the busiest day on Britain’s literary calendar, the Booksellers Association has started to leverage “Super Thursday” as a way to get readers in stores. It took a few years for British publishers and booksellers to capitalize on a noteworthy trend—the fact that Thursdays in October tend to be popular times to sell books. But this year, they’re on board with a coordinated effort to promote the first official “Super Thursday” this week. To read the full statement click here.

Paperbacks and Hardcovers Making a Comeback in a Once Technological Environment

(October 6, 2014) Fans of print books, who have long lived in fear that their neighborhood bookstore will be rendered obsolete by the ubiquity of ebooks in a matter of years, can take comfort in new numbers from Nielsen Books & Consumer showing that ebooks were outsold by both hardcovers and paperbacks in the first half of 2014. According to Nielsen’s survey, ebooks constituted only 23 percent of unit sales for the first six months of the year, while hardcovers made up 25 percent and paperback 42 percent of sales. In other words, not only did overall print book sales, at 67 percent of the market, outpace ebook sales, both hardcovers and paperbacks individually outsold ebooks. Learn more by clicking here.

Publishers Win Reversal of Court Ruling That Favored ‘E-Reserves’ at Georgia State U.

How much copyrighted material can professors make available to students in online course reserves before they exceed the boundaries of educational fair use? That’s the essential question at the heart of a long-running copyright-infringement lawsuit that has pitted three academic publishers against Georgia State University. Read the complete article here.

“drupa Global Insights Report” Released

The “drupa Global Insights” report has been released and is available now. The topic, “The Impact of the Internet on Print – The Digital Flood,” reports on how Internet-enabled tools such as web-to-print, variable data printing, interactive print such as Augmented Reality and QR codes and smart technologies such as printed electronics, will impact most areas of the printing industry.

In spring 2014, about 1,100 international key executives from the printing industry took part in the online survey. Their responses contained in this report offer a comprehensive and representative overview of all relevant markets across a wide geography. The report also contains contributions from 240 decision-makers who provide practical examples of their experiences dealing with these latest trends.

In addition to these results, this report offers a further benefit: it compares the results from the panel survey with data and evaluations from other relevant studies contained in previous “drupa Global Insights”.

The Executive Summary is available in seven languages - German, English, Spanish, Portuguese, French, Russian and Chinese. The English version of the summary can be downloaded directly from the following download link: http://www.messe-duesseldorf.de/drupa_live/pdf/insights/insights_summary_en.pdf.

The complete version (in English) in a PDF format can be ordered online for EUR 249 at www.drupa.com/1131.

The complete PDF version is also available upon request to all media and press representatives from ameerboth@mdna.com

The Endpaper • October 2014
Grants & Awards

Banks-Harris Preservation Award – Call For Nominations
Nomination Deadline: December 1, 2014

Please nominate an outstanding colleague for the 2015 Banks-Harris Preservation Award. The award, given in memory of Paul Banks and Carolyn Harris, recognizes the contributions of a professional who has been active in the field of preservation and/or conservation for library and archival materials. The winner will be selected based on the nominee’s record of:

- Leadership in professional associations at local, state, regional or national level
- Contributions to the development, application or utilization of new or improved methods, techniques and routines
- Studies or research in preservation
- Significant contribution to professional literature
- Training and mentoring in the field of preservation

For more information and a list of past recipients, please visit: http://www.ala.org/alcts/awards/profrecognition/banksharris.

To submit a nomination, please send the following to Emily Holmes, Jury Chair at eh2124@columbia.edu by December 1, 2014:

- Name of nominee;
- A formal statement of nomination, with a brief rationale for the nomination;
- A resume or narrative career outline upon which the award jury can base its determinations.

Jan Merrill-Oldham Professional Development Grant – Call for Nominations
Nomination Deadline: December 1, 2014

The Jan Merrill-Oldham Professional Development Grant was established to honor Jan Merrill-Oldham, distinguished leader, author, and mentor in the field of library and archives preservation. The grant provides the recipient the opportunity to attend the American Library Association Annual Conference in order to contribute to his/her professional development.

The recipient will attend meetings, programs, and be required to submit a short essay on their conference experience to the ALCTS News. The grant consists of a $1,250 cash grant donated by the Library Binding Council and a citation to be presented at the ALCTS Awards ceremony. The grant is applicable toward airfare, lodging, and registration fees related to ALA Annual Conference attendance.

Send nominations or applications, including the following name, address, phone number, and email address of the nominee and nominating party or applicant; letter of application or nomination; two letters of recommendation from professional colleagues who know the candidate and his/her work; resume or curriculum vitae; short essay (up to 500 words) on the following theme: How would receiving the Jan Merrill-Oldham Professional Development Grant further your professional development goals?, to Barbara Sagraves, chair, grant jury, sagraves@dartmouth.edu.

Visit the Jan Merrill-Oldham Grant webpage at: http://www.ala.org/ala/mgrps/divs/alcts/awards/grants/jmogrant.cfm.

George Cunha and Susan Swartzburg Preservation Award – Call for Nominations
Nomination Deadline: December 1, 2014

The George Cunha and Susan Swartzburg Preservation Award was established by the Preservation and Reformatting Section (PARS) to honor the memory of George Cunha and Susan Swartzburg, early leaders in cooperative preservation programming and strong advocates for collaboration in the field of preservation.

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Grants & Awards

The award acknowledges and supports cooperative preservation projects and/or rewards individuals or groups that foster collaboration for preservation goals. Recipients of the George Cunha and Susan Swartzburg Award demonstrate vision, endorse cooperation and advocate for the preservation of published and primary source resources that capture the richness of our cultural patrimony. The award recognizes the leadership and initiative required to build collaborative networks designed to achieve specific preservation goals. Any person or group is eligible for this award; membership in ALA is not required. The Cunha/Swartzburg Award is sponsored by Hollinger Metal Edge and includes a $1,250 grant and citation.

Send nominations, including the name of the person or group being nominated; address, phone number and email address of nominee and nominating party; a formal statement of nomination, with rationale for the nomination; resume, vita or extensive narrative career outline upon which the award jury can base its determination; and letters of support and endorsement, to Beth Doyle, chair, Cunha/Swartzburg Jury, b.doyle@duke.edu. Deadline for nominations is December 1, 2014.


Cunha/Swartzburg Award Committee:
Yvonne A. Carignan, George Mason University Libraries
Sue Kellerman, Penn State University Libraries
Hilary T. Seo, Iowa State University Libraries
Beth Doyle (Chair), Duke University Libraries

Technical Director’s Report
Werner Rebsamen

Book Back Linings that Do Make the Difference

The questions this expert receives on the topic of binding books never seem to end. Just recently, an engineer from one of the nation’s largest book manufacturing facilities submitted a valid question about library binding. When I explained to him the major differences in lining the back, this fellow got lost. Even sending him a link to the Standard for Library binding did not help. What prompted his interest in the subject? Edition binders and publishers have always tried to furnish libraries with their so-called versions of “Library Bindings.” The late Dudley A. Weiss, former executive director of the Library Binding Institute, called them “Publishers Reinforced Library Bindings.” As an experienced lawyer, he had the skills to find the right words and expressions. How right he was.

During my early career, while employed in a large book manufacturing facility, one of my tasks was to write all technical specifications for binding. When a publishing production manager would order a large number of children’s books, the goal was to produce them as cheaply as possible. At times, they also requested a small quantity, like 1,500 books, to be bound for use in schools and libraries. For their versions of the so-called “Library Bindings,” publishers were able to charge a great deal more.

You might be wondering what the differences are between a publishers reinforced library binding and one that must meet a strict library binding standard. The low-cost children’s book bindings, produced by the millions, were often sewn through the side. The end-sheets were self-

Continued next page
Various options are available for reinforcing the spines of book blocks. It is important to consider that the material used will connect the two cover boards. Photo compliments of Peter Martini, Dr. Guenther Kast GmbH & Co., Germany.

contained, that is, they used the text paper-stock itself with no reinforcements of any kind. The covers were made of printed papers and glued over the lowest grade of chip boards. The publishers reinforced library editions were also Singer-sewn through the side, but received a cloth reinforced endpaper, a quality C-grade cloth and a better grade of cover boards. The bindings, sold as the publishers’ version of “Library Editions,” may have confused many. Most end users may never be able to tell the difference between these and the quality that a true library binding offers. But some schoolbook administrators and librarians could see the difference. They expected the books to circulate many times over, lasting at least a few years. The original, “cheap” publishers’ bindings only lasted a few circulations, making them less than ideal for a tough school or library environment. The publishers reinforced “library” editions cost considerably more and lasted longer; yet many failed to provide a genuine return on investment.

These “wake-up” calls among end users generated new business opportunities for members of the Library Binding Council (formerly Library Binding Institute). While no promotion of any one business is intended, one example is Bound to Stay Bound Books. If you look at their website (www.btsb.com), you will get an idea what quality library or pre-bindings are all about. Library and Pre-binders must follow strict specifications as outlined in the ANSI/NISO/LBI Z39.78-2000 Standard. In order to understand the options, it may be best to list some of the options for back-lining various hardcover bindings in a brief manner:

**Low-cost Edition Bindings**

Most book blocks are now adhesive bound. The spines are covered with a single paper lining. A square back book block can be lined with a non-woven material. For a rounded and backed book block, a so-called stretch-lining is necessary. The biggest problems with this type of application are the type and range of side-gluing and the amount of the back-lining material extending onto the endpaper. This needs to be at least ½ inch, as the back-lining material must extend onto the board. If that is not possible, the back must be lined with a gauze as well. For the latter, various other words like crash, super or mull are often used. This educator prefers the word “gauze” as it is more commonly understood, and often compared to a gauze used in the medical field. Different qualities are available—some with an open weave, some better ones are offered for universal use. In order to be able to feed the gauze on lining-up machines, the gauze must be starched. Suppliers offer a large variety of back lining materials. For example, a back lining that combines paper with a cotton weave fabric. The big advantage of any adhesive bound book block
is that the back linings extend from head to tail, thus reinforcing the endpapers from head to tail. The spines of Smyth-sewn book blocks need to be lined with a gauze and crepe kraft paper. Headbands are always optional.

**Better Quality and Textbook Edition Bindings**
The kind of back lining to be used may depend on the thickness and weight of a book block. Soft, high bulk papers weigh much less than a book block, which contains slippery, coated paper stocks. It is a binder’s duty to reinforce the spines in such a manner in order to maintain a round shape and prevent the book block from sagging out of the cover. For such tasks, suppliers offer a large variety of heavy duty lining materials.

A gauze, ribbed with inserted “tapes” will offer unusual strength from one cover panel to the other. If a gauze is used, it must be covered with a back lining paper from one joint to the other and head to tail. Suppliers offer many types of papers, crepe kraft or smooth kraft in different weights. The binder must be aware of and understand that a heavy, slippery book block needs an appropriately strong and stiff spine reinforcement. School textbooks spine linings must follow the Manufacturing Standards and Specifications for Textbooks (MSST), often referred to as NASTA (now called SIRMA) specifications. These specifications require the gauze to extend one inch over both joints and onto the boards.

**Back Lining Library Bindings**
The major differences between edition-bound hard cover books and library bindings are the methods with which the spines are reinforced. The hardcover binding equipment used by edition binders/book manufacturers is not able to line up the spines as library binders do. Library binders must follow strict specifications. A gauze is simply not good enough. The back lining material must be a densely woven, strong and stretchable fabric. Additionally, that lining material must extend at least one inch onto the endpaper. If a book block is double fan adhesive bound, a library binder’s fully automated binder, called the Ultra-bind, will apply a certified, stretch lining over the spine and onto the endpapers at least one inch on both sides. Other methods of binding, like oversewing, sewing through the fold or through the side, require the application of a cloth back lining by hand. Thicker and heavier book blocks require an additional lining. It is interesting to note that the majority of library bound books are, these days, adhesive bound, using the unique double fan process. While testing bound books for end use performances, we found that the genuine library bound books meeting the ANSI/NISO/LBI specifications are far superior than any other methods of hardcover bindings. The runner-ups are textbooks bound in accordance to the MSST specifications. The major differences in qualities and end use performances may be credited to the method of lining the spine.

_Werner Rebsamen is Professor Emeritus of the Rochester Institute of Technology. He can be reached at wtrebs@metrocast.net._
What Books Do for the Human Soul: The Four Psychological Functions of Great Literature

The question of what reading does for the human soul is an eternal one and its answer largely ineffable, but this hasn’t stopped minds big and small from tussling with it — we have Kafka’s exquisite letter to his childhood friend, Maurice Sendak’s visual manifestos for the joy of reading, and even my own answer to a nine-year-old girl’s question about why we have books today.

Now comes a four-point perspective on the rewards of reading by writer and philosopher Alain de Botton and his team at The School of Life — creators of those intelligent how-to guides to modern living, spanning everything from the art of being alone to the psychology of staying sane to cultivating a healthier relationship with sex to finding fulfilling work. In this wonderful animated essay, they extol the value of books in expanding our circle of empathy, validating and ennobling our inner life, and fortifying us against the paralyzing fear of failure.

Literature:
1. It Saves You Time
2. It Makes You Nicer
3. It’s a Cure for Loneliness
4. It Prepares You for Failure

Read more about these functions and why they are important at: http://www.brainpickings.org/2014/10/09/school-of-life-literature-reading/.