



The ENDPAPER

Newsletter of the Library Binding Institute – NOVEMBER 2005

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American Library Association (ALA) 2006 Midwinter Meeting January 20 – 25, San Antonio

The ALA 2006 Midwinter Meeting, January 20 - 25, in San Antonio, Texas will soon be here. Following are meetings that may be of interest to LBI members:

Saturday, January 21, 2006

8:00 a.m. - Noon

Preservation Administrators Discussion Group

1:30 p.m. – 3:30 p.m.

Library Binding Discussion Group

4:00 p.m. – 6:00 p.m.

Preservation Instruction, Education, and Outreach

Sunday, January 22, 2006

10:30 a.m. – 12:30 p.m.

PARS Physical Quality and Treatment of Library Materials Discussion Group

4:00 p.m. – 6:00 p.m.

PARS Discussion Group

Monday, January 23, 2006

8:00 a.m. – 10:00 a.m.

PARS All Committee Meeting

For more information, go to www.ala.org/ala/eventsandconferences/midwinter/2006/home.htm.

Check Out www.lbibinders.org!

The redesigned LBI website, www.lbibinders.org, is live and fully operational. Check it out!

Although the site is intended to be a resource for LBI members, it also exists to serve as a resource for member's customers. In the coming months, information such as FAQ's, educational material, and testimonials will be added. Updated product photos will be included as will links to allied organizations, web sites of interest, and information on conferences.

Member profiles will soon be posted to the web site. Forms are available from the LBI office.

New website features include an "Ask A Binder" section where questions about library binding can be sent to the LBI office. A password protected members only section of the web site is in the process of being developed. In the meantime, find 2005 issues of *The Endpaper* and *The New Library Scene* at www.lbibinders.org/memberpubs.htm.

The hardcover binders section will be expanded. Any thoughts on this or other website content are welcome. Please send feedback to dnolan@lbibinders.org.

National Association of Printing Leadership (NAPL) Print Business Index Up

The National Association of Printing Leadership's Printing Business Index (PBI) - the association's broadest measure of print activity - reached a near-record 61.5 in September 2005. This marks the fourth consecutive increase for the PBI and the 27th month the index has been above the critical 50.0 mark, the point at which more printers report activity is picking up than report activity is slowing down. To read this article, go to www.napl.org/news.pressdetail.aspx?PressId=456.

Patricia Harris Departs NISO

The National Information Standards Organization (NISO) Board of Directors recently announced that Patricia Harris is leaving her post as Executive Director of NISO effective immediately. She served in this position for over 20 years.

"The entire Board thanks Pat for her years of dedicated service and stewardship to NISO, and we wish Pat all the best in her future endeavors," said Carl Grant, Chair of the NISO Board. "Under Pat's leadership, NISO has become a valued organization dedicated to creating and maintaining the information standards needed by our membership."

Consistent with the implementation of NISO's Strategic Plan, the Board plans to conduct an industry-wide search for the new leader of NISO. Pat Stevens, formerly of OCLC and the current head of NISO's Standards Development Committee, has agreed to serve as the interim head of NISO.

For more information, contact:
Carl Grant, Chair, NISO
Phone: 540-529-7885
Email: carl_r_grant@mac.com

Google Eyes Online Book Rental Plan By MarketWatch

A plan is in the works for Google to partner with at least one publisher to allow consumers to rent and view online copies of books for a week. To read this article, go to www.investors.com/breakingnews.asp?journalid=32875189&brk=1.

Book Sales Stay Strong in September

According to the Association of American Publishers, electronic and audio book sales, along with children's and young adult hardcover book sales experienced an increase in the month of September while adult hardcover book sales saw a decrease. Adult paperback sales also experienced an increase in September. To read this article, go to www.publishers.org/press/releases.cfm?PressReleaseArticleID=296.

New Report on Digital On-Demand Printing

Interquest Ltd. of Charlottesville, Va., recently announced a major research report focused on digital book and manual printing in North America and Europe. The new report, *The Digital Book & Manual Printing Opportunity: Market Analysis & Forecast*, examines market and technology trends, challenges, and the future for digital book and manual printing. It is based on in-depth surveys of major book printers and publishers in the U.S. and Europe. The report analyzes the conventional book printing market, including segment trends in adult and juvenile trade, religious books, elementary and high school publications, and mass market, university press, and professional books. The current state of manual printing is also examined, with a particular emphasis on trends that will shape the future growth and characteristics of the market. To read this article, go to www.inter-quest.com.

National Association of Printing Leadership (NAPL) Bindery Blue Book Offers Latest Rate Data for Key Operations

With postpress and fulfillment operations becoming increasingly important contributors to today's printing profit margins, NAPL's new *Budgeted Hourly Cost Studies for Bindery, Finishing & Mailing Operations* 2005 edition provides printers with critical data for pricing and comparing operating rates. The 2005 edition reviews 639 machines from 80 manufacturers in 29 equipment categories related specifically to the bindery, finishing, and mailing areas. The *2005 Bindery Blue Book*, the most comprehensive ever offered by NAPL, is available on a CD-ROM or in a printed version. For more information, go to www.napl.org/news.pressdetail.aspx?PressId=464.

Library of Congress Advances Plan To Create a Digital World Library (from NCH WASHINGTON UPDATE, Vol. 11, #45; 23 NOVEMBER 2005)

The Library of Congress is launching a campaign to create the World Digital Library, an online collection of rare books, manuscripts, posters, and other materials that would be freely available for viewing to Internet users. Because the goal is to bring materials together online from the United State and Europe, the Islamic world, Africa, and Asia, this appears to be the most ambitious effort ever undertaken in the realm of digital access.

According to Librarian of Congress James H. Billington, "We are aiming for a cooperative undertaking in which each culture can articulate its own cultural identity within a shared global undertaking." He added that he envisions the initiative as a public-private partnership. Billington stated that Google Inc. has become the first corporate contributor with a \$3 million donation toward the project. The money will be used

to develop the details of the project and to pay for global outreach.

The Library of Congress will most likely be working closely with the United States Copyright Office in order to avoid any legal issues. Allan Adler, the vice president for legal and government affairs at the Association of American Publishers noted, "It is unlikely that publishers and authors and creators of other copyrighted works will have much to fear in this kind of project." The LC has assured possible critics that the materials digitized will only be works that are in the public domain and therefore not subject to copyright protection.

In addition to announcing the LC initiative, in a speech delivered to the newly established U.S. Commission for UNESCO, Billington proposed that since the United States has rejoined UNESCO, "The time may be right for our country's delegations to consider introducing to the world body a proposal for the cooperative building of a World Digital Library." In an attempt to disarm possible critics of his proposal, Billington argues, "An American partnership in promoting such a project for UNESCO would show how we are helping other people recover distinctive elements of their cultures through a shared enterprise that may also help them discover more about the experience of our own and other free cultures." A Washington Post Op-Ed version of Billington's speech can be viewed at <http://www.washingtonpost.com/wp-dyn/content/article/2005/11/21/AR2005112101234.html>

2006 Industry Events – Mark Your Calendar!

American Library Association
2006 Midwinter Meeting
January 20 – 25, 2006, San Antonio, TX
www.ala.org/ala/eventsandconferences/midwinter/2006/home.htm

National Association for Printing Leadership
Top Management Conference '06
March 1 – 5, 2006
Ritz Carlton Grande Lakes, Orlando, FL
www.napl.org/events/TMC_2006/TMC_2006.htm

National Association for Printing Leadership
Annual Conference '06
March 1 – 5, 2006
Ritz Carlton Grande Lakes, Orlando, FL
www.napl.org/events/TMC_2006/TMC_2006.htm

BookTech Conference and Expo 2006
March 20 – 22, 2006
Hilton New York, New York City, NY
www.booktechexpo.com

Book Manufacturer's Institute
2006 Management Conference
April 29 – May 2, 2006
The Biltmore Hotel, Coral Gables, FL
www.bmibook.com/html/1_set.html

Library Binding Institute
2006 Annual Meeting
May 5 – 7, 2006
Sheraton Sand Key, Clearwater Beach, FL
www.lbibinders.org/Calendar.htm

Canada Library Association
61st Annual Conference
June 14 – 17, 2006
Ottawa, Ontario
www.cla.ca

American Library Association
2006 Annual Meeting
June 22- 28, 2006, New Orleans, LA
www.ala.org/ala/eventsandconferences/annual/2006a/2006an.htm

Library Binding Institute
2006 Fall Meeting
September 21 - 24, 2006
Grouse Mountain Lodge, Whitefish, MT
www.lbibinders.org/Calendar.htm

Book Manufacturer's Institute
2006 Annual Conference
October 22 - 25, 2006
The Ritz Carlton Hotel, Naples, FL
www.bmibook.com/html/1_set.html

The LBI Story

By Debra Mills Nolan, CAE

Lately, I have been thinking about the power of the story. Having been in the midst of the web site redesign and now in the process of updating LBI's collateral material, I realize the importance of communicating the LBI message in a clear, effective way. How best to do this? As I see it, facts are interesting; stories are engaging. While individuals may be somewhat interested in the facts about LBI or library binding, the heart of the message lies in the stuff that isn't so easily quantifiable.

In *The Cluetrain Manifesto*, the authors (Rick Levine, Christopher Locke, Doc Searls, and David Weinberge) write, "We live in stories. We breathe stories. Most of our best conversations are about stories. Stories are a big step sideways and up from information...Stories are how we make sense of things. Anything else is just information."

The trick, I think, in communicating LBI's message is to offer solid information advocating library binding while at the same telling the LBI story in an engaging, memorable fashion. The good news is that, with its rich history and important mission, LBI has a compelling story to tell and one that, I believe, will be embraced by many. Your thoughts on the LBI story are most welcome. Please send them to dnolan@lbibinders.org.

Technical Director's Report

By Werner Rebsamen

Trends

It is not new that library binding is on the decline. This is why, since 1978 I have discussed new opportunities brought about by on-demand endeavors. Luckily, North American library binders have adjusted to such trends. Despite fierce competition, many do extremely well and are investing and expanding into new publishing endeavors.

On the web, there is an interesting story on the "Decline in UK Binderies" which can be found at www.hewit.com/sd20-ris1.htm. David Lanning joined Hewit in 1987. The company, a major leather and bindery materials supplier, had considerable knowledge of who is who in bookbinding. In his article, Lanning reports about his research on how institutional binderies declined from 1987 to 2005. In 1987, there were 365 active institutional binderies. Now, less than 18 years later, there are only 85 left. In other words, more than three quarters of them closed their doors. Few observers feel the decline has stopped.

Why such an unfortunate trend? He lists the most common causes including governmental demands and budget cuts. Departmental closures have forced librarians and archivists to contract work to commercial library binderies. We all know that "in-house" binding procedures cannot compete against highly automated and stream-lined library binding operations. Therefore, the report is actually good news for us commercial library binders. Lanning lists other causes, like the changes in rare book and document treatment and preservation. Trends in book and document conservation now lean toward preservation, putting them into a stable state as the preferred method of treatment, rather than the more traditional forms of conservation binding and restoration. Most items stabilized and preserved in their current

state are then placed into archival boxes and containers.

Finally, Lanning concludes that the thirst for knowledge combined with the love of the printed word will continue to generate a certain demand for hand bookbinders, conservators and restorers, whose skills in the future presumably will embrace coated polyester tape and polycarbonate discs. But, and this is interesting, with the overall decline in their numbers, it may be increasingly difficult for them to sustain the suppliers who provide the material!

This is of concern. Recently, library binders have confided that they worry about the future of certain supplies, for example, Grade F buckram and others. If there is no longer a profitable market, will suppliers continue to manufacture this material? While the customer and product variety and numbers shrink, so does the supply of crafts people. Where will they come from and what skills will they possess?

Opportunities to Acquire Advanced Hand Bookbinding Skill

While on vacation in Switzerland, I had an opportunity to visit a technical school for Bookbinding Design and Book and Paper Conservation. The training facilities are located in Ascona, the Southern part of Switzerland. The Association Centro del bel Libro is a not for profit organization whose goal is to provide experts in related fields and interested lay people an opportunity to acquire knowledge and skills pertaining to the book through special courses of instruction. The school offers highly qualified teachers and, best of all, a pleasant study and work environment. Participants come from all over the world which means language is no problem. The school offers many different courses. Go to www.cbl-ascona.ch for 2006 courses and events.

A Breakthrough In Printed Electronics

On October 16, a world's first in volume printed integrated electronics circuits was exhibited at a recent Plastics Electronics trade fair in Frankfurt. The Institute for Print Media Technology at Chemnitz University in Germany has developed a new process that enables electronic circuitry to be produced with mass printing technology. The new process is an ideal candidate for future RFID applications including electronic maps, paper keyboards, labels for clothing, luggage, packaging, ticketing and after that... almost everything, including books.

The circuits are printed at a speed of 0.80 meters per second. While this might seem slow by today's standards, this technology represents a new dimension of production speeds for electronics. The polymer printing method is based on specially developed printing methods. For example, polymer molecules that are conductive, semi-conductive or isolating are accurately printed in ultra thin layers, one above the other. These polymers can be processed similar to ink. Print runs in the millions will become possible and, best of all, will bring the price of RFID's tags down into a range where it will be a viable alternative to bar codes. My colleague Prof. Dr. Arved Huebler, head of the Institute for Print and Media Technology at Chemnitz University of Technology, is responsible for this exiting breakthrough.

Some Interesting Internet Resources Newsletters

- * Writings about e-book publishing: www.i-a-l.co.uk/resource_ebook2005.html
- * Government Information in the Digital Age: The Once and Future Federal Depository Library Program:
<http://ssdc.ucsd.edu/jj/fdlp/>
- * Finding Images Online. This is part of a series of documents about finding images online. The first document discusses general tools and strategies for finding images. (Book covers?) The other documents in the series provide advice and pointers on

finding specific types of images.
www.tasi.ac.uk/advice/using/finding.html

New ODM Book Side-Sewing Machine

John Jacobson Jr. sent me a video showing the operation of their all-new automatic book sewing machine. Servicing the on-demand publishing industry, they were searching for an economical solution to binding digital printed photo books. When it comes to binding, toners are a special challenge. Only PUR adhesives will do the trick, yet a PUR system costs more than \$100,000 - plus a sophisticated perfect binding machine is needed. A much more economical binding process, side-sewing book blocks with threads, will hold the sheets together forever!

The new ODM automatic book sewer features a stitching pattern that locks every single stitch. The loose sheets are placed into a slanted tray and are then sewed through the sides. At press-time, no technical details were available but John assured me that library binders are enthusiastic about this new side-sewing machine. For more information, go to www.ODMachinery.com or send an email to John at john_jacobson@nac.net.

A Matter of Confidentiality

In the October *Endpaper*, I reported on an experiment at RIT with a Kirtas Book Scanning device suggesting that library binders invest in this new technology. I also stated a few had already done so. While I mentioned some in this article who had, others were inadvertently omitted which raises an interesting point.

Since library binderies are no longer visited with regard to the certification program, it is impossible for me to be aware of what is happening in every member's shop. There is also the challenge of writing about new technologies, materials or equipment, if something is viewed as confidential. My philosophy is that if a binder or supplier wants to be mentioned with regard to offering or using new technologies or

products, then they should give me the facts and permission to do so. There are many examples from the past with regard to this. Please keep technical news coming and it will be made public. Thank you in advance.

-Rick Levine, Christopher Locke, Doc Searls, and David Weinberger, *The Cluetrain Manifesto*

Teper to Speak at Library Binding Discussion Group Meeting During ALA Midwinter Meeting

Tom Teper has been confirmed to speak at the Library Binding Discussion Group meeting to be held on Saturday, January 21, in conjunction with the ALA Midwinter Meeting in San Antonio, TX. Teper, head of preservation at the University of Illinois at Urbana-Champaign, will discuss his soon-to-be published book, *Library Binding: A Sourcebook*.

Something to Think About...

Seven Ways to Tell Stories

1. Ban the opening joke. Begin your next PowerPoint presentation by saying, "Let me tell you a story."
2. Make sure the forms you use to "collect knowledge" have big empty boxes in them so that the story can be told.
3. Every meeting with a potential partner, every exciting sales meeting, every important encounter with customers can best be told as a story. Do so.
4. Turn your next white paper into a narrative.
5. Collect the stories of your business and publish them on an intranet site.
6. Reward the tellers of good stories. They're the people that everyone is listening to anyway.
7. Rewrite your mission statement as a corporate story.