More than 75 participants converged at The Grand Hotel Minneapolis for HBI/LBI’s 2011 Fall Conference, October 5-7, 2011. The conference began with an opening reception sponsored by Océ North America which included table top exhibits. Highlights of the Minneapolis meeting included bindery tours and presentations. Seventy-five registrants toured four binderies in two days: Creative Memories, Campbell-Logan Bindery, Muscle Bound Bindery, and Thomson Reuters. Presentations included “Aspects of Quality for Successful Adhesive Bindings” by Technical Director Werner Rebsamen and “Social Media for Rational People” by Andrew Eklund, President and Founder of Ciceron. Participants enjoyed a reception at the Minnesota Center for Book Arts (MCBA) catered by Minneapolis’ very own Chow Girls Catering. Attendees of the reception were able to view exhibits at the MCBA, as well as purchase items from the gift shop. During our time in Minneapolis, participants also enjoyed lunch in Hell’s Kitchen! We are grateful to our Minneapolis colleagues and to the community at large for their very kind Midwest style hospitality. We look forward to returning in the future. Go to our Facebook page (http://www.facebook.com/pages/Hardcover-Binders-International-HBI/285609878135614) for 2011 fall meeting coverage and photos.

Also in this Issue...

• Highlights from the Fall Meeting
• Industry Headlines
• Upcoming Events
• Technical Director’s Report - No more “Sticky Fingers” with ODM’s Super Sticker
• Executive Director’s Report
• Something to Think About

Save the Date!
2012 HBI/LBI Fall Meeting
October 24-26, 2012 • Campus Inn in Ann Arbor, Michigan
Highlights from the Fall Meeting
Highlights from the Fall Meeting
Historic preservation faculty, staff, students to transport more than 1,500 special books from Lansing to Eastern Michigan University

There is still a special place for hardcover books, even in the age of the Internet. In October, historic preservation faculty, staff and students transported more than 1,500 books donated by the State of Michigan to Eastern Michigan University’s Historic Preservation Program. For more information visit: http://media-newswire.com/release_1161190.html.

What publishing can learn from tech startups


Big orders and no returns make this market a potential sales boon

Read Brian Jud’s 16 tips for selling your books to businesses here: http://www.bookbusinessmag.com/article/16-tips-selling-your-books-businesses/?params=print.

Zechini Wins Must See Em’ Award at Graph Expo

HBI/LBI conference attendee Don Piontek was recognized at Graph Expo in September. Zechini was awarded a coveted “Must See Em’s” award during GRAPH EXPO for its X-Book modular short-run hard cover and photo book binding system. To read the article visit: http://whattheythink.com/news/54771-zechini-wins-must-see-em-award-graph-expo/?utm_source=whattheythink&utm_medium=email&utm_campaign=Digital+weekly.

11 Best Business Decisions of 2011

In a time of significant flux in the industry, publishing executives are faced with more pressure than ever to examine their businesses and make decisions that will lead them to a profitable future. To read the full commentary provided by the Chairman, President and CEO of Scholastic Inc., Richard Robinson, and the President and Publisher of Kaplan Publishing, Maureen McMahon, visit: http://www.bookbusinessmag.com/article/11-best-business-decisions-2011/1#utm_source=bb-extra&utm_medium=ene钮llet_section&utm_campaign=2011-11-22.

Should we keep print alive?

Clay Forsberg has 20+ years of experience in the printing industry. Read his discussion about keeping the print industry alive and how he began to have second thoughts on keeping the industry viable. http://www.linkedin.com/news?viewArticle&articleID=882461767&gid=100048&type=member&item=78308373&articleURL=http%3A%2F%2Fbit.ly%2FrIbaDx&urlhash=loqK&goback=%2Egde_100048_member_78308373.

Check out HBI/LBI’s Social Media Pages

Stay up to date on all of HBI/LBI’s activities! Join the Hardcover Binders International (HBI) page on Facebook: http://www.facebook.com/pages/Hardcover-Binders-International-HBI/285609878135614 and request to join the members only LinkedIn group! Also, don’t forget to follow us on Twitter @HBI_LBI http://www.twitter.com/HBI_LBI.
International Symposium on Technologies for Digital Photo Fulfillment
January 8-9, 2012 • Las Vegas, Nevada

The third International Symposium on Technologies for Digital Photo Fulfillment will take place at Bally’s Hotel in Las Vegas in conjunction with the Consumer Electronics Show (CES) and DIMA/PMA (Photo Marketing Association Show). This symposium offers a unique opportunity for technical professionals and lab/store owners to meet and discuss the advances, synergies, and future direction of creating, printing, sharing, displaying, and archiving consumer and professional photos and photo-related products. For more information visit: http://www.imaging.org/ist/Conferences/tdpf/index.cfm.

American Library Association 2012 Midwinter Meeting
Dallas, TX • January 20-24, 2012

The Midwinter Meeting & Exhibits offer a wide range of events, exhibits and sessions to help you expand and enrich your career and your library. Early Bird registration deadline is December 2, 2011. Some important events and meetings to attend include:

- Preservation Administrators Interest Group Meeting on Saturday January 21, 2012 from 8:00am to Noon at the Hyatt in Reunion Ballroom G/H;
- Publisher/Vendor/Library Relations Interest Group Meeting on Saturday January 21, 2012 from 4:00pm to 5:30pm at the Dallas Convention Center - A118;
- ALCTS Member Reception on Saturday January 21, 2012 from 6:00pm to 8:00pm at the Marriott in the Plaza Ballroom C;
- Book and Paper Interest Group Meeting on Sunday January 22, 2012 from 1:30pm to 3:30pm at the Dallas Convention Center – D171;
- PARS Forum on Sunday January 22, 2012 from 4:00pm to 5:30pm at the Dallas Convention Center – D171;
- Publisher/Vendor/Library Relations Interest Group Meeting on Monday January 23, 2012 from 8:00am to 10:00am at the Dallas Convention Center – D 168.

For more information about the Midwinter Meeting visit: http://www.alamidwinter.org/.

Preservation Week
April 22-28, 2012

ALA encourages libraries and other institutions to use Preservation Week to connect our communities through events, activities, and resources that highlight what we can do, individually and together, to preserve our personal and shared collections. Last year, over 65 events took place nationwide. For more information on Preservation Week visit: http://www.ala.org/ala/mgrps/divs/alcts/confevents/preswk/index.cfm.
Preservation Week Call for Volunteers

Preservation Week is going to have an exhibit booth for ALA Midwinter in Dallas in January 2012 and the Public Library Association (PLA) conference in Philadelphia in March 2012. They are seeking eager volunteers for the booth. Volunteers will be there to handout bookmarks and other ALCTS swag as well as provide information on Preservation Week and tips on creating Preservation Week activities.

For ALA Midwinter, each shift will be 1 to 4 hours beginning Friday, January 20th at 5:30pm through Monday, January 23rd at 2pm. The members of PAIG have been a great support and champion for Preservation Week and see this as an opportunity for the members of PAIG to not only share their enthusiasm for Preservation Week but also as an opportunity to provide preservation education. This is also a great opportunity for those interested in getting more involved in PAIG, for those who have great Preservation Week activities to share, and for those of you who love to talk to strangers about preservation! Please contact Christine McConnell (contact information at the end of this article) if you are interested in signing up for one of the shifts. Volunteers should contact Christine with which event they will work, times they would be available, and their contact information. ALCTS would prefer that volunteers be registered attendees, but they could provide exhibits only passes if needed.

For PLA, ALCTS will provide exhibits only passes to volunteers. Shifts would range from 1 to 4 hours beginning March 14th at 4pm through 4pm on March 16th. Again, please contact Christine McConnell (see below for contact information) if you are interested in signing up for one of the shifts at PLA. Volunteers should contact Christine with which event they will work, times they would be available, and their contact information.

Christine S. McConnell
Association for Library Collections & Technical Services
Membership and Publications
1-800-545-2433 x5037
cmcconnell@ala.org

### Technical Director’s Report

**Werner Rebsamen**

No more “Sticky Fingers” with ODM’s Super Sticker

With 60 years of experience in edition and library binding, it is almost a “natural” to look back and admire the progress this industry has made. The 1950’s were not much different from the “good old days” of the 1870’s when the mechanical, industrial revolution started. Take a look back into the early 1950’s, at our trade and edition bindery in Zurich, Switzerland. The picture shown on the next page is an all hand casing-in operation. To be qualified to work in this department, you had to be a government certified, skilled bookbinder, who went through a 3 ½ year apprenticeship. Only with these credentials were you allowed to put the cover onto a book block. Most of us were dressed like doctors, in snow-white overcoats. The apprentices, helpers, and other low skilled employees did brush the paste onto the end sheets and handed the sticky book block to the more important bookbinders. These “prima-donnas” then cased-in the book blocks and placed them into a table screw press. Later, after the books dried overnight, joint-creasing with heated irons followed. Needless to say, these were most labor intensive and of course expensive operations. The covers were made with a protein (animal)
glue and the casing-in itself was done with paste. At that time, in the early 50’s, PVA was virtually unknown or just about started to be commercially available.

Later, while working in Holland, as a certified, skilled journeyman bookbinder, I did encounter my very first “casing-in machine.” This table-top machine had two glue application rollers. They were set-up to the thickness of the book block. Spine first, the book-blocks were fed from above and came out on the bottom on rails, the end-sheets now being covered with a wet, sticky cold-glue, front and back. Now pick-up such a sticky book block and try to keep your fingers clean! Worse, most covers were made with natural finished cloth. A little spot of glue on the cover would have been a disaster! We used to wear aprons. Every time, after we placed a sticky book block onto the cover and concentrating on even squares, we had to wipe our fingers clean. After a few days, when the glue dried, the aprons were stiff and could stand-up alone in the corner. That was a signal that it was time they were sent to be washed. In the evening, we tried to peel-off dry PVA from our fingers and nails. Yeah – those good old times! No thanks, no desire to go back.

After immigration to the U.S. in 1960, I had the pleasure of operating a Smyth Triple Liner. Casing-in was done on a wing, but at least, all we had to do with our fingers was to shift the book block into the cover and concentrate on even squares. Later, the Kolbus casing-in machines eliminated that task as well. On those sophisticated book lines, we cased-in up to 70 books a minute! For smaller operations, we had the Smyth 3-Wing casing-in machine, which had many advantages. The covers were shaped to fit, that is, if a book block was rounded or backed, the spine of the cover was formed with a heated iron. One operator placed the book block onto a wing. It then moved to the glue station and on its way upward, cased-in the book block into the cover. The operator took the finished book off the third wing and shifted it into the exact position, again concentrating on even squares. In library binding, a single wing machine called Versamatic was and still is being used extensively. The book block is placed onto a wing. The glue-rollers below spread apart and the wing then moves downward. On its way up, the glue rollers are then closing in and apply a coat of casing-in adhesive, simultaneously onto both end sheets front and back. The operator then placed the cover over it and pushed it with the fingers into the case, adjusting for even squares. Later, with the increase in on-demand and photo bookbinding, other single wing machines came onto the market like the ODM “Sticker,” which is a popular model. When operating one of these casing-in machines, we no longer expect to get some glue onto our fingers. But when we observed these single wing machines in actual operations, the operators casing-in the book blocks still seem to get some sticky fingers.

Innovations are the key to success in any business. ODM, since 1995, has developed an array of simple bookbinding machinery now being used extensively in photo, on-demand and library binding establishments. Best of all, they not only sell and service their hardcover binding machines and gadgets, they also train the operators. Most likely, that is the secret to their enormous success and growth over the years. During our Springfield Illinois HBI/LBI meeting, we had the pleasure of touring the modern facilities of R & R Bindery Service Inc., and for the very first time, we were privileged to witness the operation of an all-new ODM casing-in concept, the Super Sticker casing-in machine. It is an automated casing-in machine designed for today’s
Something to Think About

_In an economy that moves as fast as it does these days, having actionable intelligence can mean the difference between the life or death of a brand._ – Andrew Eklund, Founder/CEO, Ciceron

The quote in this issue’s “Something to Think About” couldn’t be more true especially as it relates to today’s hardcover binding market. Remaining relevant requires constant vigilance so as to stay on top of what customers want and what could potentially help them in the future.

According to Andrew Eklund, Founder/CEO of Ciceron, during his presentation at the 2011 HBI/LBI fall conference in Minneapolis, “Social Media for Rational People,” social media serves as one platform for gaining intelligence about customers’ rapidly changing needs. During his
A plethora of thanks goes to our major conference sponsor, Océ North America. Thank you to Tonya Powers and Guy Broadhurst for your continuing support! It is because of Océ’s generosity that we were able to offer attendees more value for their conference dollars, at no additional cost.

A mountain of gratitude is especially extended to Duncan Campbell, The Campbell-Logan Bindery, Inc., for his assistance with local logistics and for sitting in on the photo book standard meetings which took place in Minneapolis the week following the conference. Thanks, too, to Erin Riley for sharing his expertise during the photo book standards meeting as well. Don Piontek, Zechini, is to commended as well for his local logistics assistance.

Finally, I would like to thank Jessica Huebner and Samantha Rehtorik here in the HBI/LBI office for assisting with the meeting logistics. Their good work contributed to the overall success of the conference.

It goes without saying that I am grateful for all of the HBI/LBI members who continue to support and participate in the association. To those who have expertise in hardcover binding and the suppliers that continue to sustain these operations, I wish you an enjoyable and lucrative holiday season.

As we celebrate Thanksgiving here in the U.S., I would also like to thank the binderies who opened their doors for tours during the fall conference. This includes The Campbell-Logan Bindery, Inc., Creative Memories, Muscle Bound Bindery and Thomson Reuters. Our speakers also deserve a round of applause for their presentations. This includes Ian Flesher, Flesher Corporation; Rob Mauritz, LBS; Eric Olsen, Muller Martini; Erin Riley, On Demand Machinery; and Werner Rebsamen, HBI/LBI technical director for his presentation, “Aspects of Quality for Successful Adhesive Bindings.”