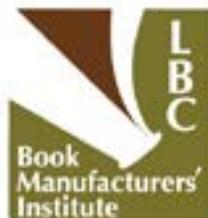


The Endpaper

For the Love of Books

November/December 2015



Book Manufacturers' Institute, Inc.
P.O. Box 731388, Ormond Beach, FL 32173
386-986-4552, 386-986-4553 (fax)
www.bmibook.org

A Message from BMI President Kent Larson, Bridgeport National Bindery



When I first attended the BMI spring meeting back in 2002, I was taken by how approachable everyone was. As an inexperienced young outsider, I was quickly made welcome into many circles and offered opportunities to connect. Many of you share the same experience and can tell like stories, wonderfully embellished with time. Time always moves way too quickly and so here I am presiding over the

BMI looking at what matters most in this organization and this industry from the perspective of 13 years of observation. Many of you have a longer observation time.

Simply put, what has made this organization successful for over 80 years has been the relationships formed by attending these twice yearly meetings and subsequent conversations that come from them. Period. That's it.

We are open with each other and willing to share ideas. We assist each other and talk about how to better processes and we listen well. Yes, we're wise about what we share, but we are open. This is our strength, and I hope we never lose sight of that.

The other significant factor is that our product is second to none. The BOOK is the single greatest invention and most influential tool devised and given to humanity. Having the opportunity to combine this physical and noble invention with the new and amazing tools available to our world in the past decade is more than exciting...in a scary-I'm-sort-of-clueless way at times. Think of what hasn't been thought of? Wait, that doesn't make sense, or does it?

Where I see this heading in the next few years is to invite other manufacturers and suppliers from around the globe to participate in our meetings. Some will have interest, many won't. Yet one thing is for sure in the world of book manufacturing: the physical book won't go away, but how we make it, where we make it and how we get it to the consumer will always be changing. Addressing those changes requires us to be open and to listen.

Welcoming others, learning from each other and focusing on how physical books matter is where I want to concentrate efforts over the next few years.

Kent Larson is the Vice President of the Print On Demand division at Bridgeport National Bindery in Agawam, Massachusetts, where he has worked since 1989.

His background in one-off book production has him involved as much in IT solutions and connections as physical manufacturing and Kent spends as much of his time on the production floor as he possibly can.

A history enthusiast, he has a BA in History and an Education degree. He lives in Massachusetts with his wife and four children.

Also in this Issue...

- BMI Annual Conference Highlights
- BMI Annual Conference Award Recipients
- New BMI Board Elected
- Welcome New BMI Members
- Industry News
- LBC Technical Director's Report
- 2016 BMI Meetings and Events
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- Upcoming BMI Conferences

Conference Highlights

2015 BMI Annual Conference Highlights • November 8-10 • Boca Raton, FL

One-hundred fifty-seven attendees enjoyed beautiful Boca Raton for the BMI Annual Conference, November 8 – 10, at the Boca Resort and Hotel. The event included a tremendous lineup of industry expert speakers, including:

Werner Rebsamen, Professor Emeritus, RIT,
"Books and Bindings Do Enhance our Environment"

Jay A. Diskey, Association of American Publishers
"Who's Reading and Who's Not: Trends in U.S. Literacy Rates"

Kyle Zimmer, First Book, "Gutenberg 2.0"

James F. Conway III, R. R. Donnelley
"The World of Book Publishing: Yesterday, Today and Tomorrow"

Andrew Hughes, Penguin Random House
"Are Beautiful, Well-Made Books Desirable or Necessary? Or, Have Publishers Undermined the Book Manufacturers' Craft?"

Jim Hamilton, InfoTrends
"High-speed Color Inkjet and the Book Market"



Joseph H. Upton, Edwards Brothers Malloy
"The Sweet Spot of Shared Interest"

Phil Riebel, Two Sides North America, Inc.
"An Overview of Two Sides and Recent Findings: Reading on Paper vs. Screens – What do Consumers Prefer?"

Wayne Nordberg, Hollow Brook Associates, LLC
"Will Growing Global Deflation Risk Swamp the Central Banks?"

Congratulations Award Winners!

Congratulations to the following BMI members, who were recognized for their contributions to the industry during the BMI Annual Conference.

Signature Award

Jac Garner, Webcrafters, Inc.
James Wisotzkey, The Maple Press Company

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

A list of past award winners can be found at <http://www.bmibook.org/about/awards/>.

Cased-In Club

Paul Genovese, Lake Book Manufacturing Inc.
Bruce Jacobsen, Bridgeport National Bindery, Inc.
Paul Parisi, HF Group

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.

Congratulations!

Conference Highlights

Conference Committee

Many thanks to the conference committee for another fantastic conference!

Janet McCarthy Grimm, Chair,
Lindenmeyr Book Publishing Papers

Mike Collinge, *Webcom Inc.*

Patrick Douglas-Meis, *PDM International Ltd.*

Jay Foster, *SoftSolutions, Inc.*

James Kaeli, *Muller Martini Corp.*

Bradley J. Koch, *Webcrafters, Inc.*

Kent H. Larson, *Bridgeport National Bindery, Inc.*

Rob Mauritz, *LBS*

Debra Nolan, *Library Binding Council*

Tonya Powers, *Canon Solutions America, Inc.*

Bill Rojack, *Midland Paper Co.*

Robert L. Shafer, *Kolbus America Inc.*

Joseph H. Upton, *Edwards Brothers Malloy*

Thank You!



Conference Highlights



New Board Elected

Hats Off to the new BMI Board of Directors, who took office during the 2015 Annual Conference!

Officers

Kent H. Larson ('16), President
Bridgeport National Bindery, Inc.

**James H. Fetherston ('16), Vice President
and President-elect**
Worzalla Publishing Company

Paul Genovese ('15), Treasurer
Lake Book Manufacturing

**Daniel N. Bach, Executive Vice President
and Secretary**
BMI

Directors

***Guy Broadhurst ('15)**
Canon Solutions America, Inc.

Duncan Campbell ('15)
Campbell-Logan Bindery

Mike Collinge ('17)
Webcom, Inc.

***Jay Foster ('16)**
SoftSolutions, Inc.

Jac B. Garner ('17)
Webcrafters, Inc.

***Ted Greene ('17)**
GP2 Technologies

Jim Heckman ('16)
HF Group

***James Kaeli ('16)**
Muller Martini Corp.

***Mark Levin ('17)**
Hewlett-Packard

David McCree ('15)
R.R. Donnelley

Joseph H. Upton ('16)
Edwards Brothers Malloy

Suzanne Wiersma ('17)
Wallace Bookbinding & Mfg.

**Associate Member Representative
Parentheses Indicate Year Directorship Expires
Exec. Comm.: BMI Officers, Guy Broadhurst and
Mike Collinge*

BMI Welcomes the Following Members Who Joined in 2015!

Crown Van Gelder
 JP Gould Specialty Papers
 RIMA-Systems
 Universal Printing
 Vicks

Welcome to BMI!

Industry News

Forest Certification and Paper – Help Spread the Facts!

Two Sides has released a 2-page fact sheet on forest certification to address many questions that we are hearing from our stakeholders. What are the different forest certification systems? Is there such a thing as a “gold standard”? Download the new Fact Sheet: Forest Certification Systems are Effective Tools to Demonstrate Sustainable Forestry, <http://www.twosidesna.org/includes/files/upload/files/Forest%20Certification%20Systems%287%29.pdf>.

The Canadian Library Association Wants to Disband

The Canadian Library Association has been in business for the last 69 years, but membership has been declining steadily and they have ceased to be relevant as many libraries are going digital. The lack of a unified voice on the national level is prompting a historic vote that will occur in late January, to dissolve the Canadian Library Association. <http://goodereader.com/blog/e-book-news/the-canadian-library-association-wants-to-disband>.

Congress Makes Some Tax Extenders Permanent

Congressional leaders unveiled a wide-ranging deal on tax extenders, making some items permanent. Viewing content requires free registration. <http://www.accounting-today.com/news/tax-practice/congress-makes-some-tax-extendere-permanent-76718-1.html>.

More Book Publishers Are Turning to Digital Printing to Produce More Titles

A book is a terrible thing to waste. It’s no secret the cost of printing books is driven up by inaccurate forecasting and inefficient manufacturing processes—often leading to stockpiles of books in warehouses and landfills. According to the Book Industry Environmental Council (BIEC), in a 2006 benchmark, nearly 25 percent of all books were being returned. <http://tinyurl.com/p23grcg>.

Campus Libraries Rethink Focus as Materials Go Digital

Sari Feldman, president of the American Library Association, sees a coming transformation of academic libraries thanks to technology. She says they are taking on greater roles in creating teaching materials and scholarship — and preserving tweets as well as books. <http://tinyurl.com/ztvjueo>.

Weapon Of Mass Instruction: Artist Creates a Tank That Delivers Free Books

Raul Lemesoff, an eccentric artist in Buenos Aires, Argentina, has created a bizarre tank-like ‘Weapon Of Mass Instruction’ (Arma de Instruccion Masiva) that he intends to use to battle ignorance and spread knowledge. Lemesoff converted a 1979 Ford Falcon into a bizarre tank-like vehicle complete with a swiveling turret, a non-functioning gun, and space to store about 900 books — inside and outside of the vehicle. <http://www.boredpanda.com/free-book-tank-library-weapon-of-mass-instruction-raul-lemesoff/>

drupa 2016 Tickets Available Online in January

Starting on January 2, 2016, entrance passes for drupa 2016, the world's leading trade fair for print and cross-media solutions, can be ordered online at www.drupa.com at reduced rates. The event will take place from May 31 – June 10, 2016 at the fairgrounds in Düsseldorf, Germany. The online price for a 1-day ticket is Euro 45 instead of Euro 65 on show site, a 3-day ticket online for Euro 120 instead of Euro 175 at the trade fair and a 5-day ticket is available online for Euro 190 instead of Euro 290 when purchased at the show.

The drupa 2016 tickets can be used for free public transportation on all buses, streetcars, underground trains (U-Bahn), urban railways (S-Bahn) and German rail service (2nd class) within the Rhine-Ruhr regional network (VRR) of Düsseldorf and the Rhine-Sieg (VRS) transportation network which includes the neighboring cities of Wuppertal, Krefeld, Dortmund, Bonn and Cologne.

In addition the German Railway (Deutsche Bahn) and Düsseldorf Marketing & Tourismus (DMT) offer a deal especially for drupa visitors coming from cities outside these two transportation networks: train tickets for travel from all German city to Düsseldorf for Euro 99 (valid for 2nd class tickets, can be booked three months in advance of drupa).



DMT also offers hotel and private accommodation services for drupa 2016: <http://www.duesseldorf-tourismus.de/en/tradefair/drupa/>. In the U.S., TTI Travel is the official agency for travel and accommodations: <http://www.travel-tradeint.com>; info@ttitravel.net; Tel. (866) 674-3476.

For further information on visiting or exhibiting at drupa 2016, contact Messe Düsseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Telephone: (312) 781-5180; Fax: (312) 781-5188; E-mail: info@mdna.com; Visit our web site <http://www.mdna.com>; Subscribe to our blog at <http://blog.mdna.com>; Follow us on twitter at http://twitter.com/Printing_MDNA.



Werner Rebsamen to Retire as Technical Director

During the 2015 BMI Annual Fall Conference, Werner Rebsamen, Technical Consultant, and Professor Emeritus from RIT, was recognized for his many contributions to the book manufacturing and library binding industries over the years. Werner is retiring from his role as technical director at the end of this year. *Werner, we wish you all the best and thank you for your longstanding commitment to BMI, LBC, and your colleagues throughout the years!*

Thank You!!!

Photo courtesy of Duncan Campbell.

Technical Director's Report

Werner Rebsamen



Witness to an Incredible Evolution in Binding Books - 1950 to 2015

This writer started a career as a bookbinder in Switzerland in May of 1950. Why did I choose this particular trade? My dad was the plant superintendent of, at that time, the largest trade bindery. When I told him that I wanted to become a master bookbinder like him, he tried to discourage me. Become a banker, insurance specialist or something else, but not a bookbinder, he strongly suggested. As a bookbinder, he warned, "you will encounter many problems and the bookbinders are always blamed." He also shared with me that he had seen paperback books coming from America, all but eliminating the need to know how to bind hardcover books. Despite his opinion, I persisted and, once I started my formal apprenticeship, he made sure I received the best education possible.

At that time, virtually everything was still done by hand. Sewing was done by machine, but fed by hand. There were virtually no three-knife trimmers. Rounding book blocks was done with a special machine. It too required us-

ing your hands, pushing the fore-edge in with your thumb before turning it over and repeating the step. Headbands? Well, we glued them on by hand. Case-making was done by hand and so was casing-in. The first batches of PVA cold emulsion adhesives and the double-fan binding process were introduced to us during this decade.

That all changed when, in 1960, I was brought to the United States to replace a 76-year-old, highly-skilled bookbinder in charge of binding Pulpit Bibles and Altar books for the Lutheran Churches. Concordia Publishing had at least some mechanized equipment, like a Smyth Triple-Liner, capable of making round and back book blocks and furnishing them with headbands and spine reinforcements. Cases were made on machines. Gilding the book edges was still done by hand. It was the beginning of an exciting career in book manufacturing, during which I had the opportunity to set up the world's first fully-automated, in-line printing and hardcover binding system that produced 70 hardcover bound books per minute. A 26-year academic career followed, along with the setting up of a well-equipped bindery and book-testing laboratory and, even better, the privilege of working closely with trade associations like LBI and BMI. In order to appreciate all the progress made in binding books during this writer's 65-year career, let us take a brief look at the industry over the decades.



Book-sewing in the 1950s required feeding each individual signature/section by hand. It was a slow process but much faster than sewing by hand. Note in the back, gathering is done by hand as well. Photo courtesy of Werner Rebsamen.

The 1950s

Edition binding was mainly all handwork. Sewing machines were fed by hand until automated feeding devices were introduced a decade later. There were virtually no three-knife trimmers; case-making and casing-in was done by hand. Cold emulsion PVA adhesives were introduced and we started to double-fan adhesive bind book blocks.

The 1960s

Smyth Triple liners processed hardcover bindings in-line. Kolbus introduced its Compact line. Mechanical linkages of machinery resulted in in-line book-block processing systems. Our Bible binding line nipped and smashed book blocks, glued the spines and trimmed them on three sides, including round cornering and staining the edges. A Sheridan rounder backer and lining-up machine covered the spines at high speed. Mechanized gilding became a reality. The mechanization of library binding started to become reality.

The 1970s

The industry tries to link printing, binding and finishing operations with systems like the Cameron press and the in-line Kolbus 70 line. As presses were much faster than the binding lines, lots of great ideas and ingenuity went into bypass and temporary storage systems. For example, our Cameron press was able to print many more books than the 70-per-minute hardcover line could digest. A gate, operated by a photocell was, at that time, an industry sensation. It directed, for example six books toward the hard cover binding line and four books to the stacker. The books stacked-off were then hardcover bound when the press produced softcover bindings. Library binders were introduced to computerized hot-stamping systems.

The 1980s

This decade brought the introduction of computerized cutting machines. Both VBF and Kolbus introduced computerized book measuring to ease time-consuming change-overs of their hardcover binding lines. The industry tries to solve its material handling bottlenecks with sophisticated pressing and bundling systems, such as PrintRoll.

The 1990s

The DocuTech was introduced and the first attempts at POD were made. The first digital printing lines are introduced and the industry tries to convince publishers of the benefits of zero inventory concepts. Sophisticated, mechanized bindery equipment is introduced, allowing, for example, for the case-making of over 100 cases per minute. Servomotor equipped bindery machinery allows fast



These days, book manufacturers are interested in sewing digital printed book blocks, which is no problem with modern equipment as shown in the back. This writer, coaching a crew eager to learn at Bridge Publications. The final results are high quality, gilded and leather-bound books. Photo courtesy of Werner Rebsamen.

change-overs. Linking various binding machinery starts to become a reality. The introduction of PUR adhesives solved many problems with adhesive binding.

The 2000s

Touch-screen operating systems revolutionize our industry. The first bar-code set-up systems are introduced. Books are made to order, all thanks to sophisticated, digital printing equipment and digital files. Publishers start to embrace the idea of zero inventories. PUR adhesives become the preferred choice for quality adhesive bindings.

The 2010s

Sophisticated, automated sewing equipment is now capable of sewing 300 or more signatures per minute. Photo books create a new industry. Binding one-book-at-a-time is being automated with well-engineered bindery equipment. Barcodes enhance productivity and make sure that customized covers and book-blocks match-up in downstream production. The Espresso Book machine prints and softcover binds individual books selected from digital files in bookstores and libraries.

Immediate Future Trends are exciting. Most of all, our industry will concentrate on book distribution, book ser-

vices and customized textbooks for University professors. Soon, publishers' warehouses filled with books, which may or may not sell, will be history. Publishers and bookstores are now able to control inventories and order books on demand. Inventories can be replenished within 24 hours. This is already being done. Book manufacturers will become an important part of these trends. Library binders, who have acquired digital printing equipment, are already part of these trends.

While attending a trade show, a retiring bookbinding machinery engineer and this writer agreed that we have been witnesses to perhaps one of the greatest times of industry developments. One must wonder, what will be next?

Werner Rebsamen is Professor Emeritus of the Rochester Institute of Technology. He can be reached at wtrebs@metrocast.net.

Get Ready for 2016! • Save the Date for These BMI Meetings and Industry Events

MARCH 10	BMI EXECUTIVE COMMITTEE	Conference Call, Time: TBD
MARCH 17	BMI BOARD OF DIRECTORS MTG	Conference Call, Time: TBD
APRIL 5 -6	IT ROUNDTABLE	Chicago, IL
APRIL 12	ACTS BOARD OF DIRECTORS	Conference Call, Time: TBD
APRIL 24	LIBRARY BINDING COUNCIL MTG	Wild Dunes Resort Charleston, SC, (843) 886-6000
APRIL 24-26	MANAGEMENT CONFERENCE	Wild Dunes Resort Charleston, SC, (843) 886-6000
MAY 12	M & S COMMITTEE MEETING	Conference Call, Time: TBD
MAY 17-18	HR ROUNDTABLE	Chicago, IL
JUNE 20	ACTS BOARD OF DIRECTORS	Conference Call, Time: TBD
JULY 27	ACTS COMMISSION MEETING	Conference Call, Time: TBD
SEPTEMBER 14-15	FINANCE ROUNDTABLE	Campus Inn Ann Arbor, MI 48104, (734) 769-2200
OCTOBER 6	M & S COMMITTEE MEETING	Conference Call, Time: TBD
OCTOBER 23	LIBRARY BINDING COUNCIL MTG	Marco Island Marriott Marco Island, FL, (239) 394-2511
OCTOBER 23 - 25	ANNUAL CONFERENCE	Marco Island Marriott Marco Island, FL, (239) 394-2511
Trade Shows:	Paper 2016 – 3/6-8 – New York, NY Book Expo – 5/11-13 – Chicago, IL ALA – 5/23-28 – Orlando, FL Drupa – 5/31-6/10 – Dusseldorf, Germany Publishing & Business Conference & Expo – TBD Graph Expo – 9/25-28 – Orlando, FL	

Something to Think About

“The very fact that millions of men will have the opportunity to learn what a book is and what it can mean is likely now and in postwar years to exert a tremendous influence on the postwar course of the industry.” – W.W. Norton, Chair, Council on Books in Wartime

Did you know that during World War II, American publishers gave away 122,951,031 copies of 1,322 books to the armed forces in the U.S. Army? In the September 10, 2014, [article](#) on this topic in the *Atlantic Monthly*, author Yoni Appelbaum writes, “In 1943, in the middle of the Second World War, America’s book publishers took an audacious gamble. They decided to sell the armed forces cheap paperbacks, shipped to units scattered around the globe. Instead of printing only the books soldiers and sailors actually wanted to read, though, publishers decided to send them the best they had to offer. Over the next four years, publishers gave away 122,951,031 copies of their most valuable titles.”

Although it was predicted that the book business would be ruined because of this, the author writes, “the prominent broadcaster H. V. Kaltenborn made this prediction: “America’s publishers have cooperated in an experiment that will for the first time make us a nation of book readers.” He was absolutely right. From small Pacific islands to sprawling European depots, soldiers discovered the addictive delights of good books. By giving away the best it had to offer, the publishing industry created a vastly larger market for its wares. More importantly, it also democratized the pleasures of reading, making literature, poetry, and history available to all.”

This program, the Armed Services Editions (ASE) featured an array of fiction and non-fiction titles. The distinctive covers bore the description, “Armed Services Edition: This is the Complete Book—Not a Digest.” Seventy-nine (79) of the titles printed were abridged, usually for length rather than content. These bore the slogan, “Condensed for wartime reading,” or slight variations such as “Slightly condensed for rapid reading.” A complete, collection of all 1,322 ASE books is held at the [Library of Congress](#). For a list of titles in the series, and to see how the books were numbered, see [\[1\]](#). (From sources on Wikipedia).

The *Atlantic Monthly* article concludes by saying, “With the Armed Services Editions, publishers gambled that by putting good books in the hands of average Americans, they could cultivate an appetite for more. The publishing industry made a fortune by betting on the intelligence of the great masses...” To read more about how this innovative, unprecedented effort generated new markets and an increased interest in reading by the postwar American public, check out [this article](#). Perhaps some of this thinking can be applied to generate interest in new markets for the book manufacturing industry today. Something to think about.

Save the Dates • Future BMI Conferences

**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