

# The Endpaper

FEBRUARY 2011

A Newsletter from HBI and the Library Binding Institute



**Hardcover  
Binders  
International**  
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## Company Profile: Transcontinental Interglobe

Celebrating their 25th anniversary this year, Transcontinental Interglobe, the Beauce Plant, will open its doors to HBI/LBI members for a specialized tour during the association's annual meeting in Quebec City, Canada. One of the company's most modern plants, Transcontinental's Beauce plant, had the first 64-page Goss Sunday 4000 press system with Automatic Transfer in the world. The press, which was made to measure by Goss for Transcontinental's specialized short- and medium-run book-printing needs, includes a number of revolutionary features. Its eight Automatic Transfer units allow for instant switch over between operating and idle units without stopping the press. With Autoplate, plate changing is fully automated and requires significantly less time and operator effort. Overall, impression quality is the best available, paper waste is reduced, and production times are shortened considerably, which means faster delivery times for customers.

The Beauce Plant, of course, is a part of the larger, worldwide entity, Transcontinental. Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The corporation is the largest printer in Canada and Mexico, and fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. In addition, its digital platforms deliver unique content through more than 250 websites. Transcontinental also offers interactive marketing solutions that use



new communications platforms supported by marketing strategies and planning services, database analytics, pre-media, e-flyers, email marketing, custom communications and mobile solutions. Transcontinental has 10,500 employees in Canada, the United States and Mexico.

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### *Also in this Issue...*

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“Transcontinental is always looking for ways to become a more strategic partner to its customers by helping them make their operations more efficient,” said François Olivier, president of Transcontinental’s Printing Products and Services sector. “Whether that means helping them with their workflow or improving ours, providing them with more value-added services or industry insights, or investing in the best technology available, we are constantly re-examining our operations to give our customers the greatest possible advantage in their markets,” he added.

Transcontinental Interglobe is located at 150 181st Street, Beauceville Est, Quebec, Canada, G5X 3P3. You may

reach the plant by phone at (418) 774-3367 or (800) 463-8952 and by fax at (418) 774-3380. The plant is 280,000 square feet in size and produces educational books, maps and atlases, exercise books, catalogs, dictionaries, agendas, and comic books. Their unique capabilities include Unique Sunday press 8 unit, auto-transfer, printing at 64 pages at a time, in-house case binding and in-house spiral binding.

For more information about the Corporation, please visit <http://www.transcontinental.com>.

## Photos of Transcontinental Interglobe



Two new research monographs available from the RIT Printing Industry Center:

- *Sustainable by Design: An Investigation into Ecologically Friendly Typography*  
By Charles Bigelow, Dealva J. Dowd-Hinkle, Daniel Horowitz, and Garret Voorhees  
<http://print.rit.edu/pubs/picrm201103.pdf>
- *Investigation into the Perceived Image Quality of Digital Technologies for Photofinishing*  
By Susan Farnand, Franziska Frey, Ph.D., and Mariela Rodriguez Adames  
<http://print.rit.edu/pubs/picrm201104.pdf>

Also available:

- *Printing Standards: A 2010 Survey Report*  
By Robert Chung and Soren Jensen  
<http://print.rit.edu/pubs/picrm201101.pdf>
- *Payment Models for Digital News Content in the US*  
By Patricia Sorce, Ph.D., Howard Vogl, and Haizhen Zhang  
<http://print.rit.edu/pubs/picrm201102.pdf>

## **Jan Merrill-Oldham Wins ALA/ALCTS' Ross Atkinson Lifetime Achievement Award** ***A Letter from Tara Kennedy, ALA/ALCTS/PARS Chair***

Dear Preservation and Conservation Colleagues:

It gives me great pleasure to announce that Jan Merrill-Oldham has won ALA/ALCTS' Ross Atkinson Lifetime Achievement Award for her outstanding contributions to library preservation and conservation. Below is the official announcement from the Award Jury:

"Jan Merrill-Oldham has actively worked in the area of preservation since 1975, achieving both a national and international reputation in her field. Until September 2010, Ms. Merrill-Oldham served as the Malloy-Rabinowitz Preservation Librarian at Harvard University Library, directing the Weismann Preservation Center at Harvard University and the Preservation and Imaging Services Department at Harvard College.

She has participated actively in ALCTS since 1980 with committee appointments ranging from the Legislation Committee, Nominating Committee, and Membership Committee to the ALCTS Board of Directors and the Preservation Microfilming Committee. Merrill-Oldham has also served in PARS from 1980, where she developed a well-earned reputation as one of the preservation community's foremost leaders. Her involvement in PARS includes having served as vice-chair/chair of the Section, chair of the PARS Nominating Committee, chair of the Task Force on Preservation Digitizing, chair of the Task Force to Initiate Further Action on Alkaline Paper Legislation, co-chair of the Photographic and Recording Media Committee, and member of numerous other PARS committees.

Merrill-Oldham has made extensive and substantive contributions to the literature of preservation, including four books, "Preservation Program Models: A Study Project and Report," "Guide to the ANSI/NISO/LIB Library Binding Standard," "Guide to the Library Binding Institute Standard for Library Binding," "Conservation and Preservation of Library Materials," chapters in numerous other books on preservation, conference proceedings, and articles in domestic and international journals. Her presentations on preservation at conferences, meetings, and workshops read like a travelogue ranging from Boston, Chicago, and San Francisco to Quebec, Ontario, The Hague, Stockholm, and Uppsala.

She is a recipient of two major ALCTS awards, the 1990 Esther J. Piercy Award and the 2004 Paul Banks and Carolyn Harris Preservation Award.

In making our choice, the Jury also uses the award not only to honor a worthy candidate, but to mark this as a time to highlight the importance of preservation, both of traditional materials and of the new digital materials being created today."

The award will be presented at ALA Annual's awards banquet on June 28, 2011 in New Orleans.



## Save the Date!

**March 31, 2011**

Developing the 2020 Publishing Program: a NEXT Conference  
The Book Industry Study Group's (BISG's) newest conference program, *Developing the 2020 Publishing Program: a NEXT Conference*, is founded on the principle that when all participants are afforded the opportunity to contribute, everyone

benefits. Join them on March 31, 2011 at the Roosevelt Hotel in New York City for a high energy day of interactive problem solving! Don't miss out on this year's seminal publishing event. For more information, please visit: <http://www.bisg.org/nextconference/>.

**April 6, 2011**

The TH(ink) E-reading Summit is a half day of information-packed programming that offers a better understanding of e-reader technologies, market developments, and opportunities for selling publishers' content. Attendees will discover the best strategies, products, and business models that are contending for leadership in this dramatically expanding marketplace.

Presentations will cover:

- Existing market conditions
- Detailed 2011-2021 medialDEAS forecasts for e-reading devices, the paginated media marketplace and successful strategies
- Best practices for creating, promoting, selling, and measuring content products on e-reading devices and platforms
- Technology options evolution
- Successful tactics and business models for launching new products
- Synergies, enhancements, and coexistence with print formats

For more information, please visit the following website: [http://www.bookbusinessmag.com/promo/creative/A1101035\\_THINK2011-1.html](http://www.bookbusinessmag.com/promo/creative/A1101035_THINK2011-1.html).

## NEWS

### Do E-books Pack the Same Punch?

By Bob Hoover, Pittsburgh Post-Gazette

"Mary Worth has discovered the e-book. Yes, the timeless busybody of the comics pages got an upgrade last week, although she's resisting, of course. "A portable reading device is not my cup of tea," she told the latest in a long line of male friends. Mary's reaction is appropriate. Folks her age (134?) are not the demographic buying e-books at this point. The biggest users are between the ages of 30-44, work full time and live in the suburbs, reports a new survey by the Book Industry Study Group presented last week at the Digital Book World trade show in New York.... It seems that rather than signaling the end of the book, the news assures that the writing, production and reading is healthy and will persevere. To read the full article, please visit <http://www.post-gazette.com/pg/11030/1121249-74.stm>.

### Does Borders Bankruptcy Signify the End of Physical Bookstores?

The official announcement recently that Borders

# BORDERS®

Group had filed for Chapter 11 bankruptcy still caused a stir throughout the book publishing industry, as publishers, retailers, authors and consumers speculated about what this development could mean for the future of brick-and-mortar bookstores. The dramatic rise of e-book sales—according to the most recent figures from the Association of American Publishers, e-book revenue grew 164.8 percent in December 2010 compared to December 2009—is perhaps an easy factor to point to in an effort to explain Borders' closing of hundreds of stores filled with shelves of traditional ink-on-paper. Read more at: [http://www.bookbusinessmag.com/article/does-borders-bankruptcy-signify-end-physical-bookstores/1#utm\\_source=bb-extra-breaking-news&utm\\_medium=newsletter\\_continue&utm\\_campaign=2011-02-17](http://www.bookbusinessmag.com/article/does-borders-bankruptcy-signify-end-physical-bookstores/1#utm_source=bb-extra-breaking-news&utm_medium=newsletter_continue&utm_campaign=2011-02-17).

## E-Book Identifier Confusion Shakes Book Industry

*Go to Hellman [blog], January 19, 2011; by Eric Hellman*

The book publishing industry is undergoing earthquake-like shifts in the move from print to digital formats. While the International Standard Book Identifier (ISBN) has long provided the structure that holds the book supply chain together, it is also being shaken by e-book distribution. In a Book Industry Study Group (BISG) meeting on e-book identification, held on January 13, Michael Cairns (Information Media Partners) presented the results of a study he did for BISG on current practices in assigning ISBNs to e-books. From his interviews of 75 experts from all areas in the supply chain, Cairn reported no consistent practice or policy in e-book ISBN assignment and no great interest in fixing the situation. Companies have already patched their workflows and information systems to work-around the issues. A recent move to the “agency model” of e-book distribution—where the publishers set the prices and retailers get fixed commissions—has given some impetus to e-book ISBN assignment as the publishers use the ISBN to distinguish between different enhanced or non-enhanced versions of an e-book and their related pricing. E-books that hadn’t previously been assigned separate ISBNs suddenly needed them. The business model of licensing e-books also creates problems: if the same e-book has multiple licensing terms, thus creating multiple “products,” does each product require a separate ISBN? Brian Green, the ISBN International Executive Director, reported on a study they had commissioned that was more international in scope and had similar findings to Cairn’s study. ISBN International has released an updated FAQ on their recommendations for e-book ISBN assignment. A BISG committee will be working to develop agreement on a common approach to the problem. For more information, please visit:

<http://go-to-hellman.blogspot.com/2011/01/ebook-identifier-confusion-shakes-book.html>.

## Standard’s David Reny Receives 2010 Gegenheimer Award Pic

*Honored for Industry Leadership and Commitment*

Andover, MA – David Reny, Executive Vice President, Standard Finishing Systems, has received the 2010 Gegenheimer Award for industry service from NPES, the Association for Suppliers of Printing, Publishing and Converting Technologies, at the NPES 2010 Annual Conference in Phoenix, Arizona.



Named in honor of former Baldwin Technology Company Chairman Harold W. Gegenheimer, these annual awards recognize one company and one individual that have demonstrated leadership and commitment to the industry through participation in NPES and industry activities, civic leadership, technical innovation, and sound management practices.

Reny has been involved in the graphic arts industry for over thirty years, joining Standard in 1977. He has served in various industry capacities, including stints as chairman of NPES and GASC, the Graphic Arts Show Company. “David has provided sound leadership and direction for our organization, and made significant contributions to the graphic arts industry” said NPES President Ralph J. Nappi. “We congratulate him on this well-deserved honor.”

Standard Finishing Systems is based in Andover, Massachusetts and just celebrated “100 Years of Finishing Strong” in 2010. A leading supplier of print finishing systems, paper handling equipment, mailroom and reprographic products, Standard utilizes a network of independent dealers and a direct sales force in the United States and Canada. For more information, call 877-404-4460 or visit the Standard website at <http://www.standardfinishing.com>.

# Technical Director's Report

## Werner Rebsamen



### The Hype About E-Books and the Future of Bookbinding

Twenty years ago, long before there were any e-books around, Professor David Pankow, curator of the Cary Rare Book Library, organized and conducted a most interesting dialogue among our print-media graduate students. The topic of the discussion was, “**Is the Book Dead?**” The students were placed into two groups: the first for pro-electronic media, the other for traditional print media. It was a most interesting, 2-hour long dialogue—one of the best I can remember in my 26-year-career at RIT. Guess which group came out on top? The group promoting traditional book printing! One graduate student said: “Whatever I collect on texts or photographs, I want my grandchildren to be able to enjoy as well. The electronic media is simply unable to provide such an assurance. Technology is changing too fast: what we enjoy today, may not work on a system tomorrow!” (She got a standing ovation!) How true. Remember the floppy disks? Video tapes are already hard to find – need a player? Now they talk about CD’s/DVD’s soon being history .... What incredible foresight our graduate students had.

Now twenty years later, there is so much hype about the e-book that when you show up on a beach with a traditional book, sooner or later someone will lecture you that you are enjoying something that soon will be a commodity of the past. When you respond and even agree with a yes and say, “But this technology generated many new opportunities. We now print and bind more books than ever before,” they give you a look as if you are still promoting horses in the age of automobiles! In an e-mail discussion on this particular topic, my colleague Professor Mike Kleper wrote, “Werner, I’m at Macworld this week and the entire show is all about publishing to mobile devices.”

The e-mail also stated: “sent from iPad.”

I’m sure our members and readers have had similar experiences. Fact is, we are all being “massaged” by the elec-

tronic media. Every day we read about the trouble our book industry is supposed to be in. Bookstores are closing. Yes, the Internet is changing our habits of the past and that includes shopping for books. When I search for a specific title, Amazon gives me many options, including purchasing a used book at a great discount. What the bookstores are crying about is their financial share: 50 to 60 percent of the purchase price of a book. Worse, they may have ordered a few books too many and then expect the publishers to foot the bill for expensive returns. Oh, we must feel so sorry for them!

As for our industry itself, it is shifting as well. Large inventories as seen in the past are history. In the late 1970’s, I visited a warehouse in New Jersey that contained 26 million hardcover books, mainly all from Grolier – “Cat in the Hat, Dr. Seuss,” was one title. Now, the trends are printing and binding on demand. The best way to follow-up on how hardcover binding trends are doing is by asking our bookbinding machinery manufacturers. One very reliable source informed me that although the markets have shifted, the hardcover binding segments are the most stable and continue to do well. The same is true for our smaller U.S. firms who produce equipment for print on demand (POD) and photo book hardcover bindings.

With the e-books creating so much news, should we now throw-in the towel as binders? The answer is of course a clear no. We should be enthusiastic to be in the hardcover binding business. Take for example printing and binding on demand, our photo books, and the capability of scanning old documents and binding them into an everlasting covers. Yes, our industry has changed as well and will continue to do so. The secret for success is to adapt and stay on top. Never stop learning. Interact with your HBI/LBI friends and suppliers.

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Now, go back to your friends who are enthusiastic about their e-readers and start a discussion about sharing a book, preservation and passing on precious historical memories of your family, church, town, or sports club. Do the electronic media ever cover these items? Well yes, in all honesty, they do. The biggest promoters of hardcover bindings are HP and Apple. "Store your precious memories in a photo book!" Oh how we love those slogans! All of a sudden, the hardcover binders are now the most desired individuals.

As I wrote this article, a large, Florida based printing company, who purchased a Kodak Nexpress, contacted me for technical advice. The fellow, a former 1981 RIT student looked through my class notes and inquired about binding library quality hardcover books. His worries were that on this digital press, printing an oblong 10 x 12 inch format, he could not generate folded signatures. Guess he had only Smythsewing on his mind. Nevertheless, he got the information he needed and best of all, I could put him in touch with our machinery and material suppliers – perhaps just another enterprise adapting hardcover binding.

LBI's motto used to be, "Preserving Our Printed Heritage." Dudley A. Weiss, our late, former executive director, used to fill my ears with some of the most interesting stories about mankind and the written word. He was a genuine promoter on the preservation of those precious documents and especially the collections at the libraries. But he also joked that books never require batteries, that they require no buttons, complex manuals and best of all, that they are all easy to operate. I still can see Dudley smiling when he told me that a book is the most ingenious device ever invented as they have a unique feature for the users: one that keeps the pages in the proper order. That technology that keeps the sheets firmly in place is a special locking device called binding!



My colleague Frank Romano recently stated that we are now able to download a new Kindle e-book in the middle of the ocean. Well, that's a great feature when you travel, especially on long journeys across the "boring" oceans as he did on a cruise around the world. But if you read and love that particular form of book, are you able to share it? What if the batteries are running low?

E-books vs. traditional printed books will generate many more interesting discussions. No doubt they will have their market shares, but will they eliminate the traditional books as we know them? No way! The new, electronic media, like iPads, will generate more interest and educate. With it, people will write texts, create images, and best of all, they will have printed copies they can share. Xerox, HP, Océ, Kodak and many others concentrate on printing on paper. They all are confident about the future, creating better and faster systems to print on paper. We in our business can also look toward a bright future. After all, everything they print needs to be bound into a marketable item.

*Werner Rebsamen is Professor Emeritus of the Rochester Institute of Technology and the technical consultant to HBI and the Library Binding Institute. He can be reached at [wtrebs@metrocast.net](mailto:wtrebs@metrocast.net)*

# Executive Director's Report

*Debra S. Nolan, CAE*



The conversation on the future of the book continues!  
Please see the excerpts below.

## **From PublishingPerspectives.com:**

<http://publishingperspectives.com/2011/02/essential-reading-the-future-of-the-book-from-oreillys-mike-hendrickson/>

*Essential Reading: The Future of the Book from O'Reilly's Mike Hendrickson*

By Hannah Johnson, February 23, 2011

**ESSENTIAL READING:** *The Future of the Book* by Mike Hendrickson

In the wake of the opportunities and challenges discussed at the Tools of Change conference, O'Reilly's VP of Content Strategy Mike Hendrickson urges the publishing industry, "Let's change the The Book of the Future before we have to." What a great and, in my opinion, important message. Driving innovation is better than catching up with it.

Hendrickson has created a list of the major ideas and opportunities that publishers should consider as they create the future of publishing. We, as an industry, are combating declining print sales and looking for new revenue streams, new business models, and new "best practices" that can transform the way we produce and sell content.

Hendrickson has broken down the larger issues facing publishers today into small, digestible pieces of information. Some items on the list are already being addressed by publishers, others will take more time.

## **Hope for Small Bookstores, USA Today, February 10, 2011, Page 1A:**

"By emphasizing service, her store's popularity as a community gathering spot and even a new – an somewhat counterintuitive-plan to help her customers order e-books, Hermans, 26, is betting that her small store will continue to buck prevailing winds in the book business." Giving customers a choice and creating community.

## **From Bloomberg.com:**

<http://www.bloomberg.com/news/2011-02-16/borders-book-chain-files-for-bankruptcy-protection-with-1-29-billion-debt.html>

*Borders Files Bankruptcy, Is Closing Up to 275 Stores*

By Tiffany Kary and Linda Sandler - Feb 16, 2011

Borders, whose market value has shrunk by more than \$3 billion since 1998, racked up losses by failing to adapt to shifts in how consumers shop. Its first e-commerce site debuted in 2008, more than a decade after Amazon.com revolutionized publishing with online sales. The world's largest online retailer beat it again by moving into digital books with the Kindle e-reader in 2007, a market Borders entered in July.

## **From the Chronicle of Higher Education, February 20, 2011:**

*Digital Textbooks Have a Downside*

To the Editor:

Our area is prone to flooding, and this winter has brought record snowfalls. Besides filling sandbags, we prepare our personal property for possible flooding, in part by arranging some books to be on bookshelves that are safe up to four feet above previous record levels (in case the dikes break), and others to be safe up to two feet, or not even that.

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Naturally, photos, documents, and memorabilia go on the highest shelves, but what goes on those shelves right above the four-foot margin? For me, the answer includes textbooks from my undergraduate studies. Every couple of years I have a research idea that is based on some mathematical formalism that I learned as an undergraduate student and have not used since then, because I teach in a different discipline now. Immersing myself in the books from which I originally learned the material allows me to reconstruct what I used to know.

One would think that textbook publishers would appreciate having their works be among the most valued posses-

sions, right? Of course, we all know that the reality is far from it. University bookstores have been pushing textbook buybacks for decades, and publishers are now making a bad situation worse: Electronic textbooks are typically limited to a “for the duration of the subscription” model. The electronic age could have placed textbooks at our fingertips for the rest of our lives—no matter how high the flood levels—but instead we are losing access. Let us hope that there will be a time when educational common sense will win over business shortsightedness.

Anne Denton  
Fargo, N.D.

## Something to Think About

*“I know people think of independent bookstores as underdogs,” says Hermans, co-owner and manager of Oblong Books, in this picturesque Hudson Valley town. “But if I was struggling, I wouldn’t be expanding.” She’s about to break through a brick wall to enlarge her children’s section “for my customers of the future.” – Hope for Small Bookstores, USA Today, February 10, 2011, Page 1A.*