



The Endpaper

March 2008

A Newsletter from the Library Binding Institute

Embrace Change

By Suzanne Wiersma, Wallaceburg Bookbinding
LBI Membership Task Force Chair, 2001-2003

I remember the first LBI conference I attended in the fall of 1995 in Toronto and the first person I met was John Salistean. The sole purpose of attending that particular conference was for a LARS meeting being held at the same time. While there I met some LBI members and learned a few things about LBI. At this point I never expected to attend another conference or be involved with LBI. Little did I know...

Six years later in 2001, while attending the LBI spring conference annual meeting in Key Largo, a lengthy discussion took place regarding membership in LBI. As a result of this discussion, a Membership Task Force was established to examine

what constitutes membership in LBI and if LBI should broaden its membership categories. Somehow I ended up on this Task Force and within a few weeks I was asked to take the position of chair. I accepted and, as a group of 12, we researched several concepts, discussed, put out surveys, sought legal advice, held countless meetings, used email extensively, held forums with the entire LBI membership and distributed a 53-page report followed by a 16-page addendum. Throughout this process, the existence of debate and controversy was evident in both the LBI membership and Task Force. There were strong alliances within that could not "agree to disagree". The project ended with an *approved*



Suzanne Wiersma,
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the formulation of a certified prebind standard. The motion was never carried out and today the issue remains unresolved.

In the last 7 years that I have been involved with LBI, I have seen - in addition to the membership issue - a number of other items go unresolved including authenticity of certification, an equitable membership dues structure, declining membership and the bylaws review in fall 2004 not acted upon. It has become evident to me that resolutions or changes do not come easy to LBI. Related discussions often drag on for many years

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without ever coming to an actionable solution. Consequently, many good ideas never come to fruition.

With the known hurdles for change within LBI, I was pleasantly surprised to read the announcement of **“Hardcover Binders International” (HBI)** in the February 2008 issue of *The Endpaper*. Kudos to the LBI Board of Directors for being proactive in making change happen at such an opportune time with digital print and on demand in the forefront! LBI is heading in a completely new direction allowing long range and

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strategic planning to thrive along with the new potential of increased membership. LBI can remain unchanged as a division of HBI. Certified Library Binders will maintain their identity under the LBI division. Surely the survey and feedback from the September, 2007 LBI

conference along with continual surveys and questions to the membership in recent months have contributed to this pivotal decision. Nonetheless, it must have been a monumental task for the board to sort through all of this information in a timely manner, do the required research, and come to a conclusion. Well done.

Now we find ourselves at a time where we can, in the best interest of HBI/LBI, embrace the opportunity this change presents. As Spencer Johnson quotes, *“The Quicker You Let Go Of Old Cheese, The Sooner You Can Enjoy New Cheese”*.



Fall Conference and Digital Print/Binding Opportunities Seminar

September 25 – 28, 2008,
Los Angeles/Pasadena, CA

Plan now to attend the Fall Conference and Digital Print/Binding Opportunities Seminar September 25 – 28 in Los Angeles/Pasadena, California. In addition to a tour of Bridge Publications and Kater-Crafts Bindery, Professor Werner Rebsamen will facilitate a day and a half seminar on digital print/binding opportunities. The seminar will cover binding and finishing topics related to saddle-stitching, hardcover and soft cover bindings.

Three LBI Members Featured in “Commercial Binders Report Making High-Value Connections at On Demand”

By Patrick Henry, Executive Editor

The March 10, 2008, WhatTheyThink.com special report included an article on commercial binders at the recent ON DEMAND Conference and Exposition in Boston. Three LBI members were featured out of four binderies highlighted – ACME Bookbinding, Bridgeport National Bindery, and The HF Group. Following is an excerpt:

“On Demand is an exhibitor’s showcase for digital press and finishing equipment manufacturers, dealers, software and systems developers, consumable suppliers, consulting services, trade publishers, and...commercial binderies. Yes, that’s right: providers of binding and finishing services regularly take booth space at On Demand, and for a host of good reasons...”

We spoke with representatives of four commercial binderies with a presence at On Demand to find out what justifies the time, expense, and effort of exhibiting at a show that, as an exposition venue, is much more oriented to equipment vendors than to the end-users of that equipment. Here’s what they had to say.”

Congratulations to ACME Bookbinding, Bridgeport National Bindery, and The HF Group! Go to <http://members.whattheythink.com/evt/08/od/od08henry3.cfm> for the complete interview.

The ON DEMAND Conference & Exposition Wraps Successful 2008 Event

BOSTON, MA — (MARKET WIRE) — 03/06/2008 —



Questex Media Group, Inc.'s ON DEMAND Conference & Exposition (www.ondemandexpo.com), the preeminent event for commercial printers, publishers, and in-plant printing professionals, was held this week at the Boston Convention & Exhibition Center. The Conference & Exposition was co-located with the AIIM International Exposition & Conference (www.aiimexpo.com), the largest, most comprehensive content and information management event in North America. Both events brought together representatives from 125 Fortune 500 companies registered for this year's event, which attracted nearly 25,000 visitors from 50 states and more than 75 countries, including international printing delegates from China, Italy, Japan and Russia.

"The success of the Exposition and Conference demonstrates the critical importance of the digital printing marketplace," said Debra Brown, event director, ON DEMAND Conference & Exposition, Questex Media Group. "The conference program attracted global business and technology professionals, while the Expo floor was filled with attendees exploring innovative technology solutions. We are very pleased that the event was so well received from attendees, exhibitors and sponsors."

The show floor buzzed with product launches and major announcements from more than 175 exhibitors showcasing the hottest products and technologies from the on demand printing industry. Over 40 of the companies exhibiting were new to the event.

The Xplor Document University Global Conference & Exhibition (www.xplor.org/xdu2008) hosted its event in conjunction with the Conference and Exposition. Together all three events create the world's largest information, digital printing, document and content management event.

The headline keynote, entitled "The Power of Simplicity," was presented by David Pogue, best-selling author and New York Times personal technology columnist and Matthew Glotzbach, Head of Products, Google Enterprise. Charles A. Pesko, Executive Vice President, Questex Media Group presented a State of the

Industry keynote entitled "From Print to Marketing Service Provider." A keynote panel "Reflections on Super Tuesday: What's at Stake & What's to Come" was presented by Patrick J. Buchanan, political analyst, former advisor to three U.S. Presidents, and two-time Republican Presidential candidate and Howard Fineman, Newsweek Senior Washington correspondent and NBC News political analyst; and moderated by Carlos Watson, a former CNN News political commentator. Jim Hamilton, Group Director, InfoTrends, moderated the keynote panel "Emerging Technologies and What to Expect in 2008" and Barb Pellow, Group Leader, InfoTrends, moderated a keynote panel examining "The Changing Media Mix: A Marketing Perspective."

This year, the scope and depth of the ON DEMAND conference program grew to more than 50 sessions. The ON DEMAND conference program examined key growth applications, technologies and opportunities in the digital printing and automated production industry and how to incorporate them into business strategies.

Awards presented at the events included the third annual ON DEMAND Best of the Show awards and the EDSF's 2008 Excellence in Education and Educator of the Year awards.

For five years, the Conference & Expo has given back to the local community by supporting an education-related charity. For the second year in a row, the ON DEMAND Conference & Exposition partnered with the Horace Mann School for the Deaf and Hard of Hearing, a Boston Public School. Exhibitors donated software, printing equipment and supplies, providing the school with state-of-the-art technology solutions for the school's educational and career training programs.

The ON DEMAND Conference & Exposition, co-located with the AIIM International Exposition & Conference will take place March 30 - April 2, 2009 at the Pennsylvania Convention Center in Philadelphia. For information on exhibit and sponsorship opportunities, contact Leo Squatrito at lsquatrito@questex.com 617.219.8378.

For more information, visit <http://www.ondemandexpo.com>.

Making Information Pay 2008

From Experimentation to Innovation in the Digital Age

May 9, 2008, New York City

Sponsored by the Book Industry Study Group (BISG)

When “business as usual” is not enough, some publishers strive to create new opportunities by investing in unproven product ideas, workflow methods, marketing vehicles, and commercial models.

Experimentation supported by technology is widespread today. Publishers are distributing book content on cell phones, developing new tools for authors, and setting up MySpace pages. They are selling books and digital downloads direct to consumers from their own web sites (with bundling and business model experiments sure to follow) and re-tooling their production processes.

Sometimes experiments succeed and sometimes they fail, but if they’re smart publishers always take away something of value. *Making Information Pay 2008* will focus on the role of experimentation in a rapidly evolving publishing industry and include hard facts on where experimentation is taking place and where it has the greatest impact. Topics will include:

How to define and measure success and failure (it’s not always about ROI)

How to establish budgets and benchmarks for success

How to evaluate results and transform them into innovations that fall to the bottom line

Making Information Pay 2008 is for executives in sales, marketing, operations, and finance who need to know:

When is it safest to watch and wait? When is it not?

How can you profit from what others have done?

When are good ideas doomed to failure?

Whether the future of your publishing program depends on responding to rapid change or avoiding the slightest misstep, *Making Information Pay 2008* will offer practical advice and strategies to improve the profitability of your business.

For more information, go to <http://www.bisg.org/conferences/mip5.html>.



Emerging e-Book Market Top Subject at IDPF Conference

— *Publishers Weekly*, 3/24/2008

The emerging e-book market will be the top subject at the upcoming IDPF Digital Book 2008 conference on May 14. The one-day event, held in New York City at the McGraw-Hill Auditorium, will discuss how the Kindle and Sony Reader’s strong market penetration is bumping e-book sales; the conference will also address the adoption of the EPUB digital publication standard. Among the presenters at the event will be Mikio Amaya, president of Japan’s largest digital bookstore, Papyrus Co. Ltd., and Dawn Bruno, team leader and senior international trade special from the U.S. Department of Commerce Global Publishing Team. For more information, go to www.idpf.org/digitalbook08.



Something to Think About

“What’s quite different now is that print never really had a competitor like it does with new media. Previously, a rising industry volume could be counted on with increasing population growth, education, incomes, and a knowledge explosion. Increasing education relies on electronic media for communications, incomes rise with a free flow and rapid exchange of information, the knowledge explosion is now global, and populations in emerging economies are more likely to skip a robust “print era.” The same trends and conditions that once attracted communications to print now drive it away. Rising incomes also increase awareness and interest in environmental issues, and we’re seeing that play out in the industry now, not in our own sustainability issues, but also in a conscious effort to avoid use of print.” - Dr. Joe Webb, *Dr. Joe’s Secret Notes about Digital Printing from OnDemand Expo*, 03/08/2008

American Library Association Annual Conference

Anaheim, CA, June 26 – July 2, 2008

Auditorium Speaker Series • Featuring Greg Mortenson

Saturday, June 28, 1:30-2:30 pm



The ALA 2008 Annual Conference will feature ten speakers in its auditorium speaker series including Greg Mortenson who is profiled in this article. To see a listing and description of all the speakers, go to: www.ala.org/ala/eventsandconferencesb/annual/2008a/specialevents.cfm#build.

Greg Mortenson is the co-founder of nonprofit Central Asia Institute, Pennies For Peace, and co-author of New York Times bestseller *Three Cups of Tea*, which has been a bestseller for over nine months since its release and was Time magazine Asia Book of The Year. In July 1992, Mortenson's sister Christa died after a lifelong struggle with epilepsy, and to honor his sister's memory, Mortenson climbed Pakistan's K2, the world's second highest mountain. While recovering in a local village called Korphe, Mortenson met a group of children sitting in the dirt writing with sticks in the sand, and made a promise to help them build a school. From that rash promise, grew a remarkable humanitarian campaign, in which Mortenson has dedicated his life to promote education and literacy, especially for girls, in remote, volatile regions of Pakistan and Afghanistan. As of 2007, Mortenson has established over 61 schools Pakistan

and Afghanistan, which provide education to over 25,000 children, including 14,000 girls, where few education opportunities existed before. In 1996, he survived an eight day armed kidnapping in the Northwest Frontier Province NWFP tribal areas of Pakistan, escaped a 2003 firefight with feuding Afghan warlords by hiding for eight hours under putrid animal hides in a truck going to a leather-tanning factory. He has overcome two fatwehs from enraged Islamic mullahs, endured CIA investigations, and also received hate mail and death threats from fellow Americans after 9/11, for helping Muslim children with education. Mortenson is a living hero to rural communities of Afghanistan and Pakistan, where he has gained the trust of Islamic leaders, military commanders, government officials and tribal chiefs from his tireless effort to champion education, especially for girls. He is one of few foreigners who has worked extensively for fifteen years (spending over 65 months) in the region now considered the front lines of the war on terror. Mortenson advocates girls' education as the top priority to promote economic development, peace and prosperity, and says, "you can drop bombs, hand out condoms, build roads, or put in electricity, but until the girls are educated a society won't change." *Sponsored by Penguin*

Advance registration for the ALA Annual Conference closes May 16.



Technical Director's Report • by Werner Rebsamen

Photo Books

"That business is not only growing, it is exploding!" These were the words of a professional friend from Germany, a machinery engineer building small, perfect binding equipment for the on-demand markets. Franz recently visited

the Miami Graphic Arts show where he had plenty of opportunities to discuss marketing trends. During a most recent, end of February HP event in San Diego, one of the Dscoop keynote speakers, Vyomesh "VJ" Joshi, Executive VP of the HP Imaging and Printing Group, stated that since 2004,

photo books have increased 103 percent and on-demand books 72 percent.

Whatever these figures mean, the fact is that these are growing business trends and, best of all, they represent hardcover bindings. Interestingly, there are virtually no photo soft cover bindings. No wonder, most of the small hardcover binding equipment is now sold to such fast growing photo book establishments.

Other documentation obtained in this regard lists a worldwide photo book market by 2010 of 175 million books, a figure

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which equals three times growth of today's figures. The majority, over 84 percent, will be consumer photo books.

Why such a growth? People love to photograph, especially digital. There is no cost for film, shoot as many as you will and select only the best shots. Then comes reality. What should we do with all those photos taken? View them once on the computer, e-mail a few, print some, burn a CD? Well, CD's do not last long; you will not be able to pass those on to your grandchildren. What about prints off the computer? This is also a very questionable endeavor. Are you sure the toners used are fade-resistant? True quality is another chapter. If you have done some photo darkroom works like me, you may remember how important each chemical bath was to achieve permanence and longevity. This is why, today, we still enjoy the very first photographs taken of our relatives. Will our grand children be able to do the same with your digital printed photographs?

Why should we be concerned about quality? As library binders, we stress permanence and longevity. Our slogan is preservation maintenance. Yes, the photo book business is growing fast and it is very popular but, let's face the facts, competition is already getting tougher. Electrostatic printing systems are not intended to print true photo quality that we



have known for years with actual photographs. Therefore, we must ask ourselves, are there better options available? The answer is yes, thanks to the research and development done by a Swiss company.

Pure Photo Quality Books

There is a major difference between a pure photo workflow and electrostatical systems.

A conversion from the digital image to the final print is needed. In a pure photo mode, the results are in a much higher set of colors (gamut) compared to an electrostatical system. Without getting too technical, the electrostatical system, in the conversion process, is prone to losing information that is visible to customers, especially in saturated images with blue and green colors. Thanks to the layer concept of photo paper, it is capable of displaying 16.7 million different colors per pixel. Now, take a print resolution of 300 ppi and you will see a sharp difference. The difference between photo and electrostatic printing is quite evident.

For example, while photo paper is capable of reproducing a brown eye naturally, the brown in a printed eye is a mixture from several colors. In other words, pure photo papers offer continuous tones and true colors.

Now what about color stability? Photo paper has an already built-in protective layer which avoids mechanical damage and provides an excellent long-term color stability. The light stability of exposed and processed photo paper is more than 15 years. The storage stability, if protected from light, is 70 to 200 years. Unlike photo papers, the papers used by an electrostatical print system have no protective layers. Sure, they can be UV-coated after printing but this requires an additional step and equipment.

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Imaging Solutions is a new enterprise that offers pure photo print quality. They developed an automated workflow for a wide range of value added photo products.

Best of all, they did not forget binding true photo books. One system available is a machine which will score and fold double sheets of photo paper into 4-page units. These are then mounted on top of each other. In other words, they look like a children's board book. The advantages are panoramic views across the bind fold without disturbing the images. Relatively thin papers can be mounted together and best of all, there is no distortion or waviness. A unique hotmelt glue is used, one that emerged from thousands of tests but assures the highest standard for flatness and permanence. No drying time is

required. This particular mounting device is available as a stand-alone machine. Why? It allows a potential customer to mount digital printed works into panoramic photo books. Later, the photo book enterprise may opt to offer their clients higher quality and most likely will invest in and offer pure photo prints.

For further information, look up www.imagingsolutions.ch or www.purephoto.ch.

Werner Rebsamen is Professor Emeritus at the Rochester Institute of Technology and the technical consultant to the Library Binding Institute. He can be reached at wtrebs@localnet.com.

Executive Director's Report

by Debra S. Nolan, CAE



Making tradition a platform for innovation is the core message of Jeff De Cagna's article, "Beyond Today", which can be found in the March 2008 issue of *Associations Now* magazine (pages 30 – 35). This story caught my eye given the recent decision to expand LBI's scope and mission. In this article he eloquently discusses the six "next" traditions for Association 3.0, the new association business model, including the traditions of curiosity, care, imagination, choice, courage, and responsibility.

While all six traditions struck a chord, his point regarding care seems particularly poignant. About care, De Cagna writes, "Indeed, the strength of our Association 3.0 communities should be measured not by what makes their members the same, but the ability of these groups to sustain bonds of empathy and trust, even in the face of divergence and dissent. Before

there can be community, then, there must be care...when we care, trust is our default setting; we do not demand that our colleagues first prove their fidelity either to the association or to us as colleagues. Care is a gift we share with others because it matters to us, and one we hope to receive in return because it also matters to them."

I am grateful for the care and respect demonstrated by the LBI leadership and membership in recent months. This says much about who we are, individually and as a whole. As planning continues for the new HBI, this foundation of trust will serve the organization well.

It is in this spirit that your feedback and guidance are being solicited. Please do not hesitate to share your ideas with me or any member of the LBI board about the future of HBI/LBI. As forward movement

continues, your participation in the process is critical.

On a related note, the wheels for establishing HBI as an assumed name for LBI are set in motion. This, along with the new graphic design and branding of HBI, is being pursued.