



# The ENDPAPER

Newsletter of the Library Binding Institute – APRIL 2005

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## LBI 70<sup>th</sup> Annual Meeting May 6 – 9, 2005

### See you there!

Sixty-five people are registered for LBI's 70<sup>th</sup> annual meeting in Tucson, Arizona, May 6 – 9, at the spectacular JW Marriott Starr Pass and Spa! Look for a full meeting report along with results from the recent certified library binders survey in next month's *Endpaper*.

## Frank Romano and Rick Lamos Confirmed to Speak at LBI's Fall Conference in Chicago

Renowned expert on electronic publishing, Frank Romano, and Rick Lamos, Lysis International, have been confirmed to speak at LBI's fall meeting in Chicago, September 15 – 19 at the Knickerbocker Hotel.

Romano is Professor Emeritus at the Rochester Institute of Technology and his career has spanned over 40 years in the printing and publishing industries. He is the author of 40 books, editor of the *International Paper Pocket Pal*, contributor to major encyclopedias and dictionaries, and the author of numerous articles. He has founded eight publications, serving as publisher, editor, or both for *TypeWorld* (now *Electronic Publishing*), *Computer Artist*, *Color Publishing*, *The Typographer*, *EP&P*, and both the NCPA

and PrintRIT Journals. His columns appear monthly in *Electronic Publishing* and the *Digital Printing Report*.

Romano recently wrote an article on the merging of NAPL and PrintImage International which evoked several responses from the web site's readership. The article was published by [WhatTheyThink.com](http://www.whattheythink.com). To read it, go to <http://members.whattheythink.com/home/romano3.cfm>.

Lamos travels extensively holding in-house training seminars and public speaking engagements as a sales and marketing consultant for the printing and publishing industry. His articles can be seen online at [www.salesandmanagement.com](http://www.salesandmanagement.com).

Both Romano and Lamos are speaking at the PRINT05 Conference, September 9 – 15, which immediately precedes the LBI fall meeting. Romano's sessions will address the state of the printing and converting industries in terms of firms, revenue, technology use and other relevant trends; digital package printing; the fate of the printing/converting and paper industries; flexography and new markets; and categorizing digital printers. Lamos' sessions on proven effective sales management methods covers topics which include winning customers and not just jobs, maintaining margins in tough conditions, and keeping existing accounts while prospecting for new accounts.

PRINT05 will showcase a full range of graphic communications technology in the United States. It is an international exposition

of commercial and package printing, and converting products and technologies. For more information, go to <http://print05.gasc.org/index.cfm>.

## Getting to Know You

By Debra Mills Nolan, CAE

One week from now, sixty-five of us connected to and by the library binding industry will be gathered in Tucson for a weekend of rest, rejuvenation, and reconnection. For me, this will be an opportunity to meet many of you with whom I have talked on the phone and/or conversed with by email. I am looking forward to meeting you, breaking bread with you, and to exploring new ways of thinking.

I am most looking forward to the conversations that will take place in Tucson – in the meeting rooms, by the exhibits, during the receptions, and all times in between. I want to learn more about who you are and about the challenges and opportunities you face as library binders and business owners. I am looking forward to meaningful dialogue. We all own pieces of the truth and I want to hear yours.

I want you to get to know your executive director, too. I won't attempt to describe myself here so that you can form your own opinions. I will tell you, however, that I am all about communication and collaboration. I also believe that if energy is to be expended, it should be focused on that which brings about positive change. I guess you could say my motto is "Let's talk, let's work together, and let's move forward." Sounds good to me.

So, here's to a productive and enjoyable meeting in Tucson! Don't forget your sunscreen to shield you from that high altitude sunshine and a light jacket or sweater for those cool evenings!

## Technical Director's Report

By Werner Rebsamen

### A Boom in Hardcover Binding

During a well attended 1978 lecture at the Rochester Institute of Technology about the future in Print-Finishing, James Averill, a Vice President of the Harris Graphics Corporation stated that "10 years from now (that would be 1988) there will be no more hard cover bound books published." His company produced only machinery for the production of paperbacks, 30'000+ per hour! Harris also predicted in 1972 that "in the near future, there will be no more sheet fed offset presses" and with this statement, gave up its manufacture of such presses.

Well again those forecasters were dead wrong. Heidelberg, the world's most prestigious and by far largest manufacturer of printing presses, who also purchased Harris Graphics, including its web press division, just sold it after considerable losses and is now going back to its profitable roots, sheet fed presses. As for the prediction on hard cover books, both Kolbus and Muller Martini's VBF division report record setting sales of sophisticated hard cover binding equipment. Kai Buentemeyer, CEO of Kolbus stated that "at this time we are experiencing an unusual, world wide boom in the manufacture of hard cover bound books. We are convinced that there is a great future for such books."

### Smyth Sewn Books

So often, while talking to my colleagues in book manufacturing, they say that there is no demand for Smyth sewn books, yet we binders know that books sewn in this fashion are the most durable. They open easily and are a joy to read. Some time ago, I reported on a new, sophisticated in-line system as shown during a pre DRUPA open house at VBF in Bad Mergentheim, Germany. As reported in a major article in *American*

*Printer*, the all new in-line system featured a fully automated in-line book sewing concept. In the same theme of a hardcover boom, Muller Martini just announced big orders for its Diamant lines for China, including many "Ventura" book sewing machines. One company that is mentioned in their press release already has three VBF hard cover binding lines and new ones, now called Diamant, are now being added. The company was founded 20 years ago and already employs 15'000 people. Another company called Prosperous not only purchased a new hard cover in-line system but three Ventura sewing and several other machines as well. This company, who concentrates on high quality books started just 10 years ago and employs 1'500 people. Now I wonder about my colleagues saying that Smyth sewing is dead? Looks like all future quality books will have to come from abroad. Using such new sophisticated bookbinding equipment, requires very few people to operate them. Add to that the cost to transport heavy books. When using computerized, sophisticated systems, cheap labor, in my opinion, no longer can be a major factor. Yet these days, everyone seems to complain about off-shore business while others in those far away countries, with limited resources, invest in the future.

### **LBI Publications make Headlines**

My article "On-Demand Book Printing and Binding", which appeared in the September issue of *The New Library Scene*, was recently (Feb. 22) published on the PrintOnDemand.com web site. The web site stated that this article, originally produced for the Library Binding Institute and *The New Library Scene*, "provides a comprehensive overview of the continuing emerge of digital on-demand printing and binding." The same article will appear in *The Graphic Arts Monthly* magazine. Muller Martini, the manufacturer of the SIGMA line, plans to republish it in several languages and distribute it around the World. Indeed a nice compliment.

One LBI member who saw it on the Internet sent me an e-mail and wrote:  
"Congratulations. This is just the kind of publicity that we need. Now all we need to do is find another name to market ourselves under ----in addition to the LBI, which is fine for libraries but deadly for printers or publishers. We need to become On Demand or Ultra Short Run Binders International." Well, these are some challenges we need to discuss at our upcoming meetings. Our future depends on it.

### **Book Sales, What are the True Figures?**

In the March/April issue of *BookTech* magazine, Jeff Abrams of the Book Industry Study Group made some remarks in regard to the state of the industry: "We see the continuation of a flat, if not declining trend in unit sales, and a modest increase in revenue from the sale of books. This continues an existing trend of several years and has many publishers concerned about a pie that is not growing"

Contrary to the statement made above, an April 6, 2005 BISG press release featured the following title: "New Study Reveals Billions More in Book Sales!" In this press release, Jeff Abrams reveals a new breakthrough, in-depth study of the Book Industry's underreported segments and channels which show --- contrary to conventional wisdom--- small and midsize publishers who generate lots of business. Abrams stated: "Since so many smaller publishers operate under the radar of traditional tracking mechanisms, it's been tempting in the past to think of them as 'regional' or 'niche' and to assume that they are responsible for only a small fraction of book sales in the market is wrong. The new study reports that approximately 63'000 publishers with annual revenues of less than 50 million generate aggregate sales of 14.2 billion, and that a subset of that population – roughly 3'600 publishers with annual revenues of \$ 1 million to \$ 49.9 million – generates 11.5 billions of that amount.

But here are some of the comments which are of interest to us: "Smaller publishers also have impressive track records with marketing strategies and tactics that industry giants now see as a wave of the future." The charts used are showing clearly that small and midsize publishers have been multiplying, and often prospering, while the largest publishing companies have been consolidating. Check out [www.bisg.org](http://www.bisg.org).

Now what does that have to do with library binding? In my opinion, a lot! As library binding orders decline, we must ask ourselves how can we connect to all those small publishing enterprises? There are many printers around who are hungry for business. They do know how to print but when it comes to binding, especially hard covers, they are lost. This creates unusual opportunities for us. We must discuss such endeavors and together with marketing experts find the necessary strategies. LBI has many talents and our upcoming meeting in Tucson presents a great opportunity to search for such a link. We cannot afford to wait any longer. Our markets are changing and so must we.

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## News and Events

### Library Binding In the News

LBI members Gary Wert and Paul Parisi were featured in a March 14 *Print News* article, *Special Report: Bookbinding, This Niche Market Is Bound for Success*. The article discusses services offered by library binders and the effects of technology on the library binding industry. For more information, go to <http://www.printingnews.com/pages/issues/2005/031405/lead1.shtml>.

### ALA Annual Meeting

**June 24 – 27, Chicago**

Don't miss the May 20 advance registration deadline for the ALA Annual Meeting, to be held in Chicago, June 25 – 27. The conference will feature a variety of educational sessions, exhibits, keynote speakers, and special events. U.S. Senator Barack Obama who has dedicated his life to public service as a community organizer, civil rights attorney, and leader in the Illinois state Senate is the opening general session keynote speaker. For more information on the ALA Annual Meeting, go to [www.ala.org](http://www.ala.org).

### ALA ALCTS Preconference Workshop

**"Maximizing Your Binding Budget"**

**June 24, 2005, Chicago**

Mark your calendar now to attend the ALA ALCTS preconference workshop, "Maximizing Your Binding Budget" to be held on June 24 in Chicago, IL.

LBI is a sponsor of this workshop and will have a display with educational information about library binding in the workshop meeting room. For more information, see [www.ala.org/alcts/events](http://www.ala.org/alcts/events).

### The Changing Book: Transitions in Design, Production & Preservation

**July 22-25, 2005, Iowa City, Iowa**

The book, as we know it, is ever-changing in its structure and physical composition as well as in how it is perceived in the context of other media. The Changing Book Exposition will provide perspective on the continuing role of the paper book, trends in production, its preservation, and visions for the future. Set in beautiful eastern Iowa at the height of summer, the exposition will

include speakers such as Mary Lynn Ritzenthaler, National Archives and John Dean, Cornell University, as well as panels, book exhibitions, tours and a "tent show" featuring technical demonstrations, vendors, poster sessions, food, fun and music. The exposition will offer an informal, lively ambience for discussion, entertainment and inspiration much in the spirit of a county fair. Professionals and students dedicated to the traditional book and its preservation in the digital age, are invited to attend. Early bird registration (by June 20, 2005) provides a remarkable discount. For more information or to register call 1-800-551-9029 or check online at [www.lib.uiowa.edu/book2005](http://www.lib.uiowa.edu/book2005).

## **NISO Slate of Candidates**

The NISO nominating committee has recently submitted its slate of candidates for balloting by the membership:

### Candidate for Vice/chair-chair elect:

Robin Murray, Fretwell-Downing Informatics

### Candidates for Director:

1. Nancy Davenport, Council on Library and Information Resources
2. Lorcan Dempsey, OCLC Online Computer Library Center
3. Bruce Rosenblum, INERA Inc.

The ballots will be mailed on May 6<sup>th</sup>. Biographical information on each candidate and a statement of concern will accompany the ballot and be posted on the NISO website.

## **Werner Rebsamen Featured in LBS Publication**

He's a star! Look for an article profiling our very own Werner Rebsamen in an upcoming LBS publication. Maybe we will have the chance to learn more about it in Tucson...

## **Something to think about...**

"Every difference of opinion is not a difference in principle." - Thomas Jefferson