



A Newsletter from the Library Binding Institute

Printing/Publishing News

BMI Management Conference, April 22-24, 2007 • Innisbrook Resort and Golf Club

With more than one hundred people in attendance, the Book Manufacturing Institute (BMI) Management Conference, April 22 – 24, took place amidst the lush backdrop of the Innisbrook Resort and Golf Club, in Palm Harbor, Florida. Featured were sessions on a variety of topics of interest to book manufacturers and binders including:

- “The Future of Publishing Viewed Through A College Store Lens”, Gary F. Shapiro, Follett Higher Education Group, and Richard W. McDaniel, Cornell University
- “Leading Indicators”, Mark W. Pitts, Glatfelter
- “Logistics 2007 and Beyond”, John Bozec, Schneider National Carriers
- “Managing the Changing Workforce: Demographics,

Marketing Strategies, Change Management Techniques”, Thomas M. Carroll, R.R. Donnelley

- “RISI Market Outlook for Book Publishing Papers”, John Maine, Resource Information Systems, Inc.

“The 2007 BMI Management Conference proved to be another successful and educational gathering for our BMI member companies,” said Bruce Smith, BMI Executive Director. “Fifty-three (53) companies were represented. We had an excellent slate of speakers addressing topics ranging from the college textbook market, the book paper market trends, logistics industry, leading indicators for the book markets and the demographics of the U.S. workforce. We were also blessed with beautiful weather at a lovely Florida west coast resort which was the icing on the cake!”

See page 2 for highlights from Mark Pitts’ presentation.
Courtesy of Glatfelter

The conference was moderated by William L. Upton, Malloy Incorporated, and BMI president; Rob Mauritz, LBS, and BMI conference committee chair; Janet McCarthy Grimm, Lindenmeyr Book Publishing Papers, and Kent Larson, Bridgeport National Bindery, conference committee session chairs.

Comments Bill Upton, “We heard a group of thought-provoking speakers discuss some timely topics, and we were blessed with perfect weather, which enabled us to enjoy a beautiful venue to the fullest.” In addition to learning more about industry statistics and trends, having the opportunity to discuss important issues
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- InfoTrends and CIEC Announce Dates for the ON DEMAND Printing & Publishing Conference and Exposition in China
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- The Changing Standards Landscape: Creative Solutions to Your Information Problems, BISG/NISO ALA Forum
- Printing Industry Profitability up Over 30 Percent, According to WhatTheyThink.com’s Printing Shipments and Profits Report
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- Hardcover Binding Seminar Information

Courtesy:

Mark Pitts, Glatfelter, "Leading Indicators: Data and Trends That Influence Our Industry", April 23, BMI Management Conference.

PRINTER INVESTMENT PRIORITIES



What were your investment priorities over the last five years?

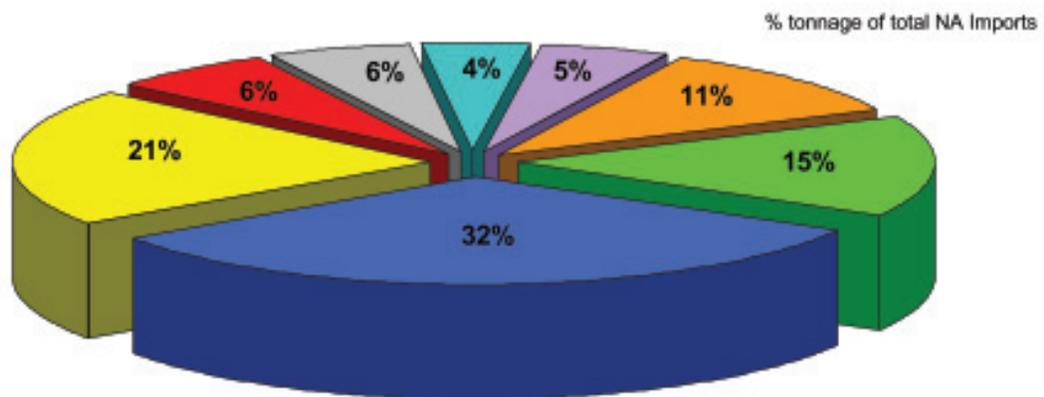
What will your investment priorities be over the next five years?

Priority	Next 5 Years	Last 5 Years
Digital printing presses/systems	57.6%	21.6%
Bindery/finishing equipment and systems	53.7%	44.4%
Employee training/education	50.3%	31.2%
Fulfillment capabilities	49.2%	26.4%
Mailing capabilities	44.7%	25.6%
Plant/facility expansion and improvement	43.5%	30.3%
Database management capabilities	42.7%	16.6%
Employee recruitment, comp., retention	41.3%	28.1%
4-or-more-color lithographic presses	40.7%	53.4%
Workflow solutions (JDF, CIM, etc.)	37.9%	18.3%
E-commerce capabilities	37.1%	18.8%
Computer-to-plate	35.7%	59.0%
Management information systems	34.8%	25.8%
Electronic prep systems/workstations	34.3%	57.6%
Digital asset (content) management	32.6%	12.9%

Printers are shifting investment focus from pre-press to the pressroom, bindery, and fulfillment. Investment in PEOPLE is also on the rise.

Source NAPL survey, 2006

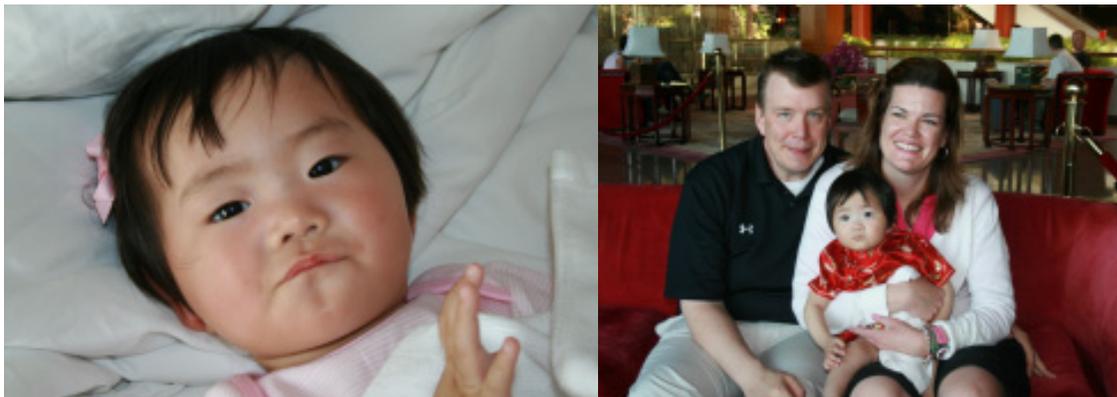
WHAT DOES NORTH AMERICA IMPORT?



- Books (excl. children's books)
- Note books, exercise books, stationery
- Children's picture drawing or coloring books
- Postcards and greeting cards
- Calendars
- Printed catalogues, journals and periodicals
- Pictures, designs and photographs
- Miscellaneous printed matter, in sheets

Welcome Sophia!

LBI's own John and Jennifer Jacobson, On Demand Machinery, recently returned from China with a new addition to the family, little Sophia. In a recent email, John wrote, "Back from China, the mission is now complete." LBI would like to take this opportunity to welcome Sophia into the Jacobson family and extends heartfelt congratulations to John and Jennifer.



InfoTrends and CIEC Announce Dates for the ON DEMAND Printing & Publishing Conference and Exposition in China

InfoTrends, the leading worldwide consulting firm for the digital imaging and document solutions industry, and CIEC, one of the largest exhibition management companies in China, announced last month that the ON DEMAND Printing & Publishing Conference and Exposition will take place November 14-17, 2007 at the China International Exhibition Center in Beijing, China.



The ON DEMAND Printing & Publishing show is the first event focused on print on demand technologies (including digital printing equipment, digital workflow, digital direct-to-plate, and wide format printing) in the Chinese market.

"China represents the next major growth opportunity for digital printing," commented Mr. Charles Pesko (BIO), President of InfoTrends. "The ON DEMAND Printing & Publishing Conference and Exposition provides a strategic forum to demonstrate technology, showcase solutions, and educate users about the digital printing business opportunity."

ON DEMAND will bring the necessary education and technology insights to accelerate print on demand market growth in China. Manufacturers, developers, service providers, and distributors of digital printing products and services will find the ON DEMAND Printing & Publishing show highly focused and crucial to positioning their companies in this growing market.

For more information on the show or to sign up as a sponsor or exhibitor, please contact:

In the United States, InfoTrends, info@infotrends.com. In China, InfoTrends, julia_du@infotrends.com.

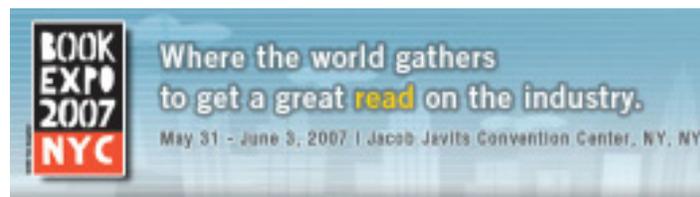
Esteemed Scholar and Former Chairman of the Federal Reserve Board, Alan Greenspan, to be Conference Keynote at BookExpo America

The former Chairman of the Federal Reserve Board, Dr. Alan Greenspan, will kick off BookExpo America's (BEA's) author events in a unique and special way by appearing as BEA's Conference Keynote Speaker on Friday, June 1 at 11:00 am. He will be joined by Andrea Mitchell, Chief Foreign Affairs Correspondent for NBC News, who will interview Dr. Greenspan. Officials at BEA are expecting a significant audience and large media turnout for a discussion of Dr. Greenspan's eagerly anticipated new book, *The Age of Turbulence: Adventures in a New World*, The Penguin Press, September 17, 2007. The event will be held in Room 1E12 and all other programming at BEA will be suspended for the duration of Dr. Greenspan's appearance.

The Conference Keynote represents a new platform at BEA. Convention officials note that conference programming has become one of the most critical components of convention activity, and the sessions annually attract a large audience of publishers, booksellers and media.

"We are enormously honored that Dr. Greenspan has agreed to appear at BEA," notes Lance Fensterman, Event Director for BookExpo America. "Dr. Greenspan is one of the leading figures of the latter half of the 20th Century and his insight, leadership, and impact has affected citizens in the United States and the world at large. We couldn't be more proud to have this opportunity to host such an accomplished and respected individual and to have his name associated with BEA and our conference program."

For more information, go to <http://www.bookexpoamerica.com/App/homepage.cfm?moduleid=42&apname=288>.



BISG Programming at BookExpo America 2007



This year, the Book Industry Study Group will present two special sessions during BookExpo America in New York City. Past BISG sessions at BEA have been well attended and have offered a unique opportunity for BookExpo participants to hear leading retailers, wholesalers and distributors reveal the best practices behind their success.

Supply Chain 101: Toward a More Profitable Bottom Line

Date: Thursday, May 31, 2007

Time: 2:30 p.m. to 3:30 p.m.

Location: Jacob Javits Convention Center, Room 1E02

Description: You may not think about it, but the ways in which you handle your supply chain can make or break your bottom line success. During this session, members of the Book Industry Study Group (BISG) will share insight into the standards and best practices which have increased their profitability and productivity. Topics will include product identification – ISBN-13 and beyond, data quality, EDI, RFID, shipping labels and other savvy ways of lowering your costs while still growing your business. Remember: it's of little consequence how brilliant your books are if your potential customers and business partners can't find them in the supply chain.

Moderator: Michael Healy, Executive Director, Book Industry Study Group, Inc.

Speakers:

Joe Gonnella, VP of Inventory Management & Vendor Relations, Barnes and Noble, Inc.

Jean Srnec, Vice President of Merchandising, Baker & Taylor
Dominique Raccach, Founder and CEO, Sourcebooks, Inc.
Craig Bauer, VP of Global Sourcing, Houghton Mifflin

BISG Presents *Book Industry TRENDS 2007*

Date: Friday, June 1, 2007

Time: 1:00 p.m. to 2:15 p.m.

Location: Jacob Javits Convention Center, Room 1E03

Description: Get your first look at the data driving today's book industry! This session will preview the newest edition of the Book Industry Study Group's (BISG) flagship research publication *Book Industry TRENDS 2007*. The presentation offers details concerning the overall size of the book market and growth projections for 2007 through 2011. *Book Industry TRENDS 2007* is an authoritative and indispensable tool used by all sectors of the book industry to stay on top of business today. Planners, marketers, publishers, business developers, sales directors and others will find this report invaluable in formulating more successful marketing strategies and business development plans. *Book Industry TRENDS* numbers are quoted in *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Washington Post*, *Business Week*, *Publishers Weekly*, and many other periodicals serving book industry professionals who rely on data from *Book Industry TRENDS* to plan for the future.

Moderator: Michael Healy, Executive Director, Book Industry Study Group, Inc.

Speakers:

Albert Greco, Fordham University and The Institute for Publishing Research
Robert Wharton, Fordham University and The Institute for Publishing Research
Jeff Hayes, InfoTrends

The Changing Standards Landscape: Creative Solutions to Your Information Problems

Co-sponsored by:



June 22, 2007 • 1:00 p.m. to 4:30 p.m. • Washington, DC
Held in conjunction with the American Library Association Annual Meeting

This half-day pre-ALA Annual Meeting forum, co-sponsored by the Book Industry Study Group (BISG) and the National Information Standards Organization (NISO), will provide a big-picture look at the development and impact of common solutions-based standards for librarians and publishers alike. The session will focus in particular on the preparations underway to build standards for tomorrow's digital supply chain and will call for industry-wide participation and consensus in their development. Learn more about why

standards are important for your organization and how you can get involved.

During this forum you will learn about:

- The Changing Model for Standards Development
- Six Key Attributes of Successful Digital Content Management
- Emerging Opportunities for Improving Your Customer Relationships Through Standards

The forum will end with a Summary and Round Table Discussion to explore your thoughts about areas that need further investigation and next steps.

This event is free-of-charge.

Location: Renaissance Washington, Grand Ballroom North
<http://marriott.com/hotels/travel/wasrb-renaissance-washington-dc-hotel/>

More information can be found at http://www.bisg.org/conferences/ala_2007.html.



**LBI 2007 Fall Meeting • September 27 – 29, 2007
Springfield, Massachusetts Sheraton Springfield Monarch Place Hotel**

LBI's 2007 fall meeting has been confirmed to take place September 27 – 29 in Springfield, Massachusetts. Featured will be a tour of Bridgeport National Bindery in Agawam, Massachusetts, a state-of-the-art bindery which provides a number of services including library binding, on demand and edition binding, as well as textbook rebinding. Additionally, a hardcover binding one-day seminar will be facilitated by Werner Rebsamen, LBI technical consultant and professor emeritus, Rochester Institute of Technology. Information on the hardcover binding seminar can be found on page 11.

Printing Industry Profitability up Over 30 Percent, According to WhatTheyThink.com's Printing Shipments and Profits Report

The April 26, 2007, edition of *WhatTheyThink.com*, announced that the commercial printing industry's profitability rose over 30% according to a recent report titled "Printing Shipments and Profits." Authored by Dr. Joe Webb, director of WhatTheyThink.com's Economics and Research Center, the report is available for immediate purchase at www.wttstore.com/prpr.html. The cost of the report is \$50.00 and includes both Adobe PDF and PowerPoint files, as well as an MP3 file with audio commentary from Dr. Webb himself.

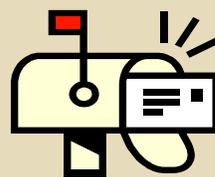
"From a profitability standpoint, 2006 compared favorably over 2005 with a 30.7% increase over the previous year," said Dr. Webb, director of WhatTheyThink.com's Economics and Research Center. "While we have experienced four quarters of increased profitability since 2005, we are still far from the record levels set in the years 1999 and 2000."

The report contains historical data from 1995 through the end of 2006 and an invaluable reference tool for industry executives. In addition, the report also contains current dollar and inflation-

adjusted shipments per employee as well as data on the reduction in labor costs to offset the cost of energy and materials. The bonus audio file, included in the report package, provides a frank analysis from Dr. Webb as well, offering opinions on the year 2006 results.

The report contains significant and propriety analysis by Dr. Webb and WhatTheyThink.com's Economics and Research Center based on data published by the U.S. Commerce Department and U.S. Bureau of Labor Statistics. In addition, it includes all segments in NAICS 323 that includes commercial printing and trade services such as prepress and postpress. Those purchasing the report can repurpose the charts and data for internal and client presentations as slides have been designed to easily copy and paste from one presentation into another.

For more information, go to <http://members.whattheythink.com/home/wttnews070426.cfm>.



New Postal Rates Effective May 14, 2007

New postal rate effective May 14, 2007, can be found at on the U.S. Post Office website, http://pe.usps.com/RateCase2007/DMM300_PDF/RatesAndFees.pdf.

American Library Association 2007 Annual Conference, June 21 – 27 • Washington, DC

Advance Registration Deadline is May 18

The ALA 2007 Annual Conference will be held in Washington D.C., from June 21-27. Exhibits will be held June 23-26, 2007 in the Washington Convention Center, located at 801 Mount Vernon Place, NW. Pre-conferences

will be held June 21-22.

Business, committee and Council meetings are primarily held June 22-27.

The advanced registration deadline is May 18. For more information, go to www.ala.org/ala/eventsandconferences/annual/2007a/home.htm. For the complete ALA Annual Meeting schedule in a PDF format, contact Debbie Nolan, dnolan@lbibinders.org.



“Interactive Futures” and More, Celebrating ALCTS’ 50th Anniversary

What: “Interactive Futures: A National Conference on the Transformation of Library Collections & Technical Services”

Where: Ronald Reagan Building and International Trade Center, Washington, DC

When: June 20 and 21, 2007. Registration begins at 1:30 on the 20th.

What: ALCTS Gala 50th Anniversary Dinner

Where: Aboard the luxury cruise ship, the Odyssey III on the Potomac River

When: June 21, 2007, boarding at 6 p.m., cruise at 7 p.m.

The Association for Library Collections & Technical Services (ALCTS) has a superb lineup of events to celebrate its 50th Anniversary. Visit the ALCTS 50th web site for more information and to register: www.ala.org/alcts.

Interactive Futures: A National Conference on the Transformation of Library Collections & Technical Services

A thought-provoking, open, and participatory exchange on the transformation of our work and the profession; explore the challenges we face and develop a vision of the future roles of collections and technical services librarians. Registration for ALCTS members is only \$250 and includes breakfast, lunch and a reception. Registration rates are also available for ALA members and non-members.

Keynote: Richard Lanham: “The Two Markets: Libraries in an Attention Economy”

Lanham, Professor Emeritus, UCLA, and author of the *Economics of Attention*, U. of Chicago Press, 2006, will speak to the

attention economy, where it is not information which is in short supply, but the human attention needed to make sense of it. Visit his website at <http://www.rhetoricainc.com>.

Plenary Sessions:

David Lankes: “Collecting Conversations in a Massive Scale World”

David Lankes’ presentation outlines some of the issues and opportunities for libraries in this massive scale environment as well as presenting a new way of organizing library materials: as conversations. More about David Lankes, Syracuse University, School of Information Studies: <http://quartz.syr.edu/rdlankes/>
Susan Nutter: “Genetically Engineering Our Future”
Susan is Vice Provost and Director of Libraries at North Carolina State University

End Notes:

Stephen Abram, Vice President of Innovation, Sirsi/Dynix: “Social Libraries: The Librarian 2.0 Phenomenon”

Abram’s talk addresses the role of the library and librarians in the social web: Library 2.0, RSS, YouTube, Blogs, Wikis, Facebook, MySpace— do library staff have the right skills and competencies for Web 2.0?

<http://stephenslighthouse.sirsi.com> and

http://www.sirsi.com/Resources/abram_articles.html

In break-out sessions led by an outstanding group of facilitators, you’ll have an opportunity to discuss the presentations and brainstorm how the issues and insights the speakers offer will affect the future of technical services.

The closing session panel, moderated by Carol Pitts Diedrichs, concludes the conference with valuable insights and ideas to take away. The stellar panel includes Nancy Gwinn, Karen Calhoun, Brian Schottlaender, and Peggy Johnson.

The Gala 50th Anniversary Dinner, aboard the luxurious Odyssey III, where diners will cruise the Potomac River, enjoying the sites of Washington, DC and Georgetown. The Odyssey III was built specifically to navigate the Potomac River and its many bridges, <http://www.odysseycruises.com/dc/index.cfm>. The ship will begin boarding at 6 p.m. Dinner is \$75.

The ALCTS 50th Celebration is made possible in part by the generous contributions from our sponsors: OCLC, Innovative Interfaces, EBSCO, Elsevier, Amazon.com, Swets, Preservation Technologies, Harrassowitz, and individual contributions through the “ALCTS \$50 for 50 Years Campaign”. Individual contributions can be made at a variety of levels by clicking the “50 for 50” icon on the ALCTS web site. To be a sponsor, visit the ALCTS 50th web page and click “Sponsorships”.

LIBRARIAN Act of 2007 Introduced In Congress

On April 17, coinciding with National Library Workers Day, the Librarian Incentive to Boost Recruitment and Retention in Areas of Need (LIBRARIAN) Act of 2007 was introduced in both the U.S. Senate (S. 1121) and the House of Representatives (H.R. 1877).

This bill amends the Higher Education Act of 1965 to provide for Perkins student loan forgiveness, which will encourage individuals to become and remain librarians in low-income schools and public libraries.

"The LIBRARIAN Act of 2007 is a bold step forward for librarianship," ALA President Leslie Burger said. "With the face of information changing on an almost daily basis, bills like this do a great service to one of the world's most respected professions, attracting a younger and more diverse crowd with extensive knowledge of the hi-tech services offered in today's libraries."

"Further, many of today's librarians are nearing retirement age," Burger continued, "and we as a society must do all we can to ensure that every library continues to be staffed by librarians skilled in both their profession and their community."

The bipartisan bill was introduced in the House by Rep. Becerra (D-CA), along with Reps. Grijalva (D-AZ), Ehlers (R-MI), and Shimkus (R-IL), and in the Senate by Sens. Reed (D-RI) and Cochran (R-MS).

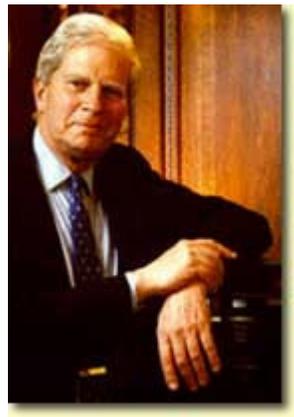
"Librarians play an essential role in our schools and public libraries and help to foster a lifelong love of reading in our young people," stated Sen. Reed. "With a shortage of librarians across the country and with many more set to retire, we must urgently encourage more people to enter the library science field and work to retain valuable librarians who are already serving our communities."

Said Rep. Becerra, "The loan forgiveness provisions of this bill will be a valuable tool in attracting some of our brightest and best students to become tomorrow's educators in the communities where they are most needed."

The American Library Association strongly supports the LIBRARIAN Act of 2007 and encourages Senators and Representatives to cosponsor it.

Current law allows for the forgiveness of educational loans for several categories of professionals that serve in low-income areas, such as teachers for Title I schools, special education and Head Start, as well as members of the armed services, law enforcement officers, Peace Corps volunteers, medical technicians and nurses.

Librarian of Congress James H. Billington Testifies on the Library's Digital Evolution



In today's digital environment, it takes only 15 minutes to produce an amount of information equivalent to the 134 million analog (physical) materials the Library of Congress has acquired in more than two centuries. Librarian of Congress James H. Billington and other Library officials provided testimony last month to the House Appropriations Subcommittee on Legislative Branch regarding how the Library is transforming itself to

accommodate the digital age. The Librarian's full testimony is available at www.loc.gov/about/welcome/speeches/digital/digitalage.html.

Addressing subcommittee Chair Debbie Wasserman Schultz (D-Fla.), Ranking Member Zach Wamp (R-Tenn.) and other members of the committee, Dr. Billington emphasized that digital materials, contrary to some assumptions, are less stable than analog materials, because digital content is easily altered, corrupted or even lost. He noted that the average Web site's life span is between 44 and 75 days and that important materials relating to Hurricane Katrina that are used by Congress, which were once available on the Web, are no longer there.

According to Dr. Billington, the Library of Congress has been preparing for the digital age since the 1960s, when it used early technology to create and share bibliographic information in electronic form.

The Library was also one of the first cultural institutions to recognize the value of digitizing its rare and unique materials, and making them available beyond its four walls. In 1990, digitized versions of Library treasures were distributed to 44 schools and libraries across the country in a pilot called American Memory. Then, in 1994, when the Web became widely available, the materials in American Memory were made accessible online. That same year, the Library committed to placing 5 million items online by 2000 in collaboration with other major repositories.

"We have continued this process and now have more than 11 million items on our American Memory Web site," Dr. Billington testified.

He also told the panel how the success of American Memory has led to the development of other Web sites, accessible at

(continued next page)

www.loc.gov. In 2000, Congress asked the Library to lead a national strategic program to collect and preserve the burgeoning amounts of digital content that will be needed by today's and tomorrow's generations in an increasingly competitive global environment. The National Digital Information Infrastructure and Preservation Program (www.digitalpreservation.gov) is building a nationwide network of partners to perform the important work of selecting and preserving critical materials at risk of loss if they are not saved now. There are nearly 70 partners in this network, with plans to soon grow to more than 100. Dr. Billington expressed hope that Congress would continue to support the program it instituted.

Another area that has been greatly affected by technology is the U.S. Copyright Office, which has been part of the Library of Congress since 1870. The office has embarked on a major reengineering program, he told the committee, to enable it to receive born-digital works (those existing only in digital format) for registration and deposit.

Because Congress often calls on the Library for information about how other nations have handled problems similar to those before U.S. lawmakers, the Global Legal Information Network was

established in 1991 to make the laws of other nations available on a single Web site. Another of the Library's international programs is the World Digital Library, which was announced in late 2005.

Although the digital age is profoundly affecting the services of the Library, Dr. Billington also noted that "we must transform our workforce into a new kind of 'knowledge navigator,' able to draw equally on new digital materials and traditional artifactual items."

The Librarian said that "the Library's basic mission of acquiring, preserving and making accessible the world's knowledge and the nation's creativity is not changing. But the amount of information and the explosion in the number of creators are driving the greatest revolution in the generation and communication of knowledge since the advent of the printing press. We are proud that the Library is yielding profoundly valuable information and educational resources for the nation. We are bringing together both the historical digitized materials and the born-digital content that together provide a strategic and unique resource for the nation."

by Werner Rebsamen

What – A Hardcover Binding Without Boards?

Earlier this month, we spent some precious time with our two daughters and grandchild who live and work in Germany. On one occasion, we visited a Bertelsmann Book Club store to purchase a particular hardcover book. Unlike most North American bindings, the book featured a beautiful round. It had turned-in edges and was sold shrink-wrapped. Then came the big surprise. The cover was made only from a heavy Bristol board which was four-color printed. The edges were turned-in over the semi-rigid board itself. There was no hinge. As soon as we removed the shrink-wrapping, the cover started to warp.

Why would publishers offer such a questionable "hardcover" binding? Well, the savings must be big. No cover boards, no covering material, no case-making, no book jacket. My wife's sister stated that most of the better bound books she has purchased recently are coming into the market with such covers. Is this a new process? Hardly.

In the mid 1950's, I worked in a bindery in the Netherlands, where I first became acquainted with a new cover structure called **Integral**. A 17 to 20 pt. clay board was printed and laminated, and a special machine then scored the turn-ins, cut

the corners, applied glue to the edges and turned them in, two sides at one time. It never had much success.

In the late 1970's, this technology surfaced at a publisher's bindery in New Jersey. I shall never forget how a cover material supplier called me and started to worry about future sales.

Well, it remained a one-of-a-kind installation and board and cover-material sales continued.

Back home, I searched my files on Integral cover technologies, but found no information. However,

on a list of services German Binders offer, this technology is very common. I will search further and hope to have more information on this process at our Santa Fe meeting. What I will bring along is a book bound in this fashion.

What if such cover making technology is adapted in North America? Bertelsmann, as perhaps the largest publisher in the World, has manufacturing facilities on this continent. If Integral covers are becoming popular, this may be bad news for some of our suppliers, but good news for library binders. Those imitation hardcover bindings do not last! Without a hinge,

if integral covers are becoming popular, this may be bad news for some of our suppliers, but good news for library binders.

excessive forces are exerted onto the joint areas and the bindings will come apart in no time.

Short-Run-Solutions Is No More

In earlier issues of *Endpaper*, I reported on my trip to Leipzig, Germany where I had a privileged preview of an all-new adhesive binder and three-knife trimmer. An article followed in the *American Printer* trade magazine. Several library binders showed a keen interest and evaluated the very first such binder in operation at Thomson-West in Minnesota. There are now several such binders in operation. An all new on-demand facility in Los Angeles is using this unique binder and trimmer in combination with a Muller Martini Diamant 30 hardcover binding line. Kurt Richter, who initiated the Book Technology Group and later founded Short Run Solutions has retired and sold some of his research facilities to a main player in print-finishing.

DGR Graphic Adhesive Binding and Hardcover Binding Equipment

At the On-Demand show, I was introduced to DGR equipment which is different from SRS—more advanced and operator friendly. I also learned that the Short Run Solution's equipment was based on patents from DGR. SRS purchased the rights to produce the perfect binder and trimmer. As SRS is no longer in business, it is unknown as of yet who will service their equipment.

There is good news for us hardcover binders. Volker Petzold used to work for Kolbus and knows bookbinding machinery inside and out. His experience included completing installations and troubleshooting whenever necessary. He is now president of Print Finishing Sales and Services (PFS&S). His company is the sole agent for DGR which at present offers following equipment:

- The KM.40 perfect binder for hard and soft-cover production, including back-lining, the unique feature to automatically feed endpapers in-line etc..
- The D.08 three-knife trimmer
- The RHLE Bookline, a complete hardcover binding line
- The E.30 casing-in and building-in machine

I was especially impressed with the feature that each book produced can be different from the others. Barcode readers scan and compare the materials to be processed. Servo motors adjust format and binding styles automatically. In short, all very important factors an enterprising hard cover binding establishment must investigate.

Volker Petzold can be contacted at the following address:
Print Finishing Sales and Services
4954 Gardiners Bay Circle
Sarasota, FL 34238
Phone 941-927-5933
E-mail: sales@printfinishingss.com,
www.printfinishingss.com

On Demand Show in Boston Considered a Big Success

Despite the stormy weather resulting in record floods in the North East, 25,000 people found their way to the On-Demand show held at the all-new Boston Convention Center. Representatives from 110 Fortune 500 companies were in attendance and 425 companies exhibited. Attendees included visitors from all 50 states, Canada and 77 other countries. Two members of LBI—ACME and Bridgeport National Bindery—had impressive displays. Bruce Jacobsen, Bridgeport National Bindery, stated, "This event has been extremely successful for us." Publishers have many questions about binding, especially about on-demand printing and binding. They love to use a full service facility, especially those who have extensive experience with hardcover binding. Like one corporate administrator of a large publishing company told me, "we need and must rely on dependable services." She also shared with me that they recently used an on-demand service company, but when the books were inspected the cover was the right one but the content was someone else's! Interestingly, this corporate executive attended my BMI seminars at RIT and when she heard about our upcoming hardcover seminar in Springfield, she said "count me in!"

The On-Demand show, which showed a 35 percent increase in conference attendance this year, will return to Boston, March 3 to 8, 2008.

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.

Check it out...

Check out, "Reading Gets Wired. Meet the iPod for books. But do they really need a digital edit?" in the April 30, 2007, issue of *Time Magazine* (p. 62). In this article, the Sony Reader is discussed.

Executive Director's Report

by Debra S. Nolan, CAE

What Color Is Your Cow?

Bestselling author and marketing guru, Seth Godin, in *Purple Cow*, writes about transforming your business by being remarkable. Godin essentially argues that there are a lot of brown cows out there. Some are beautiful, some are not. Some are good at what they do, many are not. After a very long road trip, with miles of pastures and cows in the rearview mirror, most cows begin to look the same. In fact, they almost become invisible. What if, instead of a brown cow or white cow or spotted cow, there was a purple cow perched in the middle of a passing field. The car would likely come to a screeching halt because this would be something to notice.

Godin likens remarkable businesses or endeavors to a purple cow commenting, "Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable." He goes on to remark that being purple is

inherent, "not a marketing function that you can slap onto your product and service." Who are the purple cows out there? Well, Godin argued for Starbucks, Jet Blue, and Krispy Kreme back when the book was published in 2002. What about today? My guess is that his purple cows of today would include such remarkable enterprises as Trader Joe's, IPODs, and YouTube.

Is there anything remarkable happening these days in the library binding business? Could there be? I imagine that library binding was seen as a sort of purple cow back in the day. What about today? Are there other business opportunities that allow for being remarkable? The on demand and short run printing and binding industry continues to explode. Perhaps it provides an opportunity for certified library binders and its members to expand their palette of colors. What color is your cow?

BMI Management Conference
(continued from page 1)

with leading book manufacturers and their suppliers provided valuable insight. According to Rob Mauritz, conference committee chair, "many BMI members told me it was the best conference ever. The variety and quality of speakers were high and the issues pertinent and interesting. Folks had solid information to take home which is always a plus."

BMI's 2007 Annual Conference will be held November 4 – 7, at the St. Regis Monarch Beach Resort, Dana Point, California and the 2008 Management Conference will be held May 4 – 6, at the Sanibel Harbour Resort and Spa, Fort Myers, Florida.

Something to Think About

"We must figure out how to extend our services into areas that add value to the information. When you add value, you add profit. Take digital printing. You can wait until someone comes to you with a job or you can create your own jobs. There are printers who have partnered with companies that manufacture products that require operating and parts manuals. Some of these products may be discontinued. If you were to digitize the manuals, you could offer them on-demand to users of legacy equipment."

- Frank Romano,
Ready, AIIM, Aspire, April 13, 2007 issue,
WhatTheyThink.com

“What Every Book Manufacturer and Binder should know about Hardcover Binding Technology”



Library Binding Institute

- Date: **Saturday, September 29, 2007**
- Time: **8:00 am – 5:00 pm**
- Place: **Sheraton Springfield Monarch Place Hotel – Springfield, MA**
- RSVP: **LBI at 561.745.6821 or dnolan@hardcoverbinders.org**
- Cost: **\$149.00 ** (Early Bird Registration by June 15)**

- Who Should Attend:
 - Book Manufacturers, Binders and On-Demand Printers
 - Equipment Vendors
 - Administrators and Operators
 - Industry Leaders

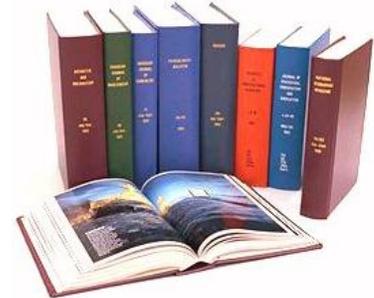
Facilitator:

Werner Rebsamen, Professor Emeritus – Rochester Institute of Technology

Presentation – Saturday ***

Hardcover Binding Seminar

This one-day event will include an introduction to hardcover binding, a discussion of binding options including text blocks, cover, adhesive bindings, and sewing, aspects of available printing and binding systems, an introduction to materials and techniques used in book binding, and problem solving. Material and other suppliers will exhibit their products and participate in the discussions. A continental breakfast and lunch is included.



Optional Pre-Seminar Tour – Friday ***

Bindery Tour

Tour of Bridgeport National Bindery (www.bnbindery.com), a state-of-the-art bindery specializing in library binding, hardcover binding, print-on-demand and short run binding.

*** This seminar and tour will be held in conjunction with the Library Binding Institute 2007 Fall Conference. If you are interested in attending the full conference, please contact LBI at 561.745.6821 for registration information.

Members of:



Please register me for ___ admission(s) at \$149.00 each. Please make check payable to "LBI" or credit card:

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: (____) _____

EMAIL: _____@_____

Visa MasterCard

CC #: _____

Expires: ___/___/___

Signature: _____

Mail or Fax to: Library Binding Institute • 4300 S. U.S. Highway One, #203-296 • Jupiter, FL 33477 • P 561.745.6821 • F 561.775.0089 • www.hardcoverbinders.org