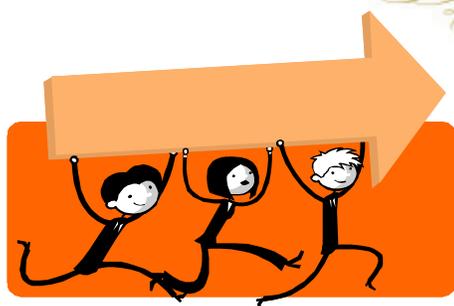


A Newsletter from the Library Binding Institute



Forward Movement for Hardcover Binders International (HBI); Certified Library Binders and Libraries Continue to be a Priority!

It is an exciting time as HBI continues to unfold. At the same time, service to the library binding community remains a priority. Following is an update on both fronts:

HBI

Legal Legwork

A Certificate of Assumed Name has been filed with the Minnesota Department of State, where LBI is incorporated, so that the organization can operate under the assumed name, "Hardcover Binders International". Additionally, a required notice in the *Palm Beach Post* was published April 11 and 12. An association attorney continues to be consulted on next steps so as to ensure legal and best practices compliance.

Identity

The firm of Guzman Design Studio, Inc., located in Boca Raton, FL, has been retained to develop the new HBI logo. At the same time, collateral material is being drafted including a new membership

application and information which can be distributed during Drupa, May 29–June 3.

Awareness

LBI Executive Director, Debra Nolan, CAE, was recently quoted in a *Publisher's Weekly* article scheduled to be published on May 5. The article profiles Bridge Publications and their digital print capabilities. Nolan mentions the fall conference, September 25 – 28, scheduled to take place at Bridge Publications and Kater-Crafts, along with the newly created Hardcover Binders International (HBI) in her quote.

An article titled, *Library Binding Institute to*

Reinvent and Expand the Organization, was recently published in the quarterly magazine of the National Information Standards Organization (NISO), *Information Standards* (Volume 20, Number 1, page 5). If you would like a PDF of the article, please contact the LBI office, dnolan@hardcoverbinders.org.

Progress continues to be made on the development of a session on hardcover

(continued next page)

Also in this issue

- LBI Fall Conference Digital Print Binding Seminar
- *High Growth Segments of Digital Book Printing: Market Analysis & Forecast*
- Xerox Hosts Digital Print Workshop, April 9 and 10
- Becky Ryder Named First LBI Cunha/Swartzburg Recipient
- 2008 American Library Association Annual Conference Update
- 2008 State of America's Libraries Report Now Available
- Technical Director's Report - Lay-Flat Photo Books
- Executive Director's Report - The Value Proposition
- Something to Think About

binding to take place during the annual conference of the Digital Image Marketing Association (DIMA), March 1 and 2, 2009, in Las Vegas. If you have ideas or would like more information, please contact Suzanne Wiersma, via email at swiersma@wbmbindery.com, or Mark Hancock, mark@utahbookbinding.com.

A major rollout of HBI will take place in conjunction with Drupa and promotion for the 2008 Fall Conference and Digital Print/Binding Seminar, September 25–28, in Pasadena.

Certified Library Binders and Libraries A Priority

Plans for 2008 ALA Annual Meeting, June 27–30, Anaheim, CA

LBI Executive Director, Debra Nolan, CAE, is coordinating the session “Staying Alive: Books Through Print-On-Demand Technology” scheduled to take place 10:30 am – Noon, Anaheim Convention Center, Anaheim, CA. Following is the description and speaker lineup.

Session Description: Books can be available in a matter of seconds through print on demand technology. Librarians can opt for in-house or outsourced versions of this technology. This session will address the print on demand market, who is involved, what publishers are doing, in-house and outsourced print on demand options, as well what libraries should consider when offering print-on-demand materials and services.

Members in Good Standing

Go to the “Members Only” section of LBI’s website to access a PDF of the recently published 2007 fall and winter issues of *ShelfLife!* For password information, please contact the office at dnolan@hardcoverbinders.org.

Speakers: Brian Baird, Vice President for Library Services, Bridgeport National Bindery; Lynn Terhune, POD and USR Administrator, John Wiley and Sons; Gary Frost, Library Conservator, University of Iowa; Beth Wladis, Head of Access Services, New York Public Library Science Industry and Business Library (SIBL)

Additionally, Nolan will be attending meetings representing LBI including the Library Binding Discussion Group Meeting on and the ALA ALCTS Book and Paper Committee Meeting to which she has been appointed to serve another two-year term.

The new LBI sponsored George Cunha and Susan Swartzburg Award for Preservation will be presented for the first-time ever during the ALA Annual Meeting on Sunday, June 29. This award will honor the memory of George Cunha and Susan Swartzburg, both early leaders in cooperative preservation programming and strong advocates for collaboration in the field of preservation. The award recognizes the leadership and initiative required to build collaborative networks designed to achieve specific preservation goals.

Library Binding Toolkit

Now that the soon-to-be published updated *Guide to the Library Binding Standard* will be available for purchase at

the June ALA Annual Meeting, the library binding toolkit can now be completed and made available to members and nonmembers. The guide is a core component of the toolkit. More details to follow on this. You may want to note that ALA has given permission for LBI to make a complimentary PDF version of the guide available on LBI’s website following the debut of the printed publication.

Inquiries Fielded

Inquiries related to library binding and hardcover binding continue to be fielded by the office. Technical questions are forwarded to technical director, Werner Rebsamen, and those looking for work to be done are directed to the members section of LBI’s website.

Members Only Information Accessible Through LBI Website

If you have renewed your 2008 membership in LBI and your dues payments are current, you can access the Members Only section of the website which includes back issues of *ShelfLife*, the *Endpaper*, and selected excerpts from these publications.

As always, member participation and feedback is encouraged. If you have suggestions or would like to be more involved in HBI/LBI, please contact Debra Nolan, CAE, at dnolan@hardcoverbinders.org.

High Growth Segments of Digital Book Printing: Market Analysis & Forecast

(Information obtained from the INTERQUEST website)

High Growth Segments of Digital Book Printing: Market Analysis & Forecast is a recent INTERQUEST study of digital book manufacturing which focuses on areas of the book market which have been the most successful for digital manufacturers. It is based on 60 in-depth interviews with major publishers and book printers specializing in trade, education, professional, and photographic book applications. The report includes market analyses-including market size and forecasts-trends and developments in digital book printing, and comprehensive survey results for each of the high-growth sectors.

“Digital Book Printing Volume Will More than Double by 2011”

Many publishers are taking a harder look at their supply chains and are increasingly turning to digital manufacturing for on-demand fulfillment of front list titles in addition to using it to extend the life of back list catalogs.

- INTERQUEST forecasts that digital book printing volume produced in North America will grow 16% annually and more than double in output by 2011
- In 2006 digital printing represented about 2.7% of the total book printing volume produced in North America; we expect this to increase to nearly 6% by 2011

“All Key Book Segments Benefit From Digital Printing”

Trade book printers expect their digital print volume to grow at an average of 20% annually for the next three years, making trade books one of the fastest growing sectors for digital printing. The study finds that about 29% of the respondents produce runs of one copy while nearly two-thirds never produce runs of less than 100 copies.

Although the professional book segment is becoming more competitive, new opportunities, particularly in STM, are emerging due to improvements in image quality on monochrome systems and the availability of high-quality and lower TCO color digital presses. Distribute-and-print is being actively pursued in this sector.

Education book publishers are finding that a dual approach using digital and offset production can provide a more cost effective production model. In the survey more than 90% of education book printers have acquired digital presses to complement their existing production capabilities. Education books hold the most promise for digital color, personalization, and customization.

The photographic book market is the fastest growing of the four sectors, but it is also the smallest in terms of volume, and in the future could be impacted by the attention

span of consumers and overcrowding in this market. All of the leading yearbook manufacturers use color digital equipment for some of their production.

For more information and to order: Contact INTERQUEST at 434-979-9945 or go to http://www.inter-quest.com/product-detail.php?product_id=192. The 190-page, which includes more than 100 exhibits illustrating and highlighting key findings of the research, is available for \$1,095 in the U.S. and \$1,140 Int'l.



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.

Xerox Hosts Digital Book Printing Workshop, April 9 and 10

Xerox Corporation recently hosted a Thought Leadership Workshop in Webster, N.Y., April 9 - 10, for commercial printers interested in revenue-generating digital books opportunities.

Held at Xerox's Gil Hatch Center for Customer Innovation, the workshop was aimed at print providers new to digital printing. Attendees learned about the market potential for digital and heard from Xerox customers who have helped their businesses by using digital technology to produce books.

Xerox customer Dave Dolphin, director of Book Production at Tate Publishing, shared the growth and success Tate Publishing has experienced through the use of a Xerox Nuvera 288 Digital Perfecting System in-line with the C.P. Bourg Book Factory in the religious-trade book business.

"The shift from offset to digital book printing has really been our stepping stone to success," said Ryan Tate, president and CEO of Tate Publishing. "Using our demand-based publishing

concept, we are able to print short-run jobs in small quantities, enabling us to discover more unknown authors and play an increased role in the religious publishing industry, while remaining profitable."

Other presenters included John Conley, Xerox vice president, publishing, who led the "Digital Book Trends and Why Xerox Believes in this Market" session, and Howie Fenton, senior consultant, production and digital technology for the National Association for Printing Leadership (NAPL), who educated attendees about trends in the marketplace. Additional sessions discussed Xerox's technology, book-solution portfolio, finishing strategy and workflow offerings. The two-day event concluded with an active discussion session among industry leaders, Xerox executives and attendees.

As part of its continued commitment to facilitating industry discussions, Xerox will host a number of Thought Leadership Workshops at the Gil Hatch Center throughout 2008 including a photo books event April 23 - 24 and another digital books and manuals workshop June 25 - 26, among other events touching all areas of the industry.

Library News

Becky Ryder Named First LBI Cunha/Swartzburg Award Recipient Ryder to be recognized on June 29

Becky Ryder was named the winner of the inaugural LBI George Cunha and Susan Swartzburg Preservation Award. The Preservation and Reformatting Section (PARS) of ALCTS will present the award on Sunday, June 29, at the ALCTS Awards Ceremony during the 2008 American Library Association meeting in

Anaheim, Calif. The Cunha/Swartzburg Award is sponsored by LBI: The Library Binding Institute and includes a \$1,250 grant and citation.

Established in 2007, the award honors the memory of George Cunha and Susan Swartzburg, early leaders in cooperative preservation programming and strong advocates for collaboration in the field of preservation. The award

acknowledges and supports cooperative preservation

projects and/or rewards individuals or groups that foster collaboration for preservation goals.

Ryder, head of the preservation department at the University of Kentucky Libraries, has made a wealth of contributions to the preservation field. She has an ongoing commitment to collaboration in advancing the preservation of library and archival materials and serves as an educator in both formal educational and professional development settings.

With her expertise in preservation microfilming efforts, she has readily moved that expertise into the digital environment. For 12 years she was project director of the SOLINET/ASERL cooperative



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microfilming projects. Ms. Ryder also has served as project co-manager of "Beyond the Shelf: Serving Historic Kentuckiana Through Virtual Access," through which 2,700 titles serving as the premier representation of Kentucky history are available through the Kentucky Virtual Library. She has been an integral part of the University of Kentucky National Digital Newspaper Program (NDNP) team, since the inception of the program in 2005. Taking lessons learned from NDNP, she and her institutional colleagues developed the "Meta - Morphosis" conference to share approaches in converting early newspapers on microfilm and preserving the resulting digital content. Ryder's work with the Keenland Racetrack Library on a hybrid microfilm/digital project makes available a keyword searchable digital archive of the Triple Crown race coverage, while preserving the physical volumes and addressing long-term storage of the digital files.

Ryder's broader collaborative service to preservation includes membership on SOLINET's preservation advisory committee and her work as an adjunct professor at the University of Kentucky School of Library and Information Science.

The Association for Library Collections & Technical Services (ALCTS), a division of the American Library Association, is the national association for information providers who work in collections and technical services, such as acquisitions, cataloging, collection development, preservation, and continuing resources in digital and print formats.

2008 State of America's Libraries Report Now Available - Libraries Play a Key Role in Learning and Development...Public Libraries are Engines of Economic Growth, Studies Show

(Press release from the ALA website)

Libraries of all kinds continue to be engines of learning, literacy, and economic development in communities nationwide. Americans are acting on their conviction that school library media centers are a key element in delivering the kind of education the next generation needs in order to succeed in a global society, and public libraries are redoubling their efforts to serve linguistically isolated communities.

ALA 2008 Annual Meeting Update Meetings of Interest

Mark your calendar for these meetings scheduled to take place during the 2008 ALA Annual Meeting.

Friday, June 27

1:30 pm – 5:00 pm

Preservation Administrators Discussion Group
Marriott, Salon 4K

Saturday, June 28

10:30 am – Noon

Staying Alive: Books Through Print-On-Demand Technology
Anaheim Convention Center, 304 A/B

Sunday, June 29

1:30 pm – 3:30 pm

Library Binding/Physical Quality Treatment Discussion
Group
Disney Paradise Pier, Pacific A

Monday, June 30

8:00 am – 10:00 am

ALCTS PARS All Committee Meetings
Doubletree Hotel, Tuscany A/B

These are among the findings detailed in the 2008 State of America's Libraries report released each year as part of National Library Week, observed this year from April 13-19.

Americans check out more than 2 billion items each year from their public libraries, according to the report. The average user takes out more than seven books a year, but patrons also go to their libraries to borrow DVDs, learn new computer skills, conduct job searches and participate in the activities of local community organizations. Average bill to the taxpayer for this remarkable range of public services: \$31 a year, about the cost of one hardcover book.

New studies provide solid evidence that the nation's public libraries are engines of economic growth, contributing to local development through programming in early literacy, employment services and small-business development.

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Other studies show that libraries provide an excellent return on investment, have a measurable positive impact on the local economy and contribute to the stability, safety and quality of life of their neighborhoods.

School library media centers are increasingly in the public eye, but even as their value is ever more widely acknowledged, funding for them continues to lag. Studies in 19 states have shown that a strong school library media program helps students learn more and score higher on standardized tests. In Washington state, a year-long grassroots campaign by three determined Spokane mothers culminated in an all-day summit conference and rally in February that helped produce a bill in the legislature to institute state funding for local school libraries.

But teenagers — far from confining themselves to their school library media centers — are also regular users of public library services. Almost all the nation's public libraries now offer programs tailored to the needs and interests of young adults, and more than half employ at least one full-time staff equivalent in this area, a sharp increase in the past decade.

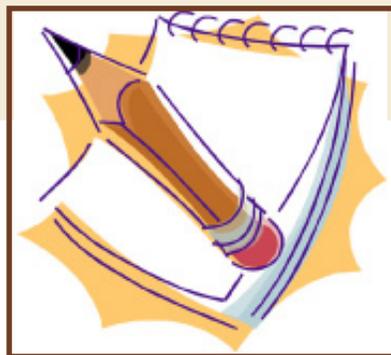
Computer and on-line games have also become part of the mix at many public libraries, and some use gaming to attract new patrons. "Libraries' response to gaming is just another indication that the profession is alert to the needs and desires of its patrons and is aware of the ways in which this interest interconnects with more traditional services, now and in the future" said ALA President Loriene Roy.

In an ALA study of U.S. public library programs and services for non-English speakers, 78 percent of the respondents reported Spanish as the top-priority non-English language to which they devote services and programs; Asian languages ranked second (29 percent). The study also showed that most libraries serving non-English speakers are in communities with fewer than 100,000 residents. The ALA is using the study results to help public and other libraries develop new programming for linguistically underserved communities.

Other findings in the 2008 State of America's Libraries report:

- Ebooks continued to emerge as a regular feature of libraries of all types.
- Library supporters won an important victory in 2007 when the Environmental Protection Agency was ordered to re-open many of the libraries it had closed in the past year.
- College and research libraries continue to find innovative new ways to meet the rapidly evolving needs of the academy.
- Libraries and librarians of all stripes continue to stand up for the First Amendment rights of all Americans, responding in public discourse and in court to unconstitutional snooping and aspiring book-banners. The right to read — freely and in private — remains a core value of the profession.

The full text of the 2008 State of America's Libraries is available at www.ala.org/2008State.



Make a note!

The updated *Guide to the Library Binding Standard* will be published in time for the 2008 ALA Annual Meeting and available for purchase in the ALA store.



Lay-Flat Photo Books

With the interest received from the PurePhoto technologies topic covered last month, let's talk about another, more conventional photo book structure. We are all familiar with children's board books which are now, for the most part, produced in China. Although they evoke

fond memories, these board books do sometimes warp.

In the 1990's, photo books were virtually unknown. Today it is a fast growing segment in the book markets. Photo books are different from photo albums, where prints were mounted onto the sheets in various ways. The popularity of photo albums have faded, much like cameras that use film have given way to digital cameras. One doesn't have to look far to see that digital printed photo books are a hot topic, especially the so-called lay-flat or panoramic binding styles.

You may ask what does lay-flat mean? Printing is done in four-page segments on a semi rigid coated stock. Only one side is printed and the printed sheet is then scored and folded in half. One must make sure the grain direction is parallel to the bind fold or serious consequences will follow. Now comes the critical part - mounting the individual components on top of each other. In China, they used to do this manually which is why there were problems with the mounted blocks becoming somewhat distorted.

An increased demand for photo books has prompted machinery suppliers to design machines that will mount components together in a most efficient way. One such machine, coming from Japan but marketed by the Swiss company, Photobook Technology (Info@pbtec.ch),

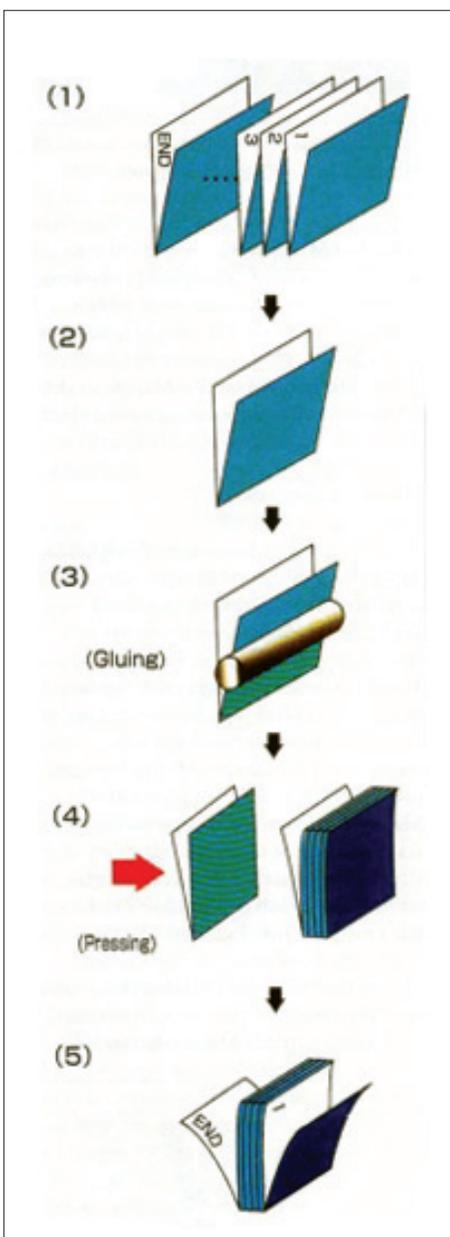


The MITAMAX Lay-flat Photo-Book machine is simple to set-up and operate.

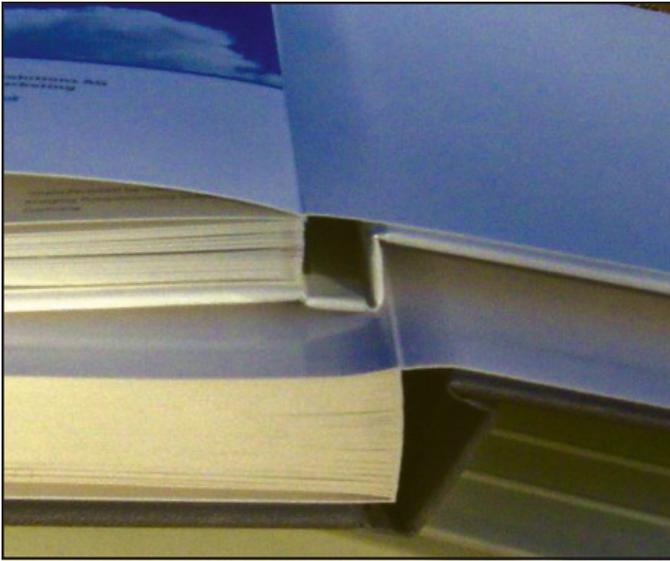
is the MITAMAX. This machine combines four-page units and mounts them together with a special PVA adhesive at a relatively high speed of 70 per minute. At this speed, the water-based adhesive has no chance to penetrate and expand the fibers, thus eliminating any chance for warping.

Of course, the individual book blocks must first be gathered and then fed into a tray. The cycles for a particular book are programmed. The first part receives no glue. The others are converted over an exactly calibrated adhesive roller where

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Schematic of a board book assembly



There are two board-book cover structures. One with two back strips and one with a single strip. The double strip version does not require joint creasing.

they receive an extremely thin coating of PVA adhesive. The glued components, standing up on the spine, are placed exactly in register on top of each other. After pressing, the individual book blocks are taken off the conveyor manually and pressed again. No further steps, except maybe nipping the spine, are necessary. The "endpapers" are self-contained. The final result is a solid book block, one that will open flat.

The best advantage of this binding method over any other is an uninterrupted, panoramic view without any voids in the bindfold. The final book block is of a durable construction, no further reinforcements are necessary. The MITAMAX machine will be demonstrated at DRUPA at Hall 13 B 89.

To prevent unfortunate warping, Wisdom Adhesives has developed a special PVA adhesive for such tasks. Just ask our

members, Jeff Wisdom or Tom Rolando. They will gladly share their expertise.

Now what about the cover structure? You can proceed with a regular flat-back or square-back cover made of two panels and a single board strip. Be sure the joint areas are sufficient. Another version you may want to consider are covers

with two stripes in the center. This technique features slightly better openability. The enclosed photographs are self-explanatory.

What business opportunities can you generate with such lay-flat books?

already have digital color printing in-house or work closely with a printer, the possibilities are endless. For example, show a sample book to a local wedding photographer. Assume 300 people attend the wedding and they all want those precious moments and memories in a suitable hardcover binding! Have the photographer go to a school and take pictures of a class in action - taking pictures of every student. Then arrange and print the images, convert them into a lay-flat book and voila - you will soon discover a profitable product. Every parent will want a book. Grandparents, too! Although I am not a marketing expert, these are just a few ideas to increase your business activities. Maybe marketing and pursuing new business endeavors would make a good topic for the upcoming Fall seminar. Sure we still concentrate mainly on hardcover binding, but you should also be aware that you have the tools and skills necessary to gain a considerable share of an all new photo book market.

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.



Lay-Flat Board books produced on the MITAMAX



Executive Director's Report



A Value Proposition

by Debra S. Nolan, CAE

Consider the following statement about value: "A value proposition, unlike a marketing or branding strategy, begins with the customer. It represents the optimal experience of an organization's assets a customer can have, the

reason a person or company will choose a service or product over others. It requires focus on one or two areas rather than the quantity of products and benefits. It must have both direct relevance to members' key needs and distinctiveness over competitors." ("Building the Future on Member Value: CoDevelopment as a Key to Customer Relationships in the 21st Century." *Journal of Association Leadership*, Spring 2007)

Jeanne Drewes, Library of Congress, remarked during the Library Binding Discussion Group meeting at the 2008 ALA Midwinter Meeting how much she valued having the opportunity to come into contact with those who publish and make books during LBI's 2007 conference and hardcover binding seminar. What if more opportunities for dialogue like this could be created?

Lynn Terhune, POD and USR Administrator for John Wiley and Sons, will be participating on the ALA Annual Meeting session,

"Staying Alive: Books Through Print-On-Demand Technology", June 28. She is joined by a certified library binder, a library conservator, and a library head of access (see page two for a full description). Lynn also attended the LBI 2007 fall conference and hardcover binding seminar. More conversation among those who make books and those who make books accessible.

Creating opportunities for professional development, discourse, and advocacy continues to be a critical role for associations, now more than ever. Who or what, if not your professional or trade association, can help you be smarter, swifter, and more streamlined in order to survive and thrive in today's economy. Your association should be one of the first places you turn to as a resource for improving your bottom line and/or doing your job better.

Where is the value for you? Inquiring minds want to know, especially mine. As the groundwork for HBI is being laid, how can opportunities to add value to your membership be created? How can HBI/LBI be a better resource for you? Your feedback and participation will make a difference and is critical to the effectiveness of this organization. Be a part of the process and share your thoughts by contacting me at 561-745-6821 or dnolan@hardcoverbinders.org. I look forward to hearing from you.

Something to Think About

We must remember that information never comes without a package, as pure truth, *la pur' e sancta verita*. We always have to package it somehow, if it is to make sense to us. Packaging tells us what to expect of the contents, what kind of attention to pay to it, what kind of message the message is. You don't have to package a rock to kick it. But you have to package information somehow if you mean to transmit it. And this packaging will always, to some degree, carry a persuasive charge. If a message is to mean something to you, you must be told what kind of attention to pay to it. –Richard A. Lanham, "The Two Markets: Libraries in An Attention Economy." *Library Resources and Technical Services*, Volume 52, #2, page 5.)