



A Newsletter from HBI and the Library Binding Institute

HBI/LBI 2009 Spring Meeting Generates New Members and New Ways of Thinking In Naples, FL at the Naples Grande Beach Resort

HBI and the Library Binding Institute welcomed new member Gerry Durnell, Centennial Graphics Group, Inc., Albany, IN, and soon-to-be new member, Erin Riley, Reischling Press Incorporated (RPI), Tukwila, Washington, to the 2009 spring meeting, held April 24 – 26, in Naples, FL.

"I want to thank the membership for making their newest member feel very welcome and appreciated during the recent Naples conference. Our company, Centennial Graphics Group, is focused on the production of a version of what you are familiar with as the library serials program, only our focus is for the individual magazine publishers who may want to have a deluxe binding and indexing of their annual issues and in a small run of ten copies or so. Additionally, our services include design, photography and editorial options that can provide a turnkey or enhancement in the production of a published product. I look forward to being with you and your group at the fall conference in Salt Lake City," remarked Centennial's Gerry Durnell, CEO, Editor and Publisher.

In addition to welcoming these newcomers into the fold, the group warmly received keynote speaker Wes Ball, author of *The Alpha Factor*. Ball introduced new ways of thinking about business

development and maximizing revenues, based on Alpha principles. He provided a number of real life examples and then facilitated a discussion with the audience about how to apply Alpha principles to their own businesses, and to HBI and the Library Binding Institute. Please see his article in this issue.

"I found that Wes Ball's approach to business development and maximizing revenue offers a whole new way of thinking, noted Laura Cameron, Stanford University Libraries. "I walked away with a number of ideas for applying this to marketing the Library Binding Toolkit as well as other library projects. I am glad that Wes was able to join us throughout the weekend, as well, to talk in more detail about alpha principles and how they can apply to more out of the box strategies for promoting preservation practices within libraries."

Other highlights of the meeting included "face time" via Skype with member Jack Bendror, Mekatronics, who is currently in China and with Paul Parisi, ACME Bookbinding, who sent a video clip with his thoughts on the future and great potential of hardcover binding.

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Spring Meeting

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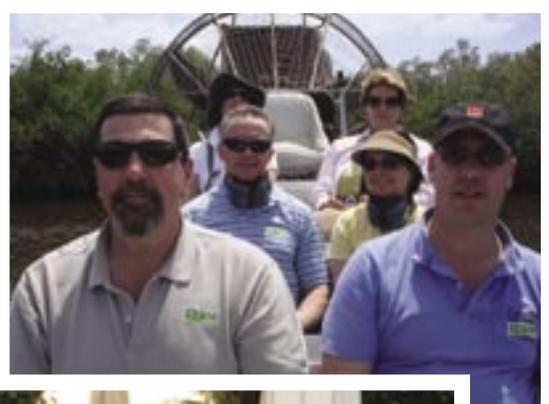
Member Gib Davis delivered an informative presentation on the fire at Universal Bindery which took place on October 24, 2008. His remarks included a guide to selecting insurance, a machinery list, floor plan with machinery replacement, inventory worksheet, and statement of loss – machinery sample.

Other presentations included those by Technical Consultant Werner Rebsamen who shared his findings on the latest industry happenings and a new cold emulsion adhesive development. Hardcover binder suppliers presented information on what's new with their companies. HBI and the Library Binding Institute would like to especially thank supplier members for their generous support of a reception and cookout on Saturday, April 25, at the Naples Grande Beach Resort. This includes Columbia Finishing Mills, Cover Material Sales, Gane Brothers, GP2 Technologies, Holliston, LBS, On Demand Machinery, and Productive Solutions. President Gerrit Dykhouse was recognized for his leadership (2007 – 2009) at the president's dinner held Sunday, April 26, poolside at the hotel. Duncan Campbell, Campbell Logan Bindery, and Eric Fairfield, The HF Group, were also recognized for

their service from 2006 – 2009 on the board of directors. Mark Hancock, Utah Bookbinding, will serve as president, Jack Tolbert, National Library Bindery of GA, will serve as vice-president, and Duncan Campbell will serve as treasurer from 2009 – 2011. Two new officers were nominated to serve on the board of directors – Paul Parisi, ACME Bookbinding, and Suzanne Wiersma, Wallaceburg Bookbinding.

The business of the association took place first on Friday, April 24, with a board of directors meeting and then on Sunday, April 26, with the annual membership meeting. Business discussed included a review of the financials, executive director's report, proposed Bylaws changes, the nominating committee's recommended 2009 slate of officers, and a prototype of the library binding toolkit.

The meeting's theme, "Here We Grow" celebrated the fourteen new members who have joined since the association was expanded to HBI.



Meeting Memories
HBI/LBI 2009 Spring Meeting

Meeting Memories
HBI/LBI 2009 Spring Meeting



Three Alpha Secrets to Make Any Company More Successful in Any Economy

by Wes Ball



Yes, things are tough right now. And they will probably get tougher as the largest government spending in history creates a reappear-

ance of the “stagflation” and high taxes of the 70s over the next couple of years.

But there is good news: You can grow sustainably in sales and profitability no matter what the economy does. This may be the best opportunity you will ever have to grow at the expense of competitors before things get better. But it will take a different way of thinking about what you sell and how you sell it.

For the past 25 years, as a strategic growth and innovation consultant, I have worked on some of the toughest business growth problems I could find to discover the secrets to creating dramatic, sustainable growth. What I discovered was something that most marketing “gurus” would say is impossible: You can create dramatic, self-sustaining growth without creating a single new product, without discounting, without having the “best” product or service, and without as much investment in marketing as your competitors.

Below are just three of the most significant secrets I discovered in more than 15 years of research into how to create growth. These secrets have helped create such current and past “Alpha” companies as Apple, Harley-Davidson, John Deere, Mercedes, BMW, Tiffany’s, Wal-Mart, Victoria’s Secret, Starbucks, and Sears (yes, that was a long time ago, but they were

the greatest retailer that ever existed for three decades until they forgot what got them there).

Alpha Secret #1: Don’t compete on price.

Eliminating discounting or “low price” as a marketing tool may sound either simplistic or impossible, depending upon your perspective, but the truth is that customers actually want to spend more. Most marketers miss that critical fact, because they are so busy attracting price-conscious customers that they never realize they are chasing away the most profitable customers.

The truth is that price is the last purchase decision criteria, not the first as so many business leaders have grown to believe. It is only after a customer discovers there is little or no difference between products that people resort to price. Give a customer a meaningful reason to spend more money, and they will find a way to do it, unless they absolutely don’t have it. (And even then most people will try to find it.)

Alpha Secret #2: Focus upon “ego-satisfaction”

Most businesses focus on selling superior “functionality” of their product or service. Sadly, this is exactly the wrong thing to do. People only compare functionality (that is, product performance, “quality,” features, and so-called “benefits”), if there are no higher ego-satisfaction needs being addressed. A gum is a gum until it makes other people think better of you or makes you feel better about yourself.

Alphas dominate their product category, because they deliver greater ego-satisfaction fulfillment. That includes how a person feels about himself (“self-satisfac-

tion”) and how he believes others feel about him after buying your product or service (“personal significance”).

Help customers start feeling smarter, bolder, braver, more influential, more appreciated, more knowledgeable, more admired, or more fulfilled, and customers will flock to your product or service.

Obviously, some products or services lend themselves to that more easily than others. But, even Wal-Mart has been extremely successful creating high ego-satisfaction (mostly on the self-satisfaction side).

Alpha Secret #3: Innovate to drive new and higher expectations

Every Alpha became an Alpha by driving new, higher expectations among customers. Suddenly, every other competitor was forced to follow their lead.

It doesn’t take having the best-quality, the best-performing or even the best-value product or service. What it takes is a focus on satisfying those higher-level needs in a way that makes customers suddenly think of you as the leader, even if you have no hope of becoming the largest or the “best” in your category.

Ben & Jerry’s Ice Cream will never be the largest in their category, but they made themselves the expectation leader in the ice cream category. Everyone started following their lead to put more “stuff” in ice cream, after years of most ice cream marketers trying to make ice cream less and less fattening. The result was that Ben & Jerry’s had the highest price per ounce with respectable volume dwarfing the margins of many much larger marketers.

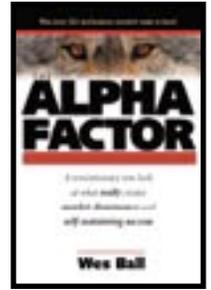
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Is there hope to grow in this economy? Absolutely. In fact, this may be the best time in your lifetime to grow beyond competitors by following the Alpha model. You can learn more about the Alpha model at www.thealphafactor.com.

Wes Ball was the featured speaker at the Spring HBI/LBI meeting in Naples, Florida

this year. He is president and founder of The Ball Group, a strategic innovation consulting company that has been creating dramatic sustainable growth for its customers since 1982. Wes has worked with more than 100 companies ranging in size from the Fortune 100 to small local and regional businesses. He is also author of *The Alpha Factor*, a revolutionary new

look at what really creates market dominance and self-sustaining success. You can get learn more about *The Alpha Factor Project* and the book at www.thealphafactor.com.



HBI New Member Profile REFORMATION PUBLISHERS



Reformation Publishers began in 1991 as an early pioneer in on-demand printing. Warner Press (formerly the Gospel Trumpet Company), the Church of God publishing house in Anderson, Indiana, had about 1000 titles out-of-print that had been published by them since around 1880.

Whenever someone requested one of these titles from Warner Press, their only response was to disappoint the customer by suggesting they find a used copy. They could no longer afford to print those titles. While Warner Press's big off-set presses could not justify printing a minimum run of several thousand copies for only one assured book sale, technology would eventually solve the problem.

When the Springfield Pastor's School launched, it turned to newer technology. Opening in 1991, Springfield, Ohio at the Northside Church of God, it mostly used retired ministers of the Church of God as instructors. The school

needed many of the out-of-print titles for class work. Dr. Arlo F. Newell, then Editor-in-Chief at Warner Press, graciously granted permission for the School to photo-copy the needed books.

Gary Hardwood became the Book Editor for Reformation Publishers. Gary took original books to Kinko's at Wright State University in Fairborn, Ohio and scanned them, page by page. He then made a paste-up of those pages, which Kinko's photo-copied into a hardcopy "master." Whenever someone called for that book, Gary took his master to Kinko's and made as many copies as needed. The books were most often bound with clasps or plastic comb. This introduced on-demand printing into the Church of God.

Soon calls came for other books. An 800 number was added. Our Kinko's bill jumped to \$2-3,000 per month. That called for the purchase of a copier to save money. We failed to see then what we know now: One piece of equipment leads to another and another, until there seems

no end. We always need to do it quicker and better.

After seventeen years in this ministry, we remain a small publishing ministry with a huge potential. Equipment/inventory assets value \$1.5 million. Our printing capacity includes a Heidelberg QM-2 with a Heidelberg Quicksetter for computer to plate production, Xerox 4110 for black and white copying and Xerox 250 for color copying, Canon ImageRunner 105, Konica-Minolta 550, and Riso duplicators. We print our covers are on a Xerox Phaser 7760; we do our wide-format printing on a Canon 8000 with scanner. We have a Hasler M5000 letter-inserter, Accufast tabber, and a Rena Envelope Imager II for mailings. We do our scanning on an Epson Expressions 10000 XL.

Our bindery includes a MBO with right angle and Baum folders, a Standard Horizon collator with book stitcher and trimmer, a Rosback 880 perfect binder,

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and a Mekanotch and Mekabind double-fan adhesive binder. The bindery also includes a Mekatronics Mighty Cut, an ODM Stamper, Sticker, and Smasher; as well as a "Mofitized" Singer 300U101A for side-sewing. In addition, we have a GBC plastic comb; Rhin-O-Tuff plastic coil; Foliant and GBC 620, Catena 35 & 105 laminators. Additional equipment includes a Tec Lighting UV Coater, a Flesher Corporation Premere foil stamp-er, a Challenge three-bit drill, an ACME book-stitcher, a Rollem numbering, perforating, scoring machine, a Polar Cutter 66, a Sun Enterprises Handi-slitter and Super T thermographer for business cards, and a shrink-wrapper. Our over-sewing machine, we have yet to figure out.

We ordered our first big pieces of equip-ment just two days following 9/11, an eerie day at the annual GraphExpo in Chicago. That was when we opened our doors for local printing under the name of Williams Printing Company; this would help pay for the equipment. Since that time, we have been a publisher, quick printer, bindery, and on-demand book-manufacturer. We discovered school yearbooks and sports program printing offer us a good niche. We can save schools money. Wert Bookbinding bound our first school yearbook.

Reformation Publishers has since joined HBI to improve our knowledge and skills in bookbinding. The opportunity to meet book binders and to visit different binderies across the country provides an invaluable experience. Special thanks to Jack Bendror and Robert



Ferrando of Mekatronics, Kevin Jacobson of ODM , Ralph Ocker and Millie Sutter of Ocker and Trapp Library Bindery, Gary Wert of Wert Bookbinding, Mike Walker of Southern Library Bindery, Dr. Werner Rebsamen, and many others for their assistance through these early, learning years.

Like some publishers, Reformation Pub-lishers utilizes the resources of Lightning Source; this improves production time for filling orders and enables sales through Amazon.com and barnesandnoble.com.

Reformation Publishers strives to provide all out-of-print Gospel Trumpet Co. (War-ner Press, Inc.) books digitized and avail-able for on-demand printing. We further hope to expand our listings to include Christian classics now in public domain.

Williams Printing Company will continue developing school yearbooks and sports program printing. Repeat business is nice. Self-publishing is an expanding market and we offer a complete set-up package of formatting, cover design, copyright, bar-code, proof copy, Internet distribution, ready for on-demand printing for \$1,000.

Debbie Nolan, Executive Director of HBI, asked what I like doing for fun outside of the office. I pastor an active congregation. Martha, my wife, and I enjoy eating out. Luke, my son, and I ride dirt-bikes and jet-ski. I beg my daughter, Stephanie, to come home more often from college. And we love to visit our other daughter, Courtney, her husband, J. R., grandchildren, Maddie Kay and Trevor, and their doggie, Tucker. Lionel trains fascinate me. At Christmas time, we sell them at the print shop. For all I know, I may be kin to Mr. Haney on Green Acres.

By the way, we still use that very first copier we purchased.

Steven V. Williams
Reformation Publishers

Dr. Steven V. Williams' doctoral dissertation for Asbury Theological Seminary was "Religious Publishing and On-Demand Printing". Published in 2005, it offers more than 250 pages of on-demand printing and binding resources. You may order this helpful hardbound volume by calling 1-800-765-2464.



Here We Grow! An Update



Hardcover Binders International Recognizes the Following New Members Who Have Joined in the Past Year!

Active

- Centennial Graphics Group, Inc
- Grimm Bindery
- Perfection Press, Inc.
- Proven Direct
- R & R Bindery
- Reischling Press Incorporated (RPI) (Pending)
- Williams Printing/Reformation Publishers
- World Image Printing

Associate

- Holmberg Company
- HP
- Muller Martini
- Print Finishing Sales and Services
- Productive Solutions
- Xerox (pending)

Technical Director's Report • by Werner Rebsamen



The Primary Causes of Warped Cover Boards, Part I

Having written and published some articles on the subject, I am often contacted with questions—most find me through Google. Board warping problems, which occur most often in the winter, arrive at our book-testing laboratory from all over the world. The purpose of this document and the accompanying illustrations is to provide basic information on why such problems occur. The content is self-explanatory.

A Primer on Paper and Paper Boards

The following is educational and written in a language so that all those involved in unfortunate board-warping disputes will be able to understand what makes a board warp and how one can control and prevent it.

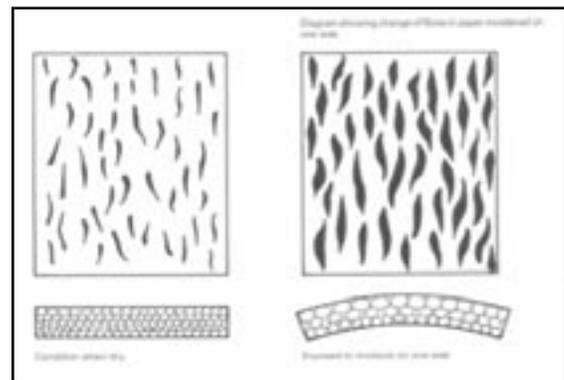
When paper or paperboards are made, approximately 70 to 80 percent of the fibers float in the machine direction (MD). Paper fibers are hygroscopic. They pick up water when the moisture is high; they lose water when the percentage of moisture is low.

Paper fibers expand 4 to 5 times more in **their width**) than they do in their length. Therefore, one must make sure that all cover-materials, boards and endpapers have the grain parallel to the binding edge.

How paper and paperboards do react to moisture in an ever changing environment is shown below:



Mirror, mirror on the wall, who has the biggest warp of them all? On the left, hardcover bindings from Asia; on the right, hardcover bindings from Europe.



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Are there Guarantees against Paperboard Warping?

Although I have seen statements made in reference to this topic, there is no paperboard manufacturer in the entire world who would be foolish enough to guarantee a paperboard from warping. Over decades, this bookbinding expert had to solve paperboard warping problems and disputes for virtually all major paperboard manufacturers. In courts, lawyers asked many questions on this topic and all expected a professional answer!

What are the basics of a paperboard? All paperboard manufacturers must rely on paper-waste which, as a recycled product, is hard to control for consistency. Some use newsprint, others magazine papers, and so on. For example, a high amount of corrugated box content attracts more moisture, whereas groundwood or thermo-mechanical furnish, such as soft fibers, respond to less moisture. In addition, papers and boards with short fibers tend to saturate more rapidly and, as a result, expand and contract more quickly. Long fibered stocks are more stable in this respect and, in certain instances it is possible to exercise considerable control—a factor every mill tries to achieve in the best possible manner. Unfortunately, with today's trends toward recycling, we must cope with shorter fibers. This is also true for the printed papers used as covering materials.

There are many different techniques used to manufacture paper boards. It is most important to manufacture a paperboard product that is dimensionally stable. Some structures promise to offer more stability than others. While that may be true, and is often claimed by some paper board manufacturers and their sales forces, this bookbinding expert has experienced and analyzed warping problems on all brands and qualities of paper boards made. Interestingly, in all the decades of consulting around the world, I have never come across a single warping incident where, at least in my opinion, the paper boards were at fault. This experience then led me to write the now well-known article, "Board Warpage: The True Culprit May Not Be Your Board." This article was first published in *Cover to Cover* and then reprinted in *Binding Edge*, a former *Bindery Trade Journal*. Check out www.lbsbind/cover/myopinion.html.

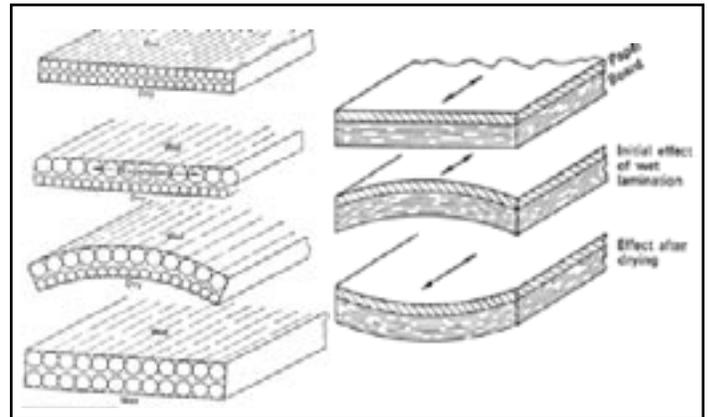
How Moisture or an Adhesive application affects papers and boards

The most fundamental relationship in a print-finishing process lies in the reaction of papers, boards and other materials in the presence of water-based adhesives—that is animal or protein glues, cold-emulsion PVA's, starches, etc. To understand these effects fully, it is essential to have a good understanding of the construction of the fibrous materials and how they react to moisture during the drying and manufacturing processes. These factors

greatly influence the performances of the finished products in the ever changing climatic environments. For example, books made in Asia during the summer in high humidity, which are then transported to a bookstore in Minnesota where, during the winter, the air is very dry.

Paper and paperboards are all based on cellulose fibers, which have a tubular shape. Given the opportunity, these will absorb water by capillary action and as a result, the individual fibers will considerably increase in their diameter, but gain only a fraction in the fibers lying in a more or less parallel direction. As each of the fibers expands in its diameter, expansion will occur. The expansion is across the machine direction.

Now, if a binder applies a water-based adhesive onto one side of a paperboard, it will cause the fibers on the surface to expand rapidly. This all happens because there is a time lapse before the moisture has penetrated evenly through the board. Therefore, and that is important, expansion will initially be uneven and a curl will be induced into the paperboard. If the same amount of moisture is applied to the other side, the board will flatten out. The following schematics are self-explanatory:

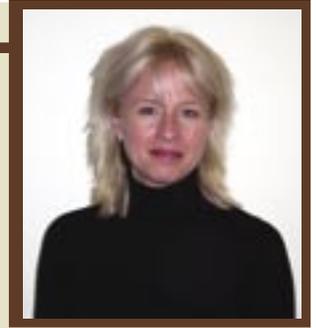


Now, try to solve a problem sent to our laboratory. An Asian manufacturer produced puzzle boards. They mounted a color printed sheet only onto one side of the board and then they wondered why the boards warped! As a consultant, and with the necessary knowledge of the forces at work, you can give them the following advice: "In order to make a board to lay flat, one must mount identical papers onto both sides, with the same grain direction and the same amount of adhesive!" Timing is critical as well. As you can see for yourself, it is a relative simple solution! Just try to understand Mother nature at work.

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

Executive Director's Report

by Debra S. Nolan, CAE



Wow. What a meeting. Our recent gathering in Naples, FL, proved to be one of the best conferences yet for HBI and the Library Binding Institute. Meaningful dialogue, new ideas, and networking certainly contributed to this. More important, incoming and outgoing leaders were recognized for their service, commitment, and courage.

I would like to recognize Eric Fairfield, The HF Group, and Duncan Campbell, Campbell-Logan Bindery, for three years of service on the board of directors. I would also like to recognize the newly nominated incoming board members, Paul Parisi, ACME Bookbinding, and Suzanne Wiersma, Wallaceburg Bookbinding, and Duncan Campbell, again, for agreeing to step into the treasurer's spot that Jack Tolbert, National Library Bindery of GA, held. Jack is now the association's vice-president.

It was an honor to have the privilege of working with outgoing president, Gerrit Dykhouse, Wallaceburg Bookbinding. His

quiet strength, perseverance, and respect for dialogue and difference of opinion brought HBI and the Library Binding Institute where it is today. I know that incoming president, Mark Hancock, Utah Bookbinding, will bring the association even closer to realizing its potential.

The fall meeting promises to be full of content. Tours of Utah Bookbinding and Rastar are scheduled for Friday, October 23, and a one day seminar will be held on Saturday, October 24. A contract with the Park City Marriot, home to a previous association meeting, is near final.

The future is bright and I look forward to seeing you all in Park City!

Something to Think About

Companies that continue marketing and advertising almost invariably come out of hard times with a stronger brand, better revenue growth, and improved profitability when the economy warms back up.

Noel Ward, The Brimstone Report