



A Newsletter from HBI and the Library Binding Institute

HBI and the Library Binding Institute 2009 Fall Meeting • October 22-24 Park City, Utah

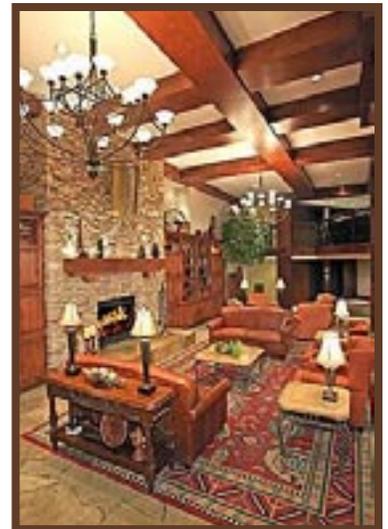
The 2009 Fall Conference of HBI and the Library Binding Institute will be held October 22 – 24, Park City Utah, at the Park City Marriott. Hotel rates start at \$119. A special web link for making hotel reservations has been sent to members.



company that specializes in interactive database marketing and variable data digital printing.

For more information, contact HBI/LBI at 561-

745-6821. A registration form with a detailed schedule will soon be available.



The program will include tours of Utah Bookbinding and Rastar on Friday, October 23, and a one-day seminar featuring Kevin Despain, Rastar, as the keynote luncheon speaker, and exhibitor table top exhibits, on Saturday, October 24. Technical director, Werner Rebsamen, is also lining up presenters who will provide technology and other updates.

HBI/LBI president, Mark Hancock, owns Utah Bookbinding which has been in business since 1952. Rastar is a direct marketing

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Kindle DX: Amazon's New Addition To The Kindle Family

Amazon recently announced the availability of the Kindle DX this summer. This 1/3 inch thick device offers a 9.7" diagonal screen and can hold up to 3,500 books, periodicals, and documents.

Following are other features of the Kindle DX which are listed on Amazon's website:

- **Large Display:** 9.7" diagonal e-ink screen reads like real paper; boasts 16 shades of gray for clear text and sharp images
- **Auto-Rotating Screen:** Display auto-rotates from portrait to landscape as you turn the device so you can view full-width maps, graphs, tables, and Web pages
- **Built-In PDF Reader:** Native PDF support allows you to carry and read all of your personal and professional documents on the go
- **Wireless:** 3G wireless lets you download books right from your Kindle DX, anytime, anywhere; no monthly fees, no annual contracts, and no hunting for Wi-Fi hotspots
- **Books In Under 60 Seconds:** You get free wireless delivery of books in less than 60 seconds; no PC required

- **Long Battery Life:** Read for days without recharging
- **Read-to-Me:** With the text-to-speech feature, Kindle DX can read newspapers, magazines, blogs, and books out loud to you, unless the book's rights holder made the feature unavailable
- **Selection, Prices:** Over 285,000 books; New York Times Best Sellers and New Releases are \$9.99, unless marked otherwise
- **More Than Books:** U.S. and international newspapers including the New York Times and Wall Street Journal, magazines including The New Yorker and Time, plus popular blogs, all auto-delivered wirelessly.



Bowker Reports U.S. Book Production Declines 3% in 2008, but "On Demand" Publishing More Than Doubles

Traditional Publishing Faces Pivotal Year of Retrenching, While Emergence of New Technologies Leads to Soaring Growth in Short-Run Book Publishing

NEW PROVIDENCE, NJ--(Marketwire - May 19, 2009) - Bowker, the global leader in bibliographic information management solutions, recently released statistics on U.S. book publishing for 2008, compiled from its Books In Print® database. Based on preliminary figures from U.S. publishers, Bowker is projecting that U.S. title output in 2008 decreased by 3.2%, with 275,232 new titles and editions, down from the 284,370 that were published in 2007.

Despite this decline in traditional book publishing, there was another extraordinary year of growth in the reported number of "On Demand" and short-run books produced in 2008. Bowker projects that 285,394 On Demand books were produced last year, a staggering 132% increase over last year's final total of 123,276 titles. This is the second consecutive year of triple-digit growth in the On Demand segment, which in 2008 was 462% above levels seen as recently as 2006.

"Our statistics for 2008 benchmark an historic development in the U.S. book publishing industry as we crossed a point last year in which On Demand and short-run books exceeded

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Bowker Reports

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the number of traditional books entering the marketplace," said Kelly Gallagher, vice president of publisher services for New Providence, N.J.-based Bowker. "It remains to be seen how this trend will unfold in the coming years before we know if we just experienced a watershed year in the book publishing industry, fueled by the changing dynamics of the marketplace and the proliferation of sophisticated publishing technologies, or an anomaly that caused the major industry trade publishers to retrench."

"The statistics from last year are not just an indicator that the industry had a decline in new titles coming to the market, but they're also a reflection of how publishers are getting smarter and more strategic about the specific kinds of books they're choosing to publish," explained Gallagher. "If you look beyond the numbers, you begin to see that 2008 was a pivotal year that benchmarks the changing face of publishing."

Among the major publishing categories, the big winners last year were Education and Business, two categories that might suggest publishers were seeking to give consumers more resources for success amidst a very tough job environment. There were 9,510 new education titles introduced in the U.S. in 2008, up 33% from the prior year, and 8,838 new business titles, an increase of 14% over 2007 levels.

By contrast, the big category losers in 2008 were Travel and Fiction, two categories in which publishers clearly saw less demand during a deep recession in the U.S. There were 4,817

new travel books introduced last year, down 15% from the year before, and 47,541 new fiction titles, a drop of 11% from 2007. Moreover, the Religion category dropped again last year, with 14% fewer titles introduced in the U.S., and that once reliable engine of growth for publishers is now well off its peak year of 2004.

According to Gallagher, the Bowker data reveals that the top five categories for U.S. book production in 2008 were:

1. Fiction (47,541 new titles)
2. Juveniles (29,438)
3. Sociology/Economics (24,423)
4. Religion (16,847)
5. Science (13,555)

Methodology

The book production figures in this news release are based on year-to-date data from U.S. publishers and include traditional print as well as on demand titles. Audiobooks and E-books are excluded. If changes in industry estimates occur, they will be reflected in a later published report. Books In Print data represents input from more than 75,000 publishers in the U.S. The data is sent to Bowker in electronic files, and via BowkerLink™, Bowker's password protected Web-based tool, which enables publishers to update and add their own data.

More information can be found at www.bowker.com.

Publishers Participate in Espresso Book Machine Pilot Program

RSS Feed Lightning Source has launched an Espresso Book Machine (EBM) title pilot with OnDemand Books, the proprietor of the EBM.

Participating publishers in the pilot include John Wiley & Sons, Hachette Book Group, McGraw-Hill, Simon & Schuster, Clements Publishing, Cosimo, E-Reads, Bibliolife, Information Age Publishing, Macmillan, University of California Press and W.W. Norton. The pilot initially was offered to a small group of publishers that currently work with Lightning Source to enable them to enhance the availability of their titles at point-of-sale EBM locations.

Approximately 85,000 titles from these publishers will be available for purchase at EBM locations throughout the United States in May. Upon the completion of a successful pilot, publishers that print and distribute books with Lightning Source will have the option to participate in the EBM channel. According to Lightning Source, complete channel automation is expected in the first half of this year, and rollout of the program to publishers globally is expected to follow shortly thereafter.

More information on this can be found at:

http://www.bookbusinessmag.com/article/publishers-participate-espresso-book-machine-pilot-program-406260_1.html

On Demand Books
www.ondemandbooks.com



Print 09 Planned for September 11-16, 2009

GASC recently announced the Print 09 stimulus package and will reduce for every exhibitor the cost of participating in this year's show.

Print 09 is the largest and most comprehensive global graphic communications exhibition and conference to be held September 11 to 16 at the Chicago McCormick place. The savings range anywhere from \$550.- to \$165'000.-, all depending on the size of an exhibitor's booth space.

The number of anticipated exhibitors for Print09 is 650. Print 05 had 954 / Print 01 had 893 and Print 97 had 1'104 exhibitors.

More information can be found at www.print09.com.

Many thanks to Werner Rebsamen for sending this information to the HBI/LBI office.



Technical Director's Report • by Werner Rebsamen

The Primary Causes of Warped Cover Boards, Part II

Part II - Moisture content

At the mills, all paperboards are carefully adjusted to their required moisture content. The pallets are shrink-wrapped to retain that balance as much as possible. Mills typically furnish instructions of how to handle board shipments; however, a board manufacturer has no means to control the environment at a bindery/book-manufacturing facility or at the end user's place. Such paper products are often stored in unheated warehouses or in tropical climates in places with extremely high humidity. During winters like the ones experienced in the U.S. and Canada, the relative humidity may be extremely low. Paperboards, as well as all other materials used for the final assembly should be adjusted to ambient conditions; that is equal moisture contents prior to being bonded. This helps ensure a return to the pre-bonded conditions following drying and curing of the finished products.

You might be wondering about the best moisture content and the best conditions for storage. One of the best answers may be an advanced study made by our daughter's father-in-law, the late Professor Eric Simon, who taught Offset Printing Technologies at one of Germany's most prestigious Universities, the Fachhochschule in Stuttgart. Together with his graduate students, he conducted extensive research on the stability of paper fibers, so critical to some printing processes.

The chart to the right is self-explanatory. On the left are the percentages of water in paper. On the bottom is the relative humidity in percentages. Each dot represents a different paper analyzed. Note the high humidity of 90 percent (rainy days) and the water in the paper. But also note the papers in the 40 to 50 percent range.

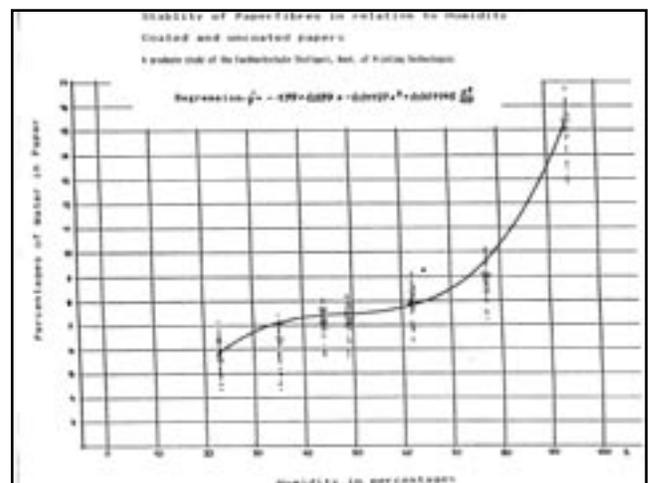


As you may have noticed, the ideal moisture content of paper and paper boards is between 7 and 8 percent.

The paper fibers are most stable in an environment with a relative humidity of 40 to 50 percent. This is the same percentage that is recommended by the U.S. Government's Library of Congress. They have done extensive studies on the most ideal storage conditions for books and other printed materials.

There are other factors we must consider. All board warping problems seem to surface during the winter. One must wonder why? With this basic educational session on paper, board, moisture and conditions, we are now able to discuss this topic a little more in-depth.

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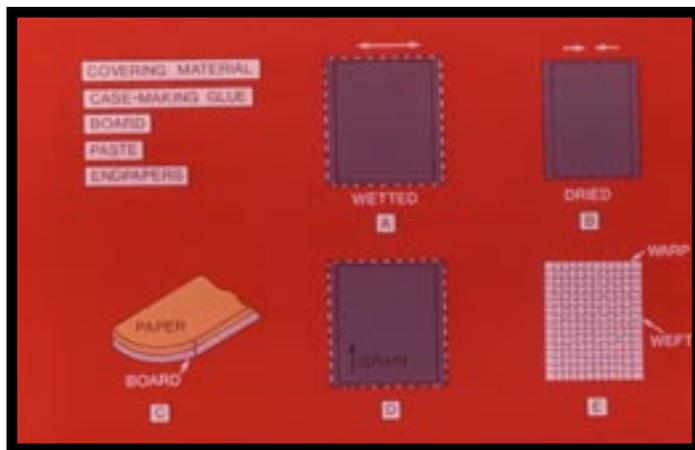


Another question that often comes up from publishers is what will happen to the finished books if they are stored in an unheated warehouse? The cold will not damage the books but excessive moisture will. Therefore, it is very important to control the relative humidity in accordance to the chart on the previous page. Warping of the boards has very little to do in this regard. Balancing the forces is the trick to control paper boards from warping.

Book Cover Components

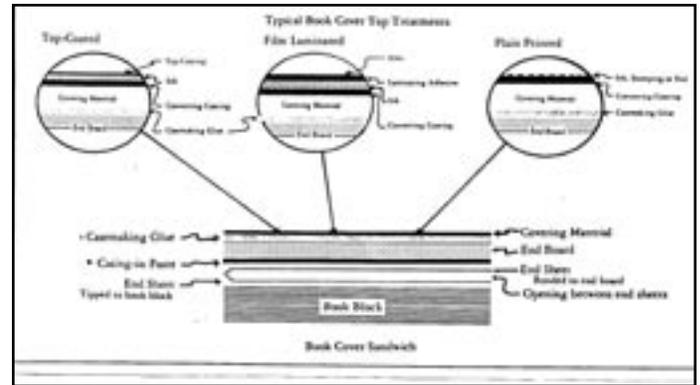
Book covers are basically a sandwich, which consists of the following:

1. Cover materials – printed papers, UV coated, laminated, cloth etc..
2. Case making adhesive, animal glue, PVA, on rare occasions, Hotmelt
3. Cover Boards – various qualities and thicknesses
4. Casing-in adhesive, PVA and PVA/Paste mixtures
5. Endsheets, lining materials



An educational 1974 picture from PIRA, England. The slide explains some of the factors of board warping.

All five components must compliment each other. The board is the center. If, for example, too much case making adhesive is applied, the boards will react as previously shown. If the casing-in adhesive allows the paper to expand more than it should, it will pull the cover inward. If moisture is unable to “wet” the endsheets and let them expand, they are unable to shrink and pull the covers inward. If the adhesives used lack the necessary humectants to keep the moisture in this sandwich, we have again a problem. In short, it is a difficult balancing act, especially if the products must endure various climates, dry and moist environments.



What causes warp?

A paperboard manufacturer's explanation is that in the normal course of the bookmaking process, cover boards are subjected to varying temperature and humidity conditions. The more dimensionally-stable the cover board is, the more capable the board will be at adapting—that is returning to its desired dimensions after the expansion or contraction that occur. Warp happens when a cover board is unable to do this. While these are the words of one of the world's largest board manufacturer, there are other opinions. John Cole, a well-known expert on paperboard manufacturing, once stated very clearly that warpage is less likely to be caused by the board itself. **“We have traced part of the problem to cover materials, but we do not understand the mechanics of the problem.”** Looks like board warping is a bookbinder's problem!

Gerald P. Mielke is a bookbinding adhesive chemist who once chaired an in-depth study on book cover warping as part of a project for BMI, the Book Manufacturer's Institute. In his conclusion, he stated that the overwhelming cause of a cover warp is being caused by moisture being absorbed or released with the resulting expansion or contraction of the materials which compromise the book cover. **Unbalanced** expansion or contraction of any of these components relative to each other or within themselves may manifest itself as a warp. Mielke furthermore stated that moisture vapor barrier coatings or laminations on covering materials—even cover materials impervious to moisture—can interfere with distribution of moisture in the rest of the sandwich, compromising the cover. He then goes on to say that warping has tended to be more of a dry season occurrence, which makes the problem more apparent in wintertime than in summertime. When cold outside air, which at best holds very little moisture is warmed, dropping the relative humidity with it, very dry conditions are

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created. The drier conditions can cause uneven drying in the finished cover. This can contribute to the warping problem. It can also dry out some of the materials going into the sandwich, compromising the cover, and making them react more strongly to the presence of moisture provided by the adhesives to laminate the sandwich together.

Other important factors to consider

My personal experiences also center on dry book blocks created by heat-set web offset and digital printing. Low moisture content in the book block will play havoc with carefully manufactured book covers and boards. This is a current problem, especially since we now see more and more book manufacturers utilizing today's digital web-printing concepts which result into dry or low moisture book blocks. Let me share with you some personal experiences in this regard. Back in the 1970s, being in charge of the world's first fully-automated in-line book-manufacturing system, we tried to produce 70 hardcover bound books a minute, web-printing and hardcover binding books off a 38 inch mill-roll

of paper. The low moisture in the book block made any quality paper boards warp! Eventually, that in-line system had to be pulled apart. Paper, after heat-set printing, just needed time to recover. (Best is 72 hours) Only by de-warping the book covers twice in each direction were we able to control the amount of book cover warping. We learned that despite of all the obstacles, keep them flat. Yes, - John Cole was right; book cover warping is a bookbinders problem. They must be in control.

These are interesting experiences, especially now, in the digital age of printing and the "instant" book which must be shipped within a day. It is all de-ja vu.

References: Illustrations on warping; A G Martin, Finishing Processes in Printing; Gerald Mielke Cover Sandwich, HVP Magazine.

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

What are you doing NOW to help your members prepare for the next economic growth cycle?

This question was asked during a recent one-day retreat offered by the Florida Society of Association Executives (FSAE) where approximately 20 association CEO's from around the state gathered to discuss issues related to their association's most pressing concerns. The economy was the number one agenda item. Those in attendance talked about not only what they are doing now to weather the storm of low convention attendance and slower than usual membership renewals, but, how they will prepare their members for the next economic growth cycle.

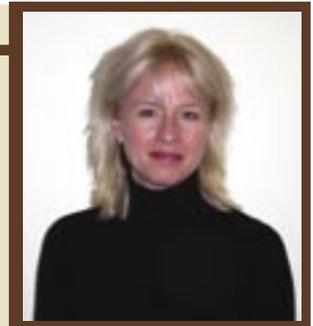
Some association executives remarked that they are bringing in conference speakers to talk about preparing for the next economic growth cycle while others discussed ways they are making participation among members more available electronically through listservs and webinars. Some associations are offering membership renewals via payment installments and others are offering a one-time, one-year waiver of dues for out of work individual members.

Although the timing of an economic about face is unclear, the likelihood of an organization's success will depend on its abil-

by Debra S. Nolan, CAE

ity to innovate and forge ahead. For associations, this means continuing to add value and to be relevant.

Feedback during the 2009 spring meeting in Naples offered a number of suggestions and we are currently in the process of organizing a listserv where members can share information and ask questions related to hardcover bookbinding. If you have other suggestions on how HBI/LBI can add value to your membership, please let us know by calling 561-745-6821.



Something to Think About

"The genius of America is what we are able to create out of nothing."

Kenneth Langone, Former Director of the New York Stock Exchange and Co-Founder of Home Depot