



# The ENDPAPER

Newsletter of the Library Binding Institute – JULY 2005

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## **PRINT 05 and CONVERTING 05 September 9 – 15, 2005 McCormick Place, Chicago**

The largest, most comprehensive event of its type in the world this year, PRINT 05 & CONVERTING 05 will offer something of interest to most library binders. Nearly 800 exhibitors will be on hand to demonstrate their products and services including equipment related to package printing and converting, binding and finishing, wide format, mailing and fulfillment, digital and traditional presses, and imaging systems.

Nearly 90 seminars designed to help improve your bottom line will also be offered and topics addressed include marketing, financials, digital, sales and workflow.

Registration information can be found at <http://print05.gasc.org/PDF/attendeebrochure.pdf>. The advanced registration deadline is August 5, 2005 and you can register online, as well as see a list of exhibitors, at [www.print05.com](http://www.print05.com).

**LBI Members:** The *August Endpaper* will list LBI members who plan to exhibit along with their booth numbers. If you are exhibiting at this event, please send your booth number to [dnolan@lbibinders.org](mailto:dnolan@lbibinders.org).

## **LBI Fall Meeting September 15 – 17, 2005 Knickerbocker Hotel, Chicago**

**Registration Deadline: August 15  
Hotel Reservation Cut-Off: August 22**

Reserve your hotel room now for LBI's fall meeting in Chicago which begins on Thursday, September 15, and concludes on Saturday, September 17. LBI's room rate at the Knickerbocker Hotel is \$159 single/double and is available beginning Sunday, September 11, based on availability. Call 1-866-866-8086 or 312-751-8100 to make your reservations. The cutoff date for LBI's room rate is August 22.

The meeting registration form was sent to all members on July 15. This information can also be found on LBI's web site at [www.lbibinders.org/upcomingevents.asp](http://www.lbibinders.org/upcomingevents.asp). The registration deadline is August 15.

New this year is a one-day registration available for Friday, September 16, which was designed to encourage attendance by binder staff interested in the day's program.

See next page for the meeting schedule.

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## LBI Fall Meeting Schedule

### Thursday, September 15

- 4:00 pm – 6:00 pm     Registration
- 6:00 pm – 7:30 pm     Welcome Reception

### Friday, September 16

- 7:30 am – 8:15 am     Continental Breakfast
- 8:15 am – 8:30 am     Welcome
- 8:30 am – 10:00 am    Frank Romano
- 10:00 am – 10:30 am   Break
- 10:30 am – Noon       Frank Romano,  
Werner Rebsamen
- Noon – 1:30 pm        Lunch
- 1:30 pm – 2:15 pm     Rick Lamos
- 2:15 pm – 2:45 pm     Break
- 2:45 pm – 4:15 pm     Rick Lamos
- 5:15 pm – 10:30 pm    Adobo Grill & Second  
City Comedy Club

### Saturday, September 17

- 8:15 am – 9:00 am     Continental breakfast
- 9:00 am – 10:30 am    LBI Board Meeting
- 10:30 am – 11:00 am   Break
- 11:00 am – 12:30 pm   LBI Membership  
Meeting
- 12:30 pm – 2:00 pm    Lunch
- 2:00 pm – 3:00 pm     Thomas Teper,  
Charles Wilt
- 3:00 pm – 3:30 pm     Break
- 3:30 pm – 4:00 pm     Meeting Wrap-Up

## Changing Book Conference July 22 - 25, 2005 Iowa City, Iowa



### LBI Members at the Changing Book Conference

Nearly 200 conservators, librarians, library binders, suppliers, and others attended the “Changing Book Conference: Transitions in Design, Production, and Preservation” held July 22 – 25, at the University of Iowa campus, Iowa City, Iowa.

In addition to presentations and exhibits, the conference featured tours of local book stores, binderies, and the facility of LBI member LBS. Major sponsors of the conference included the University of Iowa, Archival Products, Preservation Technologies, and the State Historical Society of Iowa.

The first lecture of the conference took place on Friday, July 22, and featured Mary Lynn Ritzenthaler, Chief of the Document Conservation Center at the National Archives and Records Administration. Ritzenthaler discussed “Craft Binding in Iowa and Chicago: Ellen Gates Starr and the Hull House, the Hertzberg Bindery, and Bill Anthony.” Following this, two exhibits were open for public viewing – “The Business of Bookbinding in Iowa: 1930 – 1950” and “Bookbinding Across Time and Culture.” The following morning began with a discussion of the “Historical Background of Book Conservation” by Don Etherington, and Chris Clarkson followed with a presentation on “The Kennicott Bible: A

Description of Its Illumination and Conservation Problems.”

After a short break, Yvonne Carignan and Walter Cybulski commented on the “Continuing Research Value of Print Collections.”

The afternoon sessions included the following presentations:

“The Changing Form of the Print Novel,” Kate Hayles;

“Electronic Book Technologies,” Sarah H. Townsend and Kim White;

“Bookcraft Education,” a panel discussion featuring Chela Metzger, Mark Andersson, Anna Embree, and Julie Leonard; and

“Bill Anthony’s Impact on Apprentices,” a panel moderated by Bill Minter.

A reception sponsored by LBI followed at the University of Iowa Museum of Art. Featured, was a special exhibit, “Bill Anthony: Fine Binder.” Bill Anthony’s widow and other family members in attendance were recognized at this reception.

Following the reception was a banquet with keynote speaker John Dean who discussed a “World View of Book Conservation.”

On Sunday, the following presentations took place:

“From Pothi to Pixels and Back Again: The Tibetan Book,” Jim Canary;

“Role of Book Design in the Changing Book,” D.J. Stout;

“Book Conservation and the Book Arts,” Pam Spitzmueller;

“From Signal to Noise,” Tim Ely;

“Publishing Trends in Alkaline Paper,” Jeanne Drewes; and

“Book Conservation within Library Preservation,” Roberta Pilette.

The closing sessions were presented by LBI’s own Jim Larsen, Bridgeport National Bindery, who discussed the “Historical Background for Print/Bind On Demand and Paul Parisi, Acme Bookbinding, who commented on “Whole Book Production with New Technologies.” Susan Peterson closed with “eBooks on Demand.”

Following the closing speakers was an open house sponsored by the University of Iowa Center for the Book and an “Iowa Style” picnic.

## **Long Live the Printed Word!**

**By Debra Mills Nolan, CAE**

Having recently returned from the Changing Book Conference in Iowa City, I am surprised to discover, as I reflect back on the conference content, that my perspective has shifted a bit. My appreciation for the depth and longevity of the printed word has deepened. This is not surprising. What I did not expect, however, was to experience a change of heart towards digitized books. How did that happen?

In Kate Hayles’ presentation, “The Changing Form of the Print Novel,” she discussed the reinvention of the print novel as a “visual/verbal” medium. She described the visual strategies used, throughout three contemporary novels, designed to draw the reader in emotionally, thus heightening the message of the printed words. The strategies included text placement, text appearance, code, color, and graphic/photographic images. In her presentation, Hayles demonstrated the elasticity of the printed novel and its ability to convey meaning through context in new ways. She opened the door for looking at books as one might look at a painting by Pablo Picasso or Wassily Kandinsky – where layers of symbolism reside within and beyond the surface.

Juxtaposed in the same session grouping was a delightful presentation by Sarah H. Townsend and Kim White on "Electronic Book Technologies." Clearly at the forefront of e-technology, the moderators showed examples of blogs, wikis, and e-books with moving graphics. Revealing to me was the fact that a novel or story can be written by a group of people who may or may not know each other and, that through this creative process, the end product could be very different than what was originally intended. Hmm, an opportunity for a community with a common interest to gather via a medium which has been traditionally viewed as one that tends to keep people separate.

The content of the Changing Book Conference was masterfully planned. By starting with a session on the history of book conservation followed by a look at the conservation challenges of the Kennicott Bible, the value of printed book preservation was clear. This was reiterated further by Yvonne Carignan and Walter Cybulski in their discussion on the "Continuing Research Value of Collections."

Closing the conference with a discussion of on demand printing, binding, and e-books, further emphasized the value of books in these changing times. Jim Larsen and Paul Parisi very eloquently described new technologies related to the production of books while describing the innovations that library binders have made and continue to make to meet market demands. All which points to how the changing expectations and sophistication level of our society is altering the way we do business.

Susan Peterson, in her discussion on e-books, demonstrated how e-books augment the demand for printed books, with their ability to reach untapped and more remote audiences. Additionally, she noted that the value of e-books in a wireless, fast-paced world is growing at a steady rate.

No matter how fast the world spins, and even though I am wireless, my first love was and always will be the printed book. If an e-

book, however, can draw in someone who might not otherwise be exposed to Shakespeare, Faulkner, or Keats then I am all for it. No one should be denied access to such great thinkers. And, if electronic technology can help to increase the collaborative, creative endeavor, then more books may be printed as a result.

Despite what the rest of the world is doing, I'll stick to my stacks of books and overstuffed bookshelves. I kind of agree with George Bernard Shaw (see below), although, I wonder if he would say the same thing about digitized books.

"Only in books has mankind known perfect truth, love and beauty." - George Bernard Shaw (1856 - 1950)

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"Books, books, books. It was not that I read so much. I read and re-read the same ones. But all of them were necessary to me. Their presence, their smell, the letters of their titles, and the texture of their leather bindings." - Colette (1873 - 1954)

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## Technical Director's Report

By Werner Rebsamen

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### New HP Printers Faster than Ever

A July 11 press release reports a breakthrough invention of a new ink-based platform, the result of a five-year, \$1.4 billion strategic investment. At this press conference, HP introduced high-performance printing units for black and white, color and photo printing at twice the speeds than the fastest printers we have today. Best of all, these printing units will have a 30 percent lower cost-per-page than color laser printers. The secret? More droplets per pass! With larger swathes, the

print-head makes fewer passes over a page, thus leading to increased speeds. Many other features are listed in the report, such as higher quality, larger prints and a richer color. These units are priced from \$199 to \$399, depending on the features desired. In other words, these units are very affordable for virtually every home. What does this mean for library binders? As reported before, our opportunities are with small and vanity presses. New software makes it easier than ever to mix text and pictures. Soon, more people will publish and print their own books in very small quantities. As the costs per page decrease, such endeavors become more common. The question is, then, how do we connect with these individuals to have those loose sheets bound into attractive hard cover bindings? Maybe our soon-to-come, all-new web page will be the answer!

### **Contradictory U.S. Book Production Statements**

In the *June Endpaper*, I quoted Bowker and reported increased activities in book production, as much as 14 percent! Yet another study ([www.edsf.org](http://www.edsf.org)) reports the number of Americans who are avid readers has been declining over the past 20 years. Worse, a new study forecasts there will be a time when more books are published than read. The study stated that only 57 percent of the U.S. population reads a book in a given year.

The Lulu.com study also predicts that 148.4 million books will be published in the U.S. in 2052, while only 129.4 million people are projected to read a book that year. The forecasted, large numbers of books published correlate with my predictions made over the years and offers great opportunities for library binders, the true hard-cover binding specialists.

### **Interesting Web-site**

Search and download over 35'000 titles, including 750 free downloads:  
[www.diesel-ebooks.com](http://www.diesel-ebooks.com)

### **Care and Handling of CDs and DVDs: A Guide for Librarians and Archivists**

A new report describes in non-technical language the various types of CDs and DVDs now in use, how they are made, and how they work. It then distills current industry knowledge about disc longevity, conditions that affect life expectancy, and how to care for optical media. The guide is amply illustrated and includes a glossary and bibliography. The guide was written by Fred R. Byers (10/03), 48 pp.) ISBN 1-932326-04-9 and can be found at [www.itl.nist.gov/div895/carefordisc/CDandDVDCareandHandlingGuide.pdf](http://www.itl.nist.gov/div895/carefordisc/CDandDVDCareandHandlingGuide.pdf). Although written for librarians and archivists, we library binders need to familiarize ourselves with this topic as many books now contain CDs and DVDs.

### **Printing Profits Down by 27%**

A quarterly financial report recently released by the commerce department showed that profits before income taxes are down significantly, a decrease of \$247 million for the quarter, or 27% compared to first quarter 2004.

Dr. Joe Webb stated, this is not good news, as the first quarter is usually the most profitable quarter of the year. The second and third quarters usually have lower sales revenues because of seasonal factors. Last year, although the first quarter was the best quarter of the year, this is unfortunately not the case this year.

Look for pressures to consolidate and cut costs to become stronger. Dr. Webb stated "This kind of data makes me very concerned about capital expenditures for the year. An upside surprise would certainly be welcome, but I don't believe it's in the cards."

Any comparison with library binding? See [www.census.gov/prod/www/abs/qfr-mm.html](http://www.census.gov/prod/www/abs/qfr-mm.html).

## RFID Technologies

Want to know more about this emerging technology and how to incorporate it into library books? The University of North Texas-Denton will sponsor a two day event, Oct. 25-26, which may be of interest to some of our members. This event may provide insight as to how publishers, booksellers, academic and public librarians, and knowledge managers can utilize RFID applications in a wide range of industries.

For information on speakers, the agenda, sponsorship, registration and hotel, contact [www.niso.org](http://www.niso.org).

## Someone's Mistakes May Offer New Business Opportunities for Library Binders

Through my contacts at RIT, I recently received excerpts from a *Wall Street Journal* online article which dealt with an unusual, profitable bookbinding enterprise – fixing somebody's else's mistakes. Here are some examples: A publisher misspelled the word "Massachusetts" in the title of a guidebook, rendering it "Massatusetts." Pages were falling out of a perfect bound book. A Chinese printer transformed "Grow Your Own Trees" into "Grow Your Own Tres." A salesman for a Buffalo, NY phone book sold a full-page ad to an escort service, and it was printed in nearly 800,000 copies. The offending page had to be removed by hand. The same thing happened for a medical text book that labeled a cancerous tumor benign.

If I look back into my 50+year career as a bookbinder, we have corrected and repaired many such incidents. But to make a profitable business out of such unfortunate incidents, that is unusual. The Book Doc Tome Trauma Center was founded in 1976 by David Dunn, a former book manufacturing executive. Originally, the company focused on book binding. In 1983, David Dunn began targeting publishers' mistakes. Now, the company employs approximately 125 people full-time. The business generates about \$7 million in

revenue and grows an estimated 5% annually. Its web site features a hospital door with the words "Emergency Entrance" emblazoned on it. Viewers who click on the door are then directed to a menu of specialists described as "book physicians." The list includes Head Book Nurse, Head Book Trauma Surgeon and Medical Billing. Now that should give us some ideas for the new LBI web site!

## Something to Think About...

"Ideas are not the sum and substance of thought; rather, thought is as much about the motion across the water as it is about the stepping stones that allow it."

-Sven Birkerts, *The Gutenberg Elegies*

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