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LIBRARY BINDING INSTITUTE

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A Newsletter from the Library Binding Institute

Fall Conference and Digital Print/Binding Opportunities Seminar

September 25 – 28, 2008, Pasadena, CA

Sponsored by Hardcover Binders International (HBI) and the Library Binding Institute (LBI)

Leading book industry experts will discuss digital print, hardcover binding, photo books, print-on-demand, the environmental impact of the book manufacturing industry, library binding, and more!



Professor Werner Rebsamen
HBI/LBI



Dimitrios Delis
PMA



Bill Upton
Malloy, Inc.



Michael Healy
BISG



Mike Limbach
Proven Direct



Blake Silber
Bridge Publications



David Taylor
Lightning Source, Inc.

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Fall Conference and Digital Print/Binding Opportunities Seminar

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The audience for this one-of-kind event includes:

- Book manufacturers interested in digital print, hardcover binding, photo books, print-on-demand, the environmental impact of the book manufacturing industry, and library binding;
- Publishers with staff who would benefit from knowing more; and
- Industry suppliers showcasing their products or wanting to educate their staffs.

The 2008 HBI/LBI Fall Conference, 9-25 and 9-26, offers:

- A welcome reception Thursday evening on the stunning terrace of the Langham, Huntington Hotel & Spa.
- Kater-Crafts Bookbinders Continental Breakfast and Tour – Specializing in Fine Bookbinding, Library Binding, and Book Restoration Since 1948
- Bridge Publications Tour and Lunch Featuring a Presentation by Blake Silber, Vice President Manufacturing
- President's Reception/Dinner Friday evening in the Horseshoe Garden at the Langham, Huntington Hotel & Spa.
- Opportunities for Networking with Peers and Industry Experts

Digital Print Binding Opportunities Seminar, 9-27 and 9-28, Includes A Day and A Half of Programming and More Opportunities for Networking:

Featured Speakers Include:

Werner Rebsamen, *Professor Emeritus, Rochester Institute of Technology, "Introduction to Binding Structures"*

Dimitrios Delis, *PMA, "The Photo Books Market: Demand Trends, Segments, Pricing, Distribution Channels, Future Opportunities and Challenges"*

Bill Upton, *Malloy, Inc., and Michael Healy, Book Industry Study Group (BISG) - "A Sustainable Future Dialogue: BISG/GPI Environmental Trends Report"*

Mike Limbach, *Proven Direct, "Photo Book Manufacturing - Markets & Infrastructure"*

David Taylor, *Lightning Source Inc., "Driving Innovative Supply Chains for the Book Trade"*

Early Registration Deadline – September 5, 2008
Register for one or both events!



Now you can join and save up to \$300 on your registration fee!

On February 28, 2008, the LBI Board of Directors voted to adopt the assumed name of Hardcover Binders International (HBI) for the Library Binding Institute. In doing so, the membership of the corporation will consist of two divisions - the Certified Library Binders Division (LBI) and the Hardcover Binders Division

Benefits of Membership Include:

- *Subscription to *ShelfLife*, HBI/LBI's quarterly publication
- *Subscription to *Endpaper*, HBI/LBI's email newsletter
- *Member discounts on conferences, seminars, and publications
- *A company listing on the HBI/LBI website and in the membership directory
- *Access to members only information on the website which includes back issues of *ShelfLife*, *Endpaper*, and Werner Rebsamen articles
- *A membership certificate reflecting your membership in good standing

For more information, contact Debra Nolan, CAE, at 561-745-6821, dnolan@hardcoverbinders.org or access the membership application on HBI/LBI's website at www.lbibinders.org/home.htm.

A special thanks to our major conference/seminar sponsors!



**2008 Fall Conference and Digital Print Binding Opportunities Seminar
Pasadena, CA September 25 - 28, 2008
Preliminary Schedule**

Thursday, September 25

- 2:00 pm – 6:00 pm Registration
- 3:00 pm – 5:00 pm LBI Board of Directors Meeting
- 6:00 pm – 7:30 pm Welcome Reception
Welcome Reception on the stunning Viennese Terrace at the Langham, Huntington Hotel & Spa. Reception sponsored by HP, Muller Martini, Océ, and Xerox.

Friday, September 26

- 7:00 am – 7:30 am Registration
- 7:30 am Depart for Kater-Crafts Bookbinders
- 8:30 am – 10:00 am Continental Breakfast and Kater-Crafts Bookbinders Tour
- 10:15 am Depart for Bridge Publications
- 11:00 am – 1:00 pm Bridge Publications Tour
- 1:00 pm – 2:30 pm Lunch and Presentation by Blake Silber, Vice President Manufacturing, Bridge Publications

Mr. Silber will speak about the nuts and bolts of digital printing and book production. Bridge's in-house plant produced over 2.8 million hardcover, softcover, coil bound, padded and saddle stitched materials last year — all printed digitally and bound under the same roof. Since Bridge's run sizes vary from 100 to 20,000, you will learn how digital production can be optimized to make any size run efficient. Bridge's award winning quality is reflected in their internally developed procedures, many of which are unique in conforming digital printing output with traditional hardcover binding. Mr. Silber will be happy to share these techniques with you.

- 2:45 pm Depart for Langham Huntington Hotel and Spa; Arrive by 3:30 pm.
- 4:00 pm – 5:00 pm HBI/LBI Annual Membership Meeting
- 6:00 pm – 8:30 pm Reception/Dinner Hosted by HBI/LBI President Gerrit Dykhouse, in the Horseshoe Garden at the Langham, Huntington Hotel & Spa.

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**2008 Fall Conference and Digital Print Binding Opportunities Seminar
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Preliminary Schedule**

Saturday, September 27

7:30 am – 8:30 am Registration/Continental Breakfast;
Supplier Table Top Displays

8:30 am – 8:40 am Opening Remarks/Introductions
Gerrit Dykhouse, HBI/LBI President
and Debra Nolan, CAE, HBI/LBI
Executive Director

8:40 am - 9:10 am *“Introduction to Binding Structures”*
Werner Rebsamen, Professor Emeritus,
RIT

9:10 am - 9:35 am *“Aspects of Bookbinding and
Materials”* Fritz James, LBS

9:35 am - 10:00 am *“Bookbinding Adhesives 101: Starches,
Protein Glue, PVA Formulas, PUR”*
Tom Rolando, Wisdom Adhesives

10:00 am - 10:30 am Break; Supplier Table Top Displays

10:30 am - 10:50 am *“Hardcover Binding One Book at a
Time, New Glue Control system,
Testing”*
Volker Petzhold, DGR

10:50 am - 11:10 am *“On-Demand, Hardcover and Perfect
Binding”*
Jim Kaeli, Muller Martini

11:10 am – 11:30 am *“Flap Softcover Production as Shown
during Bridge Publications Tour”*
Tom Welby, Wohlenberg/Colter-
Peterson

11:30 am - 1:30 pm Lunch, *“The Photo Books Market:
Demand Trends, Segments, Pricing,
Distribution Channels, Future
Opportunities and Challenges”*,
Dimitrios Delis, PMA

1:30 pm - 2:15 pm *“Photo Book Manufacturing - Markets &
Infrastructure”*
Mike Limbach, Proven Direct & HP
Representative

2:15 pm – 2:45 pm *“Growing Your Photo Specialty
Business”*
Vincent Reilly, Xerox

2:45 pm - 3:15 pm Break; Supplier Table Top Displays

3:15 pm - 3:35 pm *“PurePhoto Books and FastBook
Binding”*
Rainer Bauer, Imaging Solutions
Switzerland

3:35 pm - 3:55 pm *“On-Demand Printing Opportunities”*
Dennis Soucy, Oce

3:55 pm - 4:15 pm *“Casemaking, On-Demand and Photo
Book Hardcover Binding Equipment”*
Ted Greene, GP2 Technologies

4:15 pm - 4:45 pm *“Driving Innovative Supply Chains for
the Book Trade and the Role of On-
Demand”*
David Taylor, Lightning Source, Inc.

4:45 pm - 5:00 pm Concluding Remarks for the Day,
Werner Rebsamen, Professor Emeritus,
RIT

6:00 pm - 7:30 pm Cash Bar Reception

Sunday, September 28

7:30 am - 8:30 am Continental Breakfast

8:30 am - 9:30 am *“A Sustainable Future Dialogue:
BISG/GPI Environmental Trends Report”*
Bill Upton, Malloy Incorporated, and
Michael Healy, Book Industry Study
Group

9:30 am - 9:50 am *“Forest Stewardship Council (FSC)
Chain of Custody Certification - What it
Means to Provide Environmentally
Sound Covering Solutions”*
Dave Robbins, Ecological Fibers

9:50 am - 10:05 am Break

10:05 am - 11:05 am Facilitated Special Interest Table Topic
Discussion Groups: Idea Sharing and
Problem Solving on a Variety of Topics
Including Library Binding, Photo
Books, Print on Demand, The Book
Industry and the Environment, and
more.

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**2008 Fall Conference and Digital Print Binding
Opportunities Seminar
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- 11:05 am – 11:25 am *“Mekatronics 50th Anniversary Special Presentation”*
Jack Bendror
- 11:25 am - 11:45 am Summary and Concluding Remarks,
Werner Rebsamen, Professor Emeritus,
RIT
- Afternoon Golf Tournament or Free Afternoon to Go to the
Spa or the Huntington Institute
- 6:00 pm Closing Get Together



Make your reservations!

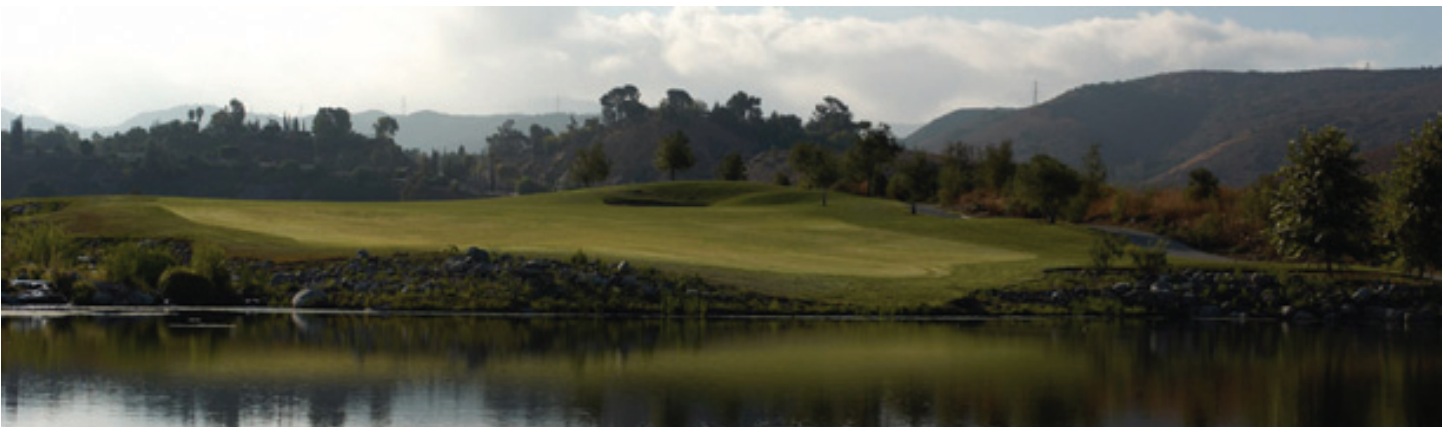
The Langham, Huntington Hotel & Spa, Pasadena (formerly The Ritz-Carlton, Huntington Hotel & Spa) is a famed Pasadena landmark since 1907, set on 23 acres overlooking San Marino. It is the only AAA Five Diamond Pasadena hotel, and the closest to downtown Los Angeles.

Hotel and Rate Information - Make Reservations by September 7, 2008

The Langham, Huntington Hotel & Spa
1401 South Oak Knoll Avenue, Pasadena, California 91106, USA
Phone: 1-626-568 3900 Fax: 1-626-568 3700

Reserve your Room Today - Call 1-626-568-3900 and
reference “Library Binding Institute”
\$219 single/double plus local and state taxes - deluxe room
\$245 single/double plus local and state taxes - deluxe lanai

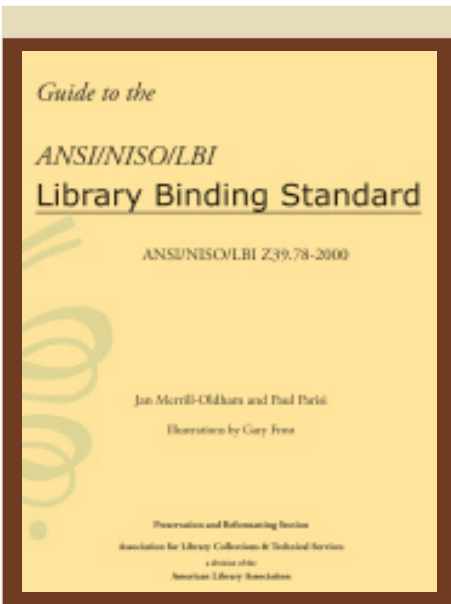
Learn more. Visit <http://pasadena.langhamhotels.com>



Golf on Sunday!

Angeles National Golf Club
9401 Foothill Blvd. Sunland, CA 91040
TEL: 818-951-8771 FAX: 818-951-8791
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Nestled at the base of the Angeles National Forest and the only Nicklaus Design golf course in Los Angeles County, Angeles National Golf Club offers an 18 hole, par 72 championship golf course with magnificent views, generous fairways and immaculate emerald greens. Ranked by Travel + Leisure Golf magazine as one of the Top 30 Best New Courses Worldwide and one of the Top Ten Best New Public/Resort courses in the United States.



Library Binding Toolkit Task Force Formed

The HBI/LBI Board of Directors recently approved the formation of a task force to develop a library binding toolkit. Laura Cameron, Stanford University, was appointed task force chair. The purpose of the kit is to provide useful information to small and medium-size libraries, as well as to provide training materials for library binding and preservation courses which address this topic.



Just Published!

The updated *Guide to the ANSI/NISO/LBI Library Binding Standard* by Jan Merrill-Oldham and Paul Parisi has just been released by the American Library Association. Go to www.lbibinders.org/home.htm for a complimentary PDF version of the guide. A hard copy will soon be available for purchase on the American Library Association website.



Publishing Business Conference and Expo Looking for Speakers

The Publishing Business Conference and Expo team is currently accepting speaker submissions for the 2009 conference program. The 2009 Publishing Business Conference, produced by *Publishing Executive* and *Book Business* magazines, is March 23-25 at the New York Marriott Marquis Times Square.

They are looking for qualified speakers to share their expertise on a wide range of business management, technology, marketing, distribution, manufacturing, production, and other issues related to magazine and book publishing. All submissions must be sent to Matt Steinmetz, conference program editor, at msteinmetz@napco.com by Friday, August 15. For more information, go to <http://www.publishingbusiness.com/callforspeakers.php>.

Ecological Fibers earns Chain-of-Custody certification from the Forest Stewardship Council



Ecological Fibers, Inc. headquartered in Lunenburg, Massachusetts USA has been awarded the Forest Stewardship Council (FSC) Chain-of-Custody certification (CoC).

For the past 36 years, under the brand name Rainbow®, Ecological has been the global leader in providing “Environmentally Sound Covering Solutions” to the book, stationery, packaging, and security industries while remaining committed to meet or exceed environmental, health and safety standards. These efforts have been recognized by the U.S. Environmental Protection Agency (EPA) with an honorary environmental award.

This recent CoC certification assures Ecological customers that their Rainbow® products carrying an FSC label are certified to be coming from forests which are managed under the highest social and environmental standards. It also confirms Ecological’s role in the FSC supply chain and provides earned recognition of its well managed practices.

FiberMark Announces Winners of 15th Annual Specifier Awards

FiberMark, a leading producer of specialty covering materials for a variety of applications including office products, publishing and luxury packaging, today announced the winners of its 2007 Annual Specifier Awards. The awards program, which FiberMark launched in 1992, honors projects that have been created using the company's materials.

Design creativity was very evident in the breadth of submissions that FiberMark received for the 2007 awards. Entries came from a wide range of industries and applications, as well as from geographies as diverse as New Zealand and South Africa. Submissions were judged by a peer review committee that evaluated the entries on design, decoration/printing quality, construction quality, and relationship of the materials to the project.

The 2007 Best of Show-Gold winner was Maquet, a healthcare package featuring Iridescents by Corvon® that was entered by Influence Communications/Dorland

Global Health Communications/Marketing IV. The judges were impressed not only by the use of FiberMark materials, but by the quality of the finishing and decorating details.

Best of Show-Silver went to Rolex's Co-op Advertising Portfolio 2007 which incorporated FiberMark's Senzo by Corvon® for its cover, Metallics by Skivertex® for the endsheet, and Touché® Cover for tabbed dividers.

Acknowledgement goes to Bassil Bookbinding and Imtech Graphics for this submission.

Best of Show-Bronze used Pellaq® Crispel in three box wrap colors to launch Lisa Hoffman's new line of personal fragrance oils called Variations. The rich use of textured materials and colors allowed the Crispel products to perfectly underscore the Lisa Hoffman brand image. Credit goes to Vista Outsourcing & Consulting, LLC as the packaging manufacturer.



"Each year, we see the creativity bar being raised even higher by the designers who use our materials," said Susan Hurt, vice president of marketing at FiberMark. "The quality of this past year's submissions was extraordinary, and it was difficult to whittle down the excellent choices to the top three. We applaud all those who entered projects, and appreciate the time and talent they brought to their work."

FiberMark is now accepting entries for the Naturally Creative 16th Annual Specifier Awards program. Projects that incorporate FiberMark's specialty cover materials and have been produced in 2008 are eligible for submission. Deadline for entry is December 31, 2008.

Entry forms and a showcase of award winners can be found on the company's website, www.fibermark.com/awards. For more information, call 800-843-1243.

Technical Director's Report • by Werner Rebsamen

Seminars and Industry Updates – Who Cares?

The majority of my professional career was spent in education. Interestingly enough, the topics I was privileged to teach were those of my beloved profession – bookbinding. Not only was I able to share my industry experiences with undergraduate and graduate students; I also reached many people who were making careers in the industry and attended RIT seminars on binding and book manufacturing. From 1975 to 2000, I conducted over a hundred three-day seminars for industry people; fifty of

them were for BMI. Many of our members have attended some of these seminars and reflect proudly on the opportunity of having bound a hardcover book.

In addition to planned seminars, I conducted shorter presentations on behalf of RIT's Industry Training Center at least twice a month. These customized seminars included such major companies as IBM, Xerox, International Paper, and many others. Lectures, presentations and consulting followed all over the world.



These professional experiences only serve to reaffirm my belief in the importance of industry education. The investment is a good one, not only for the learning that happens during the presentation, but also for the equally as valuable opportunity to talk with colleagues and suppliers. Most

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seminar participants gain the most interacting with others.

Looking back through the decades, LBI has had the most interesting, technical dialogs and presentations. For example, Jack Bendror could talk forever on new machinery and gadgets, and yet his audience always wanted to hear more. Library binders recognized even then that in order to remain competitive, they would need to embrace automation and the industry's technological advances. Jerry Flesher introduced us to the most cleverly designed stamping systems, which are now present, without exception, in virtually every library bindery. Fritz James never got tired of introducing us to all the research and developments LBS has done in regard to materials.

There were many other suppliers who shared their new R & D endeavors. For example, just look at the developments in regards to boards. Newcomers like GP2 Technologies and ODM have made our past meetings even more interesting. It is a pleasure to see the next generation at work in our industry.

But unfortunately there are problems as well. Over the years, participation at our meetings declined. Without the necessary funds, our program committee no longer could offer the great variety of presentations. A single keynote speaker, no matter how dynamic, was not a great incentive to participate, particularly for



This picture was taken 22 years ago. All those library binders looking-on are still in business today because of their commitment to continuing education and learning about new technologies.

smaller businesses where the cost often outweighed the benefit. I started to feel sorry for some of the speakers whose excellent presentations were made before a handful of actual binders. A good example is Tom Rolando's presentation on PUR adhesive in Clearwater, Florida. He spoke on behalf of Wisdom Adhesives and put together an in-depth PowerPoint presentation, yet very few heard it. If you have had the opportunity to be a speaker, surely you understand the incredible time and energy that goes into putting together a presentation—now imagine that most of your audience has already left before you speak. Why would I pick Tom Rolando's presentation as an example? Just a week ago, I received a call from an LBI member who had various questions about adhesives. I shook my head in disbelief as the fellow referred to an animal / protein glue as "hotmelt!"

Sure it is heated, but not as hot as hotmelt! Then there were questions about PUR that were addressed in Tom's presentation.

Bookbinding is a very complex trade and continuing education is critical to its success. Perhaps no other trade must deal with so many different materials, chemicals and procedures. That is why I personally love this trade. It brings great challenges. I hope that someday I do have the pleasure of meeting the binder or expert who knows it all, but believe that individual simply does not exist.

We must ask ourselves how we can enhance our educational activities. For decades, there was the Research and Engineering Council of the Graphic Arts. Every year, in April, we met near Chicago to discuss aspects of print finishing and





Education is the key to success - LBI suppliers lecture on Adhesives.

For September 2008, we have put together an unusually interesting seminar with topics that will please everyone. No matter if you are a large, medium or small binding enterprise, it is important that you attend. We will visit one of the most complete library binderies, Kater Crafts, where you will see both sophisticated machinery and the high skills of hand book binding. At Bridge Publications, we will see all digital print book manufacturing and learn a lot about UV coating, hot stamping and more.. It is the most modern facility I ever had the pleasure to consult.

binding. We often had over 400 participants, as it was the most important meeting for all managers who had to make decisions about future investments and trends. I had the pleasure of addressing this audience for over 20 years, the topic being "30 Minutes around the World." Each year, I provided a summary of new developments in binding around the World. This included all aspects of print finishing, magazine production, newspaper mailing rooms and more. I

retired from this organization in 2001 and have since concentrated on On-Demand, Library and Hardcover binding. Just a few years later, the organization dissolved and left all binders without a source for up-to-date information and a chance to meet with other professional colleagues. This presented an opportunity for LBI. While it took some time to convince our members, the Springfield meeting provided an array of opportunity that excited members and brought them out in record numbers.

I know from experiences that there are always some who do not care to attend. For those who join us, you will be better prepared to cope with future challenges and stay competitive in our increasingly challenging industry. Participation in this meeting is an investment in your future.

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@metrocast.net

Something to Think About

The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes. -Marcel Proust

Executive Director's Report

by Debra S. Nolan, CAE



Recently, I attended an association management roundtable discussion where a shared comment impacted me significantly. In discussing association activities and membership services, Larry Gulko, Brand Marketing Consultant and roundtable facilitator, said "The hallmark of all interaction is relevance." Boom. It was a moment I'll never forget. Simple, profound, thought provoking. He then went on to ask each participant what his or her association is doing today to be relevant. What priceless experiences or services are being delivered that can only be gotten through participation in the organization.

The timing of this experience could not have been better given the development of the fall conference and seminar, not to mention HBI/LBI's expanded scope. By now, you have received the fall conference/seminar registration form and preliminary schedule. After reviewing it, you will see that the program has been designed to engage participants in a variety of ways. Touring two unique binderies, like Kater-Crafts and Bridge Publications, will offer a different perspective to those who manage their own binderies and to suppliers of products and services. Presentations on optimizing digital production, photo book market opportunities, and on demand trends will provide for a different type of learning experience in a

remarkable setting. Roundtable discussions, designed for idea sharing and problem solving, will also allow for engagement and active learning in a different way.

Then there is the social aspect of the conference and seminar where opportunities for networking abound. These include the opening welcome reception on the stunning Viennese Terrace at the Langham Huntington Hotel and Spa, breakfasts, lunches, and the president's reception/dinner which will be held on Friday evening in the outdoor Horseshoe Garden of the hotel. Sunday afternoon provides time for golf or relaxation at the spa or quiet time so that the activities of the past few days can settle in. The final evening offers an opportunity for closure and saying good-bye until next time.

The relevance of any experience is, ultimately, subjective. By setting the stage to maximize learning, professional development, and networking – it is my hope that the 2008 HBI/LBI fall conference and seminar will offer a remarkable and priceless experience for all who attend.

