



# The ENDPAPER

Newsletter of the Library Binding Institute – SEPTEMBER 2005

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## Learning and Laughter at LBI 2005 Fall Meeting in Chicago



**Frank Romano, Professor Emeritus  
RIT School of Print Media**

Nearly forty-five members of the Library Binding Institute gathered at the Millennium Knickerbocker Hotel in Chicago, September 15 – 17, for LBI's 2005 Fall Meeting. The meeting began with a welcome reception, on Thursday, September 15, where Sally Moyer, executive director from 1984 – 1999, was present with her husband, Wes.

The following morning Frank Romano, Professor Emeritus, RIT School of Print Media, opened the meeting with a discussion on "Critical Trends in Digital Printing and Binding." Included in his remarks were statistics pointing to trends in short run binding and the digital print industry. For a copy of Romano's PowerPoint presentation, please contact the LBI office. Werner Rebsman followed by sharing his observations on PRINT05 (see the Technical Director's Report).

The afternoon session, lead by Rick Lamos, Lysis International, addressed sales and

marketing issues related to the print industry and customer relationship management. For a copy of his presentation, "Find, Keep, and Grow Your Best Customers," please contact the LBI office.

Charles Wilt, executive director of the Association for Library Collections and Technical Services (ALCTS), also addressed the group. A division of the American Library Association, ALCTS has 5,000 members and will turn 50 in the year 2007.

After a full day of program sessions on Friday, September 16, LBI members enjoyed a Mexican fiesta at the Adobo Grill in Old Town, Chicago. Complete with tableside guacamole service and shaken margaritas, a good time was had by all. Following dinner, the group walked next door to Second City and enjoyed an evening of live comedy.



**LBI Members Enjoy Dinner at the  
Adobo Grill in Old Town**

The LBI Board meeting was held on Saturday, September 17, at which time the redesigned LBI web site was demonstrated. It was agreed that all LBI members would have the opportunity to comment on the

web site and their company information before the site goes live.

## Highlights from the September 17 Board Meeting

-The LBI Board voted to fund the ALA ALCTS George Cunha and Susan Swartzburg Grant Award for Preservation;

-the office reported a total of 76 LBI members;

-members were asked to send the LBI office any extra back issues of *The New Library Scene*, prior to 1979;

-income and expenses through June 30 are at 45% of what was projected;

-the 2004 Year-End Review was distributed;

-the group agreed that fall meeting expenses should be lower than the spring meeting expenses;

-a discussion about the growing number of hard cover binders and the opportunity this presents to LBI;

-members had an opportunity to preview LBI's redesigned web site; and

-the LBI office is working closely with the following organizations on various projects: ALA ALCTS, the California Preservation Program, and NISO.

## 2006 LBI Spring and Fall Conference Dates Announced!

2006 Annual Meeting, May 5 – 7  
Sheraton Sand Key  
Clearwater Beach, Florida

2006 Fall Meeting, Sept. 21 – 24  
Grouse Mountain Lodge  
Whitefish, Montana

## The Following Message Was Recently Sent to LBI Members:

### It's Here! The Long Awaited LBI Web Site (Draft) Is Just a Click Away!

Dear LBI Members:

I am delighted to report that the newly redesigned LBI web site, which made its debut at LBI's fall conference in Chicago, is available for you to preview. The link(s) will be provided at the end of this message.

Your feedback is an important part of this process. Before I tell you the specific kinds of input I am looking for, I want to share a few things. One, we are not married to the layout, photos, or text that you will see on the redesigned site. This is just a point from which to start. Two, it has been suggested that we use the newer square LBI logo, rather than the open book logo, on the site. Along the same line, it has been suggested that LBI not be spelled out on the entrance page, in the event we want to attract those interested in other hard cover binding services to the web site.

Keep in mind that the web site serves more than one purpose.

1. It is designed to enhance the image of and accessibility to library binders. More complete descriptions of member companies and the services you provide can be added. Sorts can be done based on product or service type. Product photos will be needed (see below) and I need your help with this. A history of LBI and the development of library binding standard(s) over the years will be included.

2. It is designed to keep members informed and will, at some point, have a members only section. In this section, members will have access to current and back issues of the Endpaper and TNLS. Other information could include pre or post conference reports and/or other items of interest such as an up-to-date LBI member directory.

3. It will be designed to attract those interested in other services that library binders provide. On the entrance page, there could be a section for visitors to "click here" - the categories could be library binding, on demand printing, and/or prebinding. Or the categories could be for libraries, schools, printers, or publishers. Once the visitor clicks on a category, such as on-demand printing, the web site can go to a different home page with photos and text targeted to on demand printing. The visitor can then click on LBI members to find those who provide this type of service. A separate description for this service could be listed next to the member's name.

4. It will serve as a resource for librarians. There could be PDF attachments with all kinds of information for librarians such a decision making tree for librarians, FAQ's, the argument for library binding, etc.

In addition to giving me feedback about the content, layout, and photos, I specifically need the following items from you:

1. Product Photos - It has been suggested that we include more product photos on the web site. These photos should relate to library binding and/or other services that our members provide (prebound books, hardcover bound books, endpapers, glue, cover material, etc.). Please contact me ASAP if you are willing to send me a sample of your product so that it can be professionally photographed. It will be returned to you.

2. Company Information - Please review your company information that is listed on the current (redesigned) web site. Your corrections or updates are needed by October 12. Also, I will be sending you a company profile form under separate cover which you will need to complete and return by October 12.

3. FAQ's, Educational Information - If you have any sample FAQ's that you can provide for the web site, that would be most helpful. If you have any educational

materials about library binding in a Microsoft Word or PDF format that you would not mind sharing, that would be most appreciated.

Testimonials about the value of library binding will be included on the web site along with quotes about the value of books and preservation of the printed word. All other ideas are welcome.

Thanks for remembering that this is a process. Even though we intend to go live with the site before the end of October, updates and changes will continuously be made. Photographs can be rotated or replaced, text can be fine-tuned, and documents can be added. This is only the beginning.

Many thanks for your input and feedback. Oh yes, and the link(s) are:

[www.hardcoverbinders.org/lbi.htm](http://www.hardcoverbinders.org/lbi.htm)  
[www.hardcoverbinders.org/Memberpubs.htm](http://www.hardcoverbinders.org/Memberpubs.htm)  
(to access back issues of Endpaper and TNLS)

Best Regards,

Debbie

### **EXHIBITORS HAIL "10 TIMES THE ROI" AND "PHENOMENAL" AT PRINT® 05 & CONVERTING<sup>SM</sup> 05 (reprinted from PRINT® 05 press release)**

A total of approximately 62,000 people, including a large international contingent, took part in September's PRINT® 05 & CONVERTING<sup>SM</sup> 05 in Chicago. Exhibitors hailed the show as "fantastic," "phenomenal" and "tremendously successful."

The show was the largest in the world for commercial, package printing and converting in 2005, and took place September 9-15 at the McCormick Place Complex. Nearly 955 exhibitors mounted displays filling nearly 750,000 square feet of booth space.

Seminar attendance broke a record, with more than 2,260 people registering to participate in one or more of the 80-plus educational sessions offered at the show.

International attendees exceeded 7,200, or 11 percent of the total, up from 7,100 at the last PRINT® show in 2001. These attendees represented 99 nations, up from 75 in 2001. The global theme of the show could be seen throughout the show floor. Tours were offered in various languages, international visitors could be found throughout the displays, and a series of well-attended presentations and networking events dedicated to specific global regions each day highlighted the international nature of this event.

According to Regis J. Delmontagne, president of GASC and the show's producer, "This show exceeded many of our expectations as well. The positive response to our initiative to significantly enter the package printing sector and the success of those exhibitors serving that sector, the increase in international attendance and the continued success of the educational program all contributed to a very successful event overall for everyone involved." Busy aisles, well-attended seminars, full pavilions, and overwhelmingly well-qualified and well-informed participants were the hallmarks of this impressive event, and exhibitors were extremely pleased with their experience at this global event.

"The traffic has been superb and the quality of the prospects is fantastic," said Darren George, Central Regional Manager at Ryobi/xpedx Import Group. "We've done between \$9 million and \$10 million in sales and generated 400 to 500 quality leads. We've also established contacts in a number of vertical markets in the high-end packaging and specialty printing industries. We're very happy with the results."

Joe Gano, Sales Manager, Midwest Territory for VUTEK Digital Printing Systems, reported that "We've made at least \$3 million at PRINT 05. Break-even isn't what we're looking for. We're looking for 10 times the

ROI, and I'm confident that we'll get it as a result of business we've generated from this show."

At Bielomatik, Senior Vice President Thomas P. Laurino commented that "The traffic here has been fabulous, absolutely thick with qualified leads and buyers. We've sold at least four machines and we're going to sell more before the show is done," he added. "You get a very nice bang for your buck, and it's not just an initial hit. It's a hit for future business."

Exhibitors reported high success both in gathering leads for future follow-up and in closing sales right on the show floor - sometimes to customers they had never seen before.

"We made one multimillion dollar sale to somebody we'd never met who just walked in," said Jeff Marr, Vice President/Sales at Colter & Peterson. "We've also made some large sales here which normally would take much longer to close. Within half an hour of the show opening, we were buried in visitors. The show results exceeded our expectations."

KBA's booth also welcomed unfamiliar faces, said Vice President of Corporate Marketing Eric Frank. "Sales were excellent," he said, "and some of our sales were unexpected. There were *new* customers here this year."

New faces also featured in the show experience at Gämmerler Corporation, where Marketing Manager Leslie Figler said that "we have definitely closed sales we did not already know about. With some shows, the benefit doesn't come until afterward, but here, we've closed a lot of business right at the show. The people that come here have been extremely qualified."

Korber Paperlink also gained both leads and hard sales from its booth. "Virtually everyone who's a player in the market is here, so we're able to get ourselves exposed to the right people," said Kevin Rolfe, Senior Vice President. "We've

generated at least a couple hundred leads, sold a \$1.4 million machine and had a lot of high interest in our products."

GBC had "a phenomenal show," reported Cindy Pilch, Senior Brand Manager. "We had tripled our sales goals for the show by the fourth day. Monday was very, very crowded. It was a challenge to get everybody into our booth." It was also a challenge for some exhibitors to maintain supplies of basic necessities. "I've run out of business cards, which is an indication of how good this show has been," said Alban West, president of West Products Company. "The leads I got through this show have been higher quality than those at some other shows. This show has more of a presence, it's more heavily advertised and it draws more international investors."

The experience was similar at Brandtjen & Kluge. "Twice we've run out of sales literature and had to fly in some more," said company President H. A. Brandtjen III. "We had 51 qualified leads the first day of the show, 57 the second and 81 the third. Do you know how much money it would cost me to go out and visit 51 people? The value of this show is very high."

At FujiFilm Sericol, Marketing Director Bob Linck said, "We print for seven hours a day straight during the show, producing hundreds of sample substrate images for attendees to take home. At the end of each day, there are no materials left. This is our first time here and this is a relatively new market for us, and we've been very pleased with the show." Haddon Stevens, Vice President, Sales Aztek, Inc., noted "Aztek does many trade shows throughout the year in both the printing and photo finishing industries. PRINT 05 was by far the best show of the year for us!"

Eugene Schultz, Chicago branch office manager for Mimaki USA, Inc., expected that "Our dealers will probably close between \$750,000 and \$1 million as a result of PRINT 05 & CONVERTING 05, and that's a conservative estimate. This is our first time at this show, and we've already signed up for

a larger booth next year. We're very pleased with the quantity and the quality of the leads we've gained."

Standard Finishing Systems had "a tremendously successful show," said Marketing Manager Don Dubuque. "The people coming to the booth were the right people, and we've filled the pipeline with hundreds of qualified leads. This is a place where customers can see our full line of finishing equipment in one place as well as a live theater presentation five times a day. For us, this is the biggest graphic arts trade show we're involved in, hands down."

The next PRINT show will be held in 2009. Next year, the annual GRAPH EXPO® and CONVERTING EXPO® will be held on October 15-18 in McCormick Place South in Chicago. Complete information about what the PRINT 05 & CONVERTING 05 show offered is online at [www.print05.com](http://www.print05.com).

## Hurricane Katrina Impact on Libraries/ Relief Efforts

You may be interested in the following web sites which have posted information related to libraries and other cultural institutions affected by Hurricane Katrina:

### American Library Association

[www.ala.org/ala/online/hurricanekatrinanews/katrinanews.htm](http://www.ala.org/ala/online/hurricanekatrinanews/katrinanews.htm)

### Heritage Preservation

[www.heritagepreservation.org/PROGRAMS/Katrina.HTM](http://www.heritagepreservation.org/PROGRAMS/Katrina.HTM)

### Institute of Museum and Library Services

[www.ims.gov/whatsnew/current/092105.htm](http://www.ims.gov/whatsnew/current/092105.htm)

### Northeast Document Conservation Center

[www.nedcc.org/news/hurricane.htm](http://www.nedcc.org/news/hurricane.htm)

### Society of American Archivists

[www.archivists.org](http://www.archivists.org)

### Society of Southwest Archivists

[herbie.ischool.utexas.edu/ssacares/index.php](http://herbie.ischool.utexas.edu/ssacares/index.php)

## Is Your Organization Involved in Hurricane Relief Efforts?

If your organization is involved in hurricane relief efforts, please let us know so that we can share it with others.

## ALA Creates Hurricane Relief Fund

ALA has announced the creation of a Hurricane Katrina Library Relief Fund to raise money to help rebuild libraries in Gulf Region. All funds will support the library relief efforts of the state associations.

Contributions are tax deductible. To donate, visit ALA's secure site, or mail checks (payable to ALA and marked for the ALA Hurricane Katrina Relief Fund) to ALA Chapter Relations Office, 50 East Huron Street, Chicago, IL 60611. For more information, go to [www.ala.org](http://www.ala.org).

## Hurricane Katrina Preservation Assessments in Mississippi (from a recent ALA PADG posting)

Between September 14th and September 16th, approximately two weeks following Hurricane Katrina, Ann Frelsen, collections conservator at Emory University, and Christine Wiseman, preservation services manager at The Georgia Archives, conducted assessments of archives and historical repositories in the three coastal counties of Mississippi damaged by Hurricane Katrina. We were among the first to look at the conditions of important records in the areas most devastated by the hurricane.

Under the auspices of the Mississippi Archives, a small team visited nineteen sites that included public libraries, city halls, court houses, historical societies, museums, and private collections. Because of time constraints, we focused on examining damaged permanent and vital records in government facilities, and on local history and genealogical collections held in public libraries. In nearly every instance,

preventing or halting mold growth was a major concern, given the lack of electrical power and the expectation that power would not be available for several more days or weeks.

In some cases we were able to confirm or discount earlier reports of damage. Public libraries in Bay St. Louis and Pascagoula, for example, were already on their way towards recovery, despite earlier reports of severe damage to their collections. Mold remediation and building drying activities, such as removing wet carpeting and drywall, were already underway. In the case of the Pascagoula Public Library, only several hundred volumes of replaceable materials were lost. Staff were concerned about the condition of the local history and genealogy collection, which was expected to remain in the building without power for several more weeks. The Biloxi Public Library suffered extreme damage to their general collection; the focus was on salvaging as much of the local history collection as possible.

Some government buildings had basic services restored and were open to the public. Moss Point City Hall and Hancock County Court House in Bay St. Louis, for example, were open to the public, despite the damp and moldy volumes air drying in their hallways. We were told that "an official" had told people that everything submerged in the floodwaters had to be thrown out. That directive may have caused vital records to be discarded before we arrived. We noted the amounts of damaged materials at all sites, so that the plans could be made for freezer trucks and climate controlled storage.

In all cases we talked to staff about the importance of taking personal safety precautions and trained people to use on using respirators properly.

Many organizations are in dire need of freezing capabilities, particularly for materials that were submerged in the flood water. In addition, there is a great need for

assistance to private collections that are not eligible for federal funding.

We have learned that some of these materials have since been taken to climate controlled storage. Unfortunately Hurricane Rita is delaying recovery efforts. As conditions improve and more services are restored, more teams can continue to go into the devastated communities. Gasoline availability and the lack of accommodations for visitors may continue to hamper preservation efforts.

*Submitted by Ann Frelsen, collections conservator at Emory University, and Christine Wiseman, preservation services manager at The Georgia Archives.*

## **IRS Increases Optional Standard Mileage Rates**

The Internal Revenue Service and Treasury Department recently announced an increase to the optional standard mileage rates for the final four months of 2005.

The rate will increase to 48.5 cents a mile for all business miles driven between Sept. 1 and Dec. 31, 2005. This is an increase of 8 cents from the 40.5 cent rate in effect for the first eight months of 2005.

## **Implementation of Google Library Database Delayed** (reprinted from NCH WASHINGTON UPDATE, Vol. 11, #32; 26 AUGUST 2005)

The on-line search company Google has announced a temporary halt in its program to make searchable, digital copies of the contents of university libraries at Harvard, Stanford, and the University of Michigan. The stoppage is designed to grant publishers and copyright holders the chance to opt out of having their protected works copied. But a major publishing trade association deemed the program as "inadequate" and stated that the Google Print Library Project is built on a foundation of "purposeful" copyright violation.

Google intends to continue work on the project by focusing on digital conversion of books currently in the public domain until November 1 at which time the company plans to resume scanning of copyrighted works. By pushing back the date to commence scanning, publishers are being given an opportunity to notify Google with regards to their works they would not like included in the searchable database.

Google asserts the opt-out policy is being conducted in accordance with the way they traditionally have conducted relationships with web site owners. According to Adam Smith, Senior Product Manager, "this program is consistent with the principles of fair use, and it will allow authors to write more books, allow publishers to sell more books." But Patricia Schroeder of the Association of American Publishers states, "the program still sets [a] damaging precedent that copyrighted works could be reproduced at will as long as a copyright holder had not preemptively objected." Two other central issues have yet to be adequately addressed: 1) how are authors going to know whether their work has been copied, and 2) how is revenue derived from sales to be shared with copyright owners.

In December 2004, Google negotiated a deal with Oxford University and the New York Public Library that permitted the company to make copies of all books deposited at those two institutions that were in the public domain. Google's agreements with the three university libraries have proven more problematic. At these institutions, Google has been given access not only to works in the public domain but copyrighted books as well. In marketing the project, Google intends to display small samples of a digitized book at its website (<http://www.print.google.com>) and then, if a searcher wants to purchase the book they will be directed to authorized sites for purchase. But some publishers feel that even though Google is displaying only small samples of a particular work, the company has violated copyright by making wholesale copies and keeping the copies on their computers.

While Google has agreed to temporarily suspend a portion of its project, it appears the company and various book publishing trade companies still are far apart in reaching agreement on various outstanding copyright-related issues. For example, most recently, the Association of American University Presses requested that Google specifically address sixteen questions about program parameters, future plans for storage, and use of copied materials; Google rejected the association's suggestions after receiving a briefing. Nevertheless, discussions continue.

### **American Association of School Librarian Conference, October 5-9, Pittsburgh, PA**

Tadpoles might not be among the items you expect to find in a school library - unless you're working with Sharon Brubaker at Brader Elementary School in Newark, Del. Staff at this National School Library Media Program of the Year winner use literature circles, a family reading night and an "outdoor classroom" to engage students and build reading skills. Brubaker is one of 4,000 attendees expected to share experiences and best practices at the American Association of School Librarians' (AASL) 12th National Conference in Pittsburgh, October 5 - 9.

From blogs to frogs, school librarians are working to make sure every student succeeds. "If the classroom is the first stop in the learning experience, the library should be the next destination," said AASL President J. Linda Williams. "School libraries are more important today than ever before."

Since 1965, more than 60 education and library studies have shown that school library media programs staffed by qualified library media specialists have a positive impact on student academic achievement. Statewide studies in 14 different states show that a strong

library media program helps students learn more and score higher on standardized achievement tests than their peers in library-impooverished schools.

Information literacy and technology skills are among the conference highlights. Several programs will focus on Internet searching - with Google or in the "hidden Web" - and teaching how to navigate a growing information jungle. Two sessions will highlight the use of blogs in instruction, learning and connecting with teens. And AASL, the National Education Association and other members of the Partnership for 21st Century Skills will share tools and resources to help advocate for Information and Communications Technology (ICT) Literacy.

Books and reading, however, will be center stage at many of the conference programs. According to a 2004 report, the number of 17-year-olds who read daily dropped to 22 percent from 31 percent 20 years ago. Patrick Jones, author of "Connecting Young Adults and Libraries," will lead an all-day preconference October 5 focusing on tips and tools for reaching reluctant readers.

Actor LeVar Burton, host and co-executive producer of the highly acclaimed PBS series "Reading Rainbow," will keynote the Opening General Session on October 6. National leaders in research data on student achievement will keynote the Closing General Session on October 8.

More than 300 exhibitors will showcase the best new products and services for schools and libraries. To learn more about the conference, visit [www.ala.org/aasl05](http://www.ala.org/aasl05).



**Debbie Nolan and Sally Moyer at the LBI 2005 Fall Conference**

## **Past, Present, and Future – Looking Forward While Reflecting Back**

**By Debra Mills Nolan, CAE**

The Windy City! Who doesn't love this toddlin' town? The LBI meeting was a lovely time to be in Chicago - great weather, restaurants, and energy - and, a wonderful opportunity to connect with colleagues, including Sally and Wes Moyer. Sally and Wes, thank you for making the journey to see your LBI family. It was a delight to spend time with you and reflect on LBI's history and traditions while bringing you up to date on LBI's goals and accomplishments; you are an important part of our history and welcome any time.

For those of you who missed the meeting, we missed you and you missed a good one. New information, insights, and statistics were shared about trends in the print industry. As you can imagine, this generated a lively discussion and some debate. Friday evening's dinner and comedy event gave everyone the chance to unwind and enjoy each other's company. Can you guess which member got drawn in to one of the Second City skits? Saturday's board meeting and the web site preview engaged everyone's attendance and gave folks a first-hand look and opportunity for input. Many excellent ideas were shared.

Following the meeting in Chicago, I returned to my email after a 3-day hiatus to discover a question that resonated with some of the weekend's discussion.

The writer wrote: *I read the standards and wondered if they are specifically for rebinding of used books? I am trying to find information on if there are standards that the publishing industry uses to designate library binding vs. standard or trade hardcovers. We have been seeing an increase of low quality hardcover being designated as "library binding" when all they really are is glorified paperbacks. It's a distressing trend because we don't know which publishing companies to trust any more. Any suggestions would be appreciated. Thanks.*

Wow. We had just talked about this in Chicago. Frank Romano and Werner and Fritz and others remarked on the increasing number of hard cover binders competing in the growing on demand market. What role, if any, should LBI play in this market? How does one find the customers or purchasers of on demand products? What about standards? Is anybody asking for them and how are they or would be enforced? All interesting questions for the "original" on demand binders to ponder.

So, after soliciting input from some of you, I responded as follows: *There is a Publisher's Standard for Hardcover books, ANSI/NISO Z39.66 - 1992 Durable Hardcover Binding for Books, which can be found at [www.niso.org](http://www.niso.org). Unfortunately, the standard is rarely used and does not specify a binding as durable as the LBI Standard.*

*The LBI Standard, ANSI/NISO/LBI Z39.78-2000, is usually never specified by publishers. This standard can also be found at [www.niso.org](http://www.niso.org) or on LBI's web site, [www.lbibinders.org](http://www.lbibinders.org). "Library Editions" or "Library Bindings" as described by publishers merely refer to the market for which the book is intended, not the quality of the product offered for sale--since these labels do not guarantee compliance with any recognized standard or specification. If the buyer of a book wants a durable binding, they should purchase a paperback and send it to a certified library binder. Attached is a list of LBI members who are certified library binders.*

*There is a "standard" of sorts that some librarians were trying to enforce among publishers, to little or no avail. The problem is that publishers are pressuring the book manufacturers to produce books as cheaply as possible. Inexpensive bindings are usually not strong bindings.*

*If you need more information, please let me know.*

In his recently published book, *Status of Printing in the United States*, Frank Romano states (page 23) that "The major change in print buying is that more and more unknowledgeable people are the buyers." He goes on to say that "Information about print buying is scant...It is hard to find them because there is no publication or association that the majority of them use. Those who can be found tend to be the really large print buyers and their data may not be representative of the entire market."

Later in the "Print Buying Trends" chapter, Romano provides a short list of the most important "things" that print buyers want including (page 33):

1. Instant quotes
2. Instant contact
3. Instant job status
4. Instant proofs
5. Instant repeat jobs
6. Instant preflighting
7. Instant handholding
8. Instant job submission

Hmm. I don't see quality or standards on the list but they gotta be there somewhere.

Anyway, this is all food for thought as the conversation continues about LBI's role in the hard cover binding and on demand market. Stay tuned...

*Time present and time past  
are both perhaps present in time future.  
And time future contained in time past.  
-T.S. Eliot*



**Werner Rebsman at LBI 2005 Fall Conference**

## **Technical Director's Report** By Werner Rebsamen

### **PRINT® 05 – A Great Show But Less Equipment and Fewer Visitors**

I have been attending these shows since the 1960's, and like a special LBI meeting, never have had the pleasure of meeting so many LBI members at this show. Not surprisingly, everyone seemed to gather at on-demand displays and hardcover binding demos.

The latter was more present at **PRINT® 05** than ever. GP2 Technologies, for example, had just a small information booth in earlier shows. At Print05, though, GP2 had a large round attractive display hanging from the ceiling, occupied considerable floor space, and displayed their case making and their Schmedt hardcover binding equipment.

The number of visitors was less than expected, from the 80,000 to 62,000. Nevertheless, most of the equipment manufacturers seemed happy with their sales and leads acquired during this show. Some reported a Return on Investment (ROI) of 10 times the investment!

With regard to on-demand and library binding, GP2 Technology sold so many complete hardcover binding lines, we must wonder if we library binders are missing the boat in the on-demand business. The same goes for on-demand machinery - an all new

building-in and pressing machine was displayed among other types of equipment.

Standard showed among several perfect binding options and high-tech JDF features, an all new HCM Hardcover System. After a personal demo, I concluded that this system is designed to allow untrained office persons to bind an attractive hardcover book. The boards used are coated with a thermo reactive adhesive as are the covering materials. The boards and the spine strip are placed onto the covering material. Rollers then slowly reactivated the adhesive which seemed to take forever. Then one must turn in one edge at a time and tuck the corners by hand. The book block, perfect bound and trimmed, is then placed into the cover and moved into position. Joint creasing follows this. Thereafter, one must remove a pressure sensitive sheet from the endpapers and press each side individually. The result is a well crafted hard cover book without a title. A better solution would be to supply pressure sensitive materials for the covers. This way, special preparation of the boards could be eliminated and best of all, color printed, laminated covering materials could be used. Any other cover material could then be stamped and used with the system.

On-demand book production was perhaps the major theme at this show. Digital printing is growing and the runs are getting shorter. This was one message my colleague Frank Romano had for us during one of the most interesting presentations ever given to library binders. Frank provided us with interesting numbers confirming a trend I have been writing about for at least two decades. Ultra short runs are increasing at an accelerated pace. Copies of Frank's PowerPoint slides are available from the LBI office.

### **On-Demand Hard Cover Binding – A Growing Business**

Recently, I had a dialog with a well-known trade binder who stated that they started a small on-demand hard cover division. The bindery executive told me that the majority of the work is coming via the web from all

over the country. They expect to do more than \$250,000 business, in this new enterprise, in the first year and more than double that amount in 2006. To this date, they do not print the books themselves. They have a partnership with a digital printer and therefore, on the web, offer the prospective customers a complete package.

Well my friends, for years I encouraged you to go after this business. Some LBI members did and are growing, others are still waiting. Take into consideration the complete hard cover binding lines they sold during **PRINT® 05**, and note that virtually every trade binder and book manufacturer is getting into the ultra short run hard cover binding, the fact is, none of these binders have the skills we library binders have. Are our marketing efforts as effective as they could be?

### **New PUR Coming**

During Print05, I had a good discussion on the merits of PUR adhesives. Hardcover binding experts told me that because it takes a relatively long time for PUR adhesives to cure, hardcover books cannot be bound in-line. Worse, if PUR bound book blocks are stacked-off and left to cure overnight, they may be too hard to be rounded and backed.

If one does manage to round and back a book, the PUR adhesive may have a memory and loose its round.

The good "thing" at every printing show is that there are many experts under one roof. There must be a better solution. I found it at Henkel, a major adhesive supplier who will soon introduce a new "Dual Cure" PUR adhesive that can be used for in-line production. The trick with this new technology is that the adhesive is cured with UV lights. Henkel also recently introduced a new PUR adhesive with very little emission of dangerous fumes.

## Digital Files vs. Print – One More Reason to Promote the Book

Approximately 15 years ago, graduate students at RIT under the direction of David Pankow, curator of the Cary Rare Book Library, had an open discussion on digital files versus print. Pankow organized two groups, one for digital files, the other for storing images and text using printing. In an open forum, the graduate students, who all did their homework, generated valid arguments for each side.

I will never forget the student who said, "Once I become a grandma, I want my grandchildren to enjoy a book and images I used to treasure as a child. Computers, software and systems change too fast. Within a decade, we may not be able to retrieve stored information or images."

Flying home from Chicago following the LBI meeting, I found an article that speaks to this in the *American Way* magazine - "Files Aren't Forever" by Jim Morrison. He stated that digital photos and documents never fade away; they just die! It is worthwhile reading, a must for everyone concerned with preservation of the written word. One more reason to print and bind. Copies of the article are available from the LBI office.

## Something to Think About...

Words frame thoughts. Thoughts express connections. Connections enable people to tell themselves stories about what the cause stands for. One way to get unstuck is to get your team to concentrate on choosing the right words to tell your story to the world. Encourage it to coin a new term for what you do. Invent a new category if it gives you permission to tell the story to your advantage. Own the vocabulary that's used to describe the industry. What's more, in opening up the language you use, you actually increase your chances of uncovering new opportunities or seeing a situation in a new light. – Keith Yamashita and Sandra Spataro, *unstuck*, page 118.

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