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## ***BookExpo America 2003***

BookExpo America 2003 is quickly approaching. BEA is the biggest book event in North America. There are hundreds of aisles packed with the latest titles and products from more than 2000 exhibitors. It is an opportunity to network, learn, and sell. The show location alternates between New York, Chicago, and Los Angeles.

This year the show is being held in Los Angeles, California at the Los Angeles Convention Center May 30, 31, and June 1, 2003. Malloy will be exhibiting in booth #856 in the South Hall with the PMA (Publishers Marketing Association) group. There will be several representatives from Malloy at our booth throughout the show to discuss your printing needs and answer questions about our capabilities.

This is our ninth year of participating in the show and we are familiar with many of the logistics to successfully get your product to the show site. If

you are planning to attend or exhibit at this year's show, there are many ways we can assist you in making your preparations go as smoothly as possible.

If we are printing and binding a title that you will be exhibiting at BEA, please let your Sales or Customer Service Representative know. We will do everything possible to get it to the show on time and looking good! If we are shipping your books directly to the show, we need to know your "target freight date" for delivery to the L.A. Convention Center. We have official BookExpo America labels required to be affixed to all cartons shipping into the show. We also need your booth number to properly identify your shipment for delivery.

We look forward to catching up with many of our friends as well as meeting new ones. If you are planning on exhibiting or attending BookExpo America 2003, please stop by and visit us. We are looking forward to seeing you in Los Angeles! ■

## ***Malloy Quarterly Available Electronically***

In the last issue of the *Malloy Quarterly* we announced that our newsletter will soon be available online. We still have some work to do in order for this to happen, but when we are up and running you will have a few options to choose from. You may continue to receive a hard copy of the *Malloy Quarterly* in the mail. Or, you may view it on our website at your convenience. (A PDF file will be accessible on the Malloy website, [www.malloy.com](http://www.malloy.com). It will be necessary for you to have Adobe Acrobat Reader and Internet access.) Or, you may choose to have us email you with a link to our website as each issue is made available. If you prefer the online option and wish to be taken off the hard copy mailing list, please email [steph\\_barker@malloy.com](mailto:steph_barker@malloy.com). ■

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*This column appears regularly in the Malloy Quarterly. It is intended to be the source of helpful information regarding issues and challenges facing our electronic workflow of today. If there is a topic you would like to see covered, please contact [steph\\_barker@malloy.com](mailto:steph_barker@malloy.com).*

### ***Prepress at Malloy***

Prepress has gone through quite a transition in recent years. A somewhat humorous chronology is found in the “three-sixty” our Prepress Department has done in just the last decade. The department formerly known as “Prepress” became Layout, followed by Prep, MEPS (Malloy’s Electronic Prepress Service), Electronic Prepress, and now...Prepress. Now that we are nearly 100 percent electronic we are eliminating the redundancy—Electronic—from our department identity.

Aside from making plates from standing film, we no longer do photomechanical reproduction of images. The digital reproduction of images is our standard workflow and is therefore, by default, Prepress.

Text and cover color components have two different workflows within our system. However they both are almost exclusively output computer-to-plate. In this issue of the *Malloy Quarterly*, we would like to explain our one and two color text workflow to help you understand what happens to your job when it arrives at Malloy.

#### **How we receive jobs:**

On occasion we still receive CRC, but this is now the exception to the rule. We reproduce hard copy by scanning the CRC to create bitmaps\* and then processing them as we do bitmaps that have been RIP'd\*\* from PostScript or PDF. Pages that require multiple scans and subsequent page building of those scans incur additional prep charges and do not always result in the highest quality reproduction. More often than not, the laser copy we receive as CRC was generated from a digital file. Therefore, we always prefer to receive the digital file.

Most of you are probably familiar with the three digital formats you can use to submit a title to Malloy: Application files, PostScript, and PDF.

1) Application (native) files: Present the document as it was built in a page layout program such as Quark Xpress, Adobe PageMaker, or Adobe Indesign. Application files require the support of fonts and graphics and are easily edited. When we receive application files, we save the pages to PostScript (PS) and then RIP the PS into bitmaps.

2) PostScript files: The default page description language that uses vector and bitmap language to describe all of the elements of a page. PS code does not allow you to view pages on screen without the use of a fairly obscure program that many publishers do not have. For all practical purposes PS can not be edited. When we receive PS, we RIP the PS into bitmaps.

3) PDF, distilled (interpolated) PS, is a form of PostScript “shorthand”. PDF code may be rendered for viewing on screen with free software supplied by Adobe called Acrobat Reader. Under very limited conditions, using Acrobat Distiller or Enfocus PitStop, these viewed pages can be edited. When we receive PDF files, we RIP the PDF into bitmaps.

\*Bitmap: Language comprised of a series of 0’s and 1’s that directs the laser in an imaging device.

\*\*RIP: Raster Image Processor. The RIP converts PS and PDF files into bitmap language.

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## ***Bar Code "Sidebar"***

Malloy is pleased to offer bar code services to our customers. We have a bar code program and procedures in place that enable us to generate a digital bar code for your book. In the Fall 2002 issue of the *Malloy Quarterly*, we reviewed the types of bar codes we are able to produce, how they are used, terminology, and showed samples of various types of bar codes. We hope that information is helpful in planning and executing the production of your book.

The most commonly used bar codes are the Bookland bar code without add-on, Bookland bar code with 2 digit add-on, Bookland bar code with 5 digit add-on, and the UPC bar code. We have been generating these for customers on a regular basis. Occasionally, we get a request for a custom bar code that we can not do. If you require non-standard bar codes, here are a few other sources for bar codes.

Symbology, Inc. (800) 328-2612; Greenleaf Book Group (800) 932-5420 (or go online to [www.greenleafenterprises.com](http://www.greenleafenterprises.com), click on "Products" then "ISBN Barcode"); or Fineline BarCode Technologies (800) 500-8687 (or go online to [www.finelinetech.com](http://www.finelinetech.com)). We do not have any affiliation with these companies. There are many other sources of bar codes available as well as these.

Some other information related to bar codes that may be helpful may be found at the following websites. Apply for an ISBN at [www.isbn.org](http://www.isbn.org). Find information on copyright, subsidiary rights, fair use laws, permissions, etc. at [www.copyright.iupui.edu](http://www.copyright.iupui.edu). Copyright registration information may be found at [www.loc.gov/copyright](http://www.loc.gov/copyright).

If you have questions regarding the bar code for your book, don't hesitate to give us a call. ■

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### **Workflow in Prepress:**

- 1) Files (or notification of file postings) and supplied laser copy are received by our Customer Service Representatives. The files are usually on a CD or zip disk or have been posted to our FTP site. The laser copy gives us a hard copy proof of what your text pages should look like. (In fact, giving us a laser proof at the beginning of the printing process eliminates the need and cost of having Malloy send you laser proofs to approve prior to imaging plates. This is a subject for another Electronic Exchange.) The CSR receives the job in our system, marries the disk(s) and laser copy up with the rest of the materials for the job and delivers the job to Preflight.
- 2) The Preflight operator copies the files to their hard drive, identifies and organizes the files, saves application files to PS when necessary, and checks the integrity of the supplied files. Any problems found with the files through this process are identified in as much detail as possible, and the CSR and/or customer are notified to resolve the problem.
- 3) Preflight uploads the approved files to the server for Prepress access. The laser copy and other materials accompanying the job go to Book Engineering for the work order to be written, and then the completed work order and materials move to Prepress.
- 4) From files to imaged plates:
  - PS or PDF files received from Preflight are RIP'd. The decision to RIP text at 1200 or 2400 dpi is determined by the Prepress Operator based on the resolution required for the art. The default resolution is 1200 dpi. 2400 dpi is used when it is necessary to support blends or intricate grayscale images with lots of mid-tone detail.
  - Software called IOScan is used to check individual pages for correct positioning.
  - Using KIM (Krause Imposition Manager) software, the appropriate imposition program is chosen.

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## ***Congratulations!***

We are proud to have printed several books that recently earned special recognition for a few of our customers.

The Gallery of Superb Printing and the Detroit Club of Printing Craftsmen Gold Awards were held in 2002. These awards are sponsored by the Printing Industries of Michigan. **Glencoe/McGraw-Hill**, Columbus, OH, was honored for their title, *Glencoe Chemistry: Matter and Change Challenge Problems*. **Llewellyn Publications**, St. Paul, MN, was honored for their title, *Color Magick*. Both of these awards were in the book category.

A very unique honor was bestowed upon John Boykin of **Applegate Press**, Belmont, CA. His title *Cursed Is the Peacemaker* won the American Academy of Diplomacy Book Award for 2003. John

received the award at a luncheon at the State Department in Washington, DC in December 2002.

**Holt, Rinehart & Winston**, Austin, TX, received second place honors for their *Spanish Reader Levels 1-3 Lee conmigo* at the 17<sup>th</sup> Annual New York Book Show held March 4, 2003.

We are not too shy to acknowledge an honor that Malloy recently received. For the second year in a row, **Malloy** has been deemed the "Best of the Best Workplace in America". Out of a field of 108 printers, 37 including Malloy, were recognized as the "Best of the Best". The Best Workplace in America awards are given to printers that have scored the highest marks when judged on their policies and practices relating to six key human relations areas important to employees. Congratulations to everyone at Malloy. ■

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- A program called FullProof checks the "virtual plates." This pre-plate viewing allows the operator to check for individual page placement, bleed extensions, imposition, page orientation, etc.
- When proofs are required, the 1200 or 2400 dpi bitmaps are down-sampled to 600 dpi and printed in page sequence (duplexed) on one of two 600 dpi Cannon laser printers. The proofs are hand bound with a generic cover and trimmed to final size. When grayscale images are included in the pages, a few representative hi-res prints are made and included with the 600-dpi CTP proof. Hi-res prints for 1200 dpi bitmaps are output as 1200 dpi laser copies from a 1200 dpi HP laser printer. Hi-res prints for 2400 dpi bitmaps are output as 1800 dpi Kodak Approvals.
- Plates are then imaged from the bitmaps using the chosen imposition scheme on one of three Krause LaserStar 140c platesetters.
- Once the job clears the pressroom, the files you submitted to Malloy and the final bitmap files used to image plates are archived on a CD or DVD unique to that job as well as a backup tape.

In the next issue of the *Malloy Quarterly*, we will go through our cover color component workflow.

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