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## ***Color Components: Covers, Jackets, and Inserts***

Did you know that the human eye sees billions of colors? Did you know that a computer monitor can display 16 million colors? Did you know that photographic film can replicate 10,000-15,000 colors? Did you know that the CMYK printing process can replicate 5000-6000 colors? This is good information that will help to maximize manufacturing options when producing a cover or dust jacket.

There are many processes to keep in mind while creating a cover, dust jacket, or color insert. They range from digital workflow, color proofing, computer-to-plate, and printing to finishing and binding. It is the printer's role to offer options and guidelines to publishers that result in the best possible component in terms of cost, schedule, and application.

### **The Use of Color**

Working within a budget, even a very low budget, to produce a book with an eye-catching cover, dust jacket, or color insert is challenging but altogether possible. Let's start with a hypothetical perfect bound book with a 10-pt. C1S cover. Even with printing the cover only one color, it is possible to create variations of that one color using screens and solids. For pennies more per copy, it is possible to print more colors. Using two colors would open up more options including duotones.

At Malloy, we can efficiently print up to five colors on our Heidelberg presses. That means that four-color process plus a spot color may be printed in one pass through the press. A spot color, or fifth color, may be utilized if there is a predominant or critical color on the component that is better printed

as the corresponding Pantone color rather than a build of four-color process. For example, on a series of books a common Pantone color could be used to identify the series. In that case, it is critical that the color be consistent throughout the series. To ensure consistency, using a fifth color may be an option. Using metallic colors is another way to enhance the cover or jacket.

### **Beyond Color**

Other processes that add a boost to the component without printing more colors is to use post linen embossing, foil stamping, blind embossing, or Precision Spot Gloss. Post linen embossing adds a linen texture to the film laminated cover. The foil used in foil stamping comes in numerous colors that can compliment the design. Blind embossing can be used to make type or some element of the design stand out.

Precision Spot Gloss is used to highlight type and/or graphics with a spot gloss finish on specific elements of the cover or jacket. The contrast of the spot gloss on the dull-coated cover creates very eye-catching results. The Malloy process is called "Precision Spot Gloss" for a good reason. A dull varnish is printed over gloss lay-flat film lamination on a printing press, not a coater. This allows us to hold very precise registration between coating and print.

### **Choosing Materials**

Varying the number of colors printed on the component or choosing various finishing techniques is one way to maximize the budget. Choosing the cover material is another area that offers many choices. For

(Continued on page 2)

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### ***Inside This Issue***

<a href="#">Color Components.....</a>	Page 1	<a href="#">Congratulations.....</a>	Page 4
<a href="#">Changes in Malloy Color Proofing.....</a>	Page 2	<a href="#">Malloy Quarterly Online.....</a>	Page 4
<a href="#">Timson Fact Sheet.....</a>	Page 3		

## Changes in Malloy Color Proofing

In the digital prepress world, we have found that the only thing constant is change and that change is frequent. For those who require prepress proofs of color components, we have a change worth noting. We are implementing ink jet color proofing for covers, dust jackets, and color inserts. The color proofs are being output on an Epson 10000 ink jet printer using ORIS color management software. We have done extensive research and testing and the advantage we see to moving to an ink jet proof color managed in this way is improved accuracy in representing the color gamut, ink density and hue that we will get on the printed sheet.

The ORIS software is the key to the success of our system. It is the same software that high end advertising agencies servicing the automobile industry are using. It allows us to govern the ink jet color space to accurately represent the CMYK color space that is reproduced on our Heidelberg printing presses.

Our ink jet proofs are calibrated using ORIS Tuner color management system to match our printed press sheets. The Epson ink jet printer produces images using six colors of ink: dark cyan, light cyan, dark magenta, light magenta, yellow, and black. The use of both dark and light cyan and magenta allows for better color representation for difficult to reproduce neutral tones, most notably, skin tones, grays and beiges.

Pantone color reproduction will continue to be limited, although we expect it to be improved. The Epson/ORIS color proofing system simulates Pantone colors by combining six colors. The use of six colors, instead of four colors like the digital halftone proofs we have provided for the past several years, allows for a larger color space. However the Epson/ORIS is still not capable of reproducing every Pantone color perfectly. As has been our practice in the past, we will continue to attach a Pantone color swatch of the specified spot color ink to the proof and that Pantone swatch will be what we match on press.

Producing ink jet proofs using advanced color management software is a significant step in our ongoing effort to improve the quality of the books we produce as well as the service and schedules we provide. Should you have any questions about our Epson/ORIS color proofing system, please contact your Sales or Customer Service Representative. ■

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(Components - continued from page 1)

Covers that will be top coated or film laminated, the basic material is usually 10 pt. C1S. For dust jackets the basic material is usually 80# C1S enamel. There are many other materials for soft cover book covers including 12 pt. C1S, Kivar 3-14 (acrylic fortified base), Kivar 7 (acrylic impregnated kraft), Bristol, Index, and Carnival. These different materials also offer an assortment of finish or texture (cambric, cordwain, smooth, antique, selected colors, etc.). Bristol, Index, and Carnival do not require a top coating (UV or film lam) which can contribute to cost savings.

In the case of a hard cover book as an example, we add to the wide range of choices since the "case" may be made up of a number of materials or combinations of materials. Paper such as 80# C1S is commonly used for printed and coated casesides and dust jackets. The same printing and finishing as described above may be used for the casebound book paper caseside or jacket; printing, coating, foil stamping, embossing, etc. Casesides can also be made up of cloth. There are various grades of cloth that are available in a number of colors. If any decoration is required on the cloth case, it is generally foil stamped. Cases can also be made up of a combination of cloth and paper. A three piece case for instance is made up of cloth (a strip that wraps around the spine) and paper (front and back cover).

### Top Coating

Printed paper covers and dust jackets on coated stock need to have a protective top coating applied after printing. UV (ultra-violet) cured coating and lay-flat nylon film lamination are offered at Malloy. When choosing the top coating, there are many factors to consider: gloss finish or matte finish, what is the necessary degree of protection, what will the impact of the top coating be on the printing (color), are there durability issues with the style of binding, and what are the end user considerations? Gloss UV coating is the base in terms of cost. Precision Spot Gloss is another top coating process that should be included here, a higher end, more durable top coating.

### Other Considerations

There are many pointers and recommendations for maximizing manufacturing options when producing a cover or dust jacket. We have covered the basics: material, printing, coating, and finishing. In the next issue of the *Malloy Quarterly*, we will share more information including making choices based on binding style, other elements of the book such as drilling, punching, etc., some specialty cover and jacket finishing options such as flaps, rounded corners, etc. and guidelines and recommendations for digital file preparation and execution. Contact your Sales or Customer Service Representative for a copy of our current Cover Stock Sample booklet or sample covers. ■

# Timson Presses

*Malloy's pressroom is a showcase for Timson web presses.*

## Fact Sheet

- ❖ Malloy has seven Timson web presses. Four produce titles with 8-1/2 to 9-1/4 inch spines and three that produce titles with eleven-inch spines.
- ❖ Timsons is a printing machinery company with its world headquarters in Kettering, England. The company began making printing presses over 90 years ago. In the 1970's, the Timson T32 book press was introduced and within a few years it became the company's flagship product.
- ❖ At Malloy, we purchased our first Timson web press in 1982. *It was the first T32 Timson press in the United States.*
- ❖ The T32 has been responsible for many changes in the printing of black and white books. Its efficiency in making ready enables it to handle a wide range of run lengths. The T32 can cost-effectively handle print runs of 1,000 copies or less. Run lengths this low were unheard of in web printing prior to the introduction of the T32.
- ❖ Since it was conceived, the T32 has continuously evolved into the flexible press it is today. Over the years, Timson made enough modifications to the T32 to justify the creation of a new model name. Thus, the T48A was born.
- ❖ The Timson T48A book press was first shown in 1997 at the Chicago Print Show. There are now over thirty Timson T48A presses installed worldwide.
- ❖ At Malloy, we purchased our first T48A web press in 2001. The T48 "Arch" press gets its name from the manner in which the two blanket cylinders come together to form an arch as the web travels up vertically while it is being printed.
- ❖ State-of-the-art features of our newest Timson press at Malloy, the T48A, include:
  - ❖ *Downtime drastically reduced* - we have the ability to use CIP3 on ink settings to reduce make-ready time and improve quality on job set-up for both new jobs and reprints. The semi-automatic plate changing system means the press can be stopped for as little as three minutes for a subsequent make-ready which is ideal for the short run market.
  - ❖ *High output* - designed with a maximum web speed of 1500 ft/min, the T48A is also ideal for the medium and long run market.
  - ❖ *Quality folding* - the Timson M7 series of long grain folders will give a tight, accurate fold without unsightly creasing. Combination folders increase the number of formats available.
  - ❖ *Enhanced page count* - the combination of wide web and collect folders means more pages per signature, fewer make-readies and a more efficient bindery operation.
  - ❖ *Quality printing* - enhanced by the Graphic Microsystems Remote Inking system, the quality of halftones and fine line work has exceeded our expectations. We also worked with Timson on a design modification on our press which has significantly reduced dot gain.
- ❖ In 2002, Timsons Ltd. was awarded the coveted honor of the *Queen's Award for Enterprise* for overseas sales. The Queen of England presents this award for outstanding achievement in international trade. It is the second time Timson has received this honor.
- ❖ Find out more about Timson's by visiting their web site at [www.timsons.com](http://www.timsons.com)



[www.malloy.com](http://www.malloy.com)  
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## Congratulations!

We are pleased to pass along our congratulations to several of our customers who have recently earned special recognition.

ForeWord Magazine 2002 Book of the Year Awards were announced May 30, 2003 at BEA. This program honors independent press and their authors. Davies-Black Publishing, Palo Alto, CA, received a Gold Award for *Bridging the Boomer – Xer Gap*. They also won bronze for *The Leadership Spectrum: 6 Business Priorities That Get Results*. Berrett-Koehler Publishers, Inc., San Francisco, CA, won silver for *The Courageous Follower – Standing Up to and for Our Leaders*. Amherst H. Wilder Foundation, St. Paul, MN won Honorable Mention for *The Nimble Collaboration*. Great Potential Press, Inc., Phoenix, AZ won gold for *Raisin’ Brains – Surviving My Smart Family* and silver for *Re-forming Gifted Education – Matching the Program to the Child*.

Publishers Marketing Associa-

tion hosted the Benjamin Franklin Awards in conjunction with PMA University and were held May 28, 2003 in Los Angeles. Little Salamander Press, Detroit MI, won an award for *Happy Stories Book One* by Snip Francis and Melanie Gilbert.

The Arizona Book Publishing Association’s 2003 Glyph Awards paid tribute to two people very special to Malloy. Jim Webb and his team at Great Potential Press were honored for “Excellence in Publishing” and Jan Nathan, PMA, won The Korwin Award: Visionary Leadership. Four Great Potential Press titles printed at Malloy took away honors that same evening.

Steve Piersanti, Berrett-Koehler was the recipient of the Champion of Workplace Learning and Performance award presented by ASTD in recognition of his advocacy, commitment, and leadership in support of learning and performance in the workplace.

Congratulations to all winners from all of us at Malloy! ■

### Fact Sheets

The Fact Sheet reproduced on page 3 is the second one to be included in the *Malloy Quarterly*. Malloy Fact Sheets contain information about a specific capability or issue of interest in the industry. Fact Sheets are also available online at [www.malloy.com](http://www.malloy.com). We hope you find them to be informative and a helpful resource. ■

## Malloy Quarterly Now Available Online

The current issue of the *Malloy Quarterly* is now available online. 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 is accessible on the Malloy website. It will be necessary for you to have Adobe Acrobat Reader and Internet access to view it.

To access the *Malloy Quarterly* online go to the Malloy website, [www.malloy.com](http://www.malloy.com), and click on “Site

Index”, then “*Malloy Quarterly*”, then “View Current Issue”.

If you prefer to receive future issues of the *Quarterly* through email, please send a message to [steph\\_barker@malloy.com](mailto:steph_barker@malloy.com) saying you would like to receive the *Quarterly* through email, and to take you off the hard copy mailing list. Please make sure you include your name, company, and correct email address in the body of the message. ■

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