
More on Color Components

In the last issue of the *Malloy Quarterly*, we discussed some ways to help maximize manufacturing options when producing color components, covers, dust jackets, and color inserts. The topics we touched on include the basics: material, printing, coating, and finishing. (Please refer to the Summer 2003 issue of the *Malloy Quarterly*, Volume 13, Number 3.) In this issue, we will continue to discuss more information to help maximize manufacturing options to produce the best possible component.

Key Specifications

There are a number of elements to take into consideration when building a cover or dust jacket. The type of binding is a key specification. Perfect, RepKover, printed plastic comb, and casebound books require that the final trim size and spine bulk of the book be established before the cover or jacket can be completed. The bulk of the book determines how much space is available on the spine (or printed plastic comb) for type and art. The overall trim size governs the cover 1 and 4 dimensions. In casebound books, watch for the allowance for joint and back-space also. For books that are three-hole drilled, make sure the positioning of the holes will not in-

terfere with any important type or graphics. In RepKover books, the tape extending from the spine onto the inside front and back covers should be taken into account to make sure that it does not interfere with any type or graphics.

Important Information

At Malloy, we recommend that you request a template from us before you begin producing your component for a soft (perfect or saddle stitched) cover, hard cover book caseside (printed cover), and/or a dust jacket. We need to know the trim size, page count, and ppi (pages per inch) of the paper to be used in order to complete a template. A template is the blueprint for the specific cover or dust jacket that fits a specific book. It is a custom design for your component that includes spine bulk, type area, front and back cover dimensions, wrap around allowance for dust jacket flaps, and trim allowances.

Maximize Your Manufacturing Options

Some Suggestions

There are also a few cautionary notes we would like to make to help avoid some common mistakes.

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Drilling is a finishing operation that if not taken into account when designing both the text and cover, the hole placement may interfere with text or cover type or graphics. Standard hole sizes are 1/4", 3/8", or 5/16". Often product that is three-hole drilled or punched is also perforated. Perforation and hole placement guidelines are available upon request. (Please refer to the *Malloy Quarterly* Spring 2003 issue, Volume 13, Number 2 for dimension guidelines for perforation and drilling.)

More Distinctive Options

There are other finishing operations available to enhance a book, cover or dust jacket. Rounded corners sets a book apart from others. This operation impacts placement of text and cover type and graphics areas slightly. Flaps on a cover are another unique way to distinguish a book. Flaps can be used on the front and / or back cover. The size of the flap (s) needs to be incorporated in the cover template for overall size. Flaps that are flush or overlap the text require two passes through the binder, therefore, are more costly than flaps that are shorter than the text and can be bound in one pass through the binder. It is important to discuss the use of flaps with us early on in the project.

Other Finishing Operations

Foil stamping on paper or cloth is a sure way to get eye-catching type or graphics on a cover or dust

jacket. Embossing, by itself or in combination with foil stamping, is yet another enhancement. Die-cutting, holograms, and specialty foils are some other options.

Malloy Tools

We have many tools available at Malloy to help in the production of your book cover or dust jacket. Some are available online and in back issues of the *Malloy Quarterly*. They include:

- Cover template for perfect bound books
- Cover template for saddle stitched books
- Caseside template for adhesive casebound books
- Dust jacket template
- Spine bulk formula worksheet
- Bar code guidelines
- Perforation and drill guidelines

Ask your Sales or Customer Service Representative for the guidelines you need to help maximize your manufacturing options.

More in the Next Issue

We are currently working on updating guidelines for successful preparation of electronic files using the most common versions of software (Quark, Adobe Acrobat, Indesign, etc.). These guidelines will soon be available online on our website, www.malloy.com. In the next *Malloy Quarterly*, we will highlight the updates. ■

Malloy Quarterly 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 access the Quarterly online go to the Malloy website, www.malloy.com and click on "Site Index", then "*Malloy Quarterly*", then "View Current Issue". If you would like us to email you with a link directly to the current issue on our website as each issue is made available, please email steph_barker@malloy.com or let your Sales or Customer Service Representative know that you wish to enjoy the *Malloy Quarterly* online. ■

Fact Sheet

Covers at Malloy

There are many benefits in having Malloy print your covers, dust jackets, and multi-color inserts.

Benefits include:

Cost Savings
One-Stop shopping
Schedule control
Many choices
State-of-the-art press

Choices Include

Glossy or dull U.V. coating
Glossy or dull lay-flat film lam
Precision Spot Gloss
Embossing
Foil stamping

- ❖ **Cost savings:** When Malloy prints your covers, you pay for only as many covers as the number of bound books. When furnishing covers to Malloy from another source, you pay for additional covers for spoilage, makeready, and overs plus freight. Compare your other source's price, including all those additional costs, to Malloy's price and you will be pleased with the results.
- ❖ **One-stop shopping:** One purchase order includes the printing, cover, and binding of your book. One source for complete production means less publisher time and resources are necessary to process titles.
- ❖ **Schedule control:** Scheduling flexibility and control with Malloy printing covers means more streamlined throughput. The impact is that, especially in a rush schedule, we are in a better position to improve schedules and meet critical dates.
- ❖ **Many choices:** We offer enhancements for your covers and dust jackets such as finish choices of U.V coating and film lamination, Precision Spot Gloss, foil stamping, embossing, and combinations of these.
- ❖ **Hassle-free relationship:** In the event of a problem with a Malloy printed cover, we will make solving easy and not waste valuable production time. Often with supplied covers, problems cause production delays and additional follow-up on the publisher's part to solve the problem.
- ❖ **New state-of-the-art cover press:** In the fall of 1999, we installed a new state-of-the-art Heidelberg 5 unit press for covers, dust jackets, and color inserts, doubling our multi-color capacity.



www.malloy.com
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Bindery - PUR Update

There has been a lot of industry attention given to the front-end areas of book manufacturing related to the impact of new technology on the process. Computer-to-plate, hardware, and software to facilitate better, more efficient execution of the book making process have been changing and improving rapidly. As our business becomes more digital, the news is dominated by more powerful computers, better programs, and evolving work flows. The *Malloy Quarterly* is a good example, with many of the past year's articles devoted to prepress topics. These are important issues that deserve to receive the attention we give them.

There has been improvement and evolution happening in others areas as well. An area where we have seen the effects of technology at work is our bindery, specifically, adhesives! The news in the bindery is PUR, polyurethane reactive adhesive.

There are a number of options for either soft or hard cover binding including PUR, PVA cold emulsion (polyvinyl acetate), EVA hot melt (ethylene vinyl acetate), and smyth sewing. The main reasons for PUR's increasing popularity and usage is its strength, layflat characteristic, and recyclability.

The increased strength and durability gained by using PUR is one of most important features. Using PUR has resulted in significant improvement in page pull tests over traditional adhesives. It maintains its superior strength when used with coated papers and heavy gutter ink coverage.

PUR offers increased flexibility because of the very thin application compared to other adhesives. This

enhances the layflat characteristic of the book when open. PUR has been approved for RepKover (layflat) binding. It is also a viable substitute for smyth sewing. The layflat characteristic combined with rounding and backing to provide both aesthetics and strength make PUR a considerably less expensive option to smyth sewing.

In this day of environmental awareness, it is important to Malloy and our customers that PUR is recyclable. It is heavier than water, is not re-meltable, and does not break down or soften in the repulping process like hot melt does. Therefore, the trimmed waste from books being bound using PUR glue can be recycled.

There are other factors associated with PUR, "reality checks" that are important to know as well. Binderies can not simply fill the glue pots with PUR instead of PVA or EVA adhesives. It requires special application equipment and precautions. There is also a learning curve associated with using PUR adhesive. It is more expensive than traditional adhesives. The additional cost is partially offset by the application amount being less. Not only can using too much PUR glue on a book be costly; it may also compromise the quality.

Using PUR is not recommended for notch or burst-type binding because if the PUR glue penetrates up into the book block, it negates the flexibility advantages achieved by the thin line application on the spine.

Malloy has PUR capability (equipment) on 2 of our 3 binders. We are using it for our RepKover books. For more information about PUR, contact your Sales Representative. ■

Fact Sheets

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

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