
Industry News

Here is some current industry news that affects Malloy and our customers.

Prepress Tools

The technology in book production continues to evolve and challenge those who want to work with the newest tools. It seems as though enhancements are made to hardware and software on a daily basis, but are never inexpensive to adopt. In order for Malloy to continue to provide our customers with the highest level of service and support we are installing eight new G5 Macs. They are running OSX Panther (and Classic) with all the necessary program and utility upgrades.

This investment keeps us up to date and capable of handling practically any type of program sent to us, including OSX, InDesign, and the latest versions of the long established standard programs like Quark, Illustrator, and Photoshop.

(For more detail on using the latest production software see the Electronic Exchange on page 2.)

Paper

The paper market has been very soft for a number of years. Capacity has been plentiful and prices have been trending down. The book industry has benefited from the flexibility in choice, delivery, and economies that this soft market provided. However, we are currently experiencing changes that signal a stronger market, more demand, and more utilization of capacity. During the lean years, the pa-

per industry retired obsolete machines and cut back on operations. As an example, Glatfelter shut down their #84 machine and closed their de-inking plant at the Neenah mill.

In the white uncoated offset market in general, demand is up for paper, lead times for deliveries are longer, and price has bottomed out and will increase. White uncoated offset is a primary book grade paper, but the lion's share of usage of this grade is by the cut-size paper market, copy machine and computer printer machine users. In the high-bright groundwood market that offers a less expensive substitute for white offset, the same tightening is happening.

We are seeing signs that the white-coated free sheet market may also be tightening up, in part due decreasing imports. Much of this paper comes from the Pacific Rim and with the weak dollar, imports are dropping and the domestic capacity is filling up.

In this tightening market, Malloy will continue to work with the key mills that we have established high-quality working relationships with to ensure our paper supply remains sufficient, competitively priced, and available. It is important to keep in mind that planning ahead, scheduling titles as soon as possible, and making paper choices early will help ensure that paper is available when we need it.

Sunrise 2005

About a year ago, a major change in industry
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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.

Prepress Support on the Malloy Website

It has become rather routine to communicate an update or announcement regarding our Prepress services each time we publish the *Malloy Quarterly*. This issue is no exception. As discussed in the Industry News article on page one of this issue, software updates and compatibility are the key to quality service and support.

We have posted updates on our website on a number of applications and procedures. To access the information, go to our website, www.malloy.com, click on "Site Index", click on "Support", then scroll down to the appropriate document. Each document contains thorough step-by-step instructions including screen shots showing settings for each step. The guidelines and instructions include:

Exporting Directly to PDF:

- Exporting PDF files in InDesign CS
- Exporting PDF files in InDesign 2

How to Create PostScript:

- Writing 1-Color Text PostScript in Quark 5 for the Macintosh and Creating 1-Color Text Print Style in Quark 5 for the Macintosh.
- Writing 1-Color Text PostScript in Quark 4 for the Macintosh and Creating 1-Color Text Print Style in Quark 4 for the Macintosh.

PDF Job Options:

- PDF Job Options for Text in Acrobat Distiller 6 and Converting Text PostScript Files to PDF in Acrobat Distiller 6
- PDF Job Options for Text in Acrobat Distiller 5 and Converting Text PostScript Files to PDF in Acrobat Distiller 5
- PDF Job Options for Text in Acrobat Distiller 4 and Converting Text PostScript Files to PDF in Acrobat Distiller 4

Please share these instructions and guidelines with the appropriate people within your organization as well as outside design and production partners. We hope this is a useful resource. We will let you know as we continue to add more information to our website.

(Industry News continued from page 1)
practice was taking shape. It was not a high-profile, marketing-driven change but a significant system adjustment that is being driven by the needs and practices of the major retailing channels through which most publishers sell their books. The Uniform Code Council has initiated Sunrise 2005, the transformation of the current UPC system to be compatible with the rest of the world's system. It requires all companies in the U.S. and Canada to comply with EAN bar code standards. In September of 2003, BISG unanimously approved a policy statement that

calls for the 13-digit Bookland EAN bar code to be the sole bar code for books and book-related products, effective January 1, 2005.

For those without a head for numbers, what this means is that the bar code appearing on books will be the already familiar EAN bar code that contains the 10-digit ISBN with a 978 prefix. Publishers should be contacting the distributors and booksellers of their books to learn about implementation of this plan. Sources of additional information are available at www.bisg.org and www.isbn.org. Watch for updates in future issues of the *Malloy Quarterly*. ■

Casebinding

Malloy is your full service book printing and binding source!

- ❖ We have been doing adhesive casebinding in-house for over 10 years.
- ❖ Adhesive casebinding is a strong and economical alternative to smyth sewing and meets the rigorous durability criteria established by the National Association of State Textbook Administrators.
- ❖ Our ability to completely manufacture your product in-house gives you better control over schedule, materials, and workflow.
- ❖ We have the capability to run PUR (polyurethane reactive) glues which enable us to produce stronger and more flexible books.
- ❖ Permalin and ICG/Holliston caseside materials are available in a wide range of colors through the Malloy Caseside Stocking Program.

Our casebinding product profile:

- ❖ **Quantity range:** 500 to 20,000 copies
- ❖ **Trims:** 5-1/2 x 8-1/2 up to 8-1/2 x 11
- ❖ **Split runs:** We can bind a portion of your job as soft-cover and casebind the balance.
- ❖ **Cloth:** We stock a wide range of paper and cloth caseside materials.
- ❖ **Binders board:** Available from .070 to .098 thickness.
- ❖ **Cases:** Preprinted or stamped, one piece or three-piece cases are available. Casesides may be printed at Malloy.
- ❖ **Foil:** We stock a range of standard foils.
- ❖ **Headbands:** We have a large inventory of colored headbands.
- ❖ **Dies:** Malloy can supply dies.
- ❖ **Jackets:** Dust jackets may be printed and coated at Malloy.



BookExpo America 2004

BookExpo America 2004 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 Chicago, IL at McCormick Place June 4-6, 2004. Malloy will be exhibiting in booth #1560 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 tenth 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 McCormick Place. 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.

The Malloy truck will be making a last minute trip to Chicago just prior to the show. We should be able to get a few cartons over to Chicago in an emergency.

We look forward to visiting with many of our friends as well as meeting new ones. If you are planning on exhibiting or attending BEA 2004, please stop by and visit us. See you in Chicago! ■

Fact Sheets

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

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. ■

Phone 800 722-3231

Malloy Incorporated
 5411 Jackson Rd./Box 1124
 Ann Arbor, MI 48106
www.malloy.com

Fax 734 665-2326

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