

## More Paper Updates

In the Winter 2004 issue of the *Malloy Quarterly*, we reported on the tightening paper market. Certain grades of paper continue to be in short supply, so we would like to update you on the situation and tell you how we are trying to address the challenge.

### Where the Market Has Been

It has been a long time since the book industry experienced a tight paper market. Current trends signal a disparity in supply and demand for certain types of book paper including white offset and hi-bright groundwood text stocks.

Over the last five years a fair amount of paper making capacity has been retired. Paper mills have removed old and obsolete paper making machines in order to operate more efficiently and/or comply with environmental regulations.

Supply is also being constrained by the weaker value of the dollar, which creates an incentive for the mills to export paper, while driving up the price of imported paper. Combine this constriction in supply with a modest increase in demand over recent weeks and we have a situation where mills are having difficulty keeping up with orders.

### Current Situation

We are confident that we will be able to supply paper for our normal mix of work, but could encounter longer than usual delays obtaining large amounts of paper on short notice (special sizes and

sheets). As an example, if you need a quick turn-around of 10,000 copies of a 500-page title requiring special paper, it might take longer than we are currently accustomed to for paper to be delivered. The market conditions and availability of paper may impact our ability, as well as that of our competitors, to accommodate rush orders.

### How We Can Help

There are a number of ways that we would like to work with you to ensure that we have the paper on hand in a timely manner for your titles.

- Pre-schedule as far in advance as possible titles for which you anticipate needing books in stock before the end of the year. Give special attention to jobs where the print quantities are likely to be high. (Greater than 10,000 copies is a good rule of thumb.)
- Make your paper selections early when planning and pre-scheduling your titles. Using “house sheets” will help ensure that paper is available. (See related article in this issue on page 4.)
- Work with your Customer Service or Sales Rep to discuss and plan your individual requirements and concerns. If in doubt about whether a certain title or situation requires special planning, bring it to our attention.

Please know that Malloy has adequate press capacity to service all trim sizes and print runs. Through proper planning, we can work together to avoid scheduling delays that might result from a shortage of paper. ■

### Inside This Issue

More Paper Updates.....	Page 1	Computer-to-Plate.....	Page 3
BRIDG'S.....	Page 2	Glatfelter Changes.....	Page 4
Malloy Quarterly Online.....	Page 2	Fact Sheets.....	Page 4



*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).*

### ***Malloy is BRIDG'S Compliant***

Malloy is proud to be the first book printer in North America to meet the stringent requirements of the BRIDG'S quality compliance program. BRIDG'S, which stands for Basic Requirements for International Design and Graphic Solutions, is an educational initiative that provides guidelines for companies who are concerned about color consistency in their production process. It includes step-by-step assistance and practical tips on the best methods for controlling the color reproduction process.

The BRIDG'S committee is an independent group of volunteers from graphic arts buyers, printers, manufacturers, educators, and consultants worldwide. The program was developed with the intent of creating unified standards within the industry for basic manufacturing processes. The BRIDG'S committee recognizes that color quality is the key component of many production issues in the graphic arts industry and compliant companies will communicate more effectively with their customers and deliver quicker approval cycles in their production process.

We are proud to be a part of this program in order to assure high quality color results in the books, covers, dust jackets, and color inserts that we print. The process to become compliant involved extensive training of Malloy staff and then certification. We will be recertified on an annual basis.

Malloy has invested heavily in equipment that provides the quality that our customers expect. From our leading edge entry into the computer-to-plate, digital world to our state-of-the-art color presses, from our latest upgrade in our color-proofing color management processes to our computer-aided tools in the pressroom, Malloy's goal is to meet or exceed your quality expectations. We hope you talk to us about your titles, convey your requirements for individual projects, and give us your feedback when the books are done.

More information is available about the BRIDG'S program on their website at [www.bridgs.org](http://www.bridgs.org).

### ***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](http://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](mailto:steph_barker@malloy.com) or let your Sales or Customer Service Representative know that you wish to enjoy the *Malloy Quarterly* online. ■

## Computer-to-Plate

*... since 1994!*

- ❖ We produce nearly 45,000 new pages per month on our three Krause LaserStar imagesetters.
- ❖ Nearly all of our jobs are processed computer-to-plate.
- ❖ To ensure trouble-free production, we're happy to test your files prior to when you're ready to send in final files.
- ❖ We have scanning capability.
- ❖ For your color covers, jackets, and inserts, we use ink jet color proofing in conjunction with Oris color management software.

### Computer-to-plate means...

- ❖ Enhanced quality.
- ❖ First generation text and graphics.
- ❖ Faster prepress workflow.
- ❖ Broad range of quantities: We can change press imposition electronically without additional cost or time.



## Glatfelter Changes

Glatfelter recently introduced a new program called *Performance Plus*. Given that Glatfelter supplies more paper to Malloy than any other paper manufacturer, the *Performance Plus* program is likely to be of interest to you.

Performance Plus involves three grades of paper: Glatfelter Offset, Restorecote, and Glatfelter Endleaf. The highlights of the program are improved availability, easier ordering, speed of delivery and superior value.

For the *Performance Plus* grades, Glatfelter will guarantee shipment within seven days of receipt of orders and there will be no minimum quantities, although there will be extra freight costs for less than truckload shipments. In order to deliver these service advantages Glatfelter streamlined their product offerings, going from three or more bulks per basis weight to one or two bulks (ppi) per basis weight.

Glatfelter Offset is an industry standard premium uncoated free sheet. It is available in 45# - 60# basis weights, three shades (blue white, natural, and pub white), and a range of finishes and bulks. Restorecote is a film coated free sheet that will only be available in 45# thin, 750 ppi, D05 (bluwhite shade). Glatfelter's Endleaf 80# is available in two shades, blue white and natural.

Glatfelter is phasing out three natural sheets, Writers, Authors and Supple and replacing them with one natural sheet called Glat B18. Authors has been

our standard natural sheet for many years. We are confident that Glat B18 is a good replacement both in terms of shade and bulk. It is also priced below Authors.

The shortcoming of replacing Authors with Glat B18 is that it will not be a certifiable recycled sheet as was the case with Authors. The Glat B18 sold through the *Performance Plus* program will be a mix made either in Glatfelter's Neenah or Spring Grove mills. The Neenah mill is the only one using recycled pulp and when we need to be certain that an

order of Glat B18 contains recycled content, that particular order will fall outside of *Performance Plus* with minimum order requirements and a possible wait for availability.

An alternative sheet for those requiring certifiable recycled content is Glatfelter's Natures Book. This is a 100% recycled sheet with 50% postconsumer waste content. Natures is priced a bit higher than Glat B18 and is not available through *Performance Plus*.

As far as recycled sheets are concerned, please keep in mind that Glatfelter's Thor Offset, our primary white offset, has not changed. Thor contains 60% recycled content and is readily available on our floor in a variety of basis weights and bulks.

We are working to insure that a wide range of paper options are available to meet your needs. We encourage you to discuss your paper requirements with your Sales or Customer Service Rep. ■

### Fact Sheets

The Computer-to-Plate Fact Sheet on page 3 is the sixth 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](http://www.malloy.com). We hope you find them to be informative and a helpful resource. ■

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