

## *The 13-Digit ISBN is Coming*

In the Winter issue of the *Malloy Quarterly*, we reported on Sunrise 2005, the alignment of the current UPC system to a truly universal 13-digit product identifier. More and more of our customers are gearing up to prepare for this change in standards. At Malloy, we are keeping tabs on the industry progress and technically, we are able to support the new ISBN-13 and bar code.

### **Sunrise 2005**

In September 2003, a major change in industry practice was taking shape. It was not a high-profile, marketing-driven change but a significant system adjustment that was being driven by the needs and practices of the major retailing channels through which most publishers sell their books. The Uniform Code Council initiated Sunrise 2005, the consolidation of three identification systems in use today in the US and Canada (ISBN, UPC, and EAN) 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.

After conducting a survey and determining that there were no overall technical issues preventing the move, BISG (the Book Industry Study Group) 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. By January 1, 2005 general retailers must be able to read, process, and store the 13-digit identifiers. By Jan. 2007, all books must have the 13-digit number.

An important by-product of moving to the 13-digit ISBN is providing additional numbers for future use. The current system is running short of 10-digit numbers in the small press area and in countries that did not publish many books when the ISBN system was first developed.

### **Helpful definitions**

To help us understand this better, there are some basic terms that we should know. **UPC** stands for Universal Product Code. This is a 12-digit number and bar code on general retail products. It was originally used for groceries. **ISBN** is currently a 10-digit number identifying a specific book. **EAN** stands for International Article Number which is a 13-digit number and bar code already in use on products outside the US and Canada.

**Bookland EAN** is the 13-digit number and bar code on books that incorporates today's 10-digit ISBN. The **check digit** is the last digit in the ISBN, the result of a mathematical calculation to check the accuracy of the preceding digits. In the conversion from a 10-digit ISBN to the 13-digit ISBN or Bookland EAN, the check digit will change since the preceding 12 numbers are not the same as the preceding 9 numbers.

### **What this means?**

For those without a head for numbers, this means simply that the human readable number and bar code appearing on books will be the Bookland EAN that

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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).*

### *New Platesetter in Prepress*

This summer Malloy installed a Screen PlateRite 8600 thermal platesetter. We are up and running with the Screen which features sharp dots that have helped make their thermal plate CTP line so well regarded in the industry. Simply put, the new equipment is the latest technology and what that means in terms of quality is better looking results off press.

The Screen platesetter is an external drum device and is equipped with an autoloader, a direct drive from the platesetter to the processor, and an autostacker to manage plates coming out of the processor. With the thermal technology we are able to image plates on the Screen at 2400 dpi or higher. Because of the increased gray levels possible with a higher resolution, halftones look better. We are using the Screen platesetter to generate plates for all of our sheet-fed presses that print text and covers. We continue to use our Krause (YAG laser technology) platesetters to produce plates for our seven web presses. However, we will eventually move to thermal platesetters for the webs as well.

We are proud to say that we have been building our CTP capabilities for ten years now. The following facts and statistics confirm our progress into the digital world. We receive approximately 70,000 new digital pages/month. We retired our last camera more than three years ago and have from that time forward, scanned all hard copy we receive. We average about 2,500 pages/month supplied hard copy. Our reprints from archived film continue to decline, currently running at about 15 percent of all reprints. As an example, in July we imaged 14,500 reprint pages from film and 76,500 reprint pages CTP. Watch for future updates on our equipment and capabilities.

### *Paper Update*

In the Spring 2004 issue of the *Malloy Quarterly*, we reported on the tightening paper market. Certain grades of paper continue to be in short supply. Some in the industry are projecting that the paper market will remain tight through 2005. Here's the latest as it affects us at Malloy.

The uncoated white offset sheets are very tight. It is this grade that we use the most at Malloy. We are working closely with Glatfelter, our main supplier of our floor sheet Thor Offset, to insure that we have an adequate supply of paper. Hi-bright groundwood sheets are becoming tighter and lead times are lengthening. Again, we have worked closely with our suppliers to anticipate needs and plan as far ahead as possible.

We have not experienced the extreme tight market with opaques and other grades such as cream white

trade book. If the overall market continues with the current trend however, these grades will eventually tighten up.

Planning as far ahead as possible and partnerships with our paper suppliers have enabled us to have enough paper to meet the demand. There are many other ways to get through this tight market successfully. We are working with our customers to encourage prescheduling titles as far in advance as possible, making paper selection and decisions as early as possible, utilizing "house" sheets whenever possible, and discussing upcoming work with your Sales or Customer Service Rep.

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

# Fact Sheet

## Thor Offset

*Malloy's white recycled floor sheet, Thor Offset, is an outstanding value.*

- ❖ Glatfelter is the manufacturer of Thor Offset. The Glatfelter and Malloy relationship has been going strong for over 24 years.
- ❖ Glatfelter has been committed to the book publishing industry since the 1940's. Their share of uncoated tradebook papers is nearly 40%.
- ❖ Thor Offset is manufactured weekly at Glatfelter's Neenah, Wisconsin mill. The Neenah mill, the oldest recycled printing and writing paper mill in the U.S., has been making high quality recycled papers since 1904.
- ❖ Thor is an uncoated free sheet, acid free, and minimum 50% recycled fiber.
- ❖ Since Thor is recycled, the opacity is far superior to other commodity grades. Thor averages one point in opacity beyond its published specifications of 90 for 50# and 92 for 60#.
- ❖ Thor is manufactured to bulk, not finish. This insures consistent cover fit and carton pack from printing to printing.
- ❖ Thor is competitively priced with non-recycled sheets.
- ❖ Glatfelter subscribes to SFI Forestry standards.
  - ❖ We stock four basis weights of Thor, 45#, 50#, 60# and 70#.
  - ❖ We stock two finishes of Thor, smooth and antique.
  - ❖ We have a JIT program which enables us to quickly restock your favorite sizes and basis weights.



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## Congratulations!

We are pleased to pass along our congratulations to several of our customers who have recently earned special recognition for books printed and bound at Malloy.

At the Bookbuilders West Book Show held February 2004 in San Francisco, CA an Award of Excellence was given to **Celestial Arts**, Berkeley, CA for the cover of *Raising a Daughter*.

ForeWord's Book of the Year Awards, held June 3, 2004 in Chicago is one of the most prestigious affirmations of work coming from the independent press community. **The Pilgrim Press**, Cleveland, OH was a bronze winner for their title *Reconciling Journey: A Devotional Workbook for Lesbian and Gay Christians*. Honorable Mention awards went to **Sedona Press**, Sedona, AZ for *The Sedona Method* and to **The Mountaineers Books**, Seattle, WA for *A Blistered Kind of Love*.

**Dorbooks**, Livermore, CA and their program *Phonics Pathways* has been honored with winning the

Old Schoolhouse EE award for the Best Phonics Reading Program on the Market and a First Place Award of Excellence from Education Clearinghouse.

**Malloy** was also honored this past year. For the third year in a row, we have been named a *Best of the Best Workplace in America*. As a Best of the Best winner, we join an elite group of graphic arts firms in the country with the best human relations practices.

We also earned a *2004 Optimas Award* for our partnership with other Ann Arbor printers and the area development council and literacy board. The Optimas Award is for our English as a Second Language program that pairs volunteer employee tutors with fellow employees in need of improved English language skills.

The Optimas Awards are given annually to ten outstanding organizations that have demonstrated how their workforce management strategies, policies, and programs affect the bottom-line success of their organization. Congrats to all! ■

### Fact Sheets

The Thor Offset 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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contains the 10-digit ISBN with a 978 prefix. Be aware that the addition of the 978 prefix will result in the check digit of the ISBN portion of the number to change.

### Malloy Can Help

Malloy's systems are able to accommodate the 13-digit ISBN now. We have software to generate and check the numbers and bar codes. We also have compiled information on the numbers and bar codes

which may help explain in more detail how the numbers work. Publishers should be evaluating internal systems in terms of title management, production, sales materials, order processing, invoicing, reports, and financial systems. Distributors and booksellers will be establishing their own timelines and implementation plans so be sure to check with them. Sources of additional information are available at [www.bisg.org](http://www.bisg.org) and [www.isbn.org](http://www.isbn.org). Watch for updates in future issues of the *Malloy Quarterly*. ■

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