

Malloy Adds Two-Color Web Press Capacity

In March of 2005 Malloy will have the capability to print two-color text for the nine inch family of trims (5-1/2 x 8-1/2, 6 x 9, and 7-1/2 x 9-1/4) on a web press.

We are retrofitting one of our Timson presses to make it a zero make-ready (ZMR) or two-color press. The press we are modifying, a Timson T48A, was built in 2001 at about the same time that Timsons was drawing up plans for its first ZMR press. Timsons engineered our T48A so that a second unit could be added to it in the future if we needed it. Well, more and more customers are publishing two-color books, so we think now is the time for that second print unit.

The new print unit will arrive here from England in early February. The press will be down for about two to three weeks while we install the print unit, and then we will take a couple of weeks to test the press out before putting real jobs on it. If all goes well, we expect the reconfigured press to be at your disposal in March.

Now, in case you are wondering what the connection is between ZMR and two-color printing, we can explain. ZMR is both a model name and an acronym for the benefit the press delivers when it is printing one-color text. The print units on a ZMR are stacked vertically, picture the number 88 tipped on its side, with a ribbon of paper running from bottom to top through the middle of the cylinders.

Both cylinders are engaged when the press is printing two-colors. In one-color mode, one of the print units is disengaged while the blanket cylinders of the other unit are in contact with the paper. This allows the press operator to hang new plates on the idle cylinders while the press is running. When the time comes to print a new section, the press operator hits a switch and the idle print unit kicks into action at the same time the other print unit pulls off the paper. All of this is done without stopping the press for a make-ready. Over the course of a year, we gain many hours of production capacity by not having to shut the press down for make-readies when printing a one-color book. The ZMR feature is not operational when we are in two-color print mode.

Malloy's pressroom is a showcase for Timson web presses. We purchased our first Timson in 1982; it was the first Timson web press in the United States. We now have seven webs, four that produce the nine-inch trims and three for the eleven-inch trims.

Timsons is a printing machinery company with headquarters in Kettering, England. They began making printing presses over ninety 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.

Learn more about Malloy's pressroom by visiting our website at www.malloy.com, and go to www.timsons.com to learn more about Timson. ■

Inside This Issue

Malloy Adds Two-Color.....	Page 1	Fulfillment.....	Page 3
Electronic Exchange - Color Proofing.....	Page 2	Congratulations.....	Page 4
IPR Form Reminder.....	Page 2	Malloy Quarterly Online.....	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.

Color Proofing

Four-color proofing

The Epson/ORIS digital proof is Malloy's standard color proof. It is a color managed ink jet proof. We are running ORIS software (advanced color management software) on Epson ink jet printers that we feel provides the best quality color proofing results. It is the ORIS color management system that governs the ink jet color space to accurately represent the CMYK color space that is reproduced on our Heidelberg printing presses.

Color representation

Proofs are calibrated to accurately represent the CMYK color space that is reproduced on our Heidelberg printing presses. The Epson ink jet proof uses seven colors: dark cyan, light cyan, dark magenta, light magenta, yellow, light black, and black which allows for better color representation for difficult to reproduce neutral tones. Pantone color reproduction is limited, by combining the seven colors that make up the ink jet proof, we can not reproduce every Pantone color perfectly. We will attach a Pantone swatch of the specified spot color and that Pantone swatch is what we will match on press.

Vector elements

Vector elements such as type, rule lines, etc. are true to the press sheet, indicating where if at all elements may fill in on press.

The ultimate goal of any prepress proof is to represent the color gamut, ink density, type holdout, and hue that we will get on the actual press printed sheet. 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.

Two-color proofing

As a result of our workflow improvements we are now generating composite two-color proofs. Output is done on a Lexmark printer in the two colors in which the files are built. The final two-color text proof goes out as a bound book, with a cover identifying the title, and trimmed to the actual size of the finished book.

IPR Form Reminder

For our customers who do disk replication at Malloy, we would like to remind you that our supplier requires that a completed Intellectual Property Rights (IPR) Form be on file for each project. The IPR Form is part of the Anti-Piracy Compliance Program established to protect owners of intellectual property. Similar to copyright violations on printed materials, electronic media is also vulnerable to piracy. Widespread use of the IPR form should help

protect the publishers' intellectual property.

If you are having a disk replicated, you can find the form on our website under "Support" or your CSR can fax a copy of the form to you to be completed and returned. The form itself is not complicated. It basically requires authorization that you are the intellectual property rights owner for the contents of the entire disk. Please contact us if you have any questions or need additional information. ■

Fulfillment

Malloy offers fulfillment services.

Malloy is pleased to offer fulfillment services to our customers. By making this service available, we can present more options to facilitate the fast and efficient process of getting your books printed, bound, and directly off to your customers. Time and money is saved by not having to move your product from our shipping dock to an intermediate distribution point. We have a wide variety of fulfillment services including 24 hour online customer access to current information regarding the movement of your books. We would be happy to discuss your fulfillment needs and requirements.

Malloy fulfillment services include:

- ❖ Domestic shipments
- ❖ International shipments
- ❖ Picking, packing, shipping
- ❖ Bulk transfers
- ❖ Online access to your fulfillment orders, inventories, tracking, invoices, etc.
- ❖ Orders accepted electronically
- ❖ Orders may be entered online
- ❖ Storage
- ❖ Physical inventory services

Congratulations!

We are pleased to pass along our congratulations to several of our customers who have recently won awards for books that we have printed at Malloy or earned special professional recognition.

ForeWord's Book of the Year Awards, held June 3, 2004 in Chicago during BEA is one of the most prestigious affirmations of work coming from the independent press community. In the Summer issue of the *Malloy Quarterly*, we acknowledged three customers that had been honored. We are happy to say that we have another customer that was honored. **Michaelmas Press**, Amesbury, MA, was a finalist in the education category for *Books for the Journey: A Guide to the World of Reading*. Michaelmas Press is a publisher of award-winning parenting and education books.

Cartoon Books, a graphic novel publisher located in Columbus, OH

was recently praised in *Time* magazine for their black and white comic *Bone*. "A comic that's good to the bone" was what *Time* magazine had to say in their October 11, 2004 issue. Cartoon Books and *Bone* have also been recently reviewed and interviewed in *Entertainment Weekly* and *Publishers Weekly*. Cartoon Books has won numerous awards for this animated compendium.

Elizabeth Doble of **John Wiley and Sons**, Hoboken, NJ was inducted into the Printing Impressions/RIT and the Production Executives Hall of Fame at the Gold Ink Awards held in Chicago October 11, 2004. Each year professionals from the printing and production industry are inducted. These individuals represent the best of the best and are honored for their outstanding achievements and contributions to the printing and publishing industries.

Congratulations to all! ■

Fact Sheets

The Fulfillment Fact Sheet on page 3 is the seventh 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 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 view the *Malloy Quarterly* online. ■

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