

Malloy Is Adding An Eighth Timson

We are very pleased to announce the acquisition of our eighth Timson web press. The new press, which we refer to as T8, is a Timson ZMR press capable of running both one and two color eleven inch books. It will be delivered in the spring of 2006 and is expected to be up and running in May.

T8 will significantly expand our eleven inch press capacity on the eve of what should be another busy summer in the elementary-high school (el-hi) textbook market. Although T8 will be the fourth Timson on our floor printing eleven inch books (we have four other Timson webs printing smaller books - 4.25 x 7.5 to 7.5 x 9.25 trims), it represents a 60 percent increase to our press capacity for 8.5 x 11 work. In addition, T8 gives us the ability to print two-color text for this trim size.

ZMR is both a model name and an acronym (Zero Make-Ready) for the benefit the press delivers when it is printing one-color text. The print units on a ZMR are stacked vertically. When the press is in two-

color mode, both cylinders are engaged.

When the press is 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 disengages. All of this is done without stopping the press for a plate change.

Over the course of a year, we will 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 mode.

As we get closer to the time T8 is expected to arrive at Malloy, we will update you on its installation schedule. If you have any questions about how you might benefit from this news, please contact your Sales or Customer Service Representative. ■

Timson 8 Features

- One and two-color printing
- Zero make-ready (ZMR) for one-color 48-page signatures
- Cylinder size: 46" circumference, 53" wide
- Full bleed on an 8-1/2 x 11 signature

We've Been Busy!

A very busy three months have just concluded for Malloy. The amount of work that was loaded into our plant this summer was the largest we've seen in the past five years. Not only is a hearty thank you in order for the work you placed with us this year, but we are equally grateful for your patience as our lead times stretched out.

Given that scheduling has been a hot topic over the last several weeks and may remain so for nine-inch books (up through 7.5 x 9.25) as we move into fall, we would like to explain our approach to scheduling.

Our primary goal when scheduling work is reliability. No matter how busy we are, we want to make (Busy - continued on page 2)

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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.

Malloy Offers a Secure, Password-Protected FTP Site

Malloy is pleased to provide a password protected FTP account to its customers. FTP is a common protocol for uploading and downloading files, especially large files like PDF text, application files containing cover content, and soft proofs.

In order to use Malloy's FTP site, you'll need FTP client software. There are many types of FTP client software programs and you probably already have one on your computer. Two commonly used FTP client programs for the Macintosh are Fetch and Interarchy. Both can be downloaded from the Internet for immediate use and evaluation. (Websites: www.fetchsoftworks.com or www.interarchy.com.)

Malloy provides a unique FTP account for every customer who wishes to send or receive files to and from Malloy using FTP. This account offers added security and allows a customer to place files directly into a personalized folder that is directly accessible by Malloy's prepress workflow. A personalized folder also contains sub-folders that allow downloading of soft proofs or other files. Your Customer Service Representative can create an FTP account for you or we will automatically create one if you begin using our anonymous FTP site for uploading files.

Malloy also provides anonymous FTP for one-time or occasional use. We do not recommend ongoing use of anonymous FTP.

Malloy prefers that all application files, images and artwork are Stuffed or Zipped prior to transfer. In addition to being smaller, these formats tend to transfer very reliably. PDF and PostScript files can be sent as they are. If you are sending binary files, you must use a binary transfer.

After you have successfully transferred your file(s) to our FTP site, please send the following information via email or fax (734-665-2326) and your laser copy via overnight delivery to your Customer Service Representative:

- Name of Malloy CSR
- Where files are sent from
- Name or ISBN of publication the files are needed for
- Name of publisher
- Exact name of file(s) being sent (also indicate contents, page range, etc.)

We have recently tightened our security policy and will be proactive in working with you to create a unique FTP account and assign a strong password. Check out our website www.malloy.com for more information regarding the transfer of files on the FTP site by clicking on "Support" and then "FTP Site". Or, as always, contact your Sales or Customer Service Representative for more information.

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sure we meet our delivery commitments, and we don't want to make commitments we can't keep.

While our emphasis is on reliability, we also try to maintain some level of flexibility to accommodate critical delivery requests that pop up unexpectedly. This is particularly true with reprints where we know customers are counting on us to meet their needs. We never like to turn work away, but we hate to force customers to find alternative printing sources for jobs

they have already entrusted to Malloy.

With these objectives in mind, how do we operate? First, it is important to remember that every printer has a finite amount of capacity in any given period, and it is impossible to operate at 100-plus percent of capacity. In fact, when you attempt to pump more work into a system than it is capable of handling, you end up reducing its overall capacity.

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Fact Sheet

Text Paper Choices

WE OFFER A WIDE RANGE OF CHOICES FOR TEXT PAPERS

We purchase more than 25 million pounds of paper a year. At any given point in time, we have more than two million pounds of paper in our plant. This is a tremendous amount of paper, but it only keeps our presses running for a few weeks. Utilizing a just-in-time paper stocking system, we are able to operate with a relatively lean inventory and pass the savings on to you with lower paper prices.

Even though we have a fair amount of paper on our floor, there are times when we don't have the required quantity of a specific sheet on hand. Should this be the case with one of your orders, we will notify you as soon as possible to arrange for an alternative sheet or to discuss scheduling options.

When specifying paper in your quotation requests, we recommend you give us the desired **basis weight, full name** of the sheet, and **PPI**, e.g., 50# Thor Offset, 540 PPI. If for some reason you wish to consider a stock that is not one of our floor sheets, we will be happy to check with our suppliers for availability and price.



Forest Friendly Paper

At Malloy, we are committed to protecting the environment and to the responsible use of natural resources. Nearly three-quarters of the paper we supply to our customers contains a minimum of 50 percent recycled fibers. In addition to using paper with a high percentage of recycled fiber, we offer publishers a selection of sheets with a minimum of 30 percent post consumer waste (PCW).

Some of the characteristics to consider when specifying Forest Friendly Paper include:

Percentage of recycled fiber or PCW content

Either PCF (processed chlorine free) or ECF (elemental chlorine free)

FSC Certification (Forest Stewardship Council). Forest Management Chain of Custody Certification requires that either 70 percent of a paper's virgin fiber must come from FSC approved forests and chain of custody for this material must be documented; or 100 percent of the paper's fibers are PCW.

GPI (Green Press Initiative) standards. GPI compliance requires 30 percent PCW for uncoated paper and 10 percent PCW for coated stock.

For more information about our inventory of text stock or to obtain paper samples, contact your Sales or Customer Service Representative.

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One way to think of that concept is to envision a three-lane highway in the middle of the night as compared to rush-hour. At night, when traffic is light (capacity is greater than demand), traffic is flowing rapidly and smoothly. During rush-hour, when the capacity of the highway is completely overwhelmed, the cars are barely moving along, and the number of cars passing any particular point each minute is less than what it would be if the freeway were only 3/4 full and traffic was moving at 70 mph.

Theoretically (assuming all good drivers), the rush-hour mess could be alleviated if cars were permitted to enter the highway only when space comes available for them. In a perfect rush-hour world, one that optimizes the capacity of the roadway, cars would be sailing along the road, tightly packed, at 70 mph. When a slot in the traffic stream opened up, the lead car on the entrance ramp would slide right into the opening without anyone having to hit the brakes. Rush-hour would be officially over when cars could enter the stream of traffic without having to wait.

Granted, we have enough challenges to deal with just printing books, without trying to manage the Department of Transportation, but the analogy to rush-hour traffic provides a good illustration of how we attempt to manage the flow of work through the plant when things get busy.

The speed, or schedule, we are trying to maintain is three week cycle time for jobs requiring proofs and two and one-half weeks for jobs without proofs. When we have excess press-time available, you can surprise us with files tomorrow and we will have no problem shipping books three weeks from now. *Hit the highway at 3:00 AM and the road belongs to you!* However, when the presses are full, that same job will need to wait until there is time available on press to print the job. Depending on our backlog of orders, the wait, or lead time, could be just one extra day or several weeks.

A critical point to make is that your files don't need to be here - *stuck in traffic* - in order to get to their destination. You can reserve the next available slot on press by pre-scheduling your work with us and delivering your files to us at the appointed time - three weeks before the bound book date.

The obvious downside of this approach is that you do have to wait for press time to be available. The upside is that we can give you reliable delivery dates because we can move work through the plant at a constant speed. Without lead times, our pressroom would look like a twenty car pile-up during rush-hour.

We recognize that this system isn't perfect, but it enables us to give you accurate information about when we can deliver your books.

There are some things that you can do to insure that press-time is available for you when you need it. First, let us know in advance when you will need to print a title at Malloy and we will "pre-log" it in our system. Second, let us know if any of the information about the job changes - copy due date, corrections due date, quantity, bound book date, etc. Third, return proofs as quickly as possible.

Scheduling theory aside, as you will see from our news about T8, we are making a \$5 million investment in additional press capacity for eleven-inch work that will enable us to put a lot more work through the plant than we are now capable of doing. Last traffic analogy: *We are adding a lane to the highway!*

One final note, even when we are sending "busy signals" to you, please don't hesitate to inquire about our ability to meet a delivery date that is coming up soon. The mix of jobs in our plant is constantly changing and as press-time opens up from time to time, we could pleasantly surprise you with a quick schedule. At the very least, please know that we will do everything we can to avoid the unpleasant consequences of a missed delivery date. ■

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