

Important Paper News

This fall, the major domestic paper mills are making a dramatic change to their white offset paper, increasing their brightness from 84 to 92. Our floor sheet for this grade of paper, Glatfelter's Thor Offset, is no exception to the change. Glatfelter has replaced the 84 bright sheet with the brighter shade, which they are calling Thor Plus.

We began ordering Thor Plus (92 bright), at the end of October. We expect to run the first lots of Thor Plus through our presses in mid November and be completely switched over to the Thor Plus by the end of the year. Once we are completely out of the 84 bright Thor, Thor Plus will be our standard offering.

Thor PCW-30 will continue to be made as an 84 bright sheet and will be available at Malloy. It contains a minimum of 30 percent post consumer waste (PCW) and costs a bit more than Thor Plus.

It is difficult for us to predict when a particular title will run on Thor Plus. Usage will depend on when the supply of a specific roll size of the old Thor runs out and we start using the Thor Plus. Once that switch occurs it is unlikely that the old shade will appear again in a book of the same trim size. However, there may be a few weeks during the transition period when you see the old shade in a book with a different trim size run on different size roll. We have several basis weights and roll/sheet sizes of the old Thor to use up.

We are mindful of the fact that customers may have concerns about keeping a series of titles on the same shade of paper. We will do our best to work with those customers to insure we have the right paper available for their books.

Please contact us for more information and / or samples of the brighter Thor Plus. ■

ISBN's and Bar Codes

In a little over a year, the book industry will have totally changed over to the 13-digit ISBN. This transition represents a huge undertaking for publishers, small, medium, and large. Here at Malloy, we have made every effort to stay up on the current information available in order to assist our customers with their needs.

On page 3 of this issue of the *Malloy Quarterly*, you will find a Fact Sheet on ISBN's and bar codes. This contains everything from a basic definition of ISBN's and bar codes to a list of resources we think

you will find very helpful in answering questions you may have.

We are manufacturing titles that still contain the 10-digit ISBN, that contain the 13-digit ISBN, and some that contain both. Our systems here are geared to use the ISBN as one means of identifying a title and we can use the 10 or 13-digit ISBN. In the cases where both ISBN's are being used, we need some specific instructions from you on what your system requires. We need instructions on which ISBN to

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New Faces at Malloy

We are pleased to announce that we added two outstanding individuals to our sales team this year.

Cathy Strider came on board at the beginning of the year. Cathy works out of her home office in Santa Rosa, California and has account responsibility in northern CA, OR, and WA. She was previously with O'Reilly Media for 17 years, most recently, Vice President of Operations. Cathy may be reached at (707) 544-4640 or by email at cathy_strider@malloy.com.

Scott Payne joined Malloy at the end of January. Scott works out of his home office in Rexford, New York and has account responsibility in New England. Previous to joining Malloy, he represented Hamilton Printing in the region for eight years. Scott may be reached at (518) 986-1713 or by email at scott_payne@malloy.com.

Cathy and Scott join our team of seven other sales representatives serving our customers. ■

Malloy Sales Team

Our sales efforts cover the whole country, from Maine to California. We have regionally based representatives in New England, New York, Ann Arbor, Chicago, and California. Our sales reps not only want to grow our business, they want to be a resource you can count on to help you and your business prosper as well.

If you have never worked with Malloy or do not know who your sales representative is, please contact [Tim Scarbrough](#). He can answer your initial questions and put you in touch with the sales representative who is best positioned to assist you.

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use for carton labels, bills of lading, invoices, etc. This is information that must work in your systems, warehouse, distribution, accounting, etc.

We are here to help in the transition. We have software to generate and check ISBN's and bar codes. We have compiled information on the ISBN's and bar codes which may help explain in more detail how

the numbers work. Publishers are evaluating their internal systems in terms of title management, production, sales materials, order processing, invoicing, reports, and financial systems. Distributors and booksellers have established their own timelines and implementation plans so be sure to check with them. And, as always, don't hesitate to contact your Sales or Customer Service Rep with any questions. ■



Fact Sheet

ISBN's and Bar Codes

UNRAVELING THE MYSTERY OF BAR CODES AND ISBN'S

What is an ISBN?

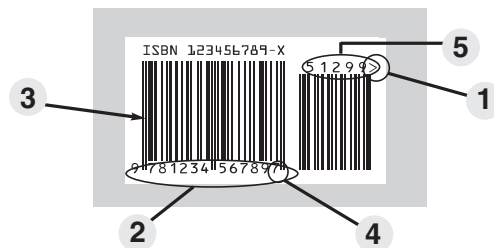
ISBN stands for International Standard Book Number, a unique identifier assigned to each edition of every published book. All books require an ISBN. Until recently, an ISBN contained ten numbers, nine that identified the specific book and one that served as a “check digit”. By January 2007, the book industry, including publishers, retailers, and others in the supply chain will have converted to the 13-digit ISBN.

The 13-digit ISBN used to be referred to as the EAN identifier. The 13-digit ISBN will align all ISBN's with a world-wide numbering system and provide additional ISBN's to meet increasing demand.

What is a bar code?

A bar code is a pattern of bars and spaces which represent numbers, letters, or symbols, and is read by a scanner. The “bars” in the bar code must be a solid color and should be printed on a white background. This minimizes the possibility of a scanning error. Bar code elements include:

1. Quiet zone: clear area before and after the bars and spaces that allow the scanner to establish values for the white space.
2. Human-readables: the numbers, letters, or symbols in the bar code which are shown above or below the code so that a human can read them without the help of a scanner.
3. Bars and spaces: the actual bar code, the combination of bars and spaces creates a code that represents specific numbers, letters, and symbols.
4. Check digit: the number that is used to verify that the data has been read correctly. This number does not have to appear as part of the human readables, but it will always be part of the bar code.
5. Add-ons: additional part of the bar code made up of 2 or 5 digits. Examples: a 2-digit add-on could be used to denote volume number or series and a 5-digit add-on could be a price (starts with 5) or the owner's internal code (starts with a 9).



Malloy can help.

We can create a bar code for you and verify that it can be read by a scanner. If you have more questions about ISBN's or barcodes, please contact your Sales or Customer Service Representative.

Resources:

U.S. ISBN agency website (R.R. Bowker): www.isbn.org

ISBN Transition information: www.bisg.org/pi and www.isbn.org/toolkit.html

Convert a 10-digit ISBN to a 13-digit ISBN: www.ISBN.org/converterpub.asp

ISBN-13 for Dummies (free download): www.bisg.org/isbn-13/for.dummies.html

Congratulations!

We are proud to congratulate a number of our customers for winning awards and being honored for titles that are printed at Malloy.

The Ben Franklin Awards are sponsored by PMA (Publishers Marketing Association) and were held in conjunction with PMA University and BEA 2005 in New York. Our customers that won a Ben Franklin Award are Cypress House, Fort Bragg, CA for *Dancing Naked . . . in Fuzzy Red Slippers*; JIST Publishing Inc., Indianapolis, IN for *Developing Career and Living Skills*; Deseret Book Company (Shadow Mtn.), Salt Lake City, UT for *Cold Train Coming*; and Larkfield Publishing, Santa Rosa, CA for *Hormone Survival Guide for Perimenopause*.

ForeWord Magazine Book of the Year Awards were also held during BEA in June 2005 in New York City. Titles that were manufactured by Malloy that won a ForeWord Magazine Book of the Year award are Deseret Book Company (Shadow Mountain) for *Cold Train Coming* (Gold); Chromisphere Press, San Francisco, CA for *From F to Phi Beta Kappa* (Bronze); Library of America, New York, NY for *Kaufman & Co.* (Bronze); Great Potential Press, Phoenix, AZ for *Grandparents Guide to Gifted Children* (Honorable Mention); Larkfield Publishing for *Hormone Survival Guide for Perimenopause* (Honorable Mention); Berrett-Koehler, San Francisco, CA for *Prisoners of Our*

Thoughts (Honorable Mention); and Apress, Berkeley, CA for *Always Use Protection* (Honorable Mention).

Fulcrum Publishing, Golden, CO received ForeWord Magazine Book of the Year honors "times four" for *Parenting Your Premature Baby and Child* (Silver), *Essential Guide to Geocoaching* (Honorable Mention), *Parting Shots from My Brittle Bow* (Honorable Mention), and *Yank: The Army Weekly* (Finalist).

Other honors for Malloy customers include a Citation Award from the Indiana Association of Career and Technical Education for JIST Publishing for *Developing Career and Living Skills*; Glyph Awards (Arizona Book Publishers Association) for achievement in publishing for Great Potential Press for titles *Being Smart about Gifted Children*, *Grandparents Guide to Gifted Children*, and *Understanding Creativity*. Fulcrum title *Every Day is a Good Day* was a runner-up in the PubWest Design Awards in March. Jeff Smith of Cartoon Books, Columbus, OH and author of *Bone* won two Harvey awards at the Museum of Comic and Cartoon Art's annual festival. Ten Speed Press, Berkeley, CA title *Mastering Barbecue* was featured in Time Magazine and Sasquatch Books, Seattle, WA title *More Book Lust: Recommended Reading for Every Mood, Moment, and Reason* was a Today Show book club selection. Congrats to all! ■

Fact Sheets

The ISBN and Bar Code Fact Sheet on page 3 is the eleventh on 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. ■

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