

Paper Market News

The increasing cost of paper in recent months has not likely escaped anyone’s notice. However, the root cause of the rise in paper prices, an imbalance between supply and demand, is having a profound impact on the availability of paper for both printers and publishers. Both issues are highlighted in the March 27, 2006 issue of Publishers Weekly (www.publishersweekly.com/article/CA6318946.html).

For the first time in several years, the availability of paper is an issue that printers and publishers must consider when scheduling jobs for production. Just a few months ago paper was in plentiful supply and readily available whenever publishers needed a quick turn on a schedule. Today, all of the paper mills have white offset on allocation (rationing), and it is difficult for printers to get adequate supplies in a timely manner of certain basis weight, roll size, and finish combinations when inventories are depleted.

What is happening in the paper world is that many mills have reduced capacity levels by retiring old machines or acquiring other paper companies and shutting down redundant equipment. Total industry capacity has been lowered to the point that even a modest up-tick in demand leads to a “sold out” situation. This results in paper allocations for many grades of paper, with some grades and/or basis weights not being available at all.

We do not want to cause alarm, but we do want to alert you to the fact that planning ahead and an-

tipicating future paper consumption and delivery needs are the best ways to avoid unpleasant surprises during a tight paper market.

The supply of paper at Malloy is good. We have developed a very strong partnership with Glatfelter over the years, which serves both Malloy and our customers extremely well during periods of constrained paper supply. We purchase over 9,000 tons a year of Glatfelter’s Thor Plus, and they have been keeping up with our requirements in recent weeks without any problems.

While we expect Glatfelter to be able to service our paper requirements throughout the summer, we do encourage you to employ the following strategies to insure that your ship dates are not delayed due to paper being temporarily unavailable, whether you are printing at Malloy or another printer:

- Get quotations and finalize specifications (especially paper) early in the process
- Anticipate “out of stock” situations for reprints earlier than usual. A three month horizon is advisable.
- Manage critical schedules well in advance of the title going to the printer
- Pre-schedule your new titles and reprints, and stick to the dates as best as possible

We will continue to keep a close eye on the situation and will pass along any significant news we hear. Please contact your Sales Rep or CSR if you have questions or would like more information. ■

Inside This Issue

Paper Market News.....	Page 1	Fact Sheet - Thor Plus.....	Page 3
Electronic Exchange - Guidelines.....	Page 2	Our Presses Are Rolling.....	Page 4
		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.

Guidelines For Successful Output of Electronic Files

Malloy supports native application files for documents created with the most current version of Quark Xpress, PageMaker, and InDesign for text and covers, plus PhotoShop, Illustrator, and Freehand for graphics.

- For text, we prefer to receive PDF files with application files submitted for backup.
- For color components (covers, dust jackets, casesides, and inserts, etc.), we prefer to receive native application files but can also accept PDF files ready for print production (including the correct spine bulk, bleeds, CMYK conversions, etc.).

All fonts used to build the document, including those used in graphics, should be submitted along with the native application files. Be sure to include both the screen and printer fonts.

All graphics used to build the document should also be submitted with the native application files. Acceptable graphic file formats are TIFF and EPS. META files, such as PICT files, should be converted to TIFF or EPS before importing them. RGB color images should be converted to CMYK.

Two color text documents should include only elements built using one or the other or both of the two colors—not RGB, CMYK, or additional Pantone colors.

When submitting files, copy onto the media only what is needed for output (not older versions of files, etc.).

Current edit, color proofs, and/or laser copies that you have output, reviewed, and approved must accompany your files.

The hard copy prepress proofs we provide for color components are Oris color managed inkjets. The hard copy prepress proofs we provide for one and two color text pages are lasers output from Rampage ripped (ROOM) data. Soft proofs are also available and recommended when the primary function of the proof is to check for content and/or placement.

To digitize supplied as well as stored film, we are using our Eskofot, EskoScan 2636 flatbed CCD scanner. The Eskofot is a hi-res copy dot scanner. Digital “type” captured with our scanners is not “editable”. To reproduce CRC (hard copy), we digitize images using our Eskofot scanner. Four-color separations from art and hi-res black/white scans are produced on our Microtek ScanMaker 9800 XL.

Send your files on any of the following media: iomega ZIP 100 or 250 MB disks, CD-R, CD, DVD-R, DVD-RAM, or post to our FTP site. Note: binhexing or compressing is necessary when telecommunicating Mac files.

Check our web site: www.malloy.com, for more information and instructions. Click on “Support” for detailed Prepress guidelines, instructions, and information.



Fact Sheet

Thor Plus

OUR WHITE OFFSET FLOOR SHEET IS AN OUTSTANDING VALUE

Thor is an uncoated white offset, acid free, and contains recycled fiber.

Thor averages one point in opacity beyond its published specifications of 90 opacity for 50# paper and 92 opacity for 60# paper. In the fall of 2005, Glatfelter increased the brightness of Thor from 84 to 92 and changed the name of the brighter sheet from Thor Offset to Thor Plus.

Unlike most other commodity offset sheets, Thor is manufactured to bulk, not finish. This means the bulk of the paper has minimal variation over time. Therefore, covers fit well from one printing to the next and carton counts remain constant.

Thor is competitively priced with non-recycled sheets.

Glatfelter is the manufacturer of Thor Plus. They have been committed to the book publishing industry since the 1940's. Their share of uncoated trade book papers is nearly 40 percent.

The relationship between Glatfelter and Malloy has been going strong for well over 20 years.

Until recently, Thor Plus had been manufactured at Glatfelter's Neenah, Wisconsin mill. Glatfelter is moving the production of Thor Plus to their newly acquired Chillicothe, Ohio mill. The Chillicothe mill offers newer and wider machines that will continue to utilize recycled pulp in the process. Eventually, the Neenah mill will be closed.

Glatfelter subscribes to the Sustainable Forestry Initiative Program (SFI). Developed by the American Forest & Paper Association, the SFI program is a comprehensive plan of forestry and conservation practices designed to ensure that future generations of Americans will witness the same abundant forests and wildlife that we enjoy today, while providing the forest products the public demands.

OUR THOR STOCKING PROGRAM

- We stock four basis weights of Thor — 45#, 50#, 60#, and 70#. We can also supply 40# Thor when needed.
- We stock two finishes of Thor — smooth and antique finish.
- We have a just-in-time (JIT) stocking program for Thor that enables us to have the right amount of paper at press when we need it.

Our Presses Are Rolling!

A few months ago, we gave you a brief update on the pending installation of two new presses at Malloy. We are now pleased to report that one of those presses is up and running, and the second press should be running production jobs in a few days—mid June at the latest.

In April we installed a brand new 40" Heidelberg Speedmaster to replace two older Heidelberg Speedmaster presses which had over 350 million impressions between them. The installation and training went smoothly, and our press operators report that the press is running very well. The new press incorporates numerous technological improvements developed by Heidelberg over the years that enable it to produce the same amount of work as its two predecessors combined. It is configured to perfect one color (1/1) or print two color (2/0). We are very pleased with the quality; we think you will be too.

As we write this article our newest Timson web press is being assembled in our plant. The new press,

which we refer to as T8, is a Timson ZMR press (Zero Make-Ready) capable of running both one and two color eleven inch books.

In late April we poured a reinforced concrete floor for the press to rest on. A few weeks later, components of the press began to arrive along with the technicians from Timsons to put the pieces together. So far, all has gone well in the assembly process and we do not expect to miss our start-up date for live production of June 12. We are planning a "ramp up" period of about three weeks to get the press running 24 hours a day. T8 gives us significant additional capacity for eleven-inch books which should result in faster and more flexible schedules for that work.

When you include the ZMR/2-color upgrade to one of our nine-inch Timson presses (T7) in February 2005, we now have significant additional 2/c and ZMR capacity to serve a full spectrum of trim-sizes. Contact your Malloy Sales Representative for more information. ■

Fact Sheets

The Thor Plus Fact Sheet on page 3 is an updated version of a previously published Fact Sheet on Thor Offset. Given the climate in the industry surrounding paper (see Paper Market News on page 1 of this issue) and the recent improvements in brightness of Thor, this updated information on Thor Plus is good news. Thor Plus is our house sheet, the paper we stock and encourage our customers to use when a white offset is required. Even with the tight market conditions, Thor Plus has been available to us and remains competitively priced.

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. ■

Phone 800 722-3231

*Malloy Incorporated
5411 Jackson Rd./Box 1124
Ann Arbor, MI 48106
www.malloy.com*

Fax 734 665-2326

New York

Chicago

San Francisco



CONTAINS RECYCLED FIBER