

Fulfillment Tips

Malloy offers a variety of options to facilitate the fast and efficient process of getting your books printed, bound, and shipped directly to your customers. We place emphasis on being open and flexible to your customers' shipping needs. Whether you need to store your books at Malloy, have us deliver several small shipments of a title to multiple locations, or ship the bulk of your order via the most economical and timely motor freight carrier available, we make sure your books go where you want them, when you want them, and how you want them delivered.

There are many benefits to working with Malloy to service your fulfillment needs and some of the most important reasons include:

- You gain the ability to concentrate on your core business. Not being involved in the day to day process of fulfilling orders enables your company to focus on marketing your products, improving sales and increasing revenue.

- Staffing issues are shifted from your company to the fulfillment provider. During peak seasons rather than spending large amounts of time hiring new employees or utilizing temporary personnel, your fulfillment provider will manage these concerns for you.

- You are better able to control costs. Since your company will only be paying for the work we actually perform, you are able to project costs and maintain the specific margins needed to insure profitability.

- Your company is not responsible for maintaining the necessary the warehouse space. Many companies that outsource their fulfillment services decided to outsource because much of the year they were pay-

ing rent on larger facilities that had little or no inventory in them, but they needed the space to accommodate their busy seasons.

- You save time and money by not having to move your product from our shipping dock to an intermediate distribution point.

Malloy has been providing fulfillment services for over 30 years. In the past twelve months we have processed 26,780 orders, comprising more than one million books, through our fulfillment department. Nearly 100% of those orders, or 99.998% to be exact, went out within 24 hours.

Malloy also offers online, 24/7 access to your fulfillment data including the ability to place orders for shipment, review order activity, check inventory levels, and track individual shipments.

Some simple but important tips to remember regardless of where your fulfillment services are provided:

1. Fulfill on a timely basis: fast and efficient order processing and shipping are a must in order to remain competitive in today's market.
2. Correspond with your customers: communicating with your customers before, during and after the order is processed is a real plus.
3. Keep order input brief: taking the complexity out of processing orders will result in fewer errors and lost time.
4. Anticipate delivery bugs, such as a closed office, alternate address, etc.

Our customers give us rave reviews of the service they have received from our fulfillment staff. We would be happy to discuss your needs. ■

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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.

SWOP, UCR, and GCR Standards

We have begun to use SWOP standards for color printing of color components for new titles. SWOP stands for Standard Web Offset Printing. SWOP is an industry standard that has come into its own and is finally the defacto standard for color printing, regardless of whether the printing is done via sheet-fed offset or web offset. For customers that prepare and view color files within the SWOP color managed space, your expectations will be met.

To be SWOP compliant, we are sending plates to press that have been imaged using an output curve replicating the industry standard gain of a web press. To keep the amount of cyan, magenta, and yellow inks low and therefore easier to successfully manage, UCR and GCR is used in conjunction with the SWOP standard.

UCR is Under Color Removal and GCR is Grey Color Removal. This determines how much cyan,

magenta, and yellow are incorporated into CMYK color separations during the conversion process. Using the GCR for grey balanced printing, a consistent density of cyan, magenta, and yellow is used to produce neutral grey. If the grey balance is incorrect, the color balance of the reproduction will have a “too cool” or “too warm” color cast.

You will be reviewing and approving color component proofs that replicate printed press sheets and our inkjet color proofs will reflect the anticipated plate/press results for both new and subsequent reprint components.

So that we can match previous Malloy printings, we will not image plates for reprints with SWOP curved plates. For now we will continue to supply press with linear plates for reprints of

color components so that the color is not changed. But as new titles come in and are processed using these tools, future reprints of those titles will also benefit by printing in a better managed color space.

Fact Sheets

The Bind-In CD / DVD Fact Sheet on page 3 is the fifteenth 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 now 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 *Malloy 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 Representative or CSR know that you wish to view the *Malloy Quarterly* online. ■



Fact Sheet

Bind-In CD / DVD

WE CAN BIND A CD OR DVD INTO YOUR BOOK

Binding in a CD or DVD eliminates costly and time-consuming handwork.

Binding in a CD or DVD improves the quality and aesthetic appeal of your product.

Hassle-free packaging — In addition to binding discs into books, Malloy offers single-source disc replication, production of the disc sleeves, and packaging.

Malloy's bind-in sleeves are less expensive than sleeves applied by hand, and they don't require an extra five or more days in the production schedule.

We stock clear vinyl bind-in sleeves and paper (with window) bind-in sleeves.

We request ten-percent overs for supplied discs (inserted in sleeves).

PRICE COMPARISON OF A TYPICAL JOB

Hand Method

You replicate a CD, insert into self adhesive vinyl sleeve, and furnish to Malloy to apply to the inside back cover of your book by hand.

Cost for CD - \$1.20 per unit (based on average pricing)

Cost for DVD—\$1.70 per unit (based on average pricing)

Bind-In CD / DVD

You furnish Malloy with a master, we replicate CD, insert into bind-in sleeve, and bind into book.

Cost for CD - \$1.00 per unit (based on average pricing)

Cost for DVD—\$1.50 per unit (based on average pricing)

Summary

You save \$0.20 per unit and five to seven working days of production time.

Connecting with Readers

In the last issue of the *Malloy Quarterly*, we asked our readers to share their experiences with other readers. Our initial reason for doing this was to assist one of our West Coast customers, Berrett-Koehler Publishers, in learning about ways other publishers build email lists of their end users. Then it occurred to us that we could potentially help many other publishers by providing this exchange of ideas.

In this issue, we will share a very innovative and thought-provoking story shared by Bill Jelen of Holy Macro! Books, a computer trade publisher located in Uniontown, Ohio. Here is Bill's story:

"To build our e-mail list, I did something fairly radical. At Holy Macro! Books, I offered to give away our new upcoming leading title. The hitch was that I gave the title away very slowly. I promised that for everyone who signed up, I would send them a chapter a week of the new title. With 277 topics in Learn Excel from MrExcel, I broke the book up into 52 parts and sent out 10-15 pages each week. Soon, I had a list of 15,000+ readers who were getting a chapter of the book every week.

"The benefits are tremendous. First, I was able to have a conversation every week with 15,000 readers. I could either ask for their help (do you have any ideas of books that would fit well in our Excel for a Certain Profession series), or announce a new

title that was going on sale. We started the promotion 20 weeks before the book went to print, so if readers found problems in the early chapters, we could correct them.

"I call it the ultimate 'try before you buy' program. I tell my readers that I don't want any 1-star reviews. 'Try the book. If it isn't for you, just opt out of the free chapter subscription.' When the book

came out, I had 15,000+ people who were familiar with the book, and I could ask the earliest adopters for an Amazon review (generating 60+ mostly 5-star reviews).

"An obvious question is why would people buy the book since they are getting it for free? Well, many people didn't buy the book. The initial orders from subscribers were lower than I hoped for. However, it generated enough publicity for the book that it is selling at about 2.5 times the sales rate of the previous edition. We just went back to Malloy for a 4th printing in

the first year. The title is our best selling title. Even though a lot of people are getting the e-version of the book for free, it is still driving more sales of the print edition."

Many thanks to Bill Jelen for sharing his story. We would be happy to share your stories with our readers if space permits. Please email your pearls of wisdom, or woe, to steph_barker@malloy.com. ■

Berrett-Koehler Award

Berrett-Koehler recently received the Business Ethics 2006 award for Stakeholder Accountability. The award is bestowed by Business Ethics magazine, which recently merged with CRO magazine. CRO is an organization serving corporate responsibility officers.

Berrett-Koehler earned the award for its focus on creating quality product in collaboration with employees, business partners, community, and customers. Berrett-Koehler is an independent publisher located in San Francisco, CA. ■

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