

Digital Short Run Printing at Malloy

Full service book printing just got a little bit shorter at Malloy, 24 copies to be exact! We now offer a digital solution for your short run needs.

Full range of order quantities

Whether you require 24 or 24,000 copies of a title, Malloy can deliver the quantity you need! With our new Océ 6160 digital printer we can print the short-run quantities that are cost prohibitive on offset equipment. When demand for your book dictates a quantity greater than a few hundred, we will switch the printing to one of our offset presses. Demand now drives your print decisions, not the equipment!

Benefits

Malloy entered into digital short run printing to help publishers achieve some or all of the following objectives:

- Gain incremental profit
- Lower investment in inventory and improve cash flow
- Reduce waste from obsolescence
- Less risk in printing decisions
- Meet customer demand for titles that might otherwise go out of print
- One stop shop for book printing means more time to focus on publishing/selling books

The last objective points to an overriding principle that guides most of our decisions: Make our customer's job easier.

Same High Level of Service and Quality

Digital short run printing is simply another print option at Malloy, not a whole different division. Though the manufacturing process differs a bit from offset, you get the same extraordinary service and reliable quality that you've come to expect from Malloy.

Digital Short Run Profile

As we ramp up our digital printing solution, we will initially be offering the following profile. There will be additional choices introduced in the future.

- Quantities: 24 copy minimum
- Trim sizes: 5-1/2 x 8-1/2 up to 8-1/2 x 11
- Text printing: One color (black)
- Text stock: White: 50# and 60# Glatfelter Thor Plus (contains 15% PCW), 540 and 440 ppi respectively.
Off-white: 50# and 55 # Glatfelter B-18, 500 and 360 ppi respectively.
- Cover printing: Multicolor covers with UV coating or film lamination
- Binding: Soft-cover perfect binding
- Prep: PDF files will be sent to the Océ for printing but our full range of prepress services are available.

For more information about our newest capabilities, please contact your Sales Representative or Customer Service Representative today. ■

Inside This Issue

Digital Short Run Printing at Malloy.....	Page 1	ISBN Alert.....	Page 4
Elec Exchange - Elec File Testing.....	Page 2	Fact Sheets and Forms.....	Page 4
Elec Prepress Test Order Form.....	Page 3	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.

Electronic File Testing Guidelines

In the early days of electronic prepress it was common practice for publishers to send a “test file” to the printer for the purpose of making sure the publisher was creating PostScript files the printer could work with. The printer would evaluate the “test file” and provide the publisher with feedback that would be used to develop the “final files” to be submitted to the printer for the print-run.

That practice made sense ten years ago when we were all learning to work with electronic files; today it is no longer required. It is not necessary to have your files tested every time you submit a title to Malloy, particularly if you have successfully submitted problem free “print ready” PDF files to us before.

However, there are occasions when running a test may be a good idea, so here is some information to consider when deciding whether or not to send a “test file” to Malloy:

Who should have their files tested at Malloy prior to final submission?

- First time publishers
- Customers new to Malloy
- Special projects that are different from the books you normally print at Malloy

Why have your files tested?

- We can make sure the file is constructed properly and all the elements are in place for a problem free final output.

When in the file preparation process should you have your files tested at Malloy?

- Well in advance of completing the final “print ready” PDF files. So that you don’t waste time and resources preparing files that will not work at Malloy, we encourage you to send us a portion (approximately 8 pages or so) of your book. If you do this a few weeks prior to the time you plan to send final files to Malloy, we will have enough time to test the files and provide you with input that might be important in preparing the PDF files. If we receive the test file on the eve of when the job is supposed to go into production, the time required to test the files and make corrections may negatively impact the printing schedule.

This information can also be found on our website by clicking on "Support", then "Prepress Guidelines and Instructions", then "Electronic File Testing Guidelines". The Electronic Prepress Test Order for Supplied Files that you would fill out to accompany files to be tested, is reproduced on the facing page and is also available on our website. If you have questions, please don’t hesitate to call your Sales or Customer Service Representative.



ELECTRONIC PREPRESS TEST ORDER FOR SUPPLIED FILES

Have you....?

- Saved to PostScript/PDF according to Malloy's guidelines?
- Embedded all graphics?
- Embedded all fonts?
- Included crop marks?
- Included matching laser copy?
- Created a back-up file for your own records?
- Included application files, fonts, and graphics for troubleshooting purposes?

Customer: _____ **Customer contact:** _____

Name of file submitted for testing: _____ **Disk** **FTP**

In addition to overall integrity, what specifically should we be testing for? _____

What proofs (if any) are required? _____

Specifications: Trim size: _____ **Number of pages in this test:** _____

Native file application and version used: _____

Platform used: _____

Additional information: _____

Malloy test results/comments: **Passed** **Failed** **PFO:** _____

Return to (CSR): _____ **By (date):** _____ **Malloy job # if known:** _____

ISBN Alert

The transition period from the 10 digit ISBN to the 13 digit ISBN began January 1, 2007. From that date forward, systems should be able to process (or be gearing up to process) the 13 digit ISBN. Currently, 10 digit ISBN's are able to be converted to 13 digit ISBN's containing the 978 prefix. But the transition period will not last very long.

Reports vary on timing, but anywhere from later in 2007 to the first half of 2008, ISBN's with a new 979 prefix will begin to be issued and when that happens, they will NOT be able to be converted to the old 10 digit ISBN.

According to Mike Healy, executive director of the

Book Industry Study Group: "This is a very important announcement that directly affects the U.S. book industry. It marks a decisive point in the transition to ISBN-13, which was to be completed on January 1 of this year, and makes it critical that all systems are now configured to handle the full 13-digit ISBN."

We recommend that, if you haven't already, you begin using the 13 digit ISBN's. We also urge you to check with your distributors and customers to make sure they are capable of processing your inventories using 13 digit ISBN's. The BISG website contains additional information, www.bisg.org. We will continue to monitor the situation and to help out in any way we can. ■

Fact Sheets and Forms

The Electronic Prepress Test Order for Supplied Files on page 3 is not a Fact Sheet but a form that we request you take the time to fill out when you are sending us files to be tested. By providing us with the information requested on the form, we are able to test your files and give you feedback to insure successful and troublefree processing of your job when it comes in.

Malloy Fact Sheets, Guidelines, and Forms contain information or instructions about a specific capability, process, or topic of interest in our industry. They are available anytime online at www.malloy.com. We hope that 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 *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. ■

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

Printed on 60# Glatfelter Thor Plus



Containing 15% PCW