

Book Printing Made Easy!

We're making it easy for you to manage your work at Malloy with the self-service tools available in myMalloy. Anytime, day or night, create your own quotes in real time, place an order at Malloy from within the body of a quote, and check the progress of your jobs that are in production at Malloy.

myMalloy was created to help you get the information you need from Malloy on your own terms; it is not intended to supplant your relationship with your CSR. Though we believe myMalloy will be a "real time-saver" for you, please remember that our CSR's are happy to handle any service related request you have for them and are always available to share their years of experience in book printing when you need it.

These are just a few of the services that are a click away at myMalloy.

Get a Quote: Create your own quotes in real time. Simply enter the specifications for your job, click the "Submit" button and a valid Malloy quote will appear on your screen almost immediately.

Find a Quote: Easily search the archive containing all of your past quotes in the system.

Place an Order: Skip the hassle of filling out a detailed order form; to get your job scheduled and into production at Malloy, just click the "Place Order Now" button highlighted in your quote.

View Job Status: Monitor the status of all your jobs

at Malloy, and track the progress of any of your shipments from Malloy to their final destination.

View Material Usage: Check the current level of any materials (e.g., paper, CD's, covers) that you own and keep on hand at Malloy.

Go to Fulfillment Solutions: Access Malloy Fulfillment Solutions, our state-of-the-art storage and fulfillment service.

Manage myMalloy Users: Create, delete, and govern the access of anyone in your organization to the services in myMalloy.

Change My Password: Set up your preferred password.

For customers who are familiar with using our online status report, the process of gaining access to the other services in myMalloy is the same as what you have been following. Simply go to the Malloy web page, www.malloy.com, click on myMalloy Service Center, and enter your user name and password. You can even create an icon on your desktop to bypass the log-in process if you want, provided you check the "remember me" button during a log-in.

If you don't currently have or forgot your user name or password, or if you would like a demonstration of myMalloy, please contact your sales representative or CSR. ■

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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.

Prepress News

Gaining FTP Access at Malloy

Malloy provides a unique FTP account for every customer who wishes to send or receive files to and from Malloy using FTP. We have recently made some changes to our site to insure safe and successful use of FTP. Key points to be aware of are as follows:

- If you are not already a Malloy FTP user, it is easy to obtain a user name and password to gain access. Contact your Customer Service Rep for more information.
- Once you sign in, there are two directories to choose from: *To Malloy* (for posting files) and *From Malloy* (for retrieving proofs and other materials). Depending on your usage requirements, you may be granted access to only one or both.
- Up until now, we maintained an anonymous access capability for the convenience of one time users. We are discontinuing that practice now that the process of getting a user name and password has been simplified.

The FSC / SFI Certification Process

We set up a process to enable you to take advantage of our dual chain of custody (CoC) certification with FSC and SFI. Both organizations have established similar sets of protocol that we (publisher and printer) must adhere to if you want to feature either CoC logo in your books. Much of the work takes place at the file preparation and prepress stages of manufacturing. Details of the process are outlined in the Malloy Fact Sheet on page 3.

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. You will need 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”, and 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. ■



Fact Sheet

FSC / SFI certification process at Malloy

By producing a book that is certified, we are all contributing to the environmentally responsible management of our forest resources in terms of sustainability and protecting forest species.

What is Chain of Custody certification?

- Malloy has received dual Chain of Custody (CoC) certification with the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI).
- Both SFI and FSC were created to ensure that our practices for harvesting wood are sustainable and do not deplete the natural resources contained in our forests.
- The goals of the FSC and SFI programs are similar and their standards contain many common elements: protection of endangered species, wildlife, soil quality, and water quality.
- However, SFI and FSC have different origins and they emphasize different aspects of forest management.
 - FSC emphasizes public involvement in establishing forest management practices.
 - SFI emphasizes science-based continuous improvement of forest management practices.

Choices to make:

- Malloy's aim is to have all of our house sheets certified by either FSC or SFI, and we are already close to achieving that goal. Upon receiving instructions from you to place the appropriate logo in your book, we will add the necessary steps to the prepress work on your title.
- There are two different choices of certification at Malloy, FSC or SFI, a book can not carry both certifications.
- We also carry papers that are not certified directly by SFI, but are certified by the Canadian Standards Association (CSA). Both SFI and CSA are recognized by an international organization, PEFC, which allows books printed in the U.S. on CSA papers to carry the SFI logo.
- There are production choices related to the size, location, placement, color, and format of the logo that we will guide you through.

Malloy process, tools, and support:

Both FSC and SFI require the printer to take responsibility for ensuring that their logos are placed only in titles that are made with papers qualifying for their certification. Therefore, when you decide you would like to display a CoC logo in your book, the following steps must be taken to comply with the guidelines laid out by both organizations:

- If you have a preference for one certification process over the other (SFI or FSC), you will take that into account in selecting the paper you wish to use.
- You will choose the size, color, and format of the logo you wish to use from the options available on our [website](#).
- You will decide whether you want the logo displayed in the text, on the cover, or both.
- You will go to the Malloy website and copy a "For Position Only" (FPO) logo and place it in your text and/or cover files in the exact location(s) you want the logo displayed. (FSC and SFI stipulate that the printer make the final placement of the logo in the book.) Malloy will replace the FPO logo(s) with actual versions of the appropriate logo in your files, in the size, color, and format you selected.
- Malloy will send a proof of the page of your book and/or the cover containing the logo to the appropriate certifying agency for their approval.
- Malloy will ensure the CoC certification requirements are met on the current printing and any future reprints of your title.
- If any future changes occur in the certification status of the paper you selected, Malloy will notify you and work with you to make adjustments accordingly. Such a change could occur if the mill that supplies the paper drops their certification status or switches from one certification system to another.
- If, at some point in the future, you want Malloy to return the files for your title to you, we will remove the logo(s) from your files per the requirements of FSC and SFI.
- Your Malloy Customer Service Representative can assist you with any of these steps if needed.

8/08

Equipment and Paper Updates

As the saying goes, “The only thing constant is change!” For us, that usually means the addition of new equipment to either increase capacity or improve productivity.

Earlier this summer, we replaced an old cover press with a Heidelberg Speedmaster 52 Anicolor 4/c Press. HA, for Heidelberg Anicolor, is how we refer to it. (Yes, very clever!) HA is a new press designed by Heidelberg on their very successful Speedmaster 52 platform. The Anicolor distinction is what differentiates this press from conventional lithographic presses. The innovation introduced by Heidelberg is to use an Anilox roller in the ink fountain with a doctor blade and only a single form roller (blanket) that is the same circumference as the plate cylinder. These innovations result in dramatically reduced make-ready waste, no ghosting, and incredible consistent color.

In the bindery, we replaced one of our perfect binders and added a new casemaker. The GP² Technologies AC-20 casemaker that we acquired is the first flexible spine strip casemaker that GP² Technologies has produced. GP² Technologies is the premier manufacturer of short run case-making machinery in the world. The AC-20 dramatically reduces the setup time for making cases and increases our capacity in this area significantly.

Our newly installed Muller-Martini Corona C-12 Perfect Binder replaces an older Muller-Martini binder that served us well for 29 years. It runs at significantly greater speeds than its predecessor

which helps us process more work through the bindery and meet your delivery requirements.

In paper news, we switched our white offset paper from Glatfelter’s Thor Plus to their Spring Forge sheet. The new sheet is identical to the old stock with the exception that it contains no recycled fiber. Though we were reluctant to move away from Thor, the recent escalation in the cost of recycled fiber pushed the price of Thor to a point where it was no longer competitive with comparable virgin sheets. For customers who want to use a white offset containing recycled fiber, we will continue make Thor PCW-30 (contains 30% PCW fiber) available to you. It costs about 10% more than Spring Forge.

If you have been using Thor Plus, the switch to Spring Forge will be transparent other than the recycled content. From an environmental perspective it is important to note that Spring Forge is SFI certified (See Reminder), which means it is harvested responsibly from non-controversial sources in North America. Glatfelter’s

North American facilities are FSC/SFI/PEFC Chain-of-Custody certified. These certifications provide third party verifications that Glatfelter products come from sustainable sources. Glatfelter’s virgin paper fiber is supplied entirely from North American timberlands. Glatfelter does not own or accept wood from endangered forests, old growth forests, rainforests, or illegally harvested or stolen wood.

Please contact your Sales Rep or CSR if you need more information on any of these updates. ■

Reminder

If your book, now printing on Spring Forge, was previously printed on Thor Plus and contains a statement regarding recycled content, please be sure to remove the statement. Please know that books printed at Malloy on Spring Forge may feature the SFI logo in the text and/or on the cover. Contact us to learn more about how to incorporate the SFI logo in your books. ■

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