

Your Cover is Looking Good!

Who says “you can’t judge a book by its cover”? In today’s competitive marketplace, decorating the cover of your book is an important element of the overall package. At Malloy we offer full color printing with a variety of coating treatments to choose from: UV coating, gloss film lamination, matte film lamination, Precision Spot Gloss, foil stamping and embossing.

Cover Finishing Choices

On page three of this issue, we have an updated Fact Sheet listing all the cover finishing choices at Malloy. To complement the Fact Sheet, we would like to share some additional information on one option in particular, matte film lamination.

We know that choosing a cover finish can sometimes be a difficult choice. There are a number of factors that must be balanced in your decision; overall look, feel, durability, protective characteristics, layflat characteristics, and cost. The decision matrix can be especially complex when matte film lamination provides the desired aesthetic, because matte film lamination tends to scuff more easily than gloss lamination. This is especially true with a dark cover.

Matte Film Lamination

To complicate matters further, different lamination materials and/or processes offer varying degrees of scuff resistance. Though some matte lami-

nation products include “scuff free” in their name, there is no matte film lamination on the market that is 100% scuff resistant.

Options at Malloy

We offer four matte lamination options that are described below and ranked in order of their scuff resistance from most resistant to least.

#1) Layflat Film Lamination with Matte Scuff-Resistant Treatment – This choice not only offers the highest level of scuff resistance, it is also layflat and priced less than the special order GBC brand (#2). This finish was developed at Malloy and is our default matte finish when scuff-resistance is identified as a critical element.

#2) GBC Scuff-Resistant Matte Film Lamination – A polypropylene material that has a different feel than the first option, which is a nylon based film. It is a special order film and is not layflat.

#3) Matte Polypropylene Film Lamination – A polypropylene-based film which does not offer the layflat characteristic. It is a special order film.

#4) Matte Layflat Film Lamination – A nylon-based film that is layflat and is our standard matte film lamination. It is the least expensive option, but also the least resistant to scuffing.

When design and function are critical, please contact your Sales or Customer Service Rep to consult on what works best for your book. ■

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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.

Tools You Can Use

At Malloy our number one goal is to make your job easier. We appreciate the time, effort and work that goes into your book before we get the chance to become involved. Here are some topics related to building your files that we often get questions about and where you can find the answers:

What file formats does Malloy support?

Check out our Fact Sheet **Prepress General Guidelines for Electronic Files**. The digital file formats we support at Malloy are most likely the same formats most other printers support and accept as well. We prefer PDF files for the text and native application files for the color component (cover, dust jacket, color insert, etc.). This document also contains much more indepth information and detail relating to fonts, graphics, color, and proofing.

What is the spine bulk and type area that should be used as I build my cover?

If your page count is set and you are ready to finalize your cover, use our **Spine Bulk and Type Area Calculator** to get accurate dimensions. This tool contains an easy to use formula to calculate the dimensions as well as illustrate spine bulk as the width or thickness of the book including the cover materials and type area as the slightly smaller space available for type, art, and logos.

How do I create a bar code for my cover?

Bar codes and ISBN's have been a complicated issue to many of our customers. With the 13-digit ISBN and bar code required as of January 1, 2007 (almost one year ago) we have been creating bar codes regularly for our customers. Use the **Malloy Bar Code Form** to have Malloy create your bar code.

All of these tools and more can be found on our website at www.malloy.com. Click on "Support" and then "Prepress Guidelines and Instructions". As always, your Sales or Customer Service Representative is available to answer your questions.

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

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

COVER FINISHING CHOICES

Definitions:

- Film lamination:** Film is laminated to the cover or jacket by passing under pressure between two rollers while heat is applied to activate the adhesive on one side of the film. Film lamination is our highest quality coating and most durable.
- U.V coating:** The process of applying a liquid chemical coating and immediately exposing the coated sheet under ultraviolet light to cure the coating.
- Gloss:** A surface that is smooth and shiny.
- Matte/dull/delustered:** A low-gloss finish with little or no reflective quality.
- Lay-flat:** Resistant to curling
- Scuff-resistant:** Resists scuffing and marking (may not completely eliminate scuffing).

Standard cover finishing options:

- Gloss layflat film lamination:** The Malloy standard is nylon-based, 1.2 mil lay-flat film lamination.
- Matte layflat film lamination:** The Malloy standard is nylon-based, 1.2 mil lay-flat film lamination.
- Precision Spot Gloss:** Lay-flat gloss film lamination is applied to the cover or jacket and then a matte over-coating is applied on press to the areas of the cover that are intended to have a matte finish. It is called "Precision" because we are applying the matte over-coating on a press rather than a coater or a screen printing process and we have the ability to achieve very tight registration.
- Layflat film lamination with matte scuff-resistant treatment:** Lay-flat gloss film lamination is applied to the cover or jacket and then a matte over-coating is applied on press to the entire cover which results in a durable, scuff-resistant, layflat matte finish film lamination. Our Malloy process offers both scuff-resistant and layflat characteristics for less cost than the special order scuff-resistant matte film lamination. This finish offers the best scuff-resistance of the four matte finishes.
- Post linen embossing:** Lay-flat gloss or matte film lamination is applied and immediately embossed with a linen finish using a special roller. Since this process requires special equipment that we do not have at Malloy, we have an outside source provide this service.
- Gloss and Matte U.V. Coating**

Special order materials/finishes:

Matte polypropylene film lamination

GBC scuff-resistant matte film lamination:

A polypropylene based product that can be used effectively on jackets and case sides though it has a tendency to curl and is more expensive than our lay-flat film lamination with scuff-resistant treatment.

Other in-house options:

- Foil stamping:** With a full range of colors to choose from, this can be used on cloth or in combination with U.V. or film lamination on hard cover and soft cover books. A stamping die is necessary.
- Embossing:** A process which utilizes a metal die in the shape of the type and / or graphic to create a raised impression. An embossing die is necessary.

12/08

Congratulations!

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

- **Berrett-Koehler**, San Francisco, CA: *Salsa, Soul and Spirit* at the Latino Book Awards for Best Business Book, *The Five Secrets You Must Discover Before You Die* at the IPPY Awards for Self-Help, *The Great Turning* at the Nautilus Book Awards for Social Change/Activism/Peaceful Solutions, and *The Nonverbal Advantage* at the American Author's Association Golden Quill Awards for Best Business Book of the Year.
- **Great Potential Press**, Phoenix, AZ: *A Parent's Guide to Gifted Children* (AZ Book Awards and USA Book News National Best Books Awards), *Misdiagnosis and Dual Diagnoses of Gifted Children and Adults* (AZ Book Awards), *A Love for Learning* (AZ Book Awards and ForeWord Book of the Year), *Infinity & Zebra Stripes* (AZ Book Awards and ForeWord Book of the Year), *Life in the Fast Brain* (AZ Book Awards and ForeWord Book of the Year), *Intelligent Life in the Classroom* (Teachers' Choice Award from Learning Magazine and ForeWord Book of the Year).
- **Goodyear Books**, Tucson, AZ: *Science Giants: Physical Science* at the Arizona Book Awards.
- **Rebecca Lerwill**, Payson, UT: *Relocating Mia* was a Finalist at the National Best Books Awards for Chick Lit/Women's Lit.
- **The Quilldriver**, Clarksville, AR: *Walking Man* at the New Generation Indie Book Awards for Religious Nonfiction and *The Case Against Adolescence* at the ForeWord Book of the Year Awards.
- **Komenar Publishing**, Oakland, CA: *Heroes Arise* at the ForeWord Book of the Year Awards.
- **Beaufort Books**, New York, NY: *My Feet Aren't Ugly* at the ForeWord Book of the Year Awards.
- **Parmenides Publishing**, Las Vegas, NV: *Image and Paradigm in Plato's Sophist* at the PubWest Book Awards and the ForeWord Book of the Year Awards. *Parmenides and the History of Dialectic* at the ForeWord Book of the Year Awards.
- **Ooligan Press**, Portland, OR: *You Have Time for This* at the PubWest Book Awards for Short Stories/Poetry/Anthologies.
- **CPP (Davies-Black)**, Mountain View, CA: *Igniting Gen B & Gen V* at the ABPA Ben Franklin Awards for Business and *Rethinking Work* at the ForeWord Magazine Book of the Year Awards.
- **Fulcrum Publishing**, Golden, CO: *Going Together* at the ForeWord Book of the Year Awards.
- **Patria Press**, Indianapolis, IN: *Frederick Douglass* at the ForeWord Book of the Year Awards.
- **Himalayan Institute Press**, Honesdale, PA: *Downward Dogs and Warriors* at the ForeWord Book of the Year Awards.
- **Llewellyn Publications**, Woodbury, MN: *Sacred Land* and *Lye in Wait* at the ForeWord Book of the Year Awards.
- **Library of America**, New York, NY: *American Food Writing* at the ABPA Ben Franklin Awards.
- **New Riders**, Berkeley, CA: *Dispatches from Blogistan* at the Bookbuilders West Book Show.
- **Sasquatch Books**, Seattle, WA: *How Not to Date* was featured in the 2/18/08 People Magazine.
- **Jim Decker**, John Christian Company, Warren, MI was honored with the Humanitarian Award at the Warren Crime Commission Awards. We are proud to partner with Jim and JCC.
- **Malloy**, 2007 Best of the Best Workplace in the Americas again!

Congratulations to all! ■

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