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### *New and Improved Malloy Website*

We are pleased to announce that we have launched a new and improved Malloy website. Just like other equipment and systems at Malloy, everything needs an upgrade sooner or later. Our new website was crafted with the goal of enhancing the experience of working with Malloy. Information will be more readily available and easier to find. We also hope that you find that the new site offers a more pleasant viewing experience.

As of this writing, the total package is not complete but we are confident that the contents of the new website will be a resource for you. You will find

our Capability profile, equipment list, Sales and Customer Service directories including photos and brief biographies, support and download information, facts about Malloy, a management directory, and a secure source for information about your work at Malloy called myMalloy.

We invite you to check out our new site at [www.malloy.com](http://www.malloy.com) (same URL as before). Please let us know if you are looking for something specific that is not there, it may be in the works. We would appreciate your feedback which you can direct to [webmaster@malloy.com](mailto:webmaster@malloy.com). ■

### *GPI Approved Papers Available*

We are committed to protecting the environment and to the responsible use of natural resources. Nearly three-quarters of the paper we supply to our customers contains a minimum of 50 percent recycled fibers. Less than two percent of the waste that is shipped out of our plant goes to a landfill, the rest is

either recycled or reused.

While we are proud of those statistics, we want to do more where possible. In addition to using paper with a high percentage of recycled fiber, we offer publishers a selection of sheets that meets the

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### *Thank You Dick McKee*

On June 1, Dick McKee will be retiring from Malloy after more than a quarter century representing us in the Midwest working out of his home in the Chicago area.

He has been a significant contributor to our success and an excellent representative of our ideals. His integrity, intelligence, and wit are his greatest assets. Dick's customers know he is a man who loves books

and has a sincere passion for the art of book making.

He has suggested that he might like to spend his "retirement" years dusting off his editorial skills, or possibly writing a book or two on his own. Whatever he does, we know that he will be neither bored nor boring.

All of us at Malloy wish Dick well, and most of all, we wish to say thank you. ■

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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](mailto:steph_barker@malloy.com).*

### **More Prepress News**

In the last issue of the *Malloy Quarterly*, we updated our readers on our transition from YAG plating equipment to our thermal Screen platesetters. As part of that transition, we are changing our line screen rulings.

#### **Color Components**

We are moving our default color component line screen ruling from 150 to 175. With a higher line screen, the image is smoother. For color components; covers, printed casesides, dust jackets, and color inserts, this change in our workflow will result in enhanced color graphics for your books.

Because of the many reprints and series work already printed at 150 lpi, we want the transition to a higher line screen ruling to be subtle and at this time, are taking the 'baby step' of moving to 175 lpi. Both the plates and the press can easily hold a 200 lpi and it is our goal to get to 200 lpi. With the testing we've done, we feel that the higher line screen ruling will produce a better image and yet is a small enough difference that we will be able to match previously printed material. We have calibrated our Epson proofing equipment to replicated dot gain on press at 175 lpi. Once testing has been completed to be sure that both of our five-color presses can run successfully to the same proof profile, we will move to printing color components at 175 lpi across the board.

#### **Text Printing**

For text printing, our retiring Krause platesetters for the most part, have been capable of imaging at 2400 dpi all along, however they did so at a significant loss of speed. Therefore, unless the images in a job required 2400 dpi to support the art (gradations etc.), we imaged text plates at 1200 dpi. To maximize the levels of grey at 1200 dpi, we imaged at 120 lpi - a higher lpi actually provides fewer levels of gray at 1200 dpi. For years, we have imaged conventional plates from film with a 133 line screen ruling and the Timsons run the 133 lpi on uncoated stock just fine. Our new Screen platesetters, allow us to image at 2400 dpi with no loss of speed and in fact, images even faster at 2400 dpi than the Krause units image at 1200 dpi. At 2400 dpi, we can achieve and support higher levels of grey when increasing the lpi. And though 2400 dpi will easily support 150 dpi+, because uncoated stock on web presses is our restraint on the other end, in order to achieve smoother images, more levels of grey, and a better image overall we are imaging thermal text plates for the Timson presses at 2400 dpi / 133 lpi. Sheetfed new and reprint work has been plated on thermal plates, 2400 dpi / 133 (uncoated) or 150 (coated) lpi for more than a year.

#### **Share this news**

By the time you are reading this, we will be producing thermal plates exclusively. For our color components we will be imaging at 2400 dpi / 175 lpi. When printing on uncoated stock on our text presses both web and sheetfed, we will be imaging at 2400 dpi / 133 lpi. When printing text on coated stock we will be imaging at 2400 dpi / 150 lpi. Please share this information with your production and design staff to maintain consistency in file preparation.



## Fact Sheet

### Environmental Commitment

#### Malloy's Environmental Policy

Malloy is committed to preserving our natural resources and protecting the air, water, and land of our environment. Malloy supports and encourages recycling and all actions to reduce the solid waste produced in its operations from both direct manufacturing operations and indirectly from materials contained in purchased supplies. Malloy also supports efforts to make its finished products and their packaging recyclable, recoverable and / or reusable. Further, Malloy is committed to reducing, and where possible, eliminating the use and release of any toxic and hazardous materials from its plant operations.

#### We recycle over 98 percent of the material we discard

We recycle over 30 categories of items, including: groundwood paper, white ledger, chip board, tissue, coated stock, corrugated cardboard, drill dots, scrap wood, paper cores, electronic parts, aluminum, copper, ink, batteries, stretch wrap, and film. The result of our recycling efforts is that less than 150,000 pounds of the more than 10.5 million pounds of waste we produce in a year go to a landfill.

#### Computer-to-plate (CTP)

We shifted to a CTP workflow in 1994. Today, nearly all of our new titles and over three quarters of our reprints are CTP. The elimination of film has drastically reduced our consumption of hazardous chemicals.

#### House papers—recycled choices

Our most frequently used sheet is Glatfelter's Thor Offset (white free sheet) which contains a minimum of 50% recycled fiber. We stock a variety of recycled sheets, including a GPI approved sheet for each of the following grades of paper: white offset, off-white trade book, coated free text, groundwood, and C1S cover.

#### Michigan Great Printer

Malloy is designated a *Michigan Great Printer* in recognition of our commitment to environmental stewardship and the principles of pollution prevention in the printing industry. We're working to minimize the printing industry's impact on health and the environment while maintaining a high standard of quality.

#### Waste Knot Partner

Washtenaw County has certified Malloy as a *Waste Knot Partner*. This program recognizes companies with a proven track record in three categories of waste management: waste-reducing business practices, operation of a strong recycling program, and the use of products with recycled-content.

#### Active VOC reduction

The reduction of VOC's (volatile organic compounds) is a big priority in our pressroom. A recent example is our newest Timson press. It has an automatic blanket washer that reduces the amount of solvent and thus, VOC's, used to wash the blankets by up to fifty percent.

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standards of Green Press Initiative (GPI): 30% post consumer waste (PCW) for uncoated paper; 10%

PCW for coated stock. We stock the following GPI compliant papers in each of the major grades of book paper:

<u>Paper Grade</u>	<u>Malloy Alternative</u>	<u>Recycled Content</u>
Coated free text stock	Appleton Utopia II 70# Matte and Gloss	10% PCW
White offset	Glatfelter Thor-PCW 30 50# and 60#	50% recycled, 30% PCW
Offwhite trade book	Glatfelter Natures 50#, 55#, and 60#	50% PCW
Groundwood	Manistique 100 40# and 50#	100% recycled, 40% PCW
Cover stock	Domtar Cornwall C1S	10% PCW

Please check with your Sales or Customer Service Rep for more information about these offerings. ■

## Fact Sheets

The Environmental Commitment Fact Sheet on page 3 is the ninth in our series of Fact Sheets to be reprinted in the *Malloy Quarterly*. Malloy Fact Sheets contain information about a specific capability or is-

sue of interest in the industry. They are available anytime online at [www.malloy.com](http://www.malloy.com), click on "Downloads", then "Fact Sheets". We hope you find them to be informative and a helpful resource. ■

## Malloy Quarterly Online

The current issue of the *Malloy Quarterly* is 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](http://www.malloy.com), and click on "News and Events", then "*Malloy Quarterly*", then "View Current Issue". If you would like us to email you a direct link to the current issue, please email [steph\\_barker@malloy.com](mailto:steph_barker@malloy.com) or let your Sales or Customer Service Rep know that you wish to view the *Malloy Quarterly* online. ■

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