

Prepress News

At the risk of stating the obvious, the book industry is changing rapidly, and all of us are wrestling with a dizzying mix of opportunities and challenges. Forefront in many of the conversations we are having with publishers are the need to minimize inventory levels, move books to market faster, and efficiently manage content. The intended results are to reduce cost and enhance profitability.

There are a number of things that printers like Malloy must do to address these needs, not the least of which is to have the right mix of printing equipment—digital and offset—to cost effectively and quickly produce both very small (one) and large (1000's) quantities of books. Another area of critical importance is prepress workflow. We need to be able to efficiently process and manage your files, with little to no human intervention.

The Prinergy System

Significant progress has been made in recent years on the stability and consistency of workflow systems used in prepress to preflight, process, and manage files. One system that stands above the rest is Prinergy, developed by Kodak. We began installing and using Prinergy several months ago and plan to roll-out its customer interface, InSite, to all of our customers within a few months.

When we refer to Prinergy as a “workflow”

we are talking about the overall functionality that Prinergy gives us. It is a comprehensive package of tools (software) that helps us manage the flow of jobs from receipt of files to a variety of outputs (litho plates, digital pages, soft proofs, hard proofs, etc.).

Malloy's Kodak Prinergy Connect Workflow and InSite . . .

- **Saves time** – print ready files are uploaded, preflighted, and soft proofed.
- **Available 24/7** – our InSite portal is accessible around-the-clock.
- **Easy access** – through Malloy website and myMalloy.
- **Vital feedback** – after uploading a file, users receive immediate preflight reports followed by soft proofs.

The basic features of Prinergy break down into two groups: information management and image management. While the information related elements are of great value to Malloy, the image (Prepress News continued on page 2)

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management tools yield tangible benefit to all.

Digital files often contain a complex array of elements that do not necessarily image consistently from one output device to another—say from your computer screen to our plate image-setter. Managing files, trouble-shooting problems, and preparing files to work predictably and consistently on different output devices can be very frustrating and time consuming. As they say, time is money, and neither the publisher nor the printer can make money printing and selling 100 copies of a book—let alone one—if either has to spend a lot of time updating or fixing problems in a file.

Prinerger/InSite allows us to address all of that head on. As a file is uploaded in Prinerger, it is immediately normalized—a step that, among other things, works to eliminate conflicts and redundancy in the file. Think of it as taking out the extraneous data that serves no useful purpose and is not interpreted consistently across all RIPs. The result is a clean file that can be processed quickly, accessed by multiple users, and generates predictable results on all output devices.

The InSite Portal

If you think of Prinerger as a workshop where all sorts of neat things are made, then InSite is the doorway that gives you access to that workshop—what we refer to as the InSite portal.

As you upload your files to Prinerger through InSite they are instantaneously preflighted. You know right away if the code in your files passes or

fails, and you are made aware of elements that you might want to modify for optimum output. Once your files pass preflight, InSite provides you access to a soft proof for review and approval.

The InSite portal allows multiple people from disparate locations to simultaneously access the same file at Malloy, to discover problems, upload corrections, and review soft-proofs. All the while allowing one individual in your organization to monitor the process and decide when the files are ready to print. Prinerger/InSite delivers speed, convenience, and 24/7 self-serve access.

Roll-out

Our Prepress staff is currently using Prinerger to process all text pages and most covers. Late this summer, we will begin transitioning customers to processing their own files in Prinerger using our customized InSite portal.

Some of you may already be using InSite with other printers. If you have used InSite with another printer, we would welcome your feedback about what you like or don't like about InSite. We want our InSite portal to be easy for you to work with, so any input you can share with us now would be greatly appreciated and will be seriously considered as we customize our InSite interface.

When we get closer to opening up the InSite portal to our customers, we'll share information about the system and provide you with detailed instructions on how to use it. In the meantime, if you have questions, your sales and customer service representatives will be happy to answer them. ■

Important ISBN News

In January 2007, the ISBN world converted from a 10-digit ISBN to a 13-digit ISBN. The additional 3 digits added as a prefix were 978. At the time, it was known that, down the road, another 3 digit prefix would also be used, 979. We are now “down the road”.

The first ISBNs with the 979 prefix have been assigned to the French ISBN agency. There will now be 13-digit ISBN's with 2 different prefixes in the international book supply chain. Although arriving at this point introduces some complications, Malloy will work with our customers to alleviate any problems.

According to Michael Healy of BISG (Book Industry Study Group) “This is an important announcement for the U.S. book trade. Any systems remaining in the U.S. book trade that process only the last ten (ISBN News continued on page 3)

CPSIA Update

This is a brief update on the status of the Consumer Product Safety Improvement Act of 2008 (CPSIA), which was signed into law last August. CPSIA instituted a new set of regulations for an assortment of products, including children's books. (Note that titles which are not directed toward children are exempt from the act. The definition of a children's book is less than clear.)

As you may recall, the realization that CPSIA would have a severe impact on our industry arose early last winter when we (bookstores, publishers and printers) learned that, effective February 10, 2009, every print-run would have to undergo third-party testing for lead {Section 102(a)(2)}. Fortunately, at the end of January, the Consumer Product Safety Commission (CPSC) granted a one year stay of the testing and certification for books.

The CPSC did not waive the new limits established in the act for total lead and phthalates allowed in children books. The CPSC ruled that printers could demonstrate compliance with those limits using "reasonable testing programs" the printer believes are reasonable based on their

knowledge of the product and its components.

As part of Malloy's "reasonable testing program", we sent a variety of books manufactured here to a testing lab in Illinois. The test results for all of those books showed the lead content to be less than 10 ppm, well below the CPSIA limit of 600 ppm. Our results along with many others are posted on the BMI website, www.rrd.com/wwwCPSIA/home.asp, is an excellent repository of information about CPSIA.

Representatives from the Book Manufacturers' Institute (BMI), the Association of American Publishers (AAP), and the Printing Industries of America (PIA) have been working with the CPSC to develop a compliance regimen that will enable the book industry to demonstrate the safety of its products without undergoing an onerous and costly testing process every time a book is printed. We believe this goal can be easily achieved, and hope that the CPSC draws the same conclusion.

We will continue to monitor the situation and share noteworthy developments with you. More information on this issue can be found at www.malloy.com/cpsia.asp. ■

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digits of an ISBN will have to be updated to avoid the possibility of duplicates of 978 and 979-prefixed ISBNs appearing in our supply chain."

Some **ISBN facts** to be aware of:

- The check digit (the last digit of an ISBN, 10 or 13 digit) is a unique identifier to that number.
- A 10-digit ISBN can be converted to a 13 digit with a 978 prefix only.
- A 13-digit ISBN with a 978 prefix only can be converted to a 10 digit ISBN.
- ISBNs with a 978 prefix can not be converted to a 979 ISBN.
- ISBNs with a 979 prefix can not be converted to a 10 digit format and will exist in a 13 digit format only.

Tips for insuring the correct ISBN appears in your book:

- When possible, supply Malloy with the correct 13-digit ISBN.
- If that is not possible, Malloy can only do the conversion to a 978 prefix ISBN.
- When we log in your title, our system automatically calculates the validity of your 13-digit ISBN. If the calculation results in an invalid ISBN, we will contact you.
- Malloy will test scan a bar code that we create for validity.

Check our website, www.malloy.com, for more information. And as always, our sales and customer service reps are happy to provide assistance. ■

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. This year we have a very exciting first – Malloy printed the 2009 Pulitzer Prize winner for Poetry, *The Shadow of Sirius*, published by **Copper Canyon Press**, Port Townsend, WA. Though we know our printing didn't earn Copper Canyon a Pulitzer, it feels pretty special to be associated with the winner of one! Other winners include:

Angel City Press, Santa Monica, CA: *Twentynine Palms*, silver True Crime, 2008 ForeWord Book of the Year Awards.

Berrett-Koehler, San Francisco, CA: *Prescription for Survival*, finalist Autobiography/Memoir and *Out of Poverty*, finalist Political Science, 2008 ForeWord Book of the Year Awards; *Leadership from the Inside Out*, finalist Business, 2009 Ben Franklin Awards; and *Be BIG*, winner Motivational category and finalist Business category 2009 Next Generation Indie Book Awards.

BookPros/Synergy Books, Austin, TX: *The 12th Demon: Vampyre Majick*, finalist Cover Design Fiction, 2009 Ben Franklin Awards.

Davies-Black, Mountain View, CA: *5 Steps to Expert and Deciding Who Leads*, finalists Business and Economics, 2008 ForeWord Book of the Year Awards.

Exhibit A Press, San Diego, CA: *The Soddysey, and Other Tales of Supernatural Law*, winner Graphic Novels, 2009 Ben Franklin Awards.

Great Potential Press, Phoenix, AZ: *Why Bright Kids Get Poor Grades*, silver Education; *How to Parent So Children Will Learn*, silver Parenting; *Boosting Your Baby's Brain Power*, finalist Parenting; *Living with Intensity*, finalist Psychology, 2008 ForeWord Book of the Year Awards; *Why Bright Kids Get Poor Grades* and *How to Parent So Children Will Learn*, 2009 AZ Book Awards; *How to Parent So Children Will Learn*, gold Mom's Choice Awards; and *A Love for Learning*, the 2008 Legacy Best Book for Educators Award.

Kaabrah Publishing, South Lake Tahoe, CA: *Second Bloom*, finalist 2009 Next Generation Indie Book Awards.

The Library of America, New York, NY: *American Earth: Environmental Writing Since Thoreau*, Nonfiction Editor's Choice Prize winner which comes with a \$1,500 cash prize, and *True Crime: An American Anthology*, gold True Crime, both awards from the 2008 ForeWord Book of the Year Awards.

Patria Press, Indianapolis, IN: *Alexander Hamilton*, finalist Juvenile Fiction, 2008 ForeWord Book of the Year Awards.

Velo Press, Boulder, CO: *A Dog in a Hat*, finalist Sports, 2008 ForeWord Book of the Year Awards.

Congratulations to all! ■

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