

Are You Ready for ISBN-13?

In about three months, the book industry will have totally changed over to the 13-digit ISBN. This transition represents a huge undertaking for publishers, small, medium, and large. Here at Malloy, we have made every effort to stay up on the current information available in order to assist you with your needs.

You can find a Fact Sheet on ISBN's and bar codes on our website, www.malloy.com. This Fact Sheet contains everything from a basic definition of ISBN's and bar codes to a list of resources you might find very helpful in answering questions that you have. On page 2 of this issue, we have listed five of the most common errors and misconceptions on the ISBN transition that BISG (the Book Industry Study Group) has been tracking.

We are manufacturing titles that still contain the 10-digit ISBN, ones that contain the 13-digit ISBN, and some that contain both. Our systems here are geared to use the ISBN as a means of identifying a title and we can use

the 10 or 13-digit ISBN. In the case where both ISBN's are being used, we need some specific instructions from you on what your system requires. We need instructions on which ISBN to use for carton labels, bills of lading, invoices, etc. This is information that must work in your systems, warehouse, distribution, accounting, etc.

We are happy to help in the transition. We have software to generate and check ISBN's and bar codes. We have compiled information on the ISBN's and bar codes which may help explain in more detail how the numbers work. Publishers are evaluating internal systems in terms of title management, production, sales materials, order processing, invoicing, reports, and financial systems. Distributors and booksellers have established their own timelines and implementation plans so be sure to check with

them. As always, please don't hesitate to contact your Sales or Customer Service Representative with any questions. ■

Connecting with Readers

Like many publishers, one of our customers, Berrett-Koehler Publishing of San Francisco, California has been working for years to build an e-mail list of the people who read their books. The purpose of the list is to enable Berrett-Koehler to market new titles directly to their ultimate customers. They'd like to know what steps other publishers have taken that have helped them build e-mail lists of end users. We thought this would be information all of our customers would be interested in. Please let us know what has worked for you, and we will publish all the responses in the next issue of the *Malloy Quarterly*. Please e-mail your response to steph_barker@malloy.com. ■

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ISBN-13 Pitfalls to Avoid

The BISG office (Book Industry Study Group) has been guiding us through the transition from the 10 digit ISBN to the 13 digit ISBN for a number of years. Now that the January 2007 deadline is approaching, we owe them many thanks for helping us along the way. As part of their ongoing efforts to facilitate the transition to ISBN-13, they have identified the following five common mistakes to avoid:

The '979' vs. the '978' ISBN prefixes. When converting a 10-digit ISBN to 13-digits, use only the 978 ISBN prefix. No ISBNs that currently exist in 10-digit form will ever have the 979 prefix. There is no 10-digit equivalent for ISBNs beginning with 979.

Not recalculating the check digit. When a 10-digit ISBN is converted to 13-digits, the check digit must be recalculated; 978 cannot simply be added to the front of the 10-digit number. If the check digit is not recalculated, the result will be an invalid ISBN.

Acquiring ISBNs from any source besides the U.S. ISBN Agency. Several independently operated websites offering to sell ISBNs have popped up online recently. The "ISBNs" these sites sell are not valid. **Publishers requiring ISBNs for their publications must contact the U.S. ISBN Agency at www.isbn.org.** No other source can assign legitimate ISBNs to US publishers. Only ISBNs assigned by the US ISBN Agency will be supported in the supply chain.

Maintaining internal system work-arounds. After January 1, 2007, the U.S. ISBN Agency will begin distributing valid 13-digit ISBNs beginning with the new 979 prefix. Because there is no 10-digit equivalent for ISBN-13s beginning with 979, systems must be able to accommodate the full 13-digit numbers in their entirety. Be aware that designers of both internal and external computer systems sometimes take shortcuts by storing a common prefix separately from the core number. In the case of currently existing ISBNs, for example, system designers might choose to store the 978 prefix separately from the constantly changing 10-digit core. For obvious reasons, this approach will not work when there are two ISBN prefixes to consider.

Configuring EDI systems with rigid identifier location requirements. Flexibility is essential when structuring EDI transactions so that an organization can seamlessly cross over to ISBN-13 independently of the status of its various trading partners. ASC X12 EDI mapping that requires data always to be present and sent in fixed field positions can be limiting and inefficient. It is the recommendation of BISG's ISBN-13 Task Force and Supply Chain EDI committees that EDI systems be configured to receive and transmit all three major identifiers (ISBN-10, ISBN-13, GTIN-14), with their unique qualifiers, in any order.

For much more information, check the BISG website at www.bisg.org. ■

Fact Sheets

The Cover Finishing Choices Fact Sheet on page 3 is the fourteenth in our series of Fact Sheets to be reprinted in the *Malloy Quarterly*.

Malloy Fact Sheets contain information about a specific capability or issue of interest in the industry. They are available anytime online at www.malloy.com. We hope 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 *Malloy 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 Representative or CSR 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 through two rollers while heat is applied to activate the adhesive on one side of the film. Film lam is our highest quality coating and the most durable. There are three common types of film lam: nylon, polyester, and polypropylene.
U.V coating:	The process of applying a liquid chemical coating and immediately exposing the coated sheet under ultraviolet light to cure the coating. U.V. gives a cover or jacket better durability and appearance than varnish.
Gloss:	A surface that is smooth and shiny. Gloss images appear sharper because the light reflected through the clear coating or film reaches the eye with less diffusion.
Satin:	A semi-reflective surface, a finish that has more gloss than matte, but not highly glossy. It could be called semi-gloss.
Matte/dull/delustered:	A low-gloss finish with little or no reflective quality.
Lay flat:	Resistant to curling

Standard cover finishing options:

Gloss film lamination:	The Malloy standard is nylon-based, 1.2 mil lay flat film lam.
Matte film lam:	The Malloy standard is nylon-based, 1.2 mil lay flat film lam.
Precision Spot Gloss:	Lay flat gloss film lam 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 screening process and we have the ability to achieve very tight registration.
Scuff resistant matte film lamination:	A polypropylene based product has recently come on the market which is economically priced. It can be used effectively on jackets and case sides. Because polypropylene has a tendency to curl, we also offer gloss lay flat film lam with our special matte over-coating as an option on products such as soft cover books, where there is concern about curl as well as scuffing.
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 U.V.	
Matte U.V.	

Special order materials/finishes:

Precision Spot Gloss with satin varnish:	Satin varnish is special order.
Gloss polypropylene film lam:	This material is less expensive than lay flat film lam, though it has a tendency to curl. It can be used effectively on printed case sides or jackets.
Matte polypropylene film lam:	This material is less expensive than lay flat film lam. It is also more scuff resistant than lay flat film lam; however, it has a tendency to curl. It can be used effectively on printed case sides or jackets.
Satin film lamination:	Polyester based film lam.
Satin varnish:	Semi-gloss finish primarily used in combination with film lam.

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.

Congratulations!

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

The Ben Franklin Awards are sponsored by PMA (Publishers Marketing Association) and were held May 17 in conjunction with PMA University and BEA 2006 in Washington, DC. Malloy customers earning finalist honors include:

- Exhibit A Press, San Diego, CA for *Tales of Supernatural Law* in the Graphic Novel category
- PassPorter Travel Press, Ann Arbor, MI for *PassPorter's Walt Disney World for Your Special Needs* in the Travel Guides 1-2 Color Interior category

ForeWord Magazine's Book of the Year Award event was also held during BEA. Winning titles that were manufactured by Malloy include:

- Llewellyn/Midnight Ink, Woodbury, MN for *The Grail Conspiracy* – Gold
- Great Potential Press, Phoenix, AZ for *Misdiagnosis and Dual Diagnoses of Gifted Children and Adults* – Gold
- Fulcrum Publishing, Golden, CO for *Fields That Dream*, Honorable Mention
- Berrett-Koehler, San Francisco, CA for *Finding Our Way*, finalist
- Davies-Black, Mountain View, CA for *Flight Capital*, finalist
- Davies-Black for *The Next Revolution*, finalist
- Davies-Black for *Is Your Genius at Work?*, finalist
- Exhibit A Press for *Tales of Supernatural Law*, finalist
- Avalon, New York, NY (Marlowe and Company) for *Eating for Lower Cholesterol*, finalist
- Patria Press, Carmel, IN for *Phillis Wheatley, Young Revolutionary Poet*, finalist
- John F. Blair, Winston-Salem, NC for *Rocks That Float*, finalist
- Deseret Book, Salt Lake City, UT for *Confronting Pornography*, finalist
- PassPorter Travel Press for *PassPorter's Walt Disney World for Your Special Needs*, finalist

The Patria Press title mentioned above, *Phillis Wheatley, Young Revolutionary Poet*, won additional honors as a finalist in the Childrens/Young Adult Fiction category at the May 2006 Midwest Book Awards and an Honorable Mention at the IPPY Awards (Independent Publishers Book Awards).

Malloy winners at the Bookbuilders West Book Show held in the Bay Area in January 2006 include:

- Celestial Arts, Berkeley, CA for *Eastern Body, Western Mind* – cover
- Jossey-Bass, San Francisco, CA for *Partners in Crime* - cover
- Chromisphere, San Francisco, CA for *From F to Phi Beta Kappa*

The Pub West Western Regional Book Design and Production winners were announced in March 2006. An award winner for a title printed at Malloy:

- Inside Communications (Velo Press), Boulder, CO for *Hermann Maier: The Race of My Life*, jacket/cover design category

John Wiley & Sons PRT, Hoboken, NJ was awarded an AAP Award for Excellence in Professional and Scholarly Publishing for *Taguchi's Quality Engineering Handbook*.

Congratulations to all! ■

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