

Book-on-demand Resources I

Way back in *Blatant Opportunist* columns one and fourteen we took a gander at my *Book-on-demand* publishing, an emerging opportunity where bound volumes are produced one at a time only *when and as they are ordered*. We saw that there are outstanding economics here, especially for shorter runs, for any custom work, for continuous updates, for student coursework, or when your total sales are a big unknown.

There are also some stunning gains in turnaround time, prepress costs, and in avoiding those *Thor Decision* taxes which now lavishly reward publishers for shredding books. Instead of keeping their older titles on a backlist.

Things are starting to happen fast and furious on the Book-on-demand front. That brand new *LaserJet IV* from *Hewlett-Packard* or that *LaserWriter Pro 630* from *Apple* have taken quantum leaps towards being useful low end BOD machines. Sadly, an absolutely ideal printer still does not exist, and yet another design cycle will be needed. The essential features of an ideal BOD printer are...

- Genuine Adobe PostScript Level II.
- Low cost bolt-on duplexer option.
- Local SCSI hard disk and comm.
- A *Canon* or better print engine.
- Toner costs under 0.2 cents per page.
- Acceptable photo halftone capabilities.
- Apparent resolution beyond 600 x 600 DPI.
- All service manuals readily available.
- A street price of \$3500 or less.

Today, you can easily and cheaply pick up all of these features. But not all of them at once. Owing to artificial and largely pointless product differentiation among *Apple*, *HP*, and *QMS*. *Apple* lacks any bolt-on duplexing and decent manuals. *HP* has left off any SCSI hard disk support, which is crucial for all high speed and/or unattended BOD work. Despite another *HP* division desperately seeking new aps for their dense, tiny, and cheap SCSI hard drives. And *QMS* recently switched to fake PostScript. To date, fake PostScript has caused severe end user problems.

We *already* have price and quality parity with traditional volumes. My "Turing test" in which you cannot tell the difference on a bookstore shelf between a traditional and a BOD volume has gotten surpassed. Certainly the foremost leader in this area is *David Seid* of *Access Laser Press* in *Phoenix* who uses the new *Docutech* system from *Xerox* in synergy with his traditional printshop bindery and finishing operations. His pricing and turnaround in the 50 to 500 volume Book-on-demand area are unbeatable. Sadly, the

Docutech is not exactly a "pocket change" item.

Much of my own Book-on-demand work lately has been aimed at eliminating those unneeded page makeready and comm times wrongly associated with using PostScript. My typical file lengths usually end up in the 15K per fancy technical page range. They execute with *zero* makeready time at the full mechanical speed of the printer.

There's been lots of improvements in covers and binding options as well. The new *Pelsaer* system by *Unibind* seems nearly ideal. This is simply a "U" shaped hot glue channel with a pair of flyleaves. You can use any cover materials of any style with it. Yes, spline lettering is easily done. And several new 11 x 17 real Adobe PostScript printers are in the works that should ease wrap-around covers.

What I'd like to do for our next two columns is give you a rundown of the more important and more obscure BOD resources available today. One useful BOD resource is the *Book-on-demand* library shelf of <http://www.tinaja.com>. Among the hundreds of other useful library downloads, you should find [BOOKDEMD.PDF](#) gives you a detailed summary of where we are today. While [SPEEDUP.PDF](#) shows you the secrets of those zero makeready times.

Plus dozens of newer files.

I do offer a free Book-on-demand voice helpline and support network by way of my *Synergetics* you can call at (520) 428-4073.

Here's a sampler of some of the rest of the good guys that are in my *Book-on-demand Resource Kit*...

Access Laser Press

3502 West Earll
Phoenix, AZ 85019
(602) 272-2525

A commercial Book-on-demand publisher who combines PostScript and Xerox Docutech with traditional bindery and finishing services. Offers outstanding price and delivery times on small quantity books.

Adobe Systems

1585 Charleston Rd
Mountain View, CA 94039
(800) 833-6687

The source for genuine PostScript, Adobe also publishes the Illustrator and PhotoShop application packages. They have a useful developer program and also offer a Font and Function typography catalog.

Aldus

411 First Avenue South #200
Seattle, WA 98104
(800) 685-3614

Aldus Pagemaker is a very popular and important page layout aide. I personally prefer using raw PostScript for its higher quality, better control, shorter files, and faster printing. They also publish Aldus Magazine which is by far the highest circulation desktop pub.

American Printer

29 North Wacker Drive
Chicago, IL 60606
(312) 726-2802

A free but stuffily old line print shop trade journal, mostly for mid-volume printshops.

American Safety Razor

Razor Blade Lane
Verona, VA 24482
(703) 248-8000

They are really fixed for blades, up to and including some eighteen inchers used in the hog-to-bacon process. A good source for cutting and slitting ideas.

American Thermoplastic

622 Second Avenue
Pittsburgh, PA 15219
(800) 245-6600

A typical supplier of quality menu covers.

Apple Computer

20525 Mariani Avenue
Cupertino, CA 95014
(408) 996-1010

Genuine PostScript LaserWriter printers that outperform the HP machines. Device independently usable by any host computer. Their Photograde system makes highest quality laser photo halftones. Apple has several levels of developer support, starting with their free APDA service.

Atlas Steel Rule & Die

2000 Middlebury Street
Elkhart, IN 46516
(800) 255-8786

The highest profile source for punching, perforating, and scoring dies. A steel rule die is basically strapping tape laser burned into a wood block. Simple ones cost \$300.

Badge-A-Minit

384 N 30th Road
LaSalle, IL 61301
(815) 224-2090

Sells badgemaking supplies and tools, along with useful idea books. Not the cheapest, but easy to deal with.

Bennett LaserBrite

720 4th St SW
Rochester, MN 55902
(507) 280-9101

The LaserBrite system uses toner to produce "raised ink" thermography! A chemical gets sprayed on to soften the toner. The usual thermography powder is dusted on and then heated using a high intensity desk lamp.

Black Lightning

Riddle Pond Road
West Topsham, VT 05086
(800) BLACK99

Source for T-shirt toners.

Blanks/USA

2722 Fernbrook Lane North
Minneapolis, MN 55447
(800) 328-7311

Supplies prescored business cards, tickets, tags, tents, Rolodex inserts, door hangers, and such. Reasonable prices. Sample packets cheaply available.

CP Bourg

73 Samuel Barnet Blvd.
New Bedford, MA 02745
(508) 998-2171

A "me too" supplier of mid range perfect binders for the quick printing trade. Around \$4000.

Bove & Rhodes Reports

Box 1289
Gualala, CA 95444
(707) 884-4413

The best high end newsletter for PostScript and laser printing. Far more informative and less stuffy than the Seybold reports. Very expensive.

RR Bowker

1180 Avenue of the Americas
New York, NY 10036
(212) 916-1600

This is where you go to get your ISBN International Standard Book Numbers. Cost is around \$150 for one hundred numbers. They also publish Books in Print and Uhlricht's Periodicals Dictionary.

HS Boyd

6915 East 14th Street
Tulsa, OK 74112
(918) 835-9359

The "LithoPerf" and "LithoScore" people offer steel strips intended to attach to any offset printer to let you do on-press perforating, scoring, and cutting. The same products seem adaptable to off-press uses.

Business Forms and Systems

401 Broad Street
Philadelphia, PA 19108
(215) 238-5300

A sometimes free trade journal for the forms industry.

California Printers

Box 11766
Santa Ana, CA 92711
(714) 836-9653

A copycat clone of Horsetrader.

Cards Now

6401 Odana Road
Madison, WI 53719
(800) 233/9767

Supplies preperfed business cards in small quantities. At higher costs and less variety than Blanks USA.

Challenge Machinery

1810 E Industrial Park Drive
Grand Haven, MI 49417
(800) 866-7800

The largest and oldest manufacturer of manual and powered paper cutters.

Coburn Corp

1650 Corporate Road
Lakewood, NJ 08701
(201) 367-5511

Supplies unusual paper and plastic finishes such as prismatics, foils, holographics, and glow-in-the-darks.

Converting

301 Gibraltar Drive
Morris Plains, NJ 07950
(201) 292-5100

A converting industry trade journal. I like Paper, Film, and Foil Converter a lot better.

Crane Typesetting

Box 487
Barnstable, MA 02630
(617) 362-3441

An ultra low cost, fast turnaround printer for bound galleys and other quick-and-dirty low volume books.

Die-O-Perf Inc

1721 East Pioneer Drive
Irving, TX 75061
(800) 843-2807

All sorts of die cuts suitable for laser printing. Tickets, tags, coupons, door hangers, and similar stuff. I especially like their pre-perfed response mailers.

Dominick Argenio

Box 651 Park Meadows Place
West Patterson, NJ 07424
(800) 631-0039

Offers laser printable offset printing plates.

DynaArt Designs

3535 Stillmeadow Lane
Lancaster, CA 93536
(805) 943-4746

A new water soluble toner transfer system that is ideal for decals, dialplates, and for direct toner method printed circuit prototype production.

Fomeboards

2211 North Elston Ave
Chicago, IL 60614
(312) 278-9200

Stocks a stunning variety of plastic and paper board products for point-of-purchase displays, exhibits, architectural models, whatever.

Fotofoil/Miller Dial

4400 N Temple City Blvd
El Monte, CA 91734
(818) 444-4555

An alternate source for Metalphoto anodized aluminum photosensitive plates for dials, panels, or use in museum interpretive exhibits.

General Binding Corp.

1 GBC Plaza
Northbrook, IL 60062
(708) 272-3700

An overpriced source for binding and laminating supplies. Does offer a wide variety and in-depth stocking.

GENie

401 North Washington St
Rockville, MD 20850
(800) 638-9636

Includes the PSRT RoundTable, which is the leading Book-on-demand online resource. Other GENie boards of interest are MAC, IBM, DTP (for desktop publishing) and HOSB (for home office small business). Typical PSRT file downloads cost twenty one cents each. Base rate is \$5 per month and \$6 per library download hour.

Gerber Scientific

83 Gerber Road
South Windsor, CT 06074
(203) 644-1551

Leading supplier of photoplotters and vinyl signcutting machines. The source of the "Gerber file" standard. Also stocks sign materials, flocks, and hot split plastisols.

Goes Lithographing

42 West 61st Street
Chicago, IL 60621
(312) 684-6700

Certificates, plain or fancy, in a wide variety of styles, sizes, and shapes. Some are stocked by Paper Plus.

Grantham/Polly-Stamp

418 Central Avenue NE
East Grand Forks, MI 56721
(218) 773-0331

Offers a PostScript compatible rubber stamp system using liquid photopolymers.

Graphic Arts Monthly

249 West 17th Street
New York City, NY 10011
(212) 463-6834

A fat and slick printing industry trade journal. Mid to high range, lots of ads, often free.

Graphic Arts Product News

29 North Wacker Drive
Chicago, IL 60606
(312) 726-2802

Oversize free all-ads printshop trade journal that covers papers, prepress, press, bindery, and finishing materials and related supplies.

Hartco

1280 Glendale-Milford Road
Cincinnati, OH 45215
(800) 543-1340

Source for masks and materials for glass etching.

Hewlett-Packard

Box 10301
Palo Alto, CA 94303
(415) 857-1501

The leading manufacturer of PostScript laser printers, with their LaserJet IV being the current machine to beat. Also has some duplex machines such as the IID and the IISI. Currently lacks photo halftone enhancements and SCSI hard disk support. HP also offers an excellent peripheral developers program with great tech support.

H-P Manuals

19310 Pruneridge Avenue
Cupertino, CA 94014
(800) 752-0900

The best source for repair and maintenance manuals for Canon laser engines. These also apply to most mechanical parts of the Apple and QMS machines, for which "real" manuals are impossibly difficult to get. Costs are around \$120 each. Major parts also available.

High Volume Printing

Box 368
Northbrook, IL 60065
(312) 564-5940

What it says: A high end printer's trade journal.

HIX Corporation

1201 East 27th Street
Pittsburg, KS 66762
(800) 835-0606

These folks are big into "fuzzy" heat transfer flocks.

Hoechst

Box 1400
Greer, SC 29652
(803) 879-5000

A large quantity source for hot stamp foils and other "Kroy Color" like materials. Around four cents a sheet.

Horse Trader

Box 11712
Santa Ana, CA 92711
(714) 921-3120

My favorite West Coast all-ads printer shopper.

Impressions

1515 Broadway
New York, NY 10036
(212) 869-1300

The leading trade journal for the T-shirt and gimmie cap industry. Heat transfer toners are likely to show up here.

In-Plant Printer

Box 368
Northbrook, IL 60065
(312) 564-5940

A trade journal for inhouse printing operations.

InPlant Reproductions

401 North Broad Street
Philadelphia, PA 19108
(215) 238-5300

Ditto.

Microcomputer pioneer and guru Don Lancaster is the author of 33 books and countless articles. Don maintains a US technical helpline you'll find at (520) 428-4073, besides offering all his own books, reprints and various services.

Don has a free new catalog crammed full of his latest insider secrets waiting for you. Your best calling times are 8-5 weekdays, Mountain Standard Time.

Don is also the webmaster of www.tinaja.com where a special area has been set aside for Midnight Engineering readers. You can also find Don at his Synergetics, Box 809, Thatcher, AZ 85552. Or email don@tinaja.com

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