

Book-on-demand Resources II

Last issue, we started an annotated listing of the more important resources for *Book-on-demand* publishing, an emerging new *Midnight Engineering* opportunity where bound volumes are custom produced one at a time only *when and as they are ordered*.

Much more on Book-on-demand publishing appeared in columns 1, 14 and in my *Blatant Opportunist* reprints.

Recently, three major new BOD laser printers have been introduced. These are the LaserWriter Pro630 from *Apple* and the LaserJet 4M and 4SI from *Hewlett-Packard*. These three all come much closer to an ideal BOD printer, but all three still miss badly.

Sadly, HP refuses to admit how absolutely essential a local hard disk is. Similarly, Apple refuses to admit how absolutely essential a duplexer bolt-on is. At least for all serious Book-on-demand work.

Here's why a local hard disk is essential...

- (1) It gives you a semi-permanent font bitmap cache. You do not have to rebuild all of your fonts from scratch each time you power down.
- (2) You can now store hundreds or even thousands of fonts on-line, instantly accessing them without any host or comm hassles.
- (3) You can place all of your Book-on-demand print time files on the disk. Again for instant access.
- (4) The hard disk port can give you an ultra high speed *shared SCSI comm* file option.
- (5) Many of the superb new features of PostScript level 2 either *demand* a local hard disk or else become vastly enhanced when one is in use.
- (6) Book-on-demand production can be done at high speed and largely unattended by either your host computer or an operator.

There are some new alternatives emerging to a classic stand-alone SCSI hard drive. Internal slots are provided on the LaserWriter Pro 630. The *Procom Technology* folks at (800) 800-8600 now provide a cost effective internal SCSI hard drive. A different division of HP has a miniature and low cost *Kittyhawk* hard drive they are desperately seeking new apps for. And PostScript level II allows strings or data streams to be redefined as file objects. So ordinary RAM or (better yet) flash memory could be used instead.

At this writing, though, there are no disk or persistent RAM solutions for either the 4M or the 4SI. At least none

that I know of. But they should soon appear.

Duplexing lets you print the front and back of each page on one click-to-clunk trip. Duplexing can dramatically cut paper jams, raise productivity, and slash your scrap rate. It also can stunningly improve employee morale. Non-duplex print errors can trash most of a book, while a duplex error usually only damages one easily fixed page.

A bolt-on duplexer (such as the one offered on the 4SI) makes a lot more sense in that it removes duplexing from a costly and specialized niche market. There are apparently several third-party duplexers in the works for the 4M and the LaserWriter Pro630.

But beware of the difference between a smart duplexer and a dumb one. A smart duplexer can recognize and then respond to PostScript commands. It will properly pipeline print pages in the needed 2-4-1-3-6-8-5-7... sequence. And it will "remember" your previous side for multiple copies. Nonetheless, a dumb duplexer would be useful and handy if its lower cost (say under \$400 max) justified its slower speed and less convenient operation.

I've posted some new #705 UNDEX.PS shareware to PSRT that eases duplex printing on a non-duplex printer. Every second page is printed on your first pass; the rest get picked up on the second time around. Your same BOD files can now get used on *either* a duplex or non-duplex printer.

Today's bottom line: The LaserJet 4M and LaserWriter Pro630 use nearly the same non-duplexing engine. But the presence of the SCSI hard drive and the superb *Photograde* halftones on the Pro630 more than justify the negligible price difference. Yes, both are totally device independent and work with *any* make or model of host computer.

The 4SI is faster, more expensive, and has a bolt-on duplexer. But there is no current hard disk support. And it is not clear whether the severe print quality problems of the 3SI have yet been worked out. See the April 1993 issue of *Recharger* magazine at (702) 438-5557 for a discussion of these problems.

Me? I'm using a LW Pro630 and an older IIID. But I am carefully eyeing the 4SI. Just as soon as I find a hard disk solution or a substitute, I may change over. And for high volume, I now use the PostScript Xerox Docutech at David Seid's *Access LaserPress* in Phoenix (602) 272-2525.

The Docutech is a fine machine. Its only problems are its outrageous list price and its really dumb per-copy pricing structure. 10 copies of a 100 page book will cost you much more than 100 copies of a 10 page one.

We can wrap up our BOD topic with a few more excerpts from my *Book-on-demand Resource Kit*...

Instant Printer

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

The number two trade journal serving the quick printing industry, right behind Quick Printing itself. Lots of ads for unusual laser printable materials.

International Film/FSK

45 Industrial Pkwy
Woburn MA 01888
(800) 633-0140

Offers a wide variety of mylar and acetate self-stick films. Useful for cover lamination and Bakerizing. Bakerizing is a zero-cost calendaring process that makes toner blacker, shiny, and much more durable.

International Knife & Saw

Box 752006
Cincinnati, OH 45275
(800) 354-9872

An important supplier of replacement paper cutter blades. Especially long life inlaid and carbide ones.

Jayhawk Plastics

15285 South Keeler
Olathe, KS 66062
(913) 764-8181

Cutting sticks are a magic consumable needed by larger paper trimmers and cutters. Jayhawk is a low cost source. Each cutting stick can be reused eight times, by rotating or flipping them end-to-end.

Kepto Circuit Systems

630 Axminster Dr
Fenton MO 63026
(800) 325-3878

Best low volume source for printed circuit supplies.

Kimoto

2915 182nd St
Redondo Beach CA 90278
(213) 370-7411

Their Etch-n-Peel product is a photosensitive Rubylith. Besides the traditional graphics arts layout uses, you can now cut letters without a sign cutting machine.

Kroy Color

14555 N Hayden Rd
Scottsdale AZ 85260
(602) 951-1593

Kroy Color is a toner-sensitive hot stamping foil. Apply heat and pressure in contact with a toner image, and the toner areas magically convert into brilliant metallics, silvers, golds, pastels, or solid hues.

Lamart

16 Richmond Street
Clifton, NJ 07015
(201) 772-6262

A high volume source of hot stamping foils.

Magnet Source

607 S Gilbert
Castle Rock, CO 80104
(800) 525-3536

Economical volume source for self-stick plastic magnets for business cards and truck signs.

Maple Roll Leaf

2285 Ambassador Drive
Windsor, Ontario N9C3R5
(519) 966-4721

A very high volume converter of hot stamp foils that can be used as an economical Kroy Color replacement.

Menu Graphics

3133 Chester Ave
Cleveland OH 44114
(800) 321-9482

Good source for menus and menu blanks.

Merigraph/Hercules

300 E Shuman #260
Naperville IL 60566
(800) 323-1832

The ultimate high quantity source for the photopolymers used in rubber stamps and flexographic printing.

Metalphoto

18531 S Miles Rd
Cleveland OH 44128
(216) 475-0555

Photosensitive aluminum used for dialplates, panels and interpretive signs. You expose the material by using an enlarger or contact printer, develop, then seal.

MICRTECH Group

12 Bartal Court
Atco, NJ 08004
(609) 753-8502

Offers machine readable magnetic toners for checks and other banking or financial uses.

OmniPress

454 W Johnson St
Madison WI 53703
(800) 828-0305

Traditional printing economical source of low volume data books, instruction manuals, and calendars.

Paper Direct

57 Romanelli Ave
S Hackensack NJ 07606
(800) A-PAPERS

Best direct mail source for desktop publishing papers, business cards, brochures, and more. Paper Plus is far cheaper but sells in larger quantities.

Paper & Foil Converter

29 N Wacker Dr
Chicago IL 60606
(312) 726-2802

A leading trade journal for the converting industry. Good sources for laminating materials and hot stamp foils.

Paper Plus

3820 S Palo Verde #108
Tucson AZ 85714
(602) 889-9500

Typical store in a nationwide walk-in chain of by-the-ream paper suppliers. Excellent prices and selection. You can call (213) 436-8291 for your nearest location. There are now around a hundred stores in thirty states.

Photolabels

333 Kimberly Dr
Carol Stream IL 60188
(708) 690-0132

Full color photographic prints on a very thin self-stick background. An easy way to add full custom color to low-run brochures. From 13 cents each.

Planax

15 E 26th Street, Ste 1908
New York, NY 10010
(212) 532-1988

Offers a very wide variety of imported and outrageously overpriced binding systems and materials. Included are cold glue systems with a fast setup time, and peel-and-stick hot glue systems that allow unlimited cover options.

Polyline/PolyQuick

1233 Rand Rd
Des Plaines IL 60016
(708) 390-6464

Direct mail source for the blank labels and cases for videotapes and cassettes. Also mailers, shippers, and similar packaging.

PosterWorks

1 Kendall Sq. S323-600
Cambridge MA 02139
(617) 395-8350

Does "large format" color PostScript printing, up to a quarter acre (!) in size. Great for 1:1 roadmaps.

Printer's Devil

PO Box 66
Harrison ID 83833
(208) 689-3738

Incredibly stupendous labor-of-love newsletter. "A press in every home." "A home in every press." Superb coverage of small presses and individual Book-on-demand publishing.

Printer's Exchange

1306 Greenbrier Road
Anniston, AL 36201
(205) 831-5589

A regional printer's shopper covering the Southeast.

Printer's Hot Line

PO Box 1709
Fort Dodge, IA 50501
(515) 955-1600

A national printer's shopper magazine.

Printer's Shareware

5019 West Lovers Lane
Dallas, TX 75209
(214) 350-1902

Offers low cost shareware for a mind-boggling variety of traditional printing applications. Mostly IBM.

Printer's Shopper

PO Drawer 1056
Chula Vista CA 92012
(800) 854-2911

Not at all what it sounds like. A plain old catalog from a plain old distributor. Extensive variety of everything from prepress to bindery. But not cheap.

Printing Impressions

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

My favorite mid-range printing trade journal.

Publishing Technology

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

High end volume printer trade journal.

Queblo Images

131 Heartland Blvd
Brentwood NY 11717
(800) 523-9080

A "me-too" carbon copy of Paper Direct. A direct mail source for low quantities of fancy papers, cards, tags, brochures, tickets, and such.

Quick Printing

1680 SW Bayshore Blvd
Port St Lucie, FL 34984
(407) 879-6666

By far the best and most useful printshop trade magazine. Their Helene's Hotline is an outstanding resource for pinning down oddball products and services.

Quick Tickets

3030-G West Pasadena
Flint MI 48504
(800) 521-1142

Blanks for tickets and tags in a wide variety.

Quill

PO Box 4700
Lincolnshire IL 60197
(312) 634-4800

Old line traditional office products direct mail source.

Recharger

101 Granite St Ste F
Corona CA 91719
(702) 438-5557

The best and largest mag for toner recycling and laser printer repairs, toner refills and replacement parts.

Screen Printing

407 Gilbert Avenue
Cincinnati, OH 45202
(513) 421-2050

The leading magazine for the silk screen printing industry. Good info on thermal transfer, hot split plastisols, more.

Seybold Publications

428 E Baltimore Pike
Media PA 19063
(215) 565-2480

A pair of high end desktop publishing newsletters. Very stuffy and expensive. Bove and Rhodes is better.

SignCraft

PO Box 06031
Ft Myers FL 33906
(813) 939-4644

My favorite magazine for the sign painting trade. Great design ideas. Lots of ads for materials and supplies.

Specialties Bindery

4815 Lawrence Street
Hyattsville, MD 20781
(800) 637-LOOP

A short run and fast turnaround source for low volume binding, especially wire bound manuals. Free video.

Standard Bind Fast

10 Connector Road
Andover, MA 01810
(800) 526-4774

Leading supplier of traditional printshop padding and binding machines.

R.A. Stewart

641 S Palm Unit H
La Habra CA 90631
(213) 690-4445

Low to mid volume source for rubber stamp photopolymers and other supplies.

Sunraise

PO Box 487
Lexington, MI 48450
(800) 521-6367

One of the two leading suppliers for thermography (raised print) materials and machines.

Super Button & Badge

2338 W Burnham
Milwaukee WI 53004
(800) 328-8272

A lower cost alternative to Badge-a-Minit.

Synergetics

Box 809
Thatcher AZ 85552
(602) 428-4073

Uh, that's me. PostScript books, software, consulting, Book-on-demand services, referrals, lots more.

Techniks Inc

45 J Ringo Rd
Ringoes NJ 08551
(908) 788-8249

A second source for direct toner printed circuit films. I do like DynaArt better. Especially for decal uses.

Therm-O-Type

509 Church Street
Nokomis, FL 34275
(813) 488-0123

The other leading thermography (raised print) house.

Don Thompson

23072 Lake Center Dr #100
El Toro CA 92630
(714) 855-3838

By far the best laser printer repair training in the industry. Also offers videos, in-house seminars, service kits, special tools, and individual repair parts.

Thompson Shore

7300 W Joy Rd
Dexter MI 48130
(313) 426-3939

A high quality traditional low volume book printer, both paperback and case bound. Has a free newsletter.

3M/Scotch

3M Center Bldg 220-7E-01
St Paul MN 55144
(800) 328-1303

Lots of graphic arts products, such as the Post-it notes, Dynamark label materials, and Color-Key films.

Ticket Express

366 Melody Lane
Casselberry FL 32707
(800) 544-8520

Another source for ticket and tag blanks.

Transfer Print Foils

PO Box 518
East Brunswick, NJ 08816
(201) 238-1800

My favorite source for high volume Kroy Color replacement foils. Their free "Foiled Again" newsletter is an absolute gem.

Transfer Magic/EZ Intl

130 Grand St
Carlstadt NJ 07072
(201) 935-9005

Lets you convert toner into iron-on fabric applications.

Triumph

54-21 48th Street
Maspeth, NY 11378
(800) 223-2508

The best supplier for "real" guillotine paper cutters.

TypeWorld

One Technology Park Dr
Westford MA 01886
(508) 392-2157

Great free trade journal recently renamed Electronic Publishing. Mostly ads and press releases.

U&lc

2 Dag Hammarskjold Plaza
New York NY 10017
(212) 371-0699

U&lc is short for Upper and lower case. The most bizarre typography magazine in the world. A must have. But they are getting stingy with free subscriptions.

Unibind/Pelsaer

4125 Prospect Dr
Carmichael CA 95608
(916) 967-6401

Excellent solutions for lower volume thermal binding supplies and machines. Their Pelsaer system is by far the finest choice for most Book-on-demand aps. Unlimited cover options and spine lettering for thirty cents. Free toaster lease with quantity purchases.

USI Image Creators

PO Box 644
Branford CT 06405
(800) 243-4565

A good supplier of laminating machines and supplies. Also overhead projection stuff. Wait for the special sales.

Velo-Bind

650 Almanor Ave
Sunnyvale CA 94086
(800) 538-1798

Low cost non-perfect binders for reports or proposals.

Wire-O

PO Box 430
Poughkeepsie, NY 12602
(800) 431-4610

Offers wire binding materials and machines. Some of these use the cheaper and more available plastic comb binding punches.

Wausau Paper

Wausau Coated Sales
Wausau WI 54401
(800) 835-7117

Specialty papers (self-sticks, fluorescent, clear mylar, foils) in 100 sheet Wausau Printpaks. Carried by Paper Plus.

Martin Yale

500 N Spaulding Avenue
Chicago, IL 60624
(312) 826-4444

Distributes joggers and similar printshop accessories.

Microcomputer pioneer and guru Don Lancaster is the author of 28 books and countless articles. Don maintains a no-charge technical helpline you'll find at (602) 428-4073, besides offering all his own books, reprints, and various services. Don has a free brochure chock full of his latest insider desktop publishing secrets waiting for you. The best calling times are 8-5 weekdays, Mountain Standard Time.

Don is also the sysop of GENIE PSRT where a special area has been set aside for all you Midnight Engineering readers. For modem access, dial (800) 638-8369. Then enter HHH followed by XTX99005,SCRIPT. Or you could reach Don at Synergetics, Box 809, Thatcher, AZ 85552.

