

PressLines

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The Bindery: And the Last Shall be First

Once almost an afterthought of the printing process, the bindery is now stepping to the forefront. Advanced automated technologies provide important benefits including cycle-time reductions, expanded personalization capabilities and quality improvements that make printed materials sturdier and longer lasting.

To get the best results when creating your print products, don't put the bindery last. The bindery is where all of your creative ideas come together – to say nothing of functional issues that make your materials reader-friendly. You want to ensure the finished piece fulfills your original vision. Our advice is to consult your Ripon Printers sales or customer service representative during the design stage.

To keep you up to date, we're highlighting our latest bindery developments in addition to reminding you about some tried and true bindery options that could add value to your next print project.

PUR Binding

PUR stands for polyurethane reactive and is a 'perfect' binding adhesive that provides exceptional strength and quality in extreme temperatures. PUR is best suited for catalogs, manuals and books that need to withstand hard and continuous use. It also is best for coated, grain wrong and mixed paper stocks as well as inserts with UV or other coatings.

Once the PUR glue is applied in the binding line and the cover is attached to the textblock,

the glue begins to cure as it contacts any available moisture. It reacts with moisture in the air and in the text stock to create a tough and sturdy binding. Depending on the number of pages and relative weather conditions, the initial bonding is firm within 24 hours and it keeps getting better as more time passes. Some sources say it's complete in seven days. In the summer, there is plenty of humidity in Wisconsin and the books are curing quite rapidly but our dry winters may change the curing times!

Books can be carton-packed directly off the binder or ArPac plastic wrapped with open holes at the sides. They just need exposure to air to continue the curing process.

PUR offers above standard page pulls, increased layflat type performance and additional binding strength.

As for its environmental impact, PUR is 100 percent recyclable and the application requires less energy since gluing occurs at a lower temperature than standard hot melt glue. This is available on our Müller Martini Bolero perfect binder.

Layflat

A Layflat book can be opened and will lay flat without damaging the backbone. It offers the readability of a wire-O binding at less cost.

A reinforcing fabric strip is adhered to the backbone of the textblock leaving excess fabric at the front and back. As the cover is prepared, two score lines are made on the front and back. Once the cover is in position, the binder attaches the fabric between the two score lines. The

textblock never comes in contact with the backbone, leaving an open space that allows the text pages to free float and open with ease.

PUR glue is required for this binding method. Layflat binding is ideal for:

- Technical documentation
- Manuals
- Reference works
- Directories
- Cookbooks
- Price, part and specification books

Dot Whacking

Don't get us wrong – we are not following in Tony Soprano's foot steps. Dot whacking – in the print world – is the perfect marketing machine to draw attention to:

- Special offers – discounts, sales, free shipping, etc.

Delivering what you need

Due to the multiple processes of high-speed web printing and binding, it is necessary to assign a reasonable quantity variance to an order. Ripon Printers continues to strive to serve our clients with over/under percentages that are at or below industry standards.

The current standards are ten percent over/under for quantities of 10,000 or less, and five percent over/under for quantities that exceed 10,000. At Ripon, we work with a sliding scale – depending on the order quantity – with a goal to deliver at or just above the order quantity.

As part of our Lean journey, we recently considered our overproduction of web press signatures and sheet press covers/inserts. We found in one week we printed more signatures, covers and inserts and bound more books than our customers were willing to pay for 25 percent of the time.

As a result, we will be reducing our press overruns, still intending to deliver at or above order quantity – without shortage and with less paper waste. For those customers who will not accept overs, we will need to know the percent of unders you would be willing to accept.

While we make every effort to meet your optimum quantity, unfortunately there is no guarantee we will always be able to achieve the maximum chargeable quantity in all instances due to possible mechanical production issues. This is the exception, rather than the rule, but it is a possibility.

- New location announcements
- Highlight a special product, offer or advertising section
- Trade show or other event promotions

Dot whacks are machine-applied labels that can be affixed to the front or back cover of a catalog, magazine or polybag. The standard size is 2" x 2" with a minimum of a 1/2" circle and a maximum of 4" x 5". These labels are available in a variety of colors and substrates.

We can also affix USPS-approved Repositionable Notes (RPNs) in the same fashion. These "sticky notes" are limited in size to a 3" square +/- 1/8". Placement and alignment to line of travel of the piece in the mail-stream is critical. They must be ordered from a USPS-approved vendor.

It is also critical that we are involved in the production of either of these add-ons. Orientation of your message on the sticker, orientation of the sticker on the roll and flattening of the printed piece are all very important to ensure efficient production. Please consult your Ripon Printers sales or customer service representative as early as practical.

Book Splitting Saw

Gone are the days of creating digest-sized perfect bound books by manually tearing the 2-up signatures apart! A splitting saw on the Müller Martini Bolero will take a 2-up configured book block, saw it in half and send the two halves down the line for final trimming.

If you plan to supply a cover or insert for a 2-up perfect bind project, it is critical that the two halves be exactly the same after sawing. Head and foot trims on both halves must be the same. We recommend 1/4" for all the trims.

As noted at the start, to learn more and take advantage of these and other bindery advancements, consult your Ripon Printers sales or customer service representative at the design stage. Call toll free at 800-321-3136 or send an e-mail inquiry to sales@riponprinters.com. **RIPON**

Giving consideration to a well-run company

I've always admired people and companies that are well-run. My admiration started in sports as a Baltimore Oriole fan. I watched the team use their farm system to develop new talent and they would trade for players that turned out to be just what the team needed. Likewise, as much as I don't gamble, I appreciate the tricks that casinos use to keep their customers in their seats gambling, such as free drinks, no clocks and hard to find exits. This past weekend, I became acquainted with a new company that has impressed me with their mastery of their business – Cabela's.

For those few of you who don't know, Cabela's is a direct marketer that also owns a chain of stores that sell outdoor gear. They bill themselves as "America's Foremost Outfitter." In 1998, the company adopted a multi-channel strategy and began to aggressively open retail stores.

New stores built by Cabela's are known as "destination" stores. Destination stores typically draw customers from a wide area. The stores feature museum-quality animal displays, huge aquariums stocked with native fish and an indoor mountain featuring trophy animals in realistic settings. One was built near Milwaukee recently and it's a testament to Cabela's ownership that they were able to get a \$4 million development grant from the state of Wisconsin to locate there.

I needed some camping gear for my son, John, so I decided to stop and check them out. My



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first hint that we were in for an experience was the huge Disney-sized parking lot. We got there just after the store opened, so the lot wasn't very full. The store looks like it is made out of logs. Inside, the store is loaded with any type of outdoor gear you could imagine. The section where they sell fishing poles alone was bigger than most sporting goods stores that I'm familiar with.

The service was excellent as our clerk knew a lot about camping. She helped pick out the perfect backpack, sleeping bag and mattress. I'm willing to bet they would have let us try out the equipment in the store overnight had we asked. Even though we were there for 90 minutes, we ran out of time and were not able to see everything Cabela's had on display. Rumor has it that Cabela's also has a shooting range in the back which allows customers to try out rifles before making the purchase.

When it was time to check out, we were persuaded to sign up for their affinity program by

giving us \$30 off our first order, as well as a couple of Cabela's baseball caps.

While I was very impressed with the store, their direct marketing is first class. I've been told that Cabela's tracks your movements on their Web site and if you research a topic like "tents," you will receive a catalog in a day or two that features tents. Cabela's also publishes a case-bound catalog that they send to their customers annually. In 2006, Cabela's mailed over 135 million catalogs with 86 separate titles to customers in more than 170 countries.

Cabela's multi-channel strategy provides it with deep knowledge of its customers' buying habits and preferences. For instance, the location of customers making catalog and Web site purchases is used to target ideal locations for new retail stores. In turn, customers at its retail stores who live the furthest away and do not receive catalogs can be targeted with catalogs covering the product categories in which they made purchases in the store. Information gathered when a customer applies for a Cabela's Club VISA can be used in conjunction with targeted marketing as well.

Cabela's is a great place to buy outdoor gear, but it's also an excellent company to watch and emulate. Although you can't get new ballplayers for your favorite baseball team there and you can't do any gambling, you can learn much by watching this innovative company operate! **RIPON**

Looking for a way to cut postage costs?

CoMail may provide the answer – particularly for smaller circulations. Publishers of flat-sized pieces – catalogs and periodicals – can benefit by combining their titles with similar pieces being distributed by other mailers within the same timeframe. The concept works similarly to a car pool. If you share a ride to work with a neighbor, you both save money on gas and parking. All you need to do is coordinate your schedules to take advantage of the substantial benefits.

More specifically, the process involves combining the mail pool's distribution into a single, presorted mailing list. Sophisticated, off-line collating systems then feed each title based on the respective sortation order. By combining multiple titles into one mailstream, more mail can be put onto pallets to qualify for drop shipping discounts. The resulting finer sortation also generates even greater savings through postal worksharing discounts.

Postage savings can be significant – often exceeding 10%!

But you do have to plan ahead. There are requirements for address area placement and a scheduling window that must be met, but the benefits are well

worth the relatively small effort required. And, of course, Ripon Printers is fully prepared to guide you through the process.

CoMail can work for you if your flat-sized catalog or periodical fits these parameters:

- Piece size range of 7-3/4" to 8-3/4" x 10" to 10-7/8" and up to 1/2" thick
- Run lengths of 5 to 75 thousand will benefit most
- Addressing within a specific, predetermined location
- No inside inkjet imaging
- No polybagging
- Able to print and mail within a specified timeframe

Your Ripon Printers representative can provide best savings estimates based on your actual mailing list. All you need do is provide us with a previous mailing file and we can use this to show meaningful analysis for your decision making.

If you think CoMail might be a solution for you, please contact your Ripon Printers sales or customer service representative, or contact our postal expert, Jerry Eiler, directly by telephone (800-321-3136) or e-mail (jerrye@riponprinters.com). **RIPON**

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