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GRAPHIC ARTS
OCTOBER 2012

CHANGE COMES QUICKLY
IN DIGITAL PRINTING.

OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

Don't miss Océ in Canon booth #400 at Graph Expo! New Applications and Profits for Commercial Printers, Supply Chain Optimization, Océ's Inkjet Strategy, The Changing Face of Publishing – these are just a few of the live educational sessions hosted by WhatTheyThink at Canon booth #400 at Graph Expo. **Don't miss them! Add these to your Graph Expo agenda today!**

GRAPH EXPO 2012: OCTOBER 7–10

DON'T MISS OCÉ IN CANON BOOTH #400 AT GRAPH EXPO!

See real life applications in production – including Book Printing, Commercial Print, Transactional, and Direct Mail. Learn how you can integrate your production workflow into a single, centralized workflow utilizing Océ PRISMA® scalable, modular open-architecture and streamline your operation from job creation to archival – and everything in between. Then find out how Océ's Press Go! business development program can help you grow your business. Also, be sure not to miss the live series of educational sessions hosted by WhatTheyThink, featuring Océ and Canon customers and key industry experts! Want to schedule a meeting with an Océ representative? Call us! 1-877-623-4969.

Get IN THE KNOW, Visit:

OceProductionPrinting.com/GA

FREE Downloads!

- Webinar: *The Times They are A-changin': Critical Trends in the Printing Industry*
- Webinar: *Book Publishing: Pushing Profit with Digital Technology*



View the Press Demos!

- Canon imagePRESS® Series
- Océ ColorStream® 10000 Flex

View Webinars On-Demand:

- Workflow: Business Challenge or Competitive Advantage?
- Building New Revenue Streams
- Building a Loyal Customer Base

Questions?

Call Us:
1-877-623-4969

Email Us:
us.oceinfo@oce.com



Be sure to see these WhatTheyThink/Canon Live Theater Sessions (in Canon booth #400):

Monday, October 8

10:30 A.M. CT – Flatbed UV Printing:

New Applications and Profits for Commercial Printers

Featuring Océ Display Graphics Group; moderated by Cary Sherburne

2:00 P.M. CT – Supply Chain Optimization

Featuring Chris Petro with GlobalSoft Digital Solutions & Steve Dyló with Segerdahl; moderated by Cary Sherburne

Description: According to a recent Chief Marketing Officer Council study on the marketing supply chain, 30% of marketers spend 20–30% of their budget on marketing materials – printed collaterals topped the list of those materials produced. The level at which this portion of marketing operations is managed and controlled can materially impact go-to-market effectiveness, as well as the optimal use of marketing dollars in creating business value and a competitive advantage.

4:00 P.M. CT – Océ's Inkjet Strategy

Featuring Francis McMahon with Océ North America, a Canon Group Company

Description: As an industry leader in robust inkjet platforms, Océ's VP of Marketing, Francis A. McMahon, gives insight into Océ's inkjet strategy moving into 2013 and beyond.

Tuesday, October 9

2:00 P.M. CT – Changing Face of Publishing

Featuring Jeremy Hess with Gasch Printing, Edward Innes with Daydream Alchemy Press, & Matthew Jankiewicz (Author); moderated by Cary Sherburne

Description: Changes in reading behavior and disruptive technologies are causing the book market to become more volatile and unpredictable. Book publishers are looking for ways to streamline their value chain, and book manufacturers must adapt to these evolving demands.

3:00 P.M. CT – What to Look for in a Business Partner

Featuring Jack Glacken with Today's Graphics Inc. & Larry Vaughn with Seebridge Media Inc.; moderated by Rich Romano

Description: Printing companies need a business partner that understands their unique needs and can architect an end-to-end solution. The value must extend beyond the products and services and include professional support and consultancy that enables faster on-ramping of jobs and expansion into new opportunities and markets.

THE TIMES THEY ARE A-CHANGIN': CRITICAL TRENDS IN THE PRINTING INDUSTRY

Wednesday, October 17 from 2:00 to 3:00 P.M. Eastern Time

The emergence of digital and Internet technologies as well as social and mobile media in recent years has brought about new printing trends that will forever change the printing industry. These printing industry trends have changed the way companies do business from the design to the printing phase of operations. Technology has paved the way for new value added services from variable data to data analytics. In this post Graph Expo webinar a panel of industry experts will explore key Graph Expo announcements as well as recent developments across a number of fronts including:

- Digital workflow
- Digital print technology from electrophotographic to inkjet
- Changing customer media demands
- Technology integration
- Emerging applications in the offset to digital transformation



Visit OceProductionPrinting.com/GA

Learn more and listen to the webinar:
The Times They are A-changin': Critical Trends in the Printing Industry.



FROM BINDERY TO DIGITAL BOOKS: PRINTING IS GOOD BUSINESS FOR BRIDGEPORT NATIONAL BINDERY

For the majority of its 65-year history, Bridgeport National Bindery, Agawam, MA, made its name by providing bookbinding of the highest quality – a service that over the years provided a solid foundation and delivered steady growth. BNB is a Certified Library Bindery and provides binding and preservation services to more than 5,000 customers around the country. BNB also rebinds textbooks for reuse in school systems and restores books ranging from family Bibles to bank ledgers.

While the company's core offering has been bindery services, BNB has expanded its business portfolio over the years to include document digitization and, more recently, print-on-demand for a variety of customers, from local governments to libraries. As book quantities dramatically declined, even down to single copies, the transportation and handling was so expensive that BNB customers asked, "why don't you print?"

In 2003, Bridgeport began printing to satisfy the demand for shorter run lengths. Kent Larson, the Vice President of BNB's Print on Demand Division, says, "We pride ourselves on high-quality printing and binding work for the on-demand market and operate eight high-end production color and black & white print engines. We provide a wide range of print-on-demand services, but we specialize in small runs (often one copy at a time) and hardcover bindings. BNB prints, collates, binds, and provides fulfillment services to our customers; we print and bind several thousand books every day."

Our Customers

According to Larson, the company serves three types of customers, all of whom are seeking new ways to sell their books in extremely short run lengths:

- **Traditional Publishers:** Larson elaborates, "The publishers that we serve are typically not trade publishers, but scientific, technical, and medical publishers. These are publishers that want titles to reside on a server and will order them when needed and BNB will print, fulfill, and ship the order to a number of different areas."
- **e-Commerce/Self-Publishers:** Larson explains, "We also work with e-commerce self-publishing sites and act as their manufacturing facility for run lengths of one. These sites provide sophisticated web-based bookmaking tools for authors to generate content. It may be a high-end photo book or a self-published novel."
- **Individual Publishers:** Larson notes, "We work with individuals on specific books ranging from memoirs to church histories to family cookbooks. They e-mail us or send us flash drives, and we provide them with a simple template that includes dimensions for both the book and the covers. These are not bestsellers, but the individual is seeking a way to publish content affordably."



Larson explains that regardless of segment, publishers are primarily seeking the following product and service features:

- Print and electronic formats
- Access to content at all times
- Quality
- Return on investment or reduced inventory costs

Infrastructure and Workflow

In the world of short-run books, information technology infrastructure is critical. BNB created a customized workflow. BNB provides publishers that store content on its servers with an electronic data interchange (EDI) feed to place print and shipping orders. The system accommodates different shipping destinations within an order; for example, in a run of six books each could be shipped to different locations.

To service Internet e-commerce self-publishing sites where BNB acts as the manufacturer, it accepts XML files, uses the metadata, and produces the book to specifications. The files are then deleted.

According to Larson, "The e-mails are the biggest challenges. We have an FTP site. While we try to move everyone to EDI, some are either very small publishers or individuals with no infrastructure. They place files on our FTP site, and we import the manuscript and house it locally."

FROM BINDERY TO DIGITAL BOOKS: PRINTING IS GOOD BUSINESS FOR BRIDGEPORT NATIONAL BINDERY (CONTINUED)

Binding: Still a Differentiator for BNB

Binding is BNB's forte. The array of bindery options offered sets BNB apart from other digital book printers. Binding options for print on demand clients include:

- Case binding
- PVA cold glue adhesive allows for rounded spine
- PUR (Polyurethane) enables flexibility and strength for heavy ink coverage and coated papers
- Side stitching allows for library quality children's books
- Printed and laminated covers
- Paperback perfect binding
- Saddle stitch and comb binding

Significant Volume

Digital order volume is significant at BNB. Larson states, "We do at least 1,500 shipments every day. A shipment can be one book or 1,000, but the average units per shipment are 2.5 books. BNB is typically invisible to the recipient of the books. The packing list contains all the publisher information including any discounted pricing, logo, and address. All shipments are confirmed electronically and customers are invoiced by individual order weekly, bi-monthly, or monthly."

The Bottom Line

Putting BNB's market niche and success in perspective, Larson says, "*Publishers Weekly* indicated that there were 3,082,740 new titles produced in 2010. Of these, 2,766,260 were non-traditional and 316,480 were traditional. The non-traditional market is where Bridgeport National Bindery fits. Our digital operation is a growth engine with an average of 38% year-over-year growth for the past three years."

Helping publishers survive and thrive with zero inventories is contributing to the bottom lines of both Bridgeport National Bindery and its customer base. Bridgeport has learned that printing is a good business!

Visit OceProductionPrinting.com/GA

Learn how Bridgeport National Bindery has used digital printing to grow their business in this Océ-sponsored webinar titled, *Book Publishing: Pushing Profit with Digital Technology*.



VISIT THE GRAPHIC ARTS DIGITAL PRINTING RESOURCE CENTER!

THE POWER OF KNOWLEDGE IS IN THE SHARING.

Stay on the cutting edge with up-to-the-minute webinars, press demos, white papers and real-life customer stories – all geared to help you improve your business performance and keep your customers coming back for more.



Visit the Océ Digital Printing Resource Center TODAY!
www.OceProductionPrinting.com/GA

OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions. Visit www.OceProductionPrinting.com.



Questions?

Call Us: 1-877-623-4969 or Email Us: us.oceinfo@oce.com

Download a QR code reader app and scan with your smart phone to visit www.OceProductionPrinting.com.



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