

Thomson-Shore

7300 West Joy Road

Dexter, MI 48130-9701

Printers Ink

VOLUME 20, ISSUE 1, Winter 2003

Past, Present, Future . . . Thank You All!

Harry and I retired over six years ago and although we remained on the company's board of directors we have not been involved in day-to-day operations during that time. I believe it's time, maybe way past time, to make my final "contribution" to this newsletter.

I wrote the first issue of *Printer's Ink* over 20 years ago and continued to write the entire thing until I'd been retired for two years. I used PI as a vehicle to help readers learn something about book production but also, and maybe primarily, to talk about the operating philosophy our company had. Today I have neither of these on my mind. Today, sitting here in Arizona listening to Christmas carols turned up loudly, I feel so damn sentimental about my 20 years at T-S . . . the people, the things that happened, the fun of it all . . . that I've got tears in my eyes when I realize it's over. This will be a reconstruction of some of my fondest and strongest memories . . . some of the people (both employees and customers) that I particularly remember . . . all the time realizing that from a standpoint of available space and available memory, I'm going to omit an awful lot.

One of my most vivid memo-

ries is about our early Christmas parties when everyone brought a dish to eat and we had lunch in the plant eating on bindery tables we'd built by hand and Harry and I had painted . . . then there's the equipment we acquired, almost all second hand from businesses that failed . . . the auctions and borrowing trucks to haul it to Dexter . . . spray painting filing cabinets metallic gold . . . gluing parts back on wooden desks that are still in use at T-S . . . my early trips to New York City where for 15 years I spent three days a month there calling on Harper & Row, Harcourt-Brace, et al. On knowing the New York subway system so well I could identify every station in midtown . . . eating ice cream bars in Union Square while I waited to call on a customer, taking the shuttle up to Boston and walking from Harvard Square out to Harvard University Press in 90 degree weather carrying a 15 pound briefcase and wearing a coat and tie.

I remember my first visit to a University Press regional meeting in New Orleans at the invitation of Bill Loftin from Heritage Press . . . and then for the next 20 years or so, of our sponsoring a cocktail party at all those meetings and figuring I'd gone to more University Press meetings than

any other living soul because I went to meetings in all of the regions.

I fondly recall doing quotations for customers over the phone while they waited on the line, assuring them it would only take 30 or 40 seconds to give them a price. I recall doing about a dozen quotes a day on 3x5" pieces of paper and driving our people crazy because they couldn't read my writing.

I recall countless conversations



*Left: Harry Shore
Right: Ned Thomson*

What's Happening with Paper?

Your book is ready to print . . .

The next decision is to determine the look and feel of your book – one of the most important decisions is the choice of paper. The paper weight, cost, and texture will absolutely affect your finished product.

Your Customer Service Representative or Business Development Representative can help you select paper that is right for your project.

Consider the following:

- * Natural paper reduces eye-strain and is recommended for books with complex ideas or warm ideas.

- * Bright white paper emphasizes and heightens graphics and color. White paper is best for half-tone reproduction.

- * High opacity reduces bleed-through from type on the reverse side of the page.

- * Special order paper is subject to paper manufacturers' schedules and generally is more expensive than inventoried paper

- * Marketing factors, i.e., perceived value of a thick book with quality paper.

- * Shipping factors, i.e., paper weight and page count affect the cost of shipping a book.

- * Environmentally friendly paper is available in white and natural. Environmentally friendly paper is defined as chlorine-free and contains post consumer waste.

Not sure if you would like bright or natural paper for your book? Ask your Customer Service Representative or Business Development Representative for sample sheets or a sample printed book. Thomson-Shore maintains a sample book program, so you can see the difference the right paper makes to a book.



Thomson-Shore, Inc. is committed to protecting the environment and to the responsible use of natural resources. As a printer, with paper a core part of our business, we are concerned about the future of the world's remaining endangered forests. We are committed to implementing policies that will facilitate the conservation of ancient and other endangered forests globally and will ensure that we are not contributing to the destruction of these irreplaceable natural treasures.

Thomson-Shore, Inc. confirmed its commitment to the environment by becoming the first book manufacturer to join the Green Press Initiative (GPI). GPI is a non-profit program of Social and Environmental Entrepreneurs and is dedicated to increasing the use of environmentally preferable paper within the book industry. To date, 120 North American publishers have signed formal policies. GPI serves as bridge to assist publishers in the process of converting to recycled and ancient forest friendly papers.

As good stewards of the environment, Thomson-Shore has committed to a 3-5 year initiative by implementing a company-wide policy that includes maximizing the use of recycled paper and phasing out the use of papers that may contain fibers from endangered forests. Our goal is to make recycled papers readily available to publishers and to assist with the incorporation of recycled papers into books. This is a continuation of our efforts to work with suppliers to develop recycled paper usable for book publishers. During the spring of 2003, Thomson-Shore was the first U.S. book manufacturer to stock a 100% post consumer recycled paper. This was in addition to recycled papers of a lower post consumer amount already available and stocked at Thomson-Shore. We are expanding this testing and marketing effort with this new initiative.

To find out more about our recycled papers, please discuss your needs with your Thomson-Shore Customer Service Representative or Business Development Representative. We will communicate more about our support of recycled papers and their availability in future issues of *Printer's Ink*.

Need Scans? We Can Help!

As Output-Ready Files become the predominate format for submitting files, several of our customers inquired as to what to do about jobs that have grayscale or color scans. Image reproduction has been an art for many years, and still is even though the tools have moved to the desktop. As with other desktop processes, such as typography, there is a skill set needed to produce high quality work.

To help our customers create high quality illustrated books we have a process in place that allows you to get scans made professionally in advance of submitting the files for production. We refer to this as the P-File process. P-File stands for Photo-File, not an industry term by any means, but just a process where you can provide reflective art, transparencies, and slides in advance of the job. We offer this for grayscale scans, four color images, duotones and line art scans.

Another advantage of having Thomson-Shore do the scanning is not only a knowledgeable staff, but also the high-end equipment used for this process. What really takes the skilled eye in halftone or color reproduction is evaluating the piece of art. Each piece may require different techniques to achieve the best result.

Desktop scanners are getting better in quality, but still don't compare to the optics and bit depth that our scanners have.

Once the actual scan is made, the image is opened and inspected for dust specks, or imperfections from the original art. Once this procedure is completed, we burn the images on to a CD and return the materials to the customer, or we can direct them to the compositor for incorporation into the files.

There are a few requirements for using the P-File process and guidelines for *Preparing Art for P-File Scanning* can be found on our website. Basically, we need to know sizing information and the type of paper the job will print on. Paper plays a big part in creating good scans. Highlight and shadow dots are adjusted due to variation in dot gain between stock types.

Getting your scans done in advance can also save you money when submitting Output-Ready PDF files for the text. We offer a better pricing structure for text files that come in as this format.

So visit our website for more information on sending your art to T-S for high quality scanning.

What to Expect From Customer Service

Besides a smile, a willing ear and loads of experience . . .

The Customer Service teams at Thomson-Shore wear many hats. Their primary and most important job is to communicate with you the customer, while shepherding your title through the manufacturing process.

The service team assigned to you has years of experience in Planning, Prepress, and book manufacturing (an average of 15 years per person). Their experience will help guide you, and if one of our experts is needed, will ensure that you have that resource.

Your Customer Service Representative and Customer Service Associate are available to help you meet your expectations. The CSR and CSA represent your interest during the manufacturing process.

At your service . . . how can we help?

- * Thomson-Shore maintains a paper, cloth, and book library. If you are unsure how your book will look, contact us, we will be happy to provide samples.

- * If you have a must-make date, an event – let us know. We will coordinate your schedule and let you know how decisions will affect your date.

- * Thomson-Shore uses efficient, reliable freight carriers to ship your books. If you would like options, ask your CSR or CSA for rate quotes.

- * Ask any questions you have; we are here to ensure that your book meets your expectations.

Thomson-Shore Ready to Stir Things Up So We Can Serve You Better!

Thomson-Shore's commitment to customers has made us realize that we cannot do things as we have always done them. Advancing technology, changes in the market place, and tough competition are a reality that we must face, embrace, and utilize to stay on the leading edge. With all that in mind, we are making changes in the customer service, marketing, and production areas.

There are good things happening here at T-S. Soon you will start seeing a new look on our website and possibly hearing new voices from the technical teams in Customer Service. We can't give away all the secrets right now, but stay tuned to our website and the next issue of *Printer's Ink* for more details.

PageMaker Users Beware!!!

As the new year turns, companies are analyzing sales forecasts, product lines and revenue streams. To follow suit with this trend Adobe has made some decisions regarding one of their software packages. In January of 2004, Adobe announced that they will discontinue development of the PageMaker product, again.

Originally developed by Aldus Corporation, PageMaker was our window into the desktop publishing world. For close to twenty years PageMaker was on the drawing board of software engineers. When QuarkXPress came on the scene, they were determined to kill PageMaker's market share. Try as they might it doesn't appear that Quark was what would bring about PageMaker's demise.

What are we devoted PageMaker users to do? Well, Adobe has not ignored your years of loyalty. They are providing an upgrade path into Adobe InDesign CS. Along with the upgrade they are also developing a plug-in pack that will provide the popular PageMaker features in-

side InDesign.

Adobe's intention is to make the migration to InDesign as seamless as possible. With the plug-in pack you can expect to be productive within a relatively short time. Complete with training materials, the PageMaker plug-in pack will allow you to switch the InDesign keyboard shortcuts to match those in PageMaker. You can also convert PageMaker 6.0-7.x and QuarkXPress 3.3-4.x documents into the InDesign format.

Once in InDesign there are other advantages for using Adobe's Creative Suite of graphic software. Adobe took careful measures to keep the user interface consistent across these graphic applications. If you are an Illustrator user, the InDesign interface will feel familiar to you. There is also tight integration with Photoshop as well.

Once comfortable with InDesign, you can explore the vast majority of features that InDesign can offer. Some of these features include, but are not limited to . . . high resolution preview of graphics, the ability to view Illustrator

files without that nasty hatch pattern look. Take advantage of the advanced typographic features such as optical kerning control, paragraph composer, or automatic ligature creation. Using OpenType fonts you can set basic fractions, easy access to swash characters or any other of the extended characters in this font format.

For the designers that create cover and jacket files, how did you ever do without the editable drop shadow, feathering, or gradient features offered in InDesign?

Adobe is offering just the plug-in pack for current InDesign users, as well as a new version called InDesign CS PageMaker Edition.

For additional information on the features offered by the Adobe Creative Suite or specifically InDesign CS and the plug-in pack, check Adobe's website at www.adobe.com.

For training materials on all of Adobe's creative software, visit www.totaltraining.com, or www.staffingtools.com

← ***IF YOU HAVE A SHORTRUN (20,000 OR FEWER COPIES) PROJECT UPCOMING, WHY NOT ASK US FOR A PRICE?***

Thomson - Shore, Inc.
7300 W. Joy Rd.
Dexter, MI 48130-9701
phone 734-426-3939
fax 800-706-4545



PRST STD
U.S. POSTAGE
PAID
Permit No. 87
Ann Arbor, MI

ADDRESS SERVICE REQUESTED