

# THOMSON-SHORE, INC.

7300 West Joy Road • Dexter, Michigan

# Printer's Ink

VOLUME 20 • ISSUE 3 • 2004

## *T-S Case Bindery gets a \$3,000,000 Upgrade!*

**B**ack in 1988 Thomson-Shore made a \$1.4 million investment to purchase our own case binder. By not sending work to an outside bindery we reduced customer schedules from 8-10 weeks to 6-7 weeks. With further improvements our current schedules are 4-5 weeks. More importantly, we acquired the expertise to make quality case bound books.

Since the initial installation of the hard cover system in the bindery we have continued to improve the systems and processes to further decrease lead time for the customers while maintaining our traditional high quality performance. In the last couple of

years the binding equipment has been put together to create a one-piece-flow operation from a text block entering at one end of the machine to a completed book being packaged into a box. The sewn book blocks are inserted in one end of the machine and are then glued, trimmed, bound, dust jacketed and shrink-wrapped completely in-line until they are packaged into cartons ready to be shipped to the customer.

Our current case binding equipment is now 16 years old and in need of some significant upgrades and rebuilds. We researched the possibility of refurbishing this line and weighed it against the purchase of newer equipment. Steve Strobel, Dan Donnelly, and Carl Trisdale traveled to Germany for 12 days to evaluate the machinery from available equipment manufacturers. The operators of our current line were kept up to date with several informational meetings and they had the ability to look at the new features of each line and help decide which one they liked best.

*We are very pleased to announce that we have decided to leap into 2005 with a brand new Muller Martini case binding system. This will include all of*

the features of our current line with some significant upgrades in process and technology. This showcase system will be the first completely in-line case binding system, in the U.S., to include the brand new Colibri back gluing line. The Muller Martini equipment is extremely operator friendly and easy to control. Set up on the equipment is fully automated, the operator keys in the customer specifications into the command unit and the complete binding line, trimmer, dust jacketer and stackers set up automatically with the push of a button. Fine tuning adjustments on the machines can be made on the fly, reducing downtime of the equipment and reducing the risk of potentially bad product from being produced.

There are several added features of the new Muller Martini line that will be welcomed improvements for our customers. The spine preparation of the text will have two applications of glue to create a stronger bind and make the books more durable. Every book will be reinforced with back-lining before the book is bound. Although the actual binding line looks much the same as it does now there are still several advantages to the new system. The headbands and gauze paper will be applied with hot-melt glue that will eliminate some quality concerns with 'popping' headbands. There is also an additional hinge glue

*Continued on page 2*





*Dianne DeBoe, case binder operator: "The new binding line will give us easier set-ups and clean-ups. But, the thing I look forward to most is not having to haul buckets of water for clean-ups. We are having a new sink installed!"*

## My Trip to Germany . . . 12 Stitches Later!

"Carl, we are sending you to Germany for a couple of weeks to look at a new binding line." I thought to myself, a trip abroad, the German Autobahn? When do we leave?

As Paul Harvey would say, "Here's the rest of the story."

We were traveling down a two-lane road in northern Germany with two salesmen. It had been snowing for about an hour so the roads were a little slick. As we approached a turn in the road a car coming the other way lost control and hit us head-on knocking us into a ditch on the right side of the road. Her car was spun around and ended up in the left side ditch. The impact was so hard that it threw the windshield out of her car and she impacted the steering wheel so hard she could not move. I slammed my head against the back seat driver's side window and split my head open.

Off to the hospital I go! This experience gave me a whole new appreciation for the term "language barrier." The

doctors and nurses could definitely see what the problem was, but communicating was an entirely different matter. Trying to get them to understand who my insurance carrier was and if they would even accept my insurance was not the most important thing on my mind!

The doctor asked if I wanted to lay down or sit up for the stitches; I told him I was OK sitting. When he started stitching he didn't think it was that bad but then he said 'maybe you should lie down'. OK, maybe I should. By the time he was done he put 12 stitches in my head from the hairline back in the shape of a 'V'. They took X-rays of my head to make sure everything was okay and they didn't find anything!

Everything is fine now. I don't have any lasting effects except for the memory. Now, if they ask me to go to Zimbabwe . . . I may pass.

**By: Carl Trisdale, Continuous Improvement Coordinator**

### *Case Bindery Upgrade, continued from page 1 . . .*

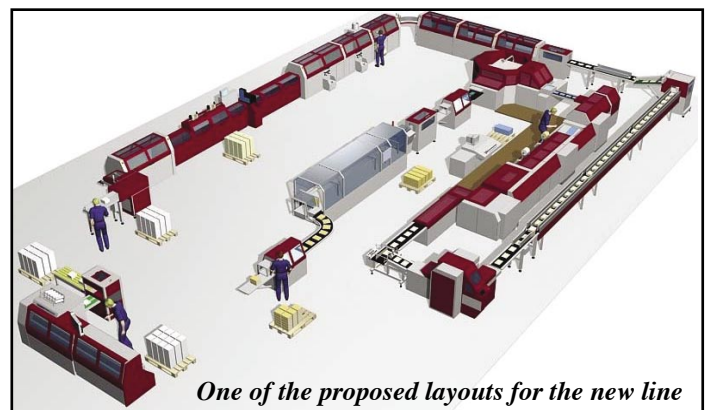
application just before the cover is applied so that larger books have a tighter more durable bind into the case.

The dust jacketing machine is one of the most impressive improvements to the binding system. It has been totally redesigned so the books have a much more gentle transfer through the machine and the jacket application maintains a consistent tight fit that is much improved over our current equipment.

The increased speed of the equipment (60 books per minute) and reduced set up time (10 minutes) will improve lead times for customers and the improved technology mentioned above will continue to keep Thomson-Shore a leader in quality case bound books. The improved design of the equipment will allow us to manufacture a wider range of product in-house for our customers including oblong books and smaller trim size requests. The improvements the case bindery has made over the last few years have allowed us to reduce lead time to 20 working days (depending on submission type). The addition of the new Muller Martini case binding system will further improve our ability to produce a quality book in a shorter time.

We will begin installation of the equipment on December 1<sup>st</sup> and expect to be running production the second week of January. We are currently preparing to send three of our operators to Germany for training so they will be able to hit the ground running when the equipment is in place.

By spending over 3 million dollars on this system we believe we will be in a better position to print more books for our present as well as future customers. In addition, the whole project certainly adds a bit of excitement, anticipation, and new expectations for the running of our business.



*One of the proposed layouts for the new line*

# Printer's Ink



*Bob Deighton (at left), case binder operator: "I am really looking forward to the new line being installed. It will offer us better quality and more consistency."*



*Greg Mineweaser, case binder operator: "We will be able to produce 60 books per minute versus 45 books per minute on the old case binding line."*

## Tips for Scanning and Using Digital Images

Here are some guidelines to follow when preparing images for high quality, high resolution output. Please be aware that good image reproduction is not something that is learned overnight. Each original has to be evaluated as not all images will require the same adjustments. It is in these evaluations that having some expertise comes in handy.

Another major factor in high quality reproduction is ensuring that the scans are of a proper resolution. Otherwise all the adjustments in the world will not yield a good output.

There are several ways to acquire images. They can be scanned from originals, captured digitally with a digital camera, bought from stock photography galleries, taken off a photo CD. In all cases the same rules for resolution apply.

If you are considering purchasing a digital camera to use for high resolution reproduction, you want to ensure that you get a camera that is in the 3-5 mega-pixel range. Anything lower than this cannot capture enough information for good output. However, the costs of these cameras can range in the \$400-\$1000 range.

Now that we have covered getting input, let's discuss what is needed for output.

For **4-color** images as well as **gray-scale** images, you want to ensure that you have between 225 - 300 dpi.

For images that are **black & white line art**, you want to ensure that you

have at least 600 dpi, but even at that resolution you may see some jagged edges. For best reproduction of line art, the resolution should be up around 1000 dpi.

**Scanning images for 4-color reproduction** is full of decisions relative to what you have, the original, and what you want to do with it, the final printed piece.

There are a few basics to keep in mind that make the process more manageable and consistent; selecting the starting point for white, and setting the black limit.

If the selected white area for the starting point causes too much of the scan to have no screen values at all these areas may look spotty or blotchy on the printed piece. To allow for files that are correctable without having to re-scan it is always best to be cautious when selecting the starting point of white for the image.

A scan that has a little too much weight in the white can easily be adjusted in Photoshop with either "Curves" or "Selective Color - Whites". For this adjustment we suggest "Selective Color - Whites", because of the ability to type in the values of the correction you want to make. Note that the "Method" at the bottom of the "Selective Color" dialog box needs to be "Absolute" for a 1-to-1 correction to occur.

The most notable issue when setting the black ink limit, whether with the scanning software, in Photoshop

"Curves" or Photoshop "Selective Color - Black" is the effect it has on the other chromatic colors. Always be aware of the possibility that the other dark colors may shift when adjusting the black limit.

This is why it's our preference to be cautious when making this adjustment with the scanner and maintaining the ability to refine this adjustment in "Selective Color - Black". It can, and often is, also done in Photoshop using "Curves". The total ink limit of black, (you can activate the info pallet to give this reading) that should be applied to reproduce the black areas of your image will vary according to the paper it is being printed on. The limits vary from 260% for newsprint to 340% for coated stock.

Scanning images for grayscale reproduction requires the same evaluations. Based on the stock you will be printing on, you also need to set the end points, also referred to as end dots. Here are our recommendations for the highlight and shadow dots.

Natural stock: 4% - 90%

White uncoated stock: 3% - 93%

Coated/Matte stock: 2% - 95%

It is due to all these technical adjustments that we suggest getting the scans from Thomson-Shore. We can provide the scans in advance of the job coming, this is called a P-file. Using P-file scans you can place, size, and crop as needed without worrying about the quality.

## *Sending Files to T-S Via the Internet*

Back in the good old days (about three years ago) when the Internet was a kinder, gentler place it was feasible to send files to people by attaching those files to an e-mail message.

Over the past several years, the Internet has suffered from assaults by hackers, crackers and just plain criminals. The e-mail message, once a way for academic researchers to send text messages to each other, has become the weapon of choice for delivering viruses, worms, and other computer malware.

On an average day at Thomson-Shore, we typically receive and trap over 1,700 e-mail viruses, most of them are files with .ZIP extensions. And as most of you know, ZIP is a popular compression software for compacting and transporting files. **Therefore, it is no longer practical or reliable to use e-mail as a vehicle for sending files.**

Fortunately, we have a couple of painless solutions for you to use when sending files to Thomson-Shore. Solution number one is using an FTP (File Transfer Protocol) utility, a speedy and more reliable method of sending files. Your customer service representative can set you up with an FTP account and also give you a helpful document that describes how to use FTP. This document is also available on our web site in the Guidelines area.

If you are having difficulties with the FTP utility or just choose not to use it, we have an alternative file transfer method that is not as fast as a FTP utility, but is easy to use, just log into the customer area of our web site and click on the link to **Upload/View Files**, this will take you to the Customer FTP Files page where you have the interface to upload new files. Using this method still requires that you get a login and password, but if you have a current FTP account it will be the same.

If you have any further questions about sending files to Thomson-Shore, please contact your customer service representative.



## **Direct-to-Plate Versus Film**

Remember how a computer system took up an entire room? How huge desktop computers were in the 1980's? The dot matrix printer?

Well, along with those computer dinosaurs, we are seeing the demise of the ability to take composite film and provide as quality of a product as we do with electronic files we receive.

For black and white text production we suggest that you provide Output-Ready PDF files. This requires that all the images be in place for final output and that the fonts are embedded and subset.

For 2-color text, covers, jackets, and inserts, we ask that you send application files with all the graphic and font files that are associated. This gives us the most resources to produce a quality product.

### **Advantages of Direct-to-Plate (DTP)**

With the receipt of application files for covers, jackets, and inserts, Thomson-Shore has a streamlined, state-of-the-art direct-to-plate workflow. Direct-to-plate output produces better quality in that it reduces the opportunity for dot gain, keeps screens and halftone images cleaner, and maintains better registration at press.

Additionally, with application files, we have the ability to correct dimensions, missing bleeds, trapping problems, as well as adjustments we make for manufacturing, such as separating the screens from the solids, and building bump plates, whereas with composite film our means are limited.

Going DTP gives you a first generation output from the files. Using imposition software allows us to process files multiple up. Using all of these software processes versus conventional processes gives us more flexibility when preparing your job for printing.

### **The future of film**

Currently, when Thomson-Shore receives customer-furnished composite film for covers and jackets, we either strip the film onto carry sheets for the Step & Repeat plate frame, or scan it so we can have a digital version to take through our direct-to-plate workflow. Scanning it can really add extra time (to ensure we maintain the integrity of the film we are scanning). Also, once it is a composite scanned image, making changes to that digital version for future printings is not always easy.

With new technology, conventional stripping is becoming obsolete and customer furnished composite film is no longer economical. The materials are becoming more expensive and harder to obtain. And eventually, conventional stripping will be in the museums as part of the history of printing.

For more information on providing electronic files visit our website at [www.tshore.com](http://www.tshore.com).

## Environmentally Responsible Paper – Eco Audits

When you choose to use recycled papers, we can help you communicate your commitment to preserving the earth's forests and natural resources. Placing an Eco Audit in your book is a great way to tell others that you are printing on environmentally responsible paper. This serves to encourage more members of our industry to also follow your lead to engaging in environmentally friendly practices.

Thomson-Shore will calculate the environmental savings of your order, based on the recycled content of the paper you choose (see table of T-S environmental papers), the page count and quantity of books you are printing. The audit will include the savings of trees, water, electricity and pounds of solid waste avoided. We will then prepare a PDF of the Eco Audit for placement in your book. A sample of an Eco Audit is shown below:

Only members of the Green Press Initiative (GPI) may use the GPI logo. Since Thomson-Shore is a member of

GPI, we have permission to use the logo for nonmembers that use us as their printer. Our interest of being environmentally responsible is mutual.

*Here are the paper specifications for our Natures Natural, Smooth Antique Stock, 90% recycled, 50% Post Consumer Recycled.*

Weight 50#	440 PPI	Opacity 92	Brightness 73
Weight 55#	400 PPI	Opacity 93	Brightness 73
Weight 60#	360 PPI	Opacity 94	Brightness 73

### *Four-Color Process Challenges Spot*

Remember the days when you had to send out to the service bureau for process separations? It was quite costly to have these negatives made. During the transition to desktop applications and scanners, it has made four-color process printing more feasible. In fact, four-color process printing is becoming preferable over spot color printing for several reasons.

Transparency, multi-inks, naming conventions (CVC vs. CVU), PhotoShop files, all bring their own little twists into preparing spot separations for printing.

Once we conquer the software issues, we then have to deal with wash-ups and additional setups on press due to having to switch colors between jobs.

Due to the extra processing spot color can bring, and the fact the color images are now economical, we have determined that the cost of four-color process printing should be more in line with Pantone printing.

***Request a comparison on your next quote!***



**green  
press  
INITIATIVE**

KM Empires is committed to preserving ancient forests and natural resources. We elected to print *Empire on the Horizon* on 50% post consumer recycled paper, processed chlorine free. As a result, for this printing, we have saved:

- 306 trees (40' tall and 6-8" diameter)
- 130,446 gallons of water
- 52,41 kilowatt hours of electricity
- 14,382 pounds of solid waste
- 28,251 pounds of greenhouse gases

KM Empires made this paper choice because our printer, Thomson-Shore, Inc., is a member of Green Press Initiative, a nonprofit program dedicated to supporting authors, publishers, and suppliers in their efforts to reduce their use of fiber obtained from endangered forests.

For more information, visit [www.greenpressinitiative.org](http://www.greenpressinitiative.org)

**← HAVE AN UPCOMING PROJECT? ASK US FOR A PRICE!**

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