

## Committed to our Customers and the Environment

Thomson-Shore is committed to decreasing the impact on the environment by making “green” decisions. This includes:

- Minimizing paper consumption by reducing spoilage, reducing extras, and encouraging level schedule printing.
- Maximizing recycled content in paper; currently our track record for 2007 indicates we are at 38% post-consumer waste year-to-date.
- Employing cleaner, waste-free production processes which includes using recycled pallets, recycled solvents and being energy-efficient.
- Encouraging our customers to participate via the selection of recycled paper and the use of eco-audits.
- Continuous Improvements and using responsible methods: which includes our certification with FSC.



Thomson-Shore is now FSC-certified

For publishers pursuing “green publishing” initiatives, here’s big news. On October 10, 2007, Thomson-Shore was certified by the Forest Stewardship Council (FSC) Chain-of-Custody (COC) program.

The FSC is committed to promoting responsible stewardship of the world’s forests. When you select paper that is FSC certified it means that the paper does NOT come from bad forestry practices where timber was illegally logged, processed, transformed, or distributed. This certification program saves our tropical forests, their biodiversity and the livelihoods of the people which depend on them.

**How does our FSC COC certification affect the quality of your books?** It doesn’t. If you ask us to use FSC-certified paper to make your book, the end product will meet your rigorous quality standards.

**What does the FSC logo tell customers who buy your books?** When we use FSC-certified paper to make your book, you have the option to include the FSC logo.

Informed consumers around the globe are beginning to look for the FSC logo on the books they purchase because they know that the book’s publisher supports the highest social and environmental standards and contributes to conservation, responsible management, and community level benefits for people near the forests that provide the paper for their books.

If you have questions, comments, or ideas about Forest Stewardship Council (FSC) certification or the Chain-of-Custody (COC) program, we would love to hear from you. Please call your sales representative.

## Customer Service Corner

At Thomson-Shore, Customer Service does not stop at answering phones; it is in every process we do. We are committed to serving your needs and building strong Customer relationships.

***“I received the book shipment today. I’m very happy. The books look wonderful. The quality is the best I’ve seen, and the process of doing business with all of you has been great.***

***Many, many thanks!!”***

**Jonathan  
Iron Bound Press**

***“The books have arrived today, and look fantastic. My thanks to all the folks at Thomson-Shore for another top-notch job”.***

**JoAnn  
Gold Leaf Books**

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Previous issues of *Printer's Ink* are available on the Thomson-Shore web site [www.thomsonshore.com](http://www.thomsonshore.com). Sign up on the web site to receive notification when the newest issue has been uploaded.

## New to PANTONE® COLOR BRIDGE® ?

The Pantone Solid to Process Guide has been updated as the PANTONE® COLOR BRIDGE® coated.

The color bridge guide was produced on brighter, whiter paper using a digital workflow based on ICC profiling. The spot to CMYK matching was first generated by software and then fine-tuned, therefore the CMYK matches better to PANTONE Colors, than in the previous PANTONE solid to process guide.

Please note that there are significant formula changes and variables in paper color, opacity and texture may affect color. Please alert your customer service representative if you are using the PANTONE® COLOR BRIDGE®. 📄

For more information regarding the PANTONE® COLOR BRIDGE® go to: [www.pantone.com/pages/products](http://www.pantone.com/pages/products)



## WHAT'S NEW

Thomson-Shore now emails your copy of the BOL (freight bill of lading) real-time. If you would like an automatic email with your BOL, please let your customer service representative (CSR) know at job receipt. The CSR will enter your email address into our system, and when the BOL is completed, you will receive a copy.

## THOMSON-SHORE ANNOUNCEMENT

Thomson-Shore has re-branded and in doing so we changed our website address to: [www.thomsonshore.com](http://www.thomsonshore.com)  
Same great content and service, just a little different name.

## We Love OpenType Fonts

Thomson-Shore asks that you convert your Multiple Master (MM) fonts.

Still using fonts with the MM file extension? For the sake of quality and consistency, Thomson-Shore is requesting that our customers transition from Multiple Master fonts to OpenType fonts. Here's why:

- MM fonts haven't been developed or sold by Adobe since 1999.
- MM fonts are not cross-platform compatible; they don't work with Mac OS X or Windows Vista.
- MM fonts are difficult to output and often produce unpredictable results in proofs.

We want to make sure that your books look exactly as intended. OpenType fonts are user-friendly, and they work

on both Macintosh and Windows platforms, so when you lay out your book using this font format, you know there won't be any strange font errors or surprises in your proofs.

As you migrate to OpenType, we promise to diligently alert you if any of the work you send us still contains MM fonts. We will flag your job and request that you check your proofs carefully to ensure that there were no font issues with the MM fonts.

For additional information and a complete list of Open Type fonts from Adobe go to: <http://www.adobe.com/type/opentype/>

For specific questions about your upcoming jobs, please contact your Sales Representative. 📄

## What is Old is New Again... with Modern Technology

### Rough Cut Edges Now Available on Case Bound Books

A group of customers told us they wanted their books to look more “Old World,” historical and sophisticated. We responded with new equipment that produces pages with “faux deckle” edges that look feathered and untrimmed like those of handmade paper. Kind of funny that we needed new technology to make something look old and handmade, isn’t it?



At your request, we can manufacture a case bound book with a rough front edge. The head and foot of the book will have the straight trimmed edge. In case you’re wondering, here are the specifics:

- The stock needs to be fairly flexible; 360 ppi is the maximum ppi.
- Any book inserts will have straight edge.
- The rough edge is available on case bound books only.

Interestingly, early printers looked upon the rough edge as a defect, and almost always trimmed it off before binding. In recent years, the deckle edge has made a comeback as a design element. The “Rough cut edge” is created by tearing or sawing the edge of the paper.

If you think your case bound book might benefit from decorative, textured edging, please give us a call and your friendly sales representative will send you a sample book. 📖

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## Thomson-Shore offers more choices!

Thomson-Shore has partnered with a warehouse in order to offer more choices of b-cloth colors.

b-cloth is defined as the feel of woven fabric (cotton cloth coated with acrylic pigment) with the ability to repel water and a durable finish. B-cloth is available in vellum and linen finishes.

Linen is defined as a loose weave and provides a crisp, textured finish; if it is foil stamped, there might be “pin holes” where the weave is non-existent. Vellum is a tight finish and promises excellent foil stamping. Please contact your representative to request samples. 📖

The cloth colors now available:

- |                |                 |                |
|----------------|-----------------|----------------|
| • Paprika      | • Sterling      | • Eggplant     |
| • Chili Pepper | • Gunny Sack    | • Eucalyptus   |
| • Strawberry   | • Canvas        | • Rain Forest  |
| • Mixed Berry  | • Flare         | • Hunter       |
| • Cranberry    | • Poppy Seed    | • French Roast |
| • Fern         | • Scarlet       | • Vanilla      |
| • Field Green  | • Mahogany      | • White        |
| • Teal Green   | • Slate Blue    | • Metal        |
| • Sky Blue     | • Colonial Blue | • Black        |
| • Blue Twine   | • Navy          | • Silver       |
| • Blue Canvas  |                 |                |
| • Blue Ribbon  |                 |                |
| • Sea Depth    |                 |                |
| • Pewter       |                 |                |
| • Hickory      |                 |                |
| • Santa Fe     |                 |                |
| • Butterscotch |                 |                |
| • Wicker       |                 |                |
| • Praline      |                 |                |
| • Dove Grey    |                 |                |
| • Slate Grey   |                 |                |



## HANDY CONTACTS

### Customer Service Teams

#### Trade & Professional Market Team

**Laurie Schiller**

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## Have an upcoming project? Ask us for a quote!

To submit a request for a quote, please complete an on-line request at [www.thomsonshore.com](http://www.thomsonshore.com) or contact your Sales Representative at 734-426-3939.

Please note that you could receive quotes and/or price confirmations from one of the following addresses.

arlenee@tshore.com  
susant@tshore.com  
peggyk@tshore.com

richm@tshore.com  
crystald@tshore.com

## ASK THOMSON-SHORE

You can now submit any printing related questions through the Thomson-Shore web site and we will answer them. Questions can be submitted online at: [www.thomsonshore.com](http://www.thomsonshore.com)

**Q:** If sending PDF files, do I really need to see Proofs?

**A:** Only if you had us make corrections, otherwise we are outputting from your PDF file what you have already proofed. By not needing proofs you will save time and money.

**Q:** How should I send in my fonts to the FTP site?

**A:** When sending in fonts via FTP please put fonts in a folder on your desktop and compress the files before placing them on FTP. This prevents the fonts from coming over incomplete.

***“My books arrived today and they looked absolutely fantastic! Please pass along to your entire team my great appreciation for a really superb job...and my true admiration for their total professionalism. Every detail was flawless. The process worked like clockwork. Your effective coordination of the whole project was amazing. In short... You guys are the best!”***

**Jack Warner**

## Upcoming Events

**Professional Scholarly Publishing  
Annual Conference  
February 6th - 8th, 2008  
[www.pspcentral.org](http://www.pspcentral.org)**

# THOMSON-SHORE CAPABILITIES

## Spine Bulk

- Perfect Bound: minimum 5/32 – maximum 2 3/8
- Case Bound: minimum 5/32 – maximum 2 1/2

## Page Counts

- Depends on Paper Weight
- Not to exceed Spine Bulk
- Divisible by eight

## Quantity

- Minimum 200 – Maximum 50,000\*
- \* For large print runs Thomson-Shore might recommend incremental printing (your sales representative would be happy to discuss how Thomson-Shore can provide you with the most efficient, economical manufacturing of your project).*

## Trim Size

- Minimum 4.5 x 6 – Maximum 9 x 12

## Text Copy

- Output Ready PDF
- APP / PostScript / PDF
- Camera Ready Copy
- Halftones

## Text Stocks

- Natural Stock 50#, 55#, 60#
- White Stock 50#, 60# & Hi-Bulk
- Enamel Stock 70#, 80#
- Matte Stock 70#

## Text Ink

- Black Ink
- Black & 1 PMS
- 4color
- 4color throughout is referred to Kings Time Printing

## Cover & Jacket Copy

- Output Ready PDF
- Camera Ready Copy
- Composite Film
- Thomson-Shore to separate

## Cover & Jacket Stocks

- 10pt C1S
- 12pt C1S
- 65lb White
- 80lb Enamel
- 100lb Enamel
- Other

## Cover & Jacket Inks

- Black Ink
- Black + \_\_\_\_\_ PMS Colors
- 4color Process

## Cover & Jacket Coating

- Gloss Lamination
- Matte Lamination
- Matte Etching
- Scuff-Free Lamination (Scuff-Free is non-layflat only)

## Binding

- Perfect Paperback
- Sewn Paperback
- Notch Paperback
- Rounded Corners Paperback
- Smyth Sewn Case
- Notch Adhesive Case
- Printed Case
- Faux Deckle Case
- Shrink Wrapping

## Proofs

- Digital Proofs

To submit a request for a quote, please complete an on-line request at [www.thomsonshore.com](http://www.thomsonshore.com) or contact your Sales Representative at 734-426-3939.

## Tech Tips

In Acrobat we have found a useful tool for checking page numbers without having to zoom in and out all the time. The Loupe Tool (Tools/Zoom/Loupe) allows the user to quickly check photos and other items in the PDF file.

Jeff Rhoades  
*Tech Support*

*I didn't want to go to bed without taking a moment or two to thank you from the bottom of my heart for the way in which you went the extra mile for me this afternoon. I am so thankful!*

*Kenya*

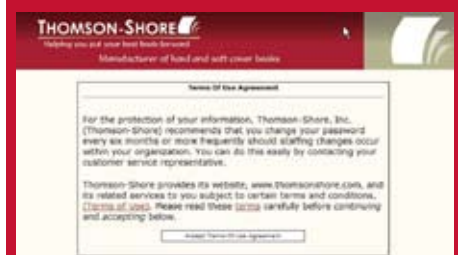
## Announcement

Thomson-Shore is continually updating and improving our web site.

If you have a secure log in and password with Thomson-Shore, we have added a security message. This message will pop up periodically asking you to agree to the Terms of Use Agreement. This message will also remind you to consider requesting new passwords.

When you receive this message, please click the "Accept Terms of Use Agreement."

If you have any questions, please contact your customer service representative.



## IN MEMORY OF...



**Charles Schiller,**  
1952 - 2007

All of us here at Thomson-Shore were shaken and saddened by the sudden loss of two of our long-term employee owners this summer: Charles Schiller, our Executive Vice President and Larry Broat, our Information Systems (IS) Manager.

Charles, or Chuck as we all knew him, worked for Thomson-Shore since 1972 and moved from his first position as a press operator in 1972 all the way to



Executive Vice President during his employment here.

Larry, who also began his career as a press operator, started working here in 1979. He went on to create our information systems area by first being a computer operator, data entry supervisor and then in 1986 our IS Manager. Larry spent the rest of his employment with us managing that ever-changing area.



**Larry Broat,**  
1950 - 2007

Larry's wife Lee sent us a note of thanks that included her thoughts. She said, "Larry was a person who cared a lot about the people he worked with. He went to work every day to assist in making the best product Thomson-Shore could."

Well for Larry and Chuck, we cared a lot about them too and will greatly miss their experienced contribution to our organization. 🍃

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**THOMSON-SHORE**   
Helping you put your best book forward