

PRINTER'S INK

The Search Is Over

We are pleased to announce the search is over for a new president for Thomson-Shore. Kevin Spall was welcomed into Thomson-Shore after several months of searching for the right individual who could lead Thomson-Shore to a successful future. Since arriving at Thomson-Shore Kevin, has been doing a lot of listening and learning about practices and procedures.

"I am not someone who is going to come in with a pre-defined agenda," he said. "The company is doing very well with strong, top-line growth, a great reputation in the industry and fantastic manufacturing processes."

"(CEO Myron Marsh) and the employees have done a wonderful job positioning the company well to be healthy and strong. My intent initially is to come in and meet everyone, spend time with all the employees and absorb the organization and understand where the strategies have brought them. There is a lot of new equipment coming in which we are very excited about. We will be focused on bringing these new capabilities online. This growth represents our commitment to our customers and we must assure them a successful start up. A lot of my time will be to roll up my sleeves and understand how the business runs day to day."

"I have been in the book business for many years and a majority of that time in the major publishing metros, like New York and Chicago. I have a strong network there and I am excited to talk to customers about Thomson-Shore."

Spall's experience in the publishing business began right after college. The 40-year-old Rochester, N.Y., native graduated from Edinboro University in Pennsylvania with a degree in graphic arts and graphic communications.

"I was looking to get into the design business and my grandfather was selling printing for a commercial printer in Rochester," he said. "He set me up to meet a company and they hired me for an entry-level position in the pre-press area. It was an opportunity to get into the business and that's what I was looking for."

Kevin spent six months in that role before being promoted.

"They had just purchased a computer system, which was new for the industry at that time," he said. "I had just enough computer experience from college that I was the one chosen to get the system to work. I have been in the industry ever since."

Kevin first became interested in the position because of Thomson-Shore's proven track record and the company's well-known commitment to its customers.

"I heard about the position through a recruiter," said Spall, who along with his wife Rachel, has four children (Martha, 12; Caleb, 9; Noah, 2; Beatrice, 1). "I just got the basic overview of the job and thought it was a good fit and a nice position for me in regards to what I had done in my career. I was excited when I heard about it."

And Thomson-Shore was certainly going to pursue Spall, who brings with him plenty of experience.

"Kevin comes to us from RR Donnelley Corp., where his last position was executive director, global services for financial and corporate markets," said CEO Marsh. "Other positions he held at Donnelley included director of business development, trade books and director of technology. He has also been

(Continued on page 2)



Customer Service Corner

"Helping you put your best book forward"

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.

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

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vice president of sales and president of John C. Otto, a commercial printer. His background and experience will be very helpful in leading our company in achieving our goals. "We are confident that Kevin has the energy, qualifications and necessary qualities to lead Thomson-Shore into a successful future." While Spall knew about Thomson-Shore and could easily investigate the company's profitability, the interview process and the people he met, only increased his interest in the company.

"Myron Marsh and I had a wonderful initial talk and we were interested in pursuing the conversation," Spall said. "Myron actually came out to see me next, which I thought was interesting. It showed me how serious they were, and it also showed me that this was a company that really wanted to meet the people interested in that the position. We had a wonderful dinner and a great talk about the industry, the company and what Thomson-Shore was looking for in a new president."

A few weeks later, Spall and his wife visited Dexter. "I saw it as a great opportunity to learn more about the company and to see the area," he said. "I also liked that they invited Rachel. It showed me that they understood that this was much more than a career move, but a family move as well. It also told me that this company wanted someone who liked the area, wanted to be here and was looking for a long-term commitment."

Kevin spent three days in Dexter, including one full day with the company, while Rachel spent the day with Myron's wife, Beth. "I had wonderful meetings and met great people and it was an extraordinary process," he said. "Every interaction I had with the leaders of the company or employees of the company, just built on the last interaction I had. Each one was positive and engaging. Everyone was positive about the direction of the company and excited about where it was heading. I also learned that this is a company the employees are very proud of no matter what their role is." After meeting with the board of directors, Spall then met with the managers. "The last part of the day was different than other interviews I have been involved with," he said. "They put together an employee team to be part of the process and I spent some time with them. And they were as much a part of this process as everyone else. They had thoughtful and engaging questions and this type of involvement and interaction was very impressive. "They were looking for someone who could come in and interact well with the employees, managers and the whole organization and it's something that I feel I will bring to the company," Spall said. "I will be very approachable and open to engagement with everyone in the company and be aware of what's happening in all aspects of the company."

Kevin has seen the industry grow, change and adjust over the years.

"A lot has changed over the years and a lot hasn't," he said. "A lot of technology has influenced the industry and it happened quickly in the early 1990s. It was the same process for decades and then in just a matter of years the new technology changed the entire dynamic. "The quality has gotten better, but the output hasn't changed a lot. The business that Thomson-Shore specializes in, the output is still focused on a high quality book." And Spall has always believed in quality.

"I have always loved the printing business and always will," Spall said. "My grandfather was in the printing business for 40 years so it's been good to my family."

That family has now found a home in Michigan and at Thomson-Shore. 


Help from Job Engineering

Whether you are a seasoned veteran or a first timer we offer several options for submitting jobs. Listed below is a brief description of each of these:

*InSite: Is a web based tool that allows customers to upload files to Thomson-Shore, view proofs individually or as a group, mark up proofs to indicate corrections and approve or reject proofs any time 24/7. This is recommended for the multi job user. Insite is energy efficient and environmentally friendly, it does not require resources to ship paper proofs to your place of business. This can save you time, money and help you protect the environment.

*FTP(File Transfer Protocol): This is also a web based tool that allows you to upload files directly to Thomson-Shore. This can be for anyone comfortable with computers from the first time customer on up. Proofs can also be sent via email or hardcopy.

*Disk/Removable Media(Floppy,Travel Drive, Zip or CD): This is another way of sending files, although this method is the least efficient, economical or environmentally friendly.

Additional information about these items can be found on the Thomson-Shore website www.thomsonshore.com or by contacting your Customer Service Representative. 

Informational Webinars

We are committed to bringing our customers valuable information and another way Thomson-Shore is making it happen is with webinar training sessions. Check our news & events section of the Thomson-Shore website www.thomsonshore.com to look for up and coming sessions on many topics of interest.

If you would like to see any specific webinar topics contact:

Keith Mitchell

email: keithm@thomsonshore.com

phone: 734-426-6353

We always welcome any feedback.

“When it comes to Green, don’t let getting it perfect get in the way of getting started”

While there is plenty of room to debate the issues surrounding the “green” movement, consumers are making decisions in favor of business demonstrating environmental stewardship. A report by Goldman Sachs states that companies viewed as leaders in developing social or environmental policies, outperformed their respective market index by 25% since 2005. It is becoming clear that consumers are seeing a value in products that have a positive connection to our environment.

Four ways publishers can demonstrate environmental stewardship are to: 1) Reduce paper usage, 2) Use recycled papers, 3) Specify certified papers, and 4) Use cleaner waste free processes. More specific information on alternatives for each of these points can be found in the Reducing Climate Impacts guide on the Green Press Initiative website at www.greenpressinitiative.org or by following the links from our own website.

After you have accomplished a green initiative or improvement you will want others to know about your efforts. Green branding will help you convey the difference between your product and others that are on the market. How do you do that? Just think of Al Gore as someone that was rebranded

green. He went from Vice President to be a leading advocate for climate change. His green brand actions offer the “Branding 101” steps to follow:

1. Be clear about what you stand for.
2. Focus (can’t be all things to all people).
3. Customize your message and make you own.
4. Don’t exaggerate (no “green washing”).
5. Profits need to offset costs (measure and communicate value).

Any effort toward improving our environment is a step in the right direction and clearly the right thing to do. Helping your customers see the value in these efforts is part of an effective brand.

Ask your Thomson-Shore Customer Service Representative about including an eco-audit for recycled papers that you chose for a project. If you are using a Forest Stewardship Council (FSC) certified paper ask us about the use of an on product logo. We all want to feel good about what we purchase. Your own green brand can bring recognition while inspiring others to do the right thing.

Thomson-Shore’s new website A place for publishers

Our new website (www.thomsonshore.com) has launched and we have received rave reviews. Customers have found it to be an exciting new look and feel with easier navigation and powerful tools, such as helpful guidelines, spine bulk diagrams, communication tools, environmental resources, etc. Thomson-Shore is continually seeking better ways to add service for their customers and this is one of those ways. You can find us at www.thomsonshore.com.

As always any comments or if you would like to see new features or changes to the website. Your feedback is always welcomed and can be sent directly to: keithm@thomsonshore.com.



If you would like to receive Printer’s Ink as an electronic version. Please sign up for our mailing list on the homepage of the website www.thomsonshore.com

Thomson-Shore is continually updating and improving our website.

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.

What’s in your Ecological Footprint?



Thomson-Shore, Inc. is committed to preserving ancient forests and natural resources. Our last calculated total combined savings using post consumer recycled paper, processed chlorine free, saved:

52,399 Trees (40’ tall and 6-8” diameter)
22,257 Gallons of Wastewater
8,951,430 Kilowatt Hours of Electricity
2,453,233 Pounds of Solid Waste
4,819,826 Pounds of Greenhouse Gases

Thomson-Shore, Inc. is dedicated in its efforts to conserve natural resources, and was the very first printer to become a member of the 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

THOMSON-SHORE
Helping you put your best book forward

At Thomson-Shore we are committed to helping our customers with making the best environmental choices for their projects. When using environment friendly materials you have significant impacts on saving the environment. That is why we have made eco-audits available. Request your eco-audit in your next project to see the savings each and every project has on the environment.

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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 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@thomsonshore.com

susant@thomsonshore.com

peggyk@thomsonshore.com

richm@thomsonshore.com

greggb@thomsonshore.com

ASK THOMSON-SHORE

You can now submit printing related questions through the Thomson-Shore website and our experts will answer them. Questions can be submitted online at:

www.thomsonshore.com

Q: What are my options for a Gatefold cover, on my perfect bound book?

A:

1. Softbound books can be as small as 4"x6" and as large as 12"x12".

2. Cover can be short of text, flush with text, and overhang text. Surveys of book readers indicate, readers prefer flush with text. Covers short of text is most economical and can be used on perfect bound books, notch bound or sewn books. Covers that are flush with text or overhang text require the books to be perfect bound.

3. To achieve the "old world – hand-made book appearance", you can have rough front text on any of the cover options listed above.

4. Flaps can be as small as 2.25" and as large as ½" shorter than the cover it is adjacent to.

5. Quantity must be at least 200.

"Helping you put your best book forward"

Upcoming Events

CIP

The New York Center for
Independent Publishing

Dec 6th - 7th, 2008

Midtown Manhattan

www.nycip.org

THOMSON-SHORE CAPABILITIES

Spine Bulk

- Perfect Bound: min 5/32" – max 3"
- Case Bound: min 5/32" – max 2 3/4"
- Notch Case: min 1 1/32" – Flat Back Case: min 1/4"

Page Counts

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

Quantity

- 200 min – 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

- Perfect Bound: 4" x 6" min – 12" x 12" max
- Case Bound: 4.5" x 6" min – 10" x 12" max
- Short side binds Case: 6.5" x 6" – 10 x 9 3/4
Perfect: 6.5" x 6" – 12 x 11 3/4
- Square Trims Case: 6" x 6" – 12" x 12"
Perfect: 6" x 6" – 10" x 10"

Text Copy

- Output Ready PDF
- Application / PostScript files
- 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 Inserts
- 4color throughout is referred to Imago Printing

Cover & Jacket Copy

- Output Ready PDF
- Application / PostScript files
- Composite Film
- Camera Ready Copy

Cover & Jacket Stocks

- 10pt C1S
- 12pt C1S
- 65# 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-Resistant Matte Lamination
- Scuff-Resistant Layflat Matte Lamination

Binding / Finishing

- Perfect Paperback
- Sewn Glue on Cover (Paperback)
- Notch Paperback
- Smyth Sewn Case
- Notch Adhesive Case
- Rounded Corners (Paperback)
- Flatback
- Printed Case
- Rough Front-Faux Deckle (Case)
- Gate Fold – French flap (4 options available)
- Bind-In CD's
- Shrink Wrapping

Proofs

- Digital Proofs
- PDF Soft Proof
- Insite

To submit a request for a quote, please complete an on-line request at:
www.thomsonshore.com or contact a Sales Representative at 734-426-3939.

Tech Tips

Illegal Characters in File Names

We often receive files with illegal characters that Thomson-Shore must rename before we can work with the job, be sure to watch how the files are named by avoiding the following characters: ? [] / \ = + < > ; : " , * ! ! @ # \$ % ^ & . This includes fonts and graphics as well.

Shari Bromley
Pre Press

Thank you so much for being so pro-active and keeping this on schedule! Once again we are reminded of why we appreciate you as our Customer Service Reps!

Marsha
Mercer Publishing

Thomson-Shore takes great efforts to be earth friendly and we appreciate all the steps our customers are taking in their earth friendly initiatives as well.



Announcement

In a continuous effort to bring you the latest news, events and just what's happening around Thomson-Shore, we have been sending email updates. If you are not receiving news from Thomson-Shore please sign up at the main homepage on the website:
www.thomsonshore.com

Customer Update

To help us serve our customers: If you have made any changes to your address, email, phone, etc. Please contact Thomson-Shore to update your customer account.
Thank You

Meet George, new Sales Representative for the Southern Region



While George Goeddeke will be shaking a lot of hands and sending out plenty of e-mails in the coming months, he also will be introducing potential customers to Thomson-Shore. The details and commitment behind what makes Thomson-Shore an industry leader in many places around the world aren't widely known in the southeastern part of the country.

Goeddeke has the "wonderful opportunity" to help change that.

"The reputation of Thomson-Shore among publishers is excellent, but sometimes unknown in parts of the southeast," said Goeddeke, who became Southeast Regional Sales Manager on June 9. "This gives me an excellent opportunity to educate those individuals on how Thomson-Shore can assist them with their publishing needs."

And while potential clients won't recognize the name Goeddeke, most will have at least heard of

Thomson-Shore. George, a native of White Lake, Mich. and a graduate of Central Michigan University, is excited about filling in the blanks behind what makes Thomson-Shore the best choice in book publishing.

"It's a great opportunity to work with an industry leader and a company with such great environmental values in the publishing and printing sector," said Goeddeke, whose background is in printing and real estate. "As a member of the Thomson-Shore team I look forward to a future of opportunity and growth with the prospect of partnering within the publishing community to provide mutually beneficial relationships."

George, who now calls Tallahassee, Fla. home, will serve clients in West Virginia, Virginia, Kentucky, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Tennessee and Florida. He believes he can deliver on delivering high quality products to customers in this "hot" area of the country.

"I have a sincere passion for the book printing industry and the desire to build beneficial relationships in the publishing community," said Goeddeke, whose hobbies include sports, travel, music and politics.

"My customers can expect responsiveness and client-based solutions."

Terri Barlow, vice president of sales and marketing, is excited to have George as part of the Thomson-Shore team.

"He has great knowledge of book manufacturing and the needs of the customer," she said. "His strengths include a high level of interpersonal skills, his can-do attitude, and of course the fact that he lives in the southeast which is the territory he covers."

"I think he will bring Thomson-Shore and their customers a sort of friendly, quiet confidence-competence to their needs. He is very detail oriented and appears very self motivated for success."

His first order of business will be to explain to customers what makes Thomson-Shore special.

"There is a difference between Thomson-Shore and our competitors," he said. "Aside from state of the art technology applied throughout the entire manufacturing process, a system of continuous improvement driven by employees directly resulting in the fulfillment of customer needs is what makes us unique".

"The company is innovative and team-oriented."

Welcome to the team, George. 🍷

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