

BookSmart



Turning Memories into Profits

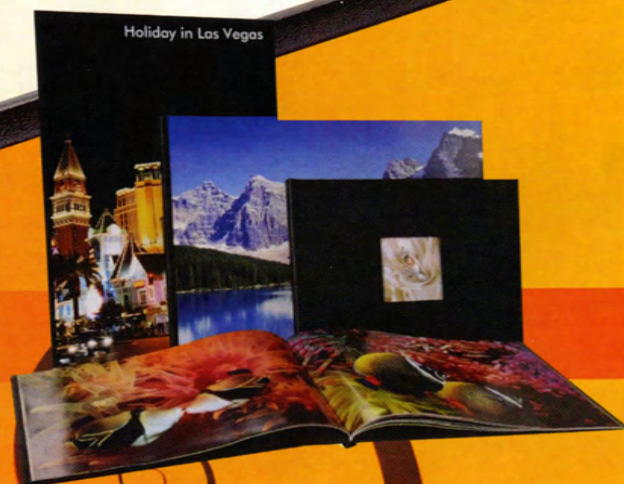
IN THIS DIGITAL AGE, MUCH OF WHAT WE NOW OFFER OUR CUSTOMERS REFLECTS THE INCREDIBLE TECHNOLOGY THAT HAS ENTERED OUR EVERYDAY LIVES.

In most ways, technology has simplified our lives, but sometimes we hearken back to the days when life seemed simpler without technology. Rolls of film turned into photo albums and place them on our favorite bookshelf.

Photo books are somewhere in the middle. Yes, they are high-tech photo albums, born from digital images, but in reality they still fulfill the basic desire for people to archive their memories for their own enjoyment and for future generations.

It seems that photo books are not "creative enough." Others are just too intimidated to begin, possibly feeling they are not finished, never to return. Others are just afraid of the technology. For those who have embraced the technology, however, the results are nothing short of incredible. Today's photo books rival professional picture albums that in the past cost hundreds or even thousands of dollars. With a little effort, some hands-on training and some extra organization, your customers will see the value of spending a little extra time to create these wonderful keepsakes.

And for retailers, photo books once again provide print margins reminiscent of the days of film. On the following pages, we feature some of the latest offerings in photo book technology for retailers of all sizes, and we encourage you to seek unique solutions for your business that help drive photo book profits—and inspire your customers to again embrace the importance of preserving memories for future generations.



On Demand Machinery: A Dynamic Leader in Photo Book Printing

By Jason Schneider

ON DEMAND MACHINERY specializes in designing and manufacturing photo book making machinery. Their customers include online giants plus retailers and fulfillment houses.

ODM's goal is to supply state-of-the art machinery that enables clients to turn out large volumes of high-quality books efficiently and cost-effectively, and to satisfy customers who order anything from a single one-off album to thousands for commercial purposes. To see why ODM is important for photo retailers at all levels, we interviewed John Jacobson, Jr., CEO. "My father, John Jacobson, Sr., bought American Graphic Arts in 1985. I joined the company in 1987 after graduating from RIT; my brother Kevin joined us in the early 1990s. Then, we specialized in used machinery, but because of my father's background in bookbinding machinery and commitment to craftsmanship, we began custom retrofitting equipment. When we could no longer find the used machinery that was our mainstay, we began manufacturing our own in the USA—starting with a hand-operated case-making line.

"By the mid '90s, with the advent of on-demand printing, it became clear the book publishing model would change forever," notes Jacobson. "We saw that the need for equipment capable of creating one book at a time would expand exponentially. So we introduced a line of hardcover equipment at the 1997 On Demand Digital Printing and Publishing Show. We then launched On Demand Machinery as the marketing vehicle for our on-demand hardcover bookbinding machinery that accommodates runs of any size using relatively low-cost, easy-to-operate equipment.

"Our system includes a case-making line that produces the hardcover, a casing-in machine that binds and glues the pages into the cover, and a building-in machine that creates the final book by pressing the pages together and forming the joint. Extras include a Super Sewer for thread-bound books and a die-cutting machine for creating cover windows.



John Jacobson, Jr.

We're working on even more automated machinery to make the process less hand intensive and minimize the human factor. Book printing is a seasonal business; if our customers can use seasonal employees to create photo books, it enhances their profitability.

"We educate clients on how to make a proper book that lasts decades, and to do so repeatably to a high standard at the press of a button. The output of our latest Super Smasher/Super Sticker combo is four times greater than our comparable semiautomatic system for smaller book producers, and the typical large volume producer can amortize the pair's \$220K cost in 2-3 years.

"We're pleased with the response to the latest version of our package," says Jacobson. "It includes our Sticker XXL casing-in machine for large-format books to 18x18 inches and 4 inches thick, and the Smasher XXL that puts the book together into a perfect joint using pressure and heat. We offer these semiautomatic machines at the same price as our previous line—about \$65K per pair.

"We take pride in the fact that ODM machines produce books that not only convey the *image* of quality and permanence but deliver it. Our machinery is totally flexible in terms of book size and cover type, can create a staggering variety of custom products and is utterly reliable.

"I'm pleased to say we've become a household name in this market, and we expect to exceed last year's performance. ODM is a perfect example of the American dream," notes Jacobson. "We start off with bare metal and fabricate the parts in Elizabeth, New Jersey; most of our motors, hydraulics and electronics are sourced from U.S. companies. We choose to make it here, and if we can't, we close.

"ODM was the first with the latest; that's why we've captured a big piece of our market—making books that preserve cherished memories for a lifetime. Just as important is our commitment to innovation. We've just launched the Super Sewer XXL (about \$80K) that sews bindings for books up to 18x18 inches and 1 inch thick.

"Our mission statement is straightforward: providing simple, cost-effective machines and backing them up with technical knowledge and know-how for the efficient production of books."

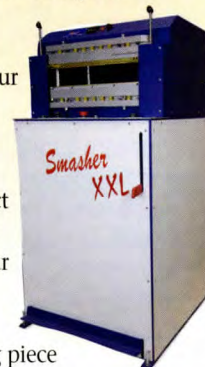


PHOTO BOOKS MADE SIMPLE!



“A picture is worth a thousand words.”

ODM photo books can be described with just one word...

‘WOW’!



That's what your customers will say when they order their next set of digital color prints...
‘case-bound’ in a hard cover photo book!

Take the first step in producing ‘library-quality’ photo books with the ODM Case Binding System ...from wallet to tabloid hard cover books.

Contact ODM today and learn about our partner program.

Download Demo Movies: www.ODMachinery.com

ON DEMAND MACHINERY

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Learn about the ODM line of bookbinding equipment
...from sewing-in, to casing-in and building-in.

FREE brochure on **Photo Books Made Simple!**

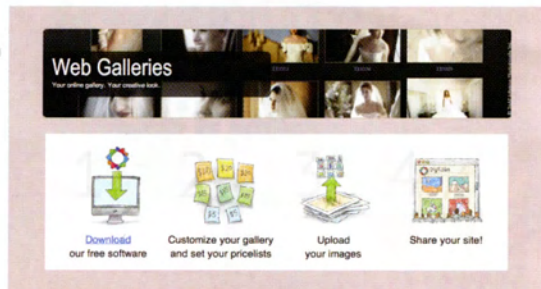
FREE ‘How-To’ guide on hard cover bookbinding and its application in producing ‘library-quality’ books.

QR Barcode Just scan and download or visit:

<http://www.ODMachinery.com/news.htm>



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that makes it quick and easy for clients to view and order the prints of their choice,” said Chanan Steinhart, CEO and a cofounder of DigiLabs. “The new platform will also enable DigiLabs Pro to easily add features and functionality in the months ahead.”

Web Galleries Classic, with the traditional design of previous galleries, will continue to be available for a limited time. And, there are several programs and pricing options for Web Galleries Pro based on hosting and volume needs. digilabspro.com/web-galleries/easy-plans.shtml.

Canon Earns Buyers Laboratory Awards For iPF8300S Large-Format Printer

Lake Success, NY—Canon USA received the Outstanding Document Security Solution and Outstanding Color Inkjet Wide-Format Production Photo Printer Summer Pick awards from Buyers Laboratory (BLI) for its uniFlow Serverless Secure Print solution and imagePrograf iPF8300S large-format printer.

“These awards recognize Canon’s commitment to providing our customers a comprehensive suite of imaging solutions that take output production and management to the next level,” said Junichi Yoshitake, senior vice president and general manager, Imaging Systems Group, Canon USA.

The 44-inch Canon imagePrograf iPF8300S eight-color large-format printer broadens Canon’s offering to the photo, graphics arts and production markets by providing a balance of productivity and print quality. The printer uses Canon Lucia EX pigment ink, and the eight-color system covers a reproducible color gamut that was expanded 20% beyond previous S-series models. With its new pigment materials and structure, the Lucia EX ink set is designed to achieve greater shadow details, deeper black density and overall scratch resistance.

Celebrating its 50th anniversary, twice a year with its “Pick” awards, BLI gives special recognition to the hardware and software products that provided the most outstanding performances in BLI’s unique evaluations. usa.canon.com



iPF8300S

ODM How-To Guide on Hardcover Bookmaking Now Available As a Free Download

Elizabeth, NJ—On Demand Machinery has an electronic version of its “Bookbinding Made Simple” how-to guide on hardcover bookbinding and its application in producing books for the on-demand digital print industry.

The eight-page pamphlet is for the benefit of on-demand book publishers, photo labs and manufacturing personnel engaged in digital printing. ODM believes that printers and photo labs who offer photo books can add value to their finished product by adding a hardcover.

The company looked beneath the cover to show just what takes place from the time printed sheets are delivered from on-demand digital printers until the finished book is in the customer’s hands.

The guide takes readers on a tour, explaining terminology with graphic illustrations—from sewing and casemaking to casing-in and building-in.

ODM’s goal is to show on-demand print providers how easy it is to produce single-copy hardcover books in large quantities with virtually no make ready. Visit odmachinery.com/news.htm to download the guide.



SGIA Sets Agenda for Hands-On Dye Sublimation: Basic to Advanced Workshop

Fairfax, VA—The Specialty Graphic Imaging Association set the agenda for its Hands-On Dye Sublimation: Basic to Advanced workshop, November 3–4, 2011 in SGIA’s laboratory in Fairfax, Virginia.


The workshop is designed to open up a new world of revenue possibilities for print providers and help them fine-tune their skills.

Presenters will discuss the science behind sublimation technology, current dye-sub systems, consumables, software, and general and product-specific accessories needed for success. According to the SGIA, business

owners and production personnel interested in learning about this form of printing, or developing a product range that can be done with small to medium investment and limited space, should attend the workshop.

The day one lecture, an overview of the dye-sub process, materials and print technologies, covers equipment, substrates for screen-printing, inkjet, toner-based solutions and offset printing that can be used to print dye sublimation. Also featured are: small object printing, hands on in the lab; dye-sub troubleshooting and heat presses; dye-sub color management; cost comparison of technologies and marketing strategies; and products that can be printed and coatings you can apply.

The day two lecture, “Dye Sublimation Process for Apparel Printing,” covers materials and methodologies for apparel production. Participants will have hands-on time in the lab for apparel printing and troubleshooting. Also included is a discussion on soft signage, equipment, inks and markets; color management and processing. There will be hands-on time in the lab for soft signage.

The Hands-On Dye Sublimation: Basic to Advanced workshop has a limit of 15 participants. The SGIA member price is \$349; nonmember, \$499. Visit sgia.org/trainingandeducation/workshops/register.cfm?wscode=&wsCategory=sgia. 

SGIA
Specialty Graphic
Imaging Association