

Sheridan Books Presents ...

# FRONT MATTER

## 2008 Year in Review

2008 was a year full of changes at Sheridan Books. With you as our focus, we sought, implemented, and installed new equipment, services, and processes to meet your needs. Some of the more prominent changes include:

**The launch of Digital Print Advantage (DPA).** With the first order being placed online on May 9, nearly 100 customers have since experienced the advantages of having the ability to print books digitally on demand.

**Obtaining FSC certification.** On June 20, SBI received Forest Stewardship Council (FSC) chain-of-custody certifi-

cation (SW-COC-003264) from the SmartWood Program of the Rainforest Alliance. This certification is another way SBI is showing its commitment to the environment and allows us to meet your growing desire to use certified paper and pulp-based materials.

**Installation of a 5<sup>th</sup> Timsons web press.** This press was ready for operation in the 4<sup>th</sup> quarter, just in time to handle your end of the year titles that *must ship on time* and make it into your warehouse by the end of the year. This press brings increased capacity and productivity to SBI resulting in shorter schedules for you.

**Upgrading to Kodak InSite 5.5.** On October 21, SBI along with the other Sheridan Group companies upgraded to InSite version 5.5. This new version brings you greater ease of use and new Smart Review proofing tools. (See page 2 for more information on this upgrade).

As the new year approaches, processes for bringing you increased customer satisfaction, reliability, and quality are already underway.

Happy Holidays and Happy New Year!

## SBI Switches from UPS to FedEx

On October 27, 2008, SBI switched from UPS to FedEx for our preferred small package carrier. FedEx will now be used for all prepaid shipments out of SBI as well as any inbound collect shipments. This switch was made as a way to align The Sheridan Group companies through using one common carrier. FedEx's delivery service performance is exactly the same as UPS. "Both services are reporting 98.5% on-time delivery as of this time" reports Bill Fierro, SBI's shipping and receiving supervisor.

### Will small package shipping prices increase as a result of this change?

Prices will **not** be increasing as a result of this change.

### What if I still want my packages to ship UPS?

If you want to ship UPS, then you will need to have the product shipped using your UPS account number.

### Inside This Issue:

Kodak InSite Upgrade	2
Save Money and Sell More Books	2
CPSIA of 2008 and the Printing Industry	3
CIP3 Ink Key Presets	3
Digital Prepress Q & A—PDF: Color & Proofing	4

## Kodak InSite 5.5 Upgrade at SBI

Beginning October 21, 2008, SBI, along with the other Sheridan Group companies, upgraded to InSite version 5.5 (previously SBI was using version 4.5). Version 5.5 brings a new look that is designed for performance, flexibility, and ease of use, and includes a powerful new version of the Kodak Smart Review Proofing Client. Several of our customers have remarked how easy it is to use and are excited this upgrade is available at SBI.

### What changes will you notice and what new features have been added?

#### User Interface Appearance

- The new appearance makes InSite easier to use.
- Navigation icons and Smart Review

tools are now clearly labeled.

- The “File Upload” button is easier to find and clearly identified.

#### Smart Review

- Page Groups – Organize your pages into groups, and subgroups, to make them easier to view and review. This is also useful when you want different people to review different sections of a job.
- Page Preview – Perform a quick overview of the page before opening it in Smart Review.

This new version of InSite uses Mozilla Firefox for Mac and PC as well as the two current browsers (Safari and Internet Explorer).

SBI created a troubleshooting checklist to provide a quick list of solutions if you experience difficulties using version 5.5. Also available for your use is the SBI InSite Quick Start Guide that outlines how to log on and upload files and the Kodak InSite Prepress Portal 5.5 Guide that gives step-by-step instructions on how to view your jobs, upload files, approve or reject a page in Smart Review, and much more!

If you have questions, would like to receive a copy of these helpful guides, or would like to speak live with a member of our Digital Services team, contact your SBI customer service representative.



## Save Money and Sell More Books with Sheridan Books' Digital Print Advantage



Need a break from the current economy? Look no further than Sheridan Books' Digital Print Advantage Program.

#### Save Money By:

- Reducing inventory and associated inventorying costs
- Streamlining your reprint ordering process and minimize ordering costs
- Testing the market when publishing a new title before printing large runs

#### Sell More Books

Help your book reach its full marketing potential. When placing your offset order have your files prepped for Sheridan's Digital Print Advantage Program and instantly enjoy the benefits of print on demand:

- 2 day schedules for soft covers and 5 days for hard covers
- Cost effective press runs from 1- 500 copies
- Advance review copies and bound galleys

- Harvest backlist titles capturing revenue that might otherwise be lost
- Sheridan Books will place your title in a password protected E-Warehouse Library

You can access your library 24/7 to place orders and ship books.

Fulfill any order of any size at any time! Prep your files for Sheridan's DPA today!

For more information on DPA, contact your sales representative or DPA Business Manager Dave Erickson at [dpa@sheridanbooks.com](mailto:dpa@sheridanbooks.com).

## CPSIA 2008 and the Printing Industry

In August 2008, President Bush signed into law the Consumer Product Safety Improvement Act (CPSIA), which requires manufacturers of domestic and imported children's products (including books and other printed products) to test and certify their products to ensure they meet specific lead and phthalate content limits established by the CPSIA.

There are three key compliance dates that have triggered questions regarding certification statements from printers. The following overview is SBI's understanding of the law's requirements and how it will affect your book products.

**November 12, 2008** - This first date is for the general conformity certification of existing Consumer Product Safety Commission (CPSC) requirements and

does not apply to children's products including books and other articles made from paper. *Therefore, there is no general conformity certification due at this time.*

**December 21, 2008** - This date is for the testing of lead content in paint, including paint used on children's products. The CPSIA establishes limits for the amount of lead in paint. *It is important to understand that printing inks are not considered "paint" by the CPSC and thus are NOT subject to the lead paint testing requirements that go into effect December 21, 2008.*

**February 10, 2009** - This date does affect children's products made from paper, as it will limit the total lead content in children's products to no more than 600 parts-per-million (ppm) and

prohibit the manufacture and sale of children's toys containing more than 0.1% of certain phthalates. It also requires manufacturers of children's products to test and certify their products. The lead content limit will lower to 300 ppm beginning August 14, 2009.

SBI has been working closely with the Printing Industries of Michigan and other organizations to help guide industry response and to keep us informed of any specific steps we need to take. To date, we have received letters from our suppliers showing their compliance with CPSIA.

Upon request, your sales representative can supply you with the complete document stating SBI's position and the most recent compliance letters from our suppliers.

## Ink Key Presets at SBI Bring You Benefits

Starting with the install of our 4<sup>th</sup> Timsons press in the fall of 2007 we began implementing the use of CIP3 ink key preset data. By the end of 2008, all of our console presses will be accepting and utilizing CIP3 data with the exception of Timson 2 which will be converted by February 2009.

### What is it?

CIP3 is actually the name of a not-for-profit association - The International Cooperation for the Integration of Prepress, Press, and Postpress. The term CIP3 is commonly used to refer to the Print Production Format (PPF), which

was created by the CIP3 organization to communicate Prepress data to modern presses.

### How does it work?

SBI purchased PrintLink, a licensed feature for our Kodak Prinergy Prepress systems. PrintLink creates a PPF file based on plate output. The PPF file contains a preview image and data about the content of each plate. Press specific software translates the data to the ink key configuration for each press. The SBI operator loads the data into the press to preset the ink fountains during make-ready.

### What are your benefits?

- **Saves Time** - Pre-setting the press ink keys reduces the make-ready time in which the operator would normally set the keys manually.
- **Saves Money** - The amount of paper and ink used in press setup is reduced.
- **Enhanced Quality** - Loading ink key data establishes a starting point within press standards, resulting in better overall print quality.

*Sheridan Books, Inc. is a custom book manufacturer providing professional publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, and Digital Print Advantage. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. Complete digital workflow, and an onsite distribution center provide one-stop service for publishers. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).*

#### Upcoming Events

**March 23-25, 2009**—Publishing Business Conference & Expo, New York, NY

**March 26-28, 2009**—CIPA (Colorado Independent Publishers Association), Denver, CO

**March 30– Apr 2, 2009**—On Demand Conference & Expo, Philadelphia, PA

## Digital Prepress Q & A — PDF: Color & Proofing

### Color Me PDF

**Is a PDF file acceptable for multi-color printing? Should I prepare a color separated PDF file for color printing?**

PDF has become the standard for multi-color printing and is welcome at Sheridan Books. Color PDF files should be prepared using composite color – not separated. In our internal workflows, we separate the colors prior to plate-making. If you are new to color printing or otherwise need assistance preparing PDF files for color printing, the Sheridan Books' Digital Services Team would be happy to consult on this topic and/or test your files for compliance to our specifications. Please contact your sales or customer service representative if you are interested in taking advan-

tage of these services. In addition, more information on preparing PDF files for print is available at

[www.sheridanbooks.com/help.htm](http://www.sheridanbooks.com/help.htm).

### PDF Proofing

**Are PDF files a good option for soft-proofing? Is there an alternative?**

Ironically, the same features that make a PDF file great for submission make it great for proofing. However, if jobs are submitted as properly created PDF files, very little value is added by proofing these files with PDF.

There are alternatives!

First and foremost, if you are comfortable with the accuracy of the PDF files you are submitting, you may find it

beneficial to forego proofs entirely. If you are considering this but have reservations, ask your sales or customer service representative to involve the Digital Services Team in reviewing your incoming files to see if this is a viable option for you.

Another option for soft proofing is Smart Review, available through our InSite Prepress Portal, which interfaces directly with our Kodak Prinergy workflow system. Smart Review has a powerful and easy to use toolbox for measuring, checking color builds and breaks, and more! Smart Review also takes advantage of InSite's automated email feature, which can cut down on the number of emails that are manually sent between you and Sheridan Books.

SBI is FSC certified!



The mark of responsible forestry.  
SW-COC-003264  
© 1996 Forest Stewardship Council.

## SHERIDAN BOOKS, INC.



100 North Staebler Road  
Ann Arbor, MI 48103  
Phone: 734-475-9145  
Fax: 734-475-7337

Email: [info@sheridanbooks.com](mailto:info@sheridanbooks.com)  
[www.sheridanbooks.com](http://www.sheridanbooks.com)

Some books are to be tasted, others to be swallowed, and some few to be chewed and digested: that is, some books are to be read only in parts, others to be read, but not curiously, and some few to be read wholly, with diligence and attention.

**Sir Francis Bacon (1561 - 1626)**