

PRINTER'S INK

June 2017

How'd A Nitwit Like Me Get So Tasteful?

For those of you who enjoy films that aren't for the faint of heart, you've likely seen the movie adaptation of Bret Ellis' 1991 novel *American Psycho*. There is a scene within this movie that I often think of whilst admiring the details of my job. Before you question my sanity, hear me out.

This scene opens with a number of sharply dressed investment bankers in a board room discussing the quality of their business cards. Anyone in the "business of words on paper" must watch this scene and think about the books you create. Not just the paper we use, but the feel of it, the strength of it, the subtle but incredibly important shade of paper; it's all crucial. The fonts we use help us tell stories, and the design we select for covers and text are representations to the feeling of the story. Watching someone else put it together better will have you sweating like Patrick Bateman does at the end of this [amazing scene!](#)*

I am referencing this clip because it so perfectly conveys how I feel about what we do at Thomson-Shore. Our job, among many, is to ensure that you have the ability to make a book that makes others sweat with envy. Just this week I

received a call from a designer at a prominent university press asking for options related to a poetry book they are publishing. She knew exactly what "feel" she wanted, asking for something "higher-end, smooth, uncoated, creamy but not too creamy, with a heavy stock for text and cover." We pulled in our paper supplier and brainstormed to reach a recommendation of 70# Cougar Natural Smooth Text and 100# Cougar Natural Smooth Cover. We nailed it! While there was uncertainty at the beginning of the process, the outcome became everything the customer hoped for.

Since I am on my little printers soapbox, I would like to talk about covers and how independent publishers do not take advantage of finely produced book services as often as they should. When I look to the leading print and bind suppliers in this space, I shake my head at the ground. Authors and small publishers who are new to the print world could benefit themselves and the industry by furthering their cover design through sophisticated designers and production professionals who have always been available. Subtle but magnificent design elements aid to the experience of a book. PMS colors add clean and consistent ink coverage, spot varnish creates low-cost high value eye attraction, UV coating generates shine and impact,

die-cutting adds dimensional effects, embossing creates high relief to convey an emotion, or a textured lamination at the very minimum. Perhaps I've gone too far. Plenty of 4-color covers, when designed thoughtfully and with depth of manufacturing, are breathtaking. Covers provide the first impressions to stories, and far too many are not given as much relative time and attention as the stories within.

You've heard the expression "don't judge a book by its cover," but sadly many consumers do. If you're not sure where to start, our Creative Directors are available for free consultation on design and editing to make sure your book is ready to reach the market. We will work alongside you from start to finish to guarantee your book reaches a state of perfection. Give us a call and we will help make the book of your dreams a reality.

Every time we get to talk – you and me, author and printer, publisher and manufacturer – magic happens. Your book starts to come to life in a way that we can only make happen together. We are employee-owned, and we care as much about what your book will look like as you do. We wear it on our sleeve and we are proud of it. Every employee here at Thomson-Shore owns some of the company and in turn puts

their name on your book. That's important to us and we take that responsibility very seriously. Test us, challenge us, and make us better than we are today with your book.

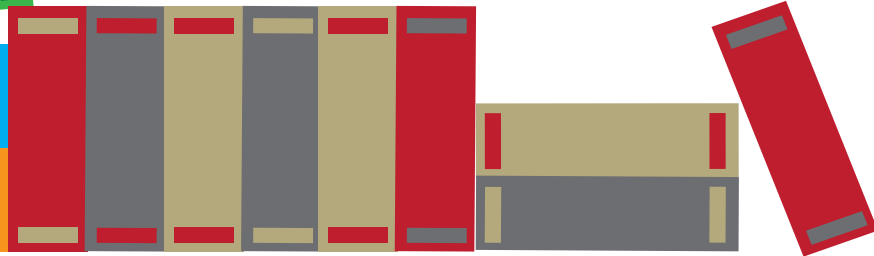
Finally, I would like to thank a special author who called me after reading one of my articles a few months back. Terry Corrao of

Colfax Press out of Tuscaloosa, Alabama and I had a memorable phone call in which she reminded me of the importance to connect personally in this age of headless emails and blogs. I appreciate Terry for how much she cares for quality and how her thoughtfulness has taken us another step above the rest. Thank you Terry.

I love talking to authors and publishers. If you ever want to chat about anything, please feel free to connect with me. Good, bad, ugly, it's always magical:
kevins@tshore.com

* <https://www.youtube.com/watch?v=aZVkW9p-cCU>

Design Your Spine



Written by
Mike Shubel
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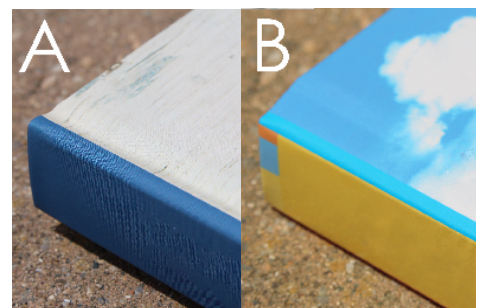
When a designer starts to construct the cover of a book, they are required to focus their attention on three distinct sections: the front cover, the back cover, and the spine. Out of the three design elements, it seems that the spine causes the most grief for designers. One of the biggest problems we've seen designers face is crafting a spine that contains a background color that is different from the front and back covers background color. While having a unique colored spine sounds good in theory, it can cause issues if not handled carefully. There is a lot of variability in the manufacturing process that could create an undesirable effect where the front and back cover bleed onto the spine, making it look like the designer used the wrong dimensions for their spine (see figure B). While this issue is obviously frustrating, the good news is that it is a rather easy

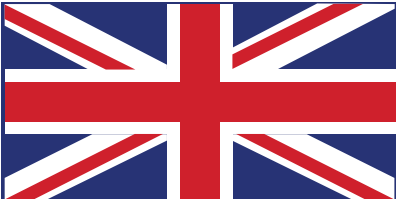
problem to solve. First let's briefly review why this happens.

The first variable to understand is paper thickness. Text stocks are made to maintain a certain ppi or pages per inch. The industry standard for paper thickness is plus or minus 5%. While it rarely reaches the 5% mark, it is not uncommon to vary by 1% - 2%. Though this may seem like a small amount, it can still change the thickness of an entire book to the point where the dimensions of a spine no longer fit exactly as planned.

The second variable to understand is manufacturing variability. Machines used in book manufacturing have what is called tolerances. Without getting too technical, this basically means that even brand new machines can transfer sheets of paper slightly different from one sheet to the next and can cause paper thickness to vary an extra 1/32 inch.

For these reasons, it is best to design a spine with variability in mind. In our opinion, the best thing you can do is design a spine that contains the same background color as the front and back covers, that way there is no chance for the covers to bleed into your spine. But if you really want a different colored spine, it is best to add an extra 1/16 inch to your spine onto both the front and back covers of the book. This allows for a full 1/8 inch of variability if it should occur (see figure A). If there are ever any concerns about spine variability please do not hesitate to contact us via email at info@tshore.com. We have many experts in the field who would be more than happy to help ensure your book comes out perfectly after production.





The British-American Book AWARENESS Catalog

Books have the universal power to influence readers and impact the way they think. The problem is that many publishers choose to distribute their books to readers within their own country. This leaves the rest of the world excluded from the powerful thoughts and ideas of other countries.

Since Thomson-Shore believes in the power of literature, we

reached out to publishers in the United Kingdom to see if we could print and distribute their books all across the U.S. The result was fourteen of the United Kingdom's finest publishers signing on to the initiative. These fourteen publishers were placed into a catalog, which was designed, edited, printed, and distributed right here at Thomson-Shore, and sent out to over 600 independent bookstores across the U.S.

Thomson-Shore extends their free catalog to all independent bookstores interested in bringing British literature to the U.S. If you know an independent bookstore who would love a free copy of this catalog, simply contact us at info@tshore.com or visit www.britishawareness.com where a complete virtual copy of the catalog is also available at your convenience.



Written by
JERRY FRIENDS
Publishing and Distribution Manager



Thanks to the advent of print on demand (POD), millions of authors now have access to the resources they need to publish their books without the capital investment that used to be required to physically produce books for themselves. And while eBooks have made it an option to publish without that kind of investment as well, nothing beats having a physical book; something that can be seen on a shelf or be wrapped up and given as a gift.

An inherent part of any POD title is availability to the book trade. That's the "demand" in "print on demand." Thomson-Shore's POD program, utilizing the full potential of our distribution services, makes books available through several major wholesalers and retailers, including Ingram, Baker & Taylor, Amazon, Barnes & Noble, and our own online store. With POD, it's possible to print even a single unit at a time to fulfill orders from those channels, so books can be in distribution without having a large number of copies made in advance and kept in storage.

Our POD program even allows our clients to order inventory for themselves in the form of "short runs," fitting in seamlessly with incoming trade orders.

If you're an author or publisher looking to get your books to the market and would like to learn more about the exciting options POD has to offer, contact us at info@tshore.com.

Have more questions? Contact Us!

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Phone: 844.575.8163
Email: info@tshore.com

THOMSON-SHORE

45th Birthday!

In 1972 Ned Thomson and Harry Shore set out to create a book manufacturer that fostered a community where employees would be able to make an impact in their work environment. They tirelessly pursued to get their business up and running, working 7 days a week and even skipping paychecks to keep the business running.

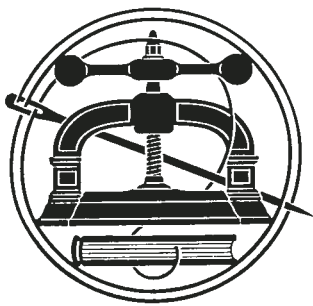
After consistent hard work and dedication to the craft, Thomson-Shore was able to team up with world leading publishers, university presses, and large corporations alike, and flourished into one of the highest ranked book manufacturer spots in the U.S. However, there was one problem. At the core of Thomson-Shore, our true passion lies with

educating people on how to craft an incredibly durable, long lasting book that is intricately designed to the customer's request. While we were helping large publishers craft even better books, our real dream was to help everyone, including the independent publisher community, receive the quality they deserved. But how could a company that was historically a book manufacturer help the independent community?

Enter our publishing services. When we introduced our publishing services, we became uniquely positioned to serve the independent publisher community by taking a manuscript and delivering it all the way to the reader. We were able to live out our passion to its fullest by educating independent authors on everything

that goes into a quality book. From professional editing and design to award winning print and distribution, we provide a unique service where small publishers get to experience what it is like to be a large publisher.

As we celebrate our 45th anniversary, we look not only to the future and how we can continue to provide the latest innovations to help independent publishers and large presses, but we also look to the past and remember the founders who made this all possible. A big thank you goes out to Ned, Harry, and all of the publishers who have supported us throughout the years. Without your dedication and support this dream would not be possible.



THOMSON-SHORE

BESSENBERG

BINDERY

After 39 years of serving the academic, medical, legal, publishing, advertising, and book collecting communities, we have decided it's time for a new look for Thomson-Shore's Bessenberg Bindery Service. While our products and services will continue to remain the same, we are choosing a new design that better

reflects the ingenuity and quality service offered at Bessenberg.

Visit [our new website](#) and browse galleries of the finest high-end book products and services including fine leather binding, book repair, clamshell boxes, edition binding, and much more at [Bessenberg.com](#).

Also be sure to follow us on social media where you can see some of the newest products and services offered at Bessenberg, including a video where we take people through the process of binding issues of comics into a beautiful case bound book.