

**Book
Manufacturing
Mastered**

Standardizing to Streamline Book Production

Today's Conversation

- Allen Michael Filson, Canon
- Rich Letchinger, Worzalla
- Brian O'Leary, BISG



Production & distribution challenges

- Multiple sources, multiple ways
- Significant manual intervention, revisions
- Complexity, inconsistency = errors
- Expanding options (e.g. materials)



Purchase Order

[REDACTED]
 2023 NW 84 Avenue
 Doral, FL 33122
 (305) 591-9522

P.O. Number: 0008220
 Order Date: 2/7/2018

Vendor Number: 01-WORZALA

Vendor:
 WORZALLA PUBLISHING CO.
 3535 Jefferson Street
 Stevens Point, WI 54481-4374

Ship To:
 [REDACTED]
 2023 N.W. 84th AVENUE
 Doral, FL 33122

Confirm To:
 Peggy Turner

Required Date	Ship VIA	F.O.B.	Terms
2/28/2018			[REDACTED]

Item Code	Unit	Ordered	Received	Backordered	Unit Cost	Amount
9781622637126 ES-4 HS STUDENT (FL)	EACH	500	0	0	[REDACTED]	[REDACTED]
			Whse: 000			

Please contact Carolina Bello
 For packaging and shipping specifications
 cbello@[REDACTED].com



Sourcebooks, Inc.
 Robert Quast
 1935 Brookdale Road
 Naperville, IL 60563
 Phone 630.961.3900 • Fax 630.961.2168

VENDOR
WORZALLA PUBLISHING
 Kathy Ladwig
 3535 Jeffereson Street
 Stevens Point, WI 54481

Purchase Order

Title: **This Is Where It Ends IE** ISBN: 9781492661511 **Printing #:** 4 PO Number: 5011874 PO Date: 2/7/2018
 Quote #: 18,149340 Quote Date: 2/2/2018 Rev: 1 Product Code: 9781492661511 **Terms:** ~~Net 30~~
Bid Number **US Retail Price** 10.99 **Author** Nijkamp, Marieke **PO Total:** ~~\$0,000.00~~

Project Specifications: **Print Quantity:** 5,000 **Pg Count:** 304 + cover **Size:** 5.5" x 8.25"
Binding: Perfect bound soft cover **Hd/Ft Bands:** n/a
End Sheets: n/a **Carton Qty:** 32
Jacket: n/a
Cover: Print 4/0 (Process) on 12pt C1S, with overall Soft Touch matte lamination
Internals: Print 1/1 (black) on house 40# Cream Norbrite Groundwood, 400ppi
Overs: Books overs NOT to exceed 3% over / NO UNDERS

Cartons NOT packed to the given quantity will be charged back to the vendor at \$23.50/hour to repack all cartons PLUS \$0.75/carton, with a minimum charge of \$150.

File Specifications and Proof Instructions:

Files Submitted to: Worzalla has files on hand **Send Proofs To:** proofs@sourcebooks.com
 File Access: Please update print run number on c/r page to #4
 Proofing Required: Cover: Straight reprint. No proof required. Color must match previous printing.
 Text: PDF of c/r page

Print Vendor to do all trapping

Pricing:				
Printing, Paper and Binding Subtotals:	\$ 10,000.00	Unit Cost:	\$ 2.00	*Other Manufacturing Subtotals include all CD and CD Packaging related expenses.
Other Manufacturing Subtotals*:		Reprint Unit Cost:		
Freight Subtotals**:		Additional Thousands:		** Miscellaneous Subtotals may include Freight, Additional Cartons, Additional Bulk Packing, and Jacket Overs.
Total:	<u>\$ 10,000.00</u>			

Comments: INTERNATIONAL EDITION

Manufacturing Schedule:



Sourcebooks, Inc.
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 Quote #: 18,149340 Quote Date: 2/2/2018 Rev: 1 Product Code: 9781492661511 Terms: ~~Net 30~~
 Bid Number US Retail Price 10.99 Author Nijkamp, Marieke PO Total: \$~~109.99~~

Close Date: 2/7/2018

Files at Vendor: 2/7/2018

Warehouse Date: 3/5/2018

***Vendor to Confirm via Order Confirmation Sheet**

- Consolidate this shipment with other Sourcebooks' titles with the same warehouse due date whenever applicable.
- Warehouse Date is not a ship date; Warehouse Date is the date books are due at our warehouse.
- Schedule must be monitored on a continuous basis by print vendor.
- Any concerns with above warehouse date must be communicated to Sourcebooks immediately.

Shipping Requirements:

- All invoices must be sent upon final shipment and accompanied by freight backup documentation
- Fax P.O.D. to Sara Bonnar (630-961-2168) for each delivery made to Sourcebooks' warehouse, R.R. Donnelley
- Total number of cartons must be included on the Bill of Lading.
- Cartoning for reprints should occur exactly as on previous printings.
- Label cartons according to R.R. Donnelley Barcode/Labeling Guidelines previously submitted.
- Return all original printouts and disks to Sourcebooks upon project completion.
- Early shipments must have prior approval.
- Deliveries may only be made to R.R. Donnelley during standard receiving dock hours of 7:00 a.m. to 4:30 p.m. Central Time, Monday through Friday. Shipments arriving after 4:30 p.m. will be refused.
- Please note all carton labels must contain Sourcebooks Product Code in Zone 1 of the carton label.

Samples: 2 copies
 Sourcebooks, Inc.
 1935 Brookdale Road, Suite 139
 Naperville, IL 60563
 630-961-3900
 Robert Quast

PLEASE SEND ALL
 NAPERVILLE MATERIALS
 VIA GROUND SERVICE
 Consolidate with other titles
 wherever possible

Balance: warehouse at Send all books to:
 LSC Communications - Lake Park
 N9234 Lake Park RD
 Appleton, WI 54915
 (920) 903-5733

Production & distribution opportunities

- Collect and convey information consistently
- Reduce time, errors, work required
- Meet the needs of a generational hand-off



Standards already in place?

- PRISM – magazines
- XBITS – books
- Adoption is limited ... why?



Supporting shorter run lengths

- Need to manage both information and format
- Availability is key
- Can improve turn-around and price
 - "a", "b", and "c"-level customers



Who leads the way here?

- BMI?
- BISG?
- Printers?
- Publishers?



Questions

?



- afilson@csa.canon.com
- rletchinger@worzalla.com
- brian@bisg.org

A stack of several books with various colored spines (red, blue, white) is visible on the right side of the image, partially obscured by the logo.

**look
manufacturing
mastered**