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

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

**Confirm To:**
Peggy Turner

**Ship To:**
2023 N.W. 84th AVENUE
Doral, FL 33122

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Please contact Carolina Bello
For packaging and shipping specifications
cbello@worzalla.com

**P.O. Number:** 0008220
**Order Date:** 2/7/2018
**Vendor Number:** 01-WORZALA
# Purchase Order

**Sourcebooks, Inc.**  
Robert Quast  
1936 Brookdale Road  
Naperville, IL 60563  
Phone 630.961.3600 • Fax 630.961.2168  

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

## Project Specifications:
- **Print Quantity:** 5,000
- **Pg Count:** 304 + cover
- **Size:** 5.5" x 8.25"
- **Hd/Ft Bands:** n/a
- **Carton Qty:** 32

- **Binding:** Perfect bound soft cover  
- **End Sheets:** n/a  
- **Jacket:** n/a  
- **Cover:** Print 40 (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

## File Specifications and Proof Instructions:
- **Files Submitted to:** Worzalla has files on hand  
- **File Access:** Please update print run number on cr/page to #4  
- **Proofing Required:** Cover: Straight reprint. No proof required. Color must match previous printing.  
  - Text: PDF of cr/page

## Pricing:
- **Printing, Paper and Binding Subtotals:**  
  - $[Amount]
- **Other Manufacturing Subtotals:**  
  - $[Amount]
- **Freight Subtotals:**  
  - $[Amount]
- **Total:**  
  - $[Amount]

**Unit Cost:** $[Amount]

**Unit Cost:** $[Amount]

**Reprint Unit Cost:** $[Amount]

**Total:** $[Amount]

*Other Manufacturing Subtotals include all CD and CD Packing related expenses.

**Miscellaneous Subtotals may include Freight, Additional Cartons, Additional Bulk Packing, and Jacket Overs.

## Comments:
- INTERNATIONAL EDITION

## Manufacturing Schedule:
Title: This Is Where It Ends IE

Close Date: 2/7/2018  Files at Vendor: 2/7/2018

Warehouse Date: 3/6/2018
- 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 (830-961-2188) 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
830-961-3900
Robert Quast

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

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