

Sheridan Books Presents ...

# FRONT MATTER

## SBI Celebrates 60 Years

2010 marks the 60th anniversary of Sheridan Books since it first opened its doors as a commercial printer. Below is a look at how Sheridan Books evolved to where we are today.

### **Braun-Brumfield (Ann Arbor, MI)**

Braun-Brumfield was founded in 1950 when Carl Braun opened a small commercial printing facility with six employees across the street from the present Ann Arbor location. Five years later land was purchased at 100 N. Staebler Road (the present Ann Arbor location) and Braun-Brumfield built a 20,000 sq. ft. building. This building has expanded over the years to its current size of 125,000 sq. ft.

In 1988 Braun-Brumfield became a part of The Sheridan Group.

### **BookCrafters (Chelsea, MI)**

William Nuffer founded LithoCrafters in September 1965 in Ann Arbor, MI.

In 1967 LithoCrafters merged with KMS Industries and moved to more spacious facilities between Ann Arbor and Chelsea. With the addition of the case binding equipment in 1968, LithoCrafters could proudly offer complete book manufacturing services.

American Business Products, Inc., purchased LithoCrafters in 1971. In 1972, a sister company, under the name of BookCrafters, was established in Fredericksburg, VA and pioneered a

fully automated Cameron Belt Press with a completely integrated in-line binder-trimmer and casebinder.

In 1977 LithoCrafters moved from Ann Arbor to Chelsea.

The merger of LithoCrafters, Inc. of MI and BookCrafters, Inc. of VA highlighted 1979. This newly consolidated company was named BookCrafters, Inc. With the consolidation came a reorganization of sales and marketing, and an overall strengthening of the administration forces which resulted in better service for our customers.

BookCrafters expanded into a new building in 1983-1984 which brought additional service offerings for our expanding customer base and now serves as the Headquarters and Production facility of Sheridan Books.

In January of 1999, American Business Products announced their decision to sell BookCrafters. On May 28, 1999, papers were signed officially making BookCrafters part of The Sheridan Group.

### **Sheridan Books, Inc.**

The merger of Braun-Brumfield and BookCrafters in June of 1999 formed a new company – Sheridan Books, Inc. with facilities in Ann Arbor, MI, Chelsea, MI, and Fredericksburg, VA. The Fredericksburg, VA plant was closed in 2004 as a part of the consolidation plan for improving the effectiveness of the

organization. Since that time The Sheridan Group has invested nearly \$40 million in SBI, creating a state of the art work environment.

In 2006 full color text printing was introduced with the installation of an eight unit Heidelberg Perfector Press. A second eight unit press was added earlier this year.

In 2008 SBI received (FSC) Forest Stewardship Council chain-of-custody certification and launched Digital Print Advantage, bringing the ability to print books in any quantity you require.



Shown above: Chelsea facility

While there have been many changes at SBI over the years the superior service that we give our customers remains our primary focus.

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## Publishing Sales up 4.1% in 2009

According to estimates released by the Association of American Publishers, total book sales tracked in 2009 were up 4.1% over 2008 sales.

The largest gain was seen in the e-book category in which sales increased by 176.6%. Higher education showed the second largest gain with an increase of 12.9% followed by adult hardcover at 6.9%.

El-Hi, down 13.8% from 2008, saw the largest decline in sales followed closely by audio books (down 12.9%), and religious (down 9%).

The chart on the right shows a breakout of the estimated changes from 2008 to 2009 for each segment.

According to the January 6, 2010 online edition of Publishers Weekly, Nielsen BookScan (which measures US retail book sales based on electronic sales data analysis) reported slightly different findings. They found that book sales decreased from 2008 to 2009 by 3% to \$751.7 million. Adult fiction and juvenile fiction saw similar sales as last year while adult nonfiction saw a decline of 6%.

Sources:

*AAP Reports Publishing Sales Up 4.19% in 2009*, Tina Jordan, 2/19/10, [www.publishers.org](http://www.publishers.org)

Nielsen BookScan as featured in Publishers Weekly 1/12/2010

Category	% Change from 08-09
<b>Trade</b>	
Adult Hardcover	6.9%
Adult Paperback	-5.2%
Adult Mass Market	-4.0%
Juvenile Hardcover	-5.0%
Juvenile Paperback	2.2%
<b>Audio Book</b>	-12.9%
<b>E-Book</b>	176.6%
<b>Religious</b>	-9.0%
<b>University Press</b>	
Hardcover	-3.0%
Paperpack	-0.1%
<b>Professional</b>	-2.9%
<b>Higher Education</b>	12.9%
<b>El-Hi</b>	-13.8%

## Consumers' Behavior and Preferences Toward E-Books

In the first of three surveys to be released this year, the Book Industry Study Group, Inc. (BISG) takes an in depth look at how print book buyers access, purchase, and use e-books and e-readers. Those that completed the survey were print book consumers who have either purchased a "digital or e-book" in the last 12 months or owned a dedicated e-reader device.

The following is a quick look at some of the findings released in January from the first BISG survey on Consumer Attitudes Toward E-Book Reading.

- Roughly 1/5 of survey respondents said they've stopped purchasing print books within the past 12 months in favor of acquiring the e-book editions.
- 81% of survey respondents say they currently purchase an e-book only rarely or occasionally.
- Affordability is the most important consideration when e-book consumers decide to purchase an e-book rather than a print book, with ease of download cited as the next most important decision.
- At 47%, computers are the preferred e-book reading device cited by respondents followed by the Kindle at 32% and the iPhone at 11%.
- Most survey respondents said they prefer to share e-books across devices. Only 28% said they would definitely purchase an e-book with Digital Rights Management (DRM).

Source:

*New BISG Survey Tracks Book Consumers' Behavior Toward and Preferences for E-Books*, 1/15/10, [www.bisg.org](http://www.bisg.org)

## Customers Benefit from New Equipment at SBI

### It's a Heidelberg!

**S**heridan Books is proud to announce the arrival of a second eight unit Heidelberg Perfector Press.

This press, which is identical to the existing eight unit Heidelberg Perfector Press at SBI, arrived January 18, 2010 and after installation the press began printing four-color jobs with great success.

The purchase of this press brings increased capacities for SBI's four-color text and component printing. This Heidelberg is a 40-inch press which means that it can run a 32-page signature for

trim sizes of 6-1/8 x 9-1/4 and smaller. For larger trim sizes, it can run 16-page or 24-page signatures—signature capability is determined by the actual trim size and paper stock.

To receive a four-color sample printed on the Heidelberg, contact your SBI sales representative.

**Benefits**—This press doubles SBI's four-color capacity providing you shorter schedules for your four-color text jobs.

#### VITAL STATISTICS

Location.....	Chelsea, MI
Arrival .....	January, 18, 2010
Time.....	8:00AM
Weight.....	112,500 lbs.
Length.....	45ft. 2 in.



### Ink Mixing System

**S**heridan Books, Inc. is pleased to announce another addition to its Pressroom equipment with the installation of a new automated ink mixing system. This computer driven blending method ensures optimal utilization of the Pantone Formula Guide for the creation of Pantone Matching System (PMS) ink colors.

In addition to aiding SBI's Pressroom to deliver consistent and repeatable color, the new ink mixer will enhance SBI's "green" initiatives. The new system eliminates ink skin inherent

with traditional hand mixing processes thus greatly reducing the amount of ink waste which cannot be recycled. Furthermore, the computer driven dispenser ensures precision in the quantity of ink mixed which also helps reduce excess.

**Benefits**—The ink mixer aides in delivering consistent and repeatable color from batch to batch bringing you enhanced PMS color accuracy from one project to the next.



*Sheridan Books, Inc. is a custom book manufacturer providing professional publishers and self-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. With superior customer service, high-quality products, reliable on-time delivery, and competitive pricing, SBI is dedicated to helping publishers achieve their goals from beginning to end. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).*

#### Upcoming Events

**March 26-27, 2010**—Colorado Independent Publishers Association, Denver, CO

**April 19-21, 2010**—London Book Fair, Earls Court, London

**May 25-27, 2010**—Book Expo America, New York, NY

## A Look at Your Book: From Beginning to End—Part I of IV

There are many steps that go into making a book, from gathering content, writing the text, choosing a cover design, deciding where to print—and that is just the beginning. Once your files are complete you send them off to the printer and eagerly await your finished product. But how does your book transform from files into a printed masterpiece?

This is the first of a four part series that takes a look at the steps your book goes through at SBI from the time you submit your files and specifications to the time the final product is shipped to you. In this first article we will touch on quoting, receiving the files and specifications, and entering the job.

Most jobs begin with a quote. You submit your book's specifications to your sales representative and they provide you with an estimate of what it will cost to produce your project.

Once your files have been properly prepared and sent to your customer service representative, along with a signed quote or purchase order, your job is ready to be entered.

Your customer service representative uses the signed quote or purchase order to enter the book's specifications (such as page count, trim size, bind style, paper and cover stock, ink color(s), lamination type, quantity, etc.) into our system. If proofs are requested this information is also keyed in along with

any special notes that you have (such as "files have low resolution images and are ok to print that way," or "barcode files to come," etc.). Your customer service representative also keys in the shipping information for where, and how, to send your proofs and printed books.

After the entry process is complete a job tracking number is assigned to your book so it can be followed through every step of production.

**In the Next Issue**—Part II of this series will follow your job as your files go through preflight and your book is planned and scheduled for production.

SBI is FSC certified!



The mark of responsible forestry.  
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## 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)

I find television very educating.  
Every time somebody turns on the  
set, I go into the other room and read  
a book.

**Groucho Marx (1890 - 1977)**