

Hear Steve Johnson discuss...

## New Markets for Color Books at Graph Expo

If you're looking for a new niche market that offers "Picture-Perfect Profits," plan to attend Copresco president Steve Johnson's seminar at Graph Expo.

Steve headlines the Wednesday, September 12 educational schedule with an 8:15 to 10 a.m. presentation on photo books.

"This skyrocketing market for printers, artists, photographers and photo service firms is expected to grow to more than \$1 billion by 2010," says industry expert Frank Romano.

### Memory Books Lead the Way

Steve will discuss the growing popularity of "memory books" as well as the converging roles of digital and offset printing and the web.

Seminar participants will hear about digital photo imaging and digital color printing and finishing trends.

### The Industry's Biggest

Graph Expo is the graphic arts industry's most comprehensive trade show and conference in the Americas.

The big show runs from Sunday, September 9 to September 12 and will be held at McCormick Place South.

### Stop in and See Us

While you're in Chicago, plan to stop by Copresco for a tour of our impressive digital printing plant, a cup of coffee or lunch.

Just call or send us an e-mail note.

### Oops, They Goofed

A large, well-known printer was somewhat red-faced last month when hundreds of Harry Potter fans found pages missing from their cherished *Deathly Hallows* copies.

Reports ranged from a few missing pages in the U.S. to two full chapters in Australia and New Zealand.

Several copies of the misprinted



Enthusiastic young Harry Potter readers like this one have dispelled the notion that children don't read books anymore.

books have already turned up on online auctions as collectors' items.

### The Right Way

Maybe the publisher should have called Copresco first, for a fast, short run of the new book. We would have made sure that all the pages were included—and in the right order.

### Thank Goodness

Fortunately, this wasn't a life threatening goof.

But, imagine what could happen if you were dealing with a nuclear power station handbook or an aircraft-maintenance manual. Missing or misplaced pages would be a disaster.

So, you know who to call when you need books and manuals done right on time without a mishap.

Call the digital on-demand printing leader. Call Copresco.

### Pottermania Continued

While on an Alaskan vacation, one of our customers ran into Pottermania head on. He took the photo of the youngster shown at left on a catamaran sailing from Valdez to Whittier.

Deeply engrossed in a Harry Potter novel, she was completely oblivious to the gorgeous scenery passing by. In fact, she barely looked out of the window during the whole 2 1/4-hour passage.

### Special Delivery

A fellow traveler in the group couldn't wait to get home for *Deathly Hallows* long-awaited debut. She had the book shipped by FedEx to Whittier before embarking on her Alaskan Inside Passage cruise.

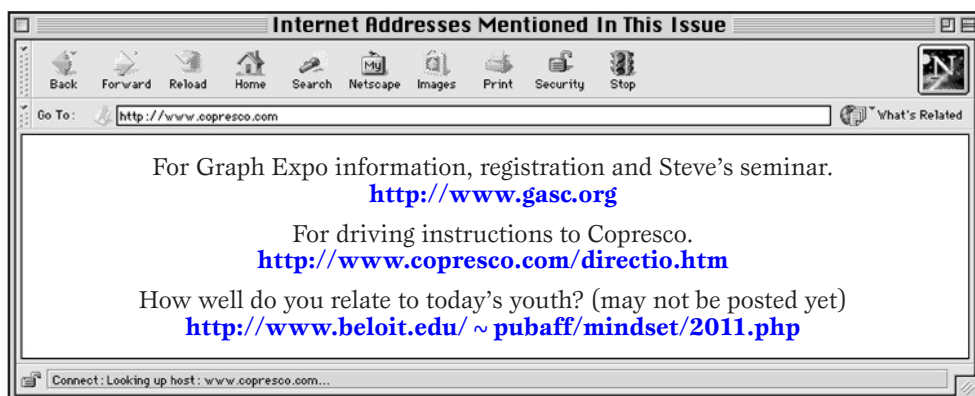
All of this confirms what we said in the July issue of *Overnight Lite*—that the printed word is alive and doing very well.

### Labor Day

Copresco will be closed Monday, September 3 for Labor Day.

Enjoy the last weekend of summer with your family and friends.

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Digital On-Demand Printing

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Address Correction Requested

I can't get too excited about nouvelle cuisine. It's like a map of the Orient – you see an awful lot of china.



One man's sushi is another man's bait.



A linguistics professor was lecturing to his class one day about the fact that in many languages, such as English, a double negative forms a positive, while in other languages, such as Russian, a double negative is still a negative. "Interestingly," he pointed out, "there is no language in which a double positive forms a negative." A voice from the back of the room responded, "Yeah, yeah."



An usher was walking up the aisle of the theater when he noticed a man slouching across four seats. He approached the man and whispered, "I'm sorry, sir, but you're taking up too much room. Your ticket entitles you to one seat only." The patron ignored him. "Listen, you can't sprawl out like this, taking up all those



seats." Still no reply. "Look here," the usher said indignantly, "just where do you belong?" The fellow groaned and motioned upward as he gasped, "The balcony."

What do you get when you play a



country song backwards? You get your wife, your truck and your dog back.



A Czechoslovakian man felt his eyesight was growing steadily worse, and felt it was time to go see an optometrist. The doctor started with some simple testing, and showed him a standard eye chart with letters of diminishing size: C R K B N W X S K Z Y... "Can you read this?" the doctor asked. "Read it?" the Czech answered. "Doc, I know him!"



How many demographers does it take to change a light bulb? Answer: 2.2.



The boss returned from lunch in a good mood and called the whole staff in to listen to a couple of jokes he had just picked up. Everyone laughed uproariously, except for one woman. "What's the matter?" grumbled the boss. "Haven't you got a sense of humor?" "I don't have to laugh," she said. "I'm leaving Friday."

A caller to tech support said that she knocked a key off of her laptop. Tech asks, "is the key loose?" "Not now," the caller replies. "It was loose, but I fixed it. I used super glue."



A Texan was trying to impress a Bostonian with tales about the heroes of the Alamo. "I'll bet you never had anyone so brave around Boston." "Ever hear of Paul Revere?" asked the Bostonian. "Paul Revere?" pondered the Texan. "Isn't he the guy who ran for help?"



Q: What does a math graduate say to a sociology graduate? A: "I'll have the burger and fries, please."



Give a man a fish and you feed him for a day. Teach a man to fish, and you can get rid of him on weekends.

## Overnight Lite

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