Perfect bound vs. saddle stitched...

Make the Right Binding Choice for Your Book

Editor's Note: *Thanks to Dick Gorelick for sharing his thoughts on binding with us.*

Dick is president of consulting firm Gorelick and Associates, Inc. and Graphic Arts Sales Foundation.

He is a nationally known writer and speaker in the areas of sales, marketing and management.

Perfect or Stitched?

When asked about the decision to perfect bind or stitch a catalog or publication, Dick Gorelick says most salespeople will respond in terms of cost or number of pages.

Stitching Limitations

The outer limits of stitching depend on the number of pages and the weight of the paper stock. Thick saddle bound books can become very cumbersome, bulky and awkward to handle.

However, there is another variable that should also be considered: the permanence of the printed piece.

Kept or Tossed?

Old copies of *National Geographic*, a perfect bound publication; are frequently found in garage sales, basements, and libraries.

Smithsonian, a similar publication, is stitched; readers discard the magazine with impunity after reading it.

Permanence Important

The binding can have great importance in the case of merchandise catalogs. Stitched catalogs tend to be discarded after an order is placed.

On the other hand, adhesive bound catalogs denote permanence in our culture and, when retained, frequently generate additional orders.

This factor should be considered, as well as cost, in selection of a binding style, Dick said.

Dick's opinions are the result of an actual study he did for a client firm.

A Stylish Finishing Solution

Copresco's perfect binding is a versatile and attractive binding method for digital press runs of several hundred paperback books, manuals, directories, reference guides and other publications.

Other advantages include wrap-around covers that provide longevity benefits and printable spines.

Don't Be Spineless

Though not required, copy on the spine makes your book stand out on a bookshelf for quick identification and easy retrieval.

Saddle bound publications just disappear when put on the shelf, and so, to a lesser degree, do coil bound books and manuals.

Cover Style Choices

Cover options range from an index stock printed in black to full-bleed, full-color process jobs. Perfect bound covers may also be coated or laminated to add further class and durability to your finished product.

Through Thick and Thin

Copresco produces adhesive bound books up to 2" thick (1,000 pages on a 50# offset sheet).

We can also do paperback books as thin as $1/8$" of an inch or less. You may never want to use tape or saddle binding again.

Pay Less for More

Dick Gorelick concludes that perfect binding is worth paying more for. You will find that most printers and binders charge extra for the privilege.

That's not the general rule here at Copresco.

We're just so darn good that our typical digital on-demand books, catalogs, product manuals and directories often cost less to perfect bind than saddle bind.

That's because Copresco has all the technical skills, tools and experience to produce your masterpiece with professional ease.
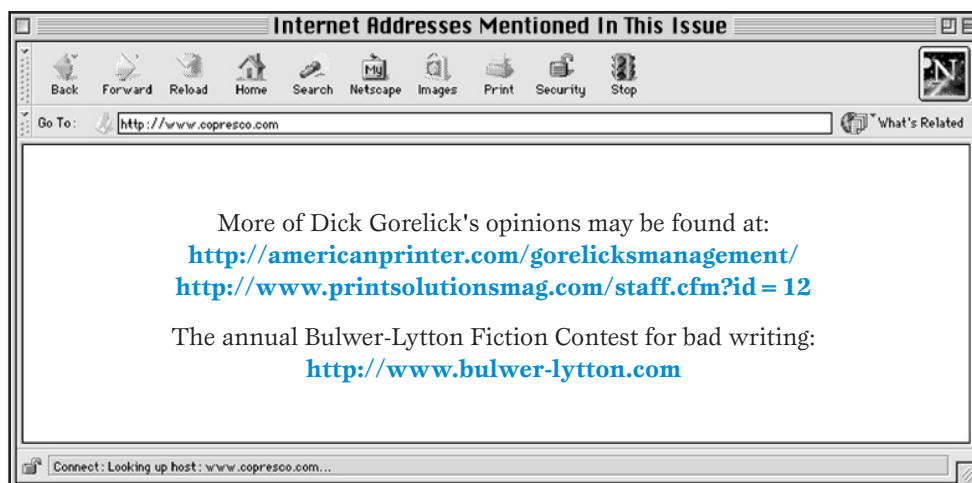
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So, think about the many benefits you'll derive from perfect binding.

Then, call the company that offers you the on-demand digital printing quality, economy and extra service you deserve.

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Internet Addresses Mentioned In This Issue

Go To: http://www.copresco.com

More of Dick Gorelick's opinions may be found at:
http://americanprinter.com/gorelicksmanagement/
http://www.printsolutionsmag.com/staff.cfm?id = 12

The annual Bulwer-Lytton Fiction Contest for bad writing:
http://www.bulwer-lytton.com

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A bartender at a successful lounge began to cheat on his boss. For every $2 drink he'd sell, he'd look around quietly, then slip one dollar into his pocket. After doing this for a few weeks, the crooked bartender began putting

both dollars in his pocket. His boss, who had been monitoring this behavior all along finally said, "What's the matter? Aren't we partners anymore?"

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Sports: life with the volume turned up.

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The most frustrating profession in the world? A Chinese dentist: 1.3 billion potential customers, all afraid to open their mouths.

* * *

Some of us learn from other people's mistakes. The rest of us are the other people.

* * *

Sports Shorts:
"All I had to do was keep turning left."— George Robson, explaining his win in the 1946 Indy 500.

"I prefer fast food."—Rocky Bridges, Giants coach, on why he refused to eat snails.

My dog is a sissy. I yelled "Attack!" and he had one.

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Wedding: A $10,000 photo opportunity.

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The mother of a little girl whose cat had died was trying to console her daughter. "Don't worry, honey. Tabby is in Heaven with God now." The little girl cried in exasperation, "But what does God want with a dead cat?"

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Parent: something so simple even a child can operate it.

* * *

A little boy sat in the grass of his front yard with a small puppy, next to a sign that said, "Dog for Sale." "What an adorable puppy!" a neighbor exclaimed. "How much are you asking for him?" "A million dollars," the boy said matter-of-factly. "A million dollars? That's crazy—you'll never get it." The next day, the neighbor noticed the boy and

asked, "Where's your little dog?" "I sold it for a million dollars," the boy explained. "You're kidding! Someone actually gave you a million dollars for that dog?" "Well, sort of," he said. "I traded him for two cats worth $500,000 each."

A Texas businessman gently chastised his young son for asking a visitor at a gathering where he was from. "Never ask a man that question, son," he instructed. "If a man's from Texas, he'll tell you. If he's not, you'll only embarrass him by asking."

* * *

The things that come to those who wait are the things left by those who got there first.

* * *

The father was tucking in his daughter. "Did you remember to say your prayers?" "Well, I started to, "the little girl replied, "but God probably gets tired of the same prayer over and over, so I told him the story of the Three Bears."

* * *

I figured out the problem with my golf game. I stand too close to the ball after I hit it.