



For your first impression...

A Good Book Deserves an Equally Good Cover

A marketing manager from a major publishing house once spent an hour trying to convince Copresco President Steve Johnson that the most important part of any book is its cover.

Artistically Correct

The manager detailed her opinion about the importance of correct cover artwork, colors, typefaces and titles.

Near the end of her diatribe, she did concede, "Of course, the content of a book is important, too."

The Crucial Test

Fact is, the content of your printed pages is the meat of your book, manual, booklet or publication, but it is the cover that must meet the crucial first-impression test.

Covers From Others

In the early days of digital print, color quality was sometimes an issue. For a brief period, digitally printed books and manuals were often as not bound with covers printed via traditional offset.

Not the Best Answer

At Copresco, we would receive orders to print black & white books and manuals and then bind them with color covers supplied by others.

Unfortunately, this reduced the many benefits of using the digital on-demand printing process including fast turnaround, less waste and maximum flexibility.

Wasting Time and Money

After completing our digital work, we would frequently have to wait for the covers shipment. Valuable time was lost and needless shipping charges had to be added to the job. If there was a press overrun, the excess covers often had to be discarded.

Other Benefits Missing

Your ability to make quick copy or layout changes is lost when covers are provided by others, along with the opportunity to personalize individual covers via variable data printing.

Quality You Can't Beat

Today, digital color quality is on a par with conventional printing. Copresco has been repeatedly cited for our beautiful award-winning color work (see the story below).

Maintaining the Pace

Last year, we installed more color equipment to keep us on the forefront of digital color printing and to keep pace with the fast turnaround of our black & white production.

First and Lasting Impressions

So, forget about printing your covers elsewhere. Send us your whole job, and we'll turn out a book with stunning color covers that will make your first impression a lasting one.

We're waiting for your call.

International Awards

Copresco has been honored with still more awards for exceptional printing quality from the Gallery of Excellence of the International Association of Printing House Craftsmen (IAPHC).

Global Competition

In competition with printers around the globe, Copresco was honored with a gold award for a four-color case bound book, and a silver award for a full-color corporate-identity manual.

And, how about this: Your favorite monthly newsletter, *Overnight Lite*, picked up an honorable mention.



Entries from Australia and Britain to Singapore and South Africa joined hundreds of other entrants from North America in competing for International Gallery of Superb Printing recognition, according to Kevin Keane, IAPHC CEO.

World-Renowned Event

The IAPHC International Gallery has solidified its premier position as a world-renowned graphic arts event.

Each entry must pass three grueling rounds of evaluations by a highly critical panel of international judges.

Toe-to-Toe with the Best

Copresco's winning entries stood side by side with the best of high-end offset printing.

"This recognition for digital printing craftsmanship on such a vast global basis is something very special," Steve Johnson says.

Copresco's Trademark

"Personal craftsmanship has always been a trademark for all the work we do our customers."

Thanksgiving Holiday

Copresco will be closed Thursday, November 26 and Friday, November 27 for Thanksgiving.

Enjoy the holiday weekend.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

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iaphc
The Graphic Professionals Resource Network

An ambitious politician was asked why he wasn't running in the gubernatorial race. "Because," he explained, "I don't want to be a gubernor."



Q. What did the turkeys sing on Thanksgiving Day?



A. God save the kin.



I'm not happy with my landlord. He asks too much for the rent. Last month he asked five times!



There are two kinds of people: those who finish what they start, and so on.



My boss keeps putting up inspirational posters all over the office. She thinks they're helping. Last week she put one up that says, "YOU CAN, IF YOU WILL." Beneath it someone wrote, "You're canned, if you won't."

When the Freedom of Information Act was passed, I wrote the FBI and asked if they had a file on me. They wrote back, "We do now."



They all laughed when I said I wanted to become a comedian," my brother-in-law bragged. "Well—they're not laughing now!"



A businessman forgot the combination to his safe and was quickly growing frantic because he couldn't find it written down anywhere. Desperate, he called the nearby state prison and asked if perhaps any of the inmates might be of help. Shortly thereafter, a prisoner and a guard showed up at his door. The inmate put his ear to the safe and spun the dials. Within seconds the door was open. Very impressed, the businessman said, "That



was great! What do you figure I owe you?" "Well," the prisoner replied, "the last time I cracked a safe I got \$25,000."



If you try to fail and succeed, which did you do?

Traffic was so thick that the only way to change lanes was to buy the car next to you.



Q. Why did the Pilgrims want to sail to America in the spring?

A. Because April showers bring Mayflowers.



How long a minute is depends on which side of the bathroom door you are on.



Experience: what you get when you don't get what you want.



Some people speak from experience. Others, from experience, don't speak.



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Copresco

262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>