

## Perfect bound vs. saddle stitched...

# Make the Right Binding Choice for Your Book

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

Editor's Note: *Dick Gorelick was a nationally known writer and speaker with expertise in sales, marketing and management. We are most thankful for the thoughts he shared with us on binding before his passing.*

### Stitching Limitations

The outer limits of saddle stitching with staples depends 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.

### Other Factors

On the other hand, perfect bound catalogs denote permanence in our culture and, because they are 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 were the result of an actual study he did for a client firm.

### Stylish Finishing Solution

Copresco's perfect binding, which includes hinge-scoring and side gluing, is a versatile and attractive binding style for digital press runs of several hundred paperback books, manuals, directories, catalogs and other publications.

Other advantages include the wrap-around covers that provide longevity benefits, printable spines and overall visual appeal.

### 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 simply disappear when put on the shelf.

A minimum of 1/8" thickness is normally required for copy to be printed on the spine. Anything less would seriously limit the type size that could be used and consequently reduce readability.

### Through Thick and Thin

Perfect binding is normally restricted to books of at least 1/8" minimum thickness (60 pages on a 50# offset or 50 pages on 60# stock.)

Copresco is one of only a few book printers that can bind thinner volumes.

Our production department will give you more details.

### Maximum Thickness

A 2" maximum thickness (1,000 pages on a 50# offset or about 850 pages on a 60# sheet) is still the general rule of thumb.

Once a publication exceeds 1,000 pages, Copresco recommends that you use multiple volumes.

While thicker volumes are possible, they have an intimidating effect on the reader. In addition, bulky technical and reference books become unmanageable and are difficult to use.

### No Signatures Required

Copresco's ability to work in a 2-page format gives you greater control over the conventional 4-page, 8-page and even 16-page signatures required with saddle binding.

### For Example

Say you have a 66-page manual to print. With saddle binding, you would have to settle for 64 pages on the low side or from 68, 72 or 80 pages on the high side, depending on the way your signatures are set up.

### More Flexibility

With Copresco's digital printing, you gain optimum flexibility. You can use any number of pages you need, in any combination you want, anywhere you like in the perfect bound book.

This includes the use of full-color pages, fold-in pages with photos and graphics as well as printed 8 1/2" x 11" pages that you provide.

### Cover Choices

Cover options range from an index stock printed in black to full-bleed, full-color process projects.

Wraparound covers provide an air of importance, substance and class to your project, while the addition of Copresco's full-color printing will command your reader's attention.

Perfect bound covers may also be laminated to add deeper and brighter colors and durability features to your finished product.

### You Know Where to Call

So, think about the many benefits you will derive from perfect binding.

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

Call Copresco.  
(630) 690-2000 • [www.copresco.com](http://www.copresco.com)



Digital On-Demand Printing

262 Commonwealth Drive  
Carol Stream, IL 60188

Address Correction Requested

Liz went to her first show at an art gallery and began looking at the paintings. One was a huge black canvas with yellow blobs of paint splattered all over it. The next painting was a murky gray color



that had drips of purple paint streaked across it. Liz walked over to the artist and said, "I don't understand your paintings." "I paint what I feel inside me," explained the artist. "Have you ever tried Alka-Seltzer?" asked Liz.



"I'm sorry," said the clerk in the flower shop, "we don't have potted geraniums. Could you use African violets instead?" The customer sadly replied, "No, it was geraniums my wife told me to water while she was gone."



A young man was visiting a local ranch when he asked, "Is this bull safe?" The rancher replied, "He's a lot safer than you are."

Mitch was getting his hair cut at a neighborhood barber's shop, and he asked the barber when would be the best time to bring in his two-year-old son. Without hesitation, the barber answered, "When he's four."



Two fishing fanatics decided to try ice fishing. On their return one's wife asked, "How did it go?" "It was a waste of time," he said wearily. "We kept cutting the hole bigger and bigger, but we never could get the boat through."



Chip was telling his friend, Chuck, that he and his wife had a serious argument the night before. "But it



ended," Chip said, "when she came crawling to me on her hands and knees." "What did she say?" asked Chuck. Chip replied, "She said, 'Come out from under that bed, you coward!'"

"We have come to the verbal part of your employment test," said the interviewer. "Can you tell me what gross aggrandized annuity means?" "Why, certainly," replied the applicant. "It means I don't get the job."



A man bought his wife a beautiful diamond ring for her birthday. His friend said, "I thought she wanted a 4-wheel drive vehicle." "She did," replied the husband, "but where in the world was I going to find a fake Jeep!?"



You know you are suffering from "Empty Nest Syndrome" if you have thrown out the better part of the last several one-gallon jugs of milk, but still can't bring yourself to buy the one-quart cartons. Or, if you have called the power company and asked them to check your meter, because the hot water bill has been way too low.



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