

For books and manuals...

## Digital Black & White Printing Is Still Top Dog

Notice anything different about this newsletter? This is the first time in 15 years that *Overnight Lite* has been printed in black & white instead of full color.

Yes, we at Copresco constantly plug our award-winning color, but plain black remains a huge part of our volume, just as it was when we opened our doors thirty-two years ago.

Small wonder, since black-only printing is so economical.

### Make the Best Choice

For plain text (which comprises most of the contents of books, manuals and technical documentation) black and white is the standard to employ. In fact, color can actually be distracting.

Complex charts, tables and diagrams on the other hand benefit from color as do candid photographs of people and products.

Of course, professional photographers still prefer black & white for their most artistic work.

### Best of Both Worlds

If appropriate, get the best of both worlds by combining black & white with full color in your publication.

This month's issue of *Lite* is an example. We've printed this side in black only but combined it with color on the flipside to best show off the cartoons that Chris Garcia draws to illustrate our jokes.

### Seamless Workflow

Copresco's fully digital on-demand print workflow makes the integration of full color with black and white seamless and efficient.

Unlike conventional printing processes, Copresco places no limitations on where you place your color pages. Use plain black wherever appropriate, and place more expensive color pages only where needed.

### Different Paper Choices

Color printing usually looks best on a coated gloss or matte paper, or a highly calendared (smooth) uncoated stock. High brightness and whiteness make full color printing pop and are best for accurate color reproduction. Such papers command a premium price.

Black is a different story. Bright white papers actually make a page of plain type harder to read by causing glare and inducing eyestrain.

### Best for Text

The softer hue of more economical paper is the best choice for text. Such papers needn't be of lower quality.

This issue of *Lite* is printed on 70# Cougar Natural, a premium #1 book paper. The cream color is well suited to black printing by reducing glare and reflection of light that can be annoying when reading for extended periods.

### Economy and Readability

Yes, printing only in black saves on ink, printing, and paper costs, but don't think of opting for black only as being "cheap." Rather, think of it as choosing the overall best option for the project.

Saving money while optimizing readability is the height of economy and efficiency.

### Whatever Works

So, when you need books and manuals in black, color or any combination, call the company that delivers whatever works best for you.

Call Copresco.

### Ricoh Press Test

At Copresco, we're always testing new technology so you don't have to. We know that you count on us to stay abreast of the latest in digital equipment and innovation. So it was no surprise

that Ricoh asked our opinion about their new Pro 8320 black-only press.

"We expressed doubts about the press's capability to handle massive volumes like ours," says Copresco President Steve Johnson. "Next thing you know, a team of engineers from Japan came for a visit to learn more about our concerns."

They decided to install a fully configured 8320 on Copresco's factory floor for three months.

We'll put the machine through its paces and report back.



Steve Johnson welcomes Ricoh visitors (from left) Hiroiyuki Yamada, Akira Nozaki, Yuji Fujiwara, Buchan, Tadashi Kasai.

### Too Much Color?

William Faulkner's 1929 novel *The Sound and the Fury* is notoriously hard to follow because the story jumps back and forth across a time span of 30 years, sometimes in mid-sentence.

Legend has it Faulkner toyed with adding clarity by designating different time periods with different colored text. He immediately dropped the idea, but in 2012 The Folio Society released a new version with text in 14 different colors!

Was this a clever use of color or an unhelpful extravagance? Copresco President Steve Johnson weighed in on this in his November 2016 Johnson's World magazine column. Visit the "Articles" section at [www.johnsonsworld.com](http://www.johnsonsworld.com) to get the rest of the story of this unusual use of color.

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Two friends were standing in a bank when robbers entered. Not only did the thieves clean out the tills, but they also ordered every one to throw their valu-



ables in a bag. Just as the robbers got to the pals, one of the friends turned to the other and, passing him a bill, said, "By the way, Joe, here's that 20 bucks I owe you."

Using a new painting program on her computer, Teri came up with a very credible still life of fruit. She made a color printout and sent it to her daughter, a graphic designer. She called when it arrived. "Isn't it good?" Teri asked. Her daughter chuckled, and in a tone that echoed her mother's from years ago, replied, "Mom, it's beautiful. We put it on the refrigerator."

America is the only country with a factory making nothing but square wheels for grocery carts.

In a grocery store a cashier held up a small dairy carton and yelled to a co-worker, "How much is half-and-half?" Without a moment's hesitation the other cashier replied, "One."

A husband and wife were at a party chatting with some friends when the subject of marriage counseling came up. "Oh, we'll never need that. My husband and I have a great relationship," the wife explained. "He was a communications major in college and I majored in theater arts. He communicates real well and I just act like I'm listening."

A large crowd had gathered on the street around a car accident. A newspaper reporter, anxious to get his story, couldn't get near the car. Being a clever sort, he



started shouting loudly, "Let me through! Let me through! I am the son of the victim." The crowd made way for him. Lying in front of the car was a donkey.

"You think so much of your golf game that you don't even remember when we got married," complained the wife. "Of course I do," the husband said. "It was the day after I sank that 40-foot putt."

Having children will turn you into your parents.

This sign was seen posted in a restaurant in New York: Customers who consider our waitresses uncivil ought to see the manager.

A seven-year-old girl went to a birthday party, and brought along her four-year-old brother. "My," the hostess remarked to her, "your brother certainly is a quiet child. He hasn't moved for 30 minutes." "It's the first time he's worn a necktie," she explained. "He thinks it's tied to something."



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