

**Accuracy is crucial...****Undetected Errors Render Books Unreadable**

Quality control isn't very exciting, until something goes wrong. Here's what happens when you don't call Copresco.

**Best Selling**

Elizabeth in Copresco's accounting department is a big fan of the work of best-selling author J.D. Robb.

Robb's "In Death" series, featuring futuristic detective Eve Dallas, is up to 60 or so volumes and shows no signs of waning in popularity.

**Lots of Titles**

In fact, J.D. Robb is only the pen name for Nora Roberts (which is also a pen name, but that's another story) who has also written 100+ romance novels under her own name.

With all of these books flying around and still in print, it might be easy for an ordinary book printer to get confused. That's exactly what Copresco's Elizabeth Wibben discovered while she was reading Judgement In Death, the 11th book in the series.

**What's Going On?**

"I thought I was having a stroke!" Elizabeth exclaimed when on page 121 the dialog in the book suddenly went haywire, seeming to have no relation to the book's plot thus far.

She showed the book to Copresco president Steve Johnson, who quickly spotted the problem.

"Whoever bound the book must have had several titles in production at once," Steve deduced. "Folio numbers 121-152 were from a different book in the series, #39 Festive In Death."

**Easy To Mix Up**

Since all the books in the series are formatted exactly the same, it was easy to mix them up. Without checking closely, someone loaded a skid of 32-page signatures from the wrong book into the binding machine.

The end result? Elizabeth (and many other readers) dropped a few bucks on a worthless book. She checked the book out of the library so she could finish reading. But...

**What If...**

What if the book had been a continuing education workbook, with a chapter from class 104 inserted into book 101?

What if an American History textbook accidentally contained a chapter from a Civics text?

What if a military manual contained outdated information, or pages from a similar but different piece of equipment?

How about an internationally published book, manual or report with pages in the wrong language?

**Could Have Been A Disaster!**

Pulp fiction is one thing, but the wrong pages nestled into a book, manual, or publication can become literally a matter of life and death.

Here are some of the areas in which errors simply cannot be tolerated:

- medical
- legal
- pharmaceutical
- military
- educational
- financial
- aerospace
- culinary

If you work in or for any of these areas, you and your end-users require nothing less than total accuracy.

**Matter Of Life & Death**

At Copresco, we pride ourselves on lightning-fast turnaround, but quick delivery is meaningless if the project is not produced and delivered correctly.

So when accuracy means the difference between success and failure, or even life and death, call the company that cares about your projects as much as you do. Call Copresco.

**A Thing Of Beauty**

Last year Copresco won so many awards for breathtaking quality color printing that we just could not hold them all!

So, we turned to the folks at Canon USA, the manufacturer of the ImagePress digital color presses that Copresco

uses to produce your beautiful color projects. As you can see, we had our hands full!

Thanks to Canon for celebrating their long-term relationship with us. Without the proper equipment we could not make every one of your books, manuals and publications an award-winning thing of beauty.



Helping us to celebrate Copresco's award bonanza are (left-to-right) Manish Patel/Canon, Brian Philip McLaughlin/Canon, Lynn Buck/Copresco, Steve Johnson/Copresco, Joseph Kowalczyk/Canon, John Ruder/Copresco, and Daniel Verley/Canon.

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Digital On-Demand Printing

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Address Correction Requested

A chocolate bunny walks into a therapist's office and hops onto the



couch. The therapist asks, "What's been up lately?" The chocolate bunny sighs and says, "I don't know, Doc. I just feel so hollow inside"



March goes out like a lamb, then in April we get fleeced.



I was asked to give a short speech to my neighborhood association, and I asked my wife what I should say. "Whatever you do, don't try to sound intellectual or funny or charming," she advised. "Just be yourself."



People who keep saying "nothing is impossible" don't have teenagers.



Land dispute: ground beef.

What does the Easter Bunny get for making a basket? Two points just like everybody else!



Nothing is forever, but a temporary tax comes close.



I'm mad about the level of math illiteracy, and I have the solution: 1. more teachers, and 3. better textbooks!



Most garden statues have red hats;



it's a little gnome fact.



My brother-in-law wants to become a census taker. He's attracted to the idea of working three months every ten years.



I think I'm having a midlife crisis. I got a reality check, and it bounced.

After buying his movie ticket and making his way into a dark theatre, a man realized he was sitting behind a young woman and her collie dog. At humorous parts in the movie, the dog laughed with delight and was obviously having a wonderful time. As the movie ended, the amazed man could stand it no longer. "Pardon me," he said politely, "I couldn't help but notice your dog. Imagine, him laughing like that, enjoying himself so much!" "I'm just as amazed as you are," she responded. "He hated the book."




How many teenagers does it take to change a lightbulb? Just one - but you have to ask fifteen times.



My barber handed me a mirror, but I dropped it and it broke. Now I'll have seven years of bad haircuts.





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