

Fine Print



Courier



Courier prints covers at new subsidiary Moore Langen and at three other plants: Courier Kendallville, Courier Stoughton, and Book-mart Press.

News Services People

A Focus on Book Covers

First impressions matter. So in this issue, we focus on book covers and how you can enhance your product and make your life easier by placing your cover orders with Courier.



Covering All the Bases

In recent years, Courier has focused on cover manufacturing, and our recent acquisition of cover-printing powerhouse Moore Langen makes us one of the country's largest cover printers. We have in-house capacity, capabilities, and expertise you can depend on for every one of your Courier jobs.



High Capacity: With over a dozen dedicated presses in four locations, we have plenty of capacity to print

the covers for every book we make. This capacity means that you get the speedy throughput and scheduling flexibility you require to serve your markets.

Broad Capabilities: Our capabilities are as broad as any in the industry. We have the specialized equipment to make virtually any book cover, jacket, or printed case your designer can come up with.

Exceptional Expertise: Courier's design and prepress professionals can provide expertise and guidance for your project in its earliest stages. This consultative support helps both you and your design team and ensures that your book will be ready on time and on budget. 📦

Avoid Additional Costs...

Sometimes a price quotation from a cover-only printer is so low that it's hard to resist. But before you send the covers one way and the printing and binding another, you should understand the true costs. In order to compare "apples to apples," you must first adjust most cover-only price quotes. Here's how:

- Be sure to include planned bindery spoilage—the additional

covers that the binder requires to produce your order. This can be up to 10 percent, depending on order quantity. Your cover-only price quote may not include this.

- Expect to be billed for over-delivery. By industry practice, overages of up to 5 percent are billable. While you can't count on any overages at all, they occur

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COVER CAPABILITIES

Courier has the specialized equipment to make virtually any book cover your designer can come up with.

Printing

- Up to 6-color

Special Printing

- Metallic inks
- 300 line screens
- 4/c and 6/c Hexachrome
- Printing over foil
- Printing on plastics

Coatings

- Many film lam, UV options
- Spot UV
- Film/UV combinations
- Aqueous

Special Treatments

- Foil stamping
- Embossing
- FX, Leatherette coatings
- Sparkles, Glitter
- Glow-in-the-dark

Security Products

- Precise hologram placement
- Printing/embossing over holograms
- Scratch-off coatings over variable data

RIGHT *from the* START

TIP OF THE MONTH

Designers can unwittingly create manufacturing problems by producing covers that don't fit your book. If the spine width is off or type is too close to a trimmed edge, the book will not look right. You avoid these and many other problems by making sure your cover designer is well informed about the exact dimensions of your particular cover.

Courier has prepared Excel spreadsheets that your designer can use to calculate all the dimensions needed to set up an accurate template for your book's cover or printed case cover. These spreadsheets are available for download at www.rightfromthestart.com. Have your designer log in, click on "TOOLS" at the top and then on "Forms" on the left.

Additional Costs *Continued from page 1*

frequently because manufacturers must ensure against under-delivering.

- Add in shipping. Freight costs to transport your covers from the cover printer to the binder can be significant.
- And don't forget your cost of processing an additional purchase order and invoice. For a typical publisher these two items can total \$50 to \$150.

As the example in the sidebar shows, these additional costs can add 10 to 38 percent to your quoted cover price. Rest assured that your combined quote from Courier is all-inclusive. You pay only for the covers we bind onto your books. Don't worry about any additional costs—


ADDITIONAL COSTS

Cover-only Price Quote

3,000 4/c covers with proof \$1,200

Additional Costs

Planned spoilage	\$0 to \$120
Over-delivery	\$0 to \$60
Freight	\$70 to \$120
PO and invoice	\$50 to \$150
Total	\$120 to \$450 (10% to 38%)


just be sure to adjust any cover-only quote you get so that you can compare "apples to apples." 

...and Keep It Simple

By including cover manufacturing with your book order, you not only avoid additional costs, you simplify your life by sidestepping potential schedule problems, coordination headaches, and finger pointing.

Sending the cover to one supplier and the printing and binding to another opens the door for a variety of time-consuming challenges. Schedule or specification changes with one vendor impact the other

and must be managed with both, and job problems at any stage often put you in the difficult position of coordinating a solution between two suppliers who may not feel completely responsible. Even when things do go smoothly, you still must manage two jobs instead of one.

When it comes to books and their covers, one-stop shopping keeps it simple. The benefits are substantial and should not be missed. 

Courier

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