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News Services People

SPECIAL ISSUE: A Closer Look at NPC

National Publishing Company, Courier's very specialized Philadelphia subsidiary, represents a tremendous opportunity for many Courier customers. In this issue we take a closer look at the company and the services it offers.



What National Does Best

"We are a high quality book manufacturer with a unique twist," says Mike LoRusso, National Publishing's Sales and Service Manager. "We offer a complete range of book manufacturing services, but every book we make is printed on lightweight paper. It's more than just a specialty—it's all we do. We are one-of-a-kind."

National has long served publishers in the religious and medical markets—markets associated with lightweight papers—and today the company is enjoying growing demand from other markets as well. Publishers seeking to add content to

their books while holding costs down are finding success with lightweight papers. More and more guidebooks, directories, catalogs, and textbooks are moving to lightweight paper as publishers realize they can enhance their product line, improve quality, and reduce cost.

Customers working with Courier's other book plants will enjoy the same attention to detail, high level of service, and flexible approach at National. Be sure to talk to your Courier sales representative about how National can spice up your next edition and make you more competitive in your market. 📖

NATIONAL PUBLISHING COMPANY AT A GLANCE

Specifications

- Paper weights: 19# to 45#
- Page counts: 64 to 4496
- Quantities: 5000 and up

Best Sizes

- 5" x 7 1/2" to 5 1/2" x 8 1/2"
- 8 1/2" x 10 7/8"

Other Sizes

- 4" x 5" up to 5" x 7 1/2"
- 6 1/2" x 9 1/2" up to 8 1/2" x 10 7/8"

In-House Services

- Digital prepress
- 1- and 2-color text printing
- Adhesive, notch, and sewn binding
- Paper and casebinding
- Round corners
- Flexible Reese cases
- Edge staining, gilding
- Thumb-cut indexing
- Ribbon markers
- Automatic individual cartoning
- International distribution



National's newest press is specially made to print high-quality books on lightweight paper.

A Little History

The roots of National Publishing extend back to 1863 when Joshua T. Jones, a 26-year-old Philadelphia schoolteacher, opened a small manufacturing plant to produce his general trade publications. By the turn of the century, Jones had grown the company into one of the most successful subscription book houses in the country. At the same time, the company began printing religious

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RIGHT *from the* START

TIP OF THE MONTH

National's digital prepress department works with a PDF workflow. When preparing your PDFs for production, be sure to use National's distiller preference settings that are available at www.rightfromthestart.com.

Tips of the Month are excerpted from *Right from the Start: The book professional's guide to preparing digital files for print production, Fifth Edition*, published by Courier Corporation. To get a copy, contact your sales representative or Priscille Georgeou at pgeorgeou@courier.com or 978-251-6277.

A Little History

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texts and printed the Bibles that Sears Roebuck & Co. sold through its early mail-order catalogues.

For the first half of the 20th century, Bibles drove the growth of the company, and National Publishing developed its valuable and unique competency with lightweight paper. Courier Corporation acquired the company in 1975 and in recent years has invested heavily in National, increasing capacity and updating equipment.

Today, National Publishing is still in Philadelphia, has a state-of-the-art facility, and is the nation's leading specialist in printing and binding books with lightweight paper. National's unique competencies, developed over 140 years, make it the place to go for high-quality reference books, catalogues, religious trade books, and directories—as well as Bibles. 📖

WHY LIGHTWEIGHT PAPER?

A few reasons to consider using a lightweight paper

In recent years, advances in the manufacturing of lightweight papers have resulted in the development of brighter and more opaque sheets in a wide variety of finishes. Today's lightweight papers have minimal show-through and are well suited for halftone and screen printing, as well as for high-quality two-color printing. On a per-page basis, lightweight paper costs about the same as standard weight book paper. With lightweight paper, however, the book can be as much as two-thirds thinner and two-thirds lighter. National Publishing Company manufactures many books that are close to 3,000 pages with a bulk of less than two inches. 📖

Lightweight Paper Means Higher Quality, Lower Cost.

HIGHER QUALITY

- Books lay flat when opened since the stock is much more pliable.

- Binding is more durable since the pliable stock exerts less spine pressure.

LOWER COST

- Shipping and postage: lower book weight and bulk
- Packaging and cartoning: lower book bulk.

- Cover materials: thinner books.
- Binding: avoids more expensive layflat bind styles.
- Binding multi-volume sets: requires fewer volumes.
- Editorial: avoids revision to meet a bulk limitation.

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