

# 10 TO THE POWER OF... DON'T JUDGE A BOOK BY ITS COVER

Every book has the potential to have a little bit of hidden magic below its cover and that isn't just confined to the words. Here is a quick overview of a few clever things you can add to your book specification to solve a practical problem or just to add some impact.

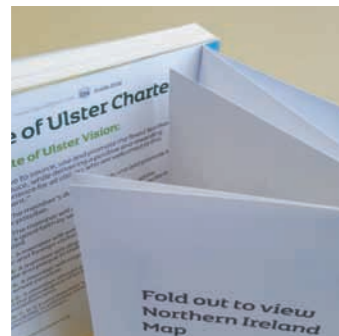
## 1 Stepped



Stepped booklets are upgraded versions of standard booklets displaying a narrow strip on every page with the information describing the content. These strips are visible along the edge of the booklet and are very handy as you don't need to list every page or look out for the contents page to learn the content of the booklet.

The variety of stepped booklets is unlimited and includes many parameters, such as size of the booklet, number of page steps and other finishing options such as paper type or lamination.

## 2 Foldout/Throw-out



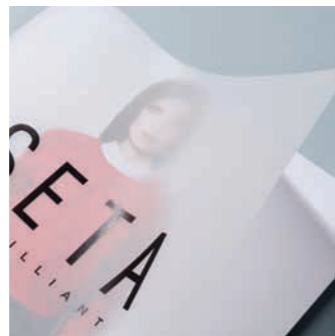
Typically 6pp throw outs can be integrated into the cover or text section of a book. They are especially useful for displaying panoramic images or maps. They are also useful for holding information which is required as a reference to more than one page within the rest of the booklet.

Throw-outs are not limited to just folding out horizontally. Fold-out pages may be used to add dimensions to the page in different ways.

When planning to incorporate a throw-out, it is most economical if they fall in between sections.

Please talk to GPS prior to finalising your design.

## 3 Simulator Paper/ Mixed Stock



By adding translucent leaves the reader is naturally drawn to subsequent pages as the translucent paper gives a hint of what's to come. The reader can be drawn in by text or images piercing through the translucent material. With translucent paper, less is definitely more. A combination of high-quality images, absence of text and interplay with the translucent paper can create an originally stunning brochure.

Interest can also be added by mixing substrates such as coated and uncoated text pages. A different substrate can clearly denote a change of section or tone to the reader.

If you are thinking of adding this twist to your publication talk to us first. There are natural breaks between sections to change substrates that are more economical.

## 4 CD Bind-in Sleeves



Bind-in sleeves are perfect for adding discs to any promotional or instructional books and publications. Polypropylene material safely contains the disc media and allows for a graphic pocket to contain additional marketing materials.

When challenges arise in combining discs with numerous publications, this bind-in solution provides a means for doing just that. This thin-profile, graphically appealing and automation-capable product is a perfect fit. Additionally, the sleeve is designed to be a storage device when removed from the publication and stored elsewhere.

It doesn't stop there. Over the years we have come up with all sorts of solutions for clients. We devised a way to bind an A5 saddlestitched booklet into a perfect bound book. The A4 book was a commemorative book to be retained. The A5 booklet was detachable for use at the event itself and discarded later.

## 5 Random Inserts



A loose insert grabs attention and adds extra weight to your feature or advertisement.

Rather than a standard A5 loose leaflet, it is good to stand out with an insert that really looks different or has a secondary purpose rather than just a throw-away leaflet.

Let's say that you are marketing a hotel and advertising a 10% reduction with this coupon. Wouldn't it be so much better to make it a novel door hanger? - "Do not disturb - I'm having a great time at The Grand Hotel."

Alternatively, loose magazine inserts might include a desk-top calendar on one side and your sales message on the other. Once the sales message has been read, the Table Talker could be quickly assembled as a desk top calendar.

## 6 Perforations



Perforations give you the ability to kill two birds with one stone. They are extremely versatile and flexible as you can remove a section of the book/brochure without having to use scissors.

In a brochure, for example, a perforated, detachable checklist or overview of facts can be summarised on one page. Clients or business partners can detach this section and retain it for future reference say on a pin board. This means that the product, service or information is always close at hand. The same applies to contact details or order summaries.

Perforations can be used for vouchers or membership cards so that they can be easily torn off and kept in a wallet or purse. They can also be used for competitions or raffles, where cards must be filled in and returned.

## 7 French Flaps



Spice up perfect, PUR bound or sewn books with french flaps. This gives paperback books the feel of a hardback book with a dust jacket. The flaps also provide extra space for an author photo and bio or a description of the book.

They give the impression of a dust jacket upon opening the book but are actually part of the cover that is simply folded inward.

The most common method for producing french flaps has the cover extending beyond the trim of the book (by approximately 2-3mm). They can also finish 2-3mm short of the trim or even finish flush with the text. The latter is far more attractive but is also far more expensive.

## 8 Exposed Binding



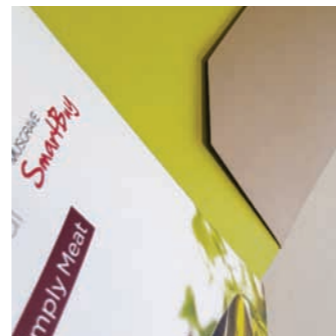
Also known as Coptic Binding this is similar to our sewn book products except a cover is not drawn on in the conventional way. Instead the spine of the text pages is exposed - deliberately showing the thread that has been used to sew the book - creating a totally unique book. This design showing the inner workings, is further enhanced by using coloured thread rather than standard white thread.

## 9 Corner chopped off



Like a book out of Battlestar Galactica why not remove one or possibly two corners? No, this isn't born out of finding a solution for books becoming dog-eared through long term use. Rather it's about giving a book an edge to stand out from the crowd. This can look dramatic and is surprisingly cost effective.

## 10 Folder Cover



Sometimes it is useful to have a flexible storage option built into a brochure or book. This is most easily achieved by die-cutting the cover to create a flap or pocket on the inside back cover. These types of brochures are usually slightly oversized to allow standard documents to be inserted, but small enough to fit into a standard envelope.

On books (saddle stitched, perfect/PUR bound or threadsewn) with flaps, pockets or throw-outs that do not extend past the text block, the prepared cover is attached to the text and both are trimmed in one pass. If the folded flap, pocket or throw-out are flush with the cover face trim, the knives would chop off the flaps. Therefore, the flaps must be 2mm shorter than the width of the book.

A more costly option is to extend the covers to be flush with or overhanging beyond the text block. In the case of French Flaps this resembles an actual case binding of a hardback book insofar as it also extends beyond the text block. To achieve this look, the text block is trimmed at the fore-edge, then attached to the book covers, then the book is trimmed for a second time, top and bottom only.

# FLUSH OR SHORT

Why would you not see and remember this apparent flaw in the magazines? Because publishers have done a little work to make it less obvious. In many cases, magazine publishers have either left the first page of the magazine white or made it the same color as the cover. In either case, the goal would be to have the front cover and page one match, so the gap between the fold of the French flap and the edge of the text is not as obvious.

Most perfect-bound books of literary or technical quality (content, in this case, rather than production quality) will have the more expensive flaps. In contrast, directories, catalogues and the magazines you see on a daily basis (which actually are perfect-bound or PUR bound books) will have the covers cut short. Check the magazine stand. You'll be surprised.



# THIS LIST OF 10 TO THE POWER OF 'DON'T JUDGE A BOOK BY ITS COVER' IS BY NO MEANS EXHAUSTIVE. THERE ARE ALWAYS CLEVER AND UNUSUAL FEATURES BEING DEVELOPED, TRIED AND TESTED.

Possibly the most unusual book we have produced had the cover bound off the square.

It really is a feast for the eyes trying to work out what's going on. This was produced on behalf of Limerick School of Art & Design LIT for their 2012 Fashion Degree Show.

Before you jump in feet first with off-beat ideas always think the project through to its conclusion. It is one thing creating a masterpiece for the senses but it has to work in practical terms.

How is it going to be packed?

How is it going to be distributed? – envelopes may be out of the question.

Does its longevity matter? Will it look tired after a few uses?

How will it be stored if a bookshelf is out of the question?

We love a challenge so if you have something in mind which is a little bit special give us a call, we love to explore possibilities.

