



Allen Press Seminar 2009

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First a little history and a few statistics:

- UC Press – 112 years as publishers
- Over 3000 titles “In Print”
- Publish nearly 200 new titles every year of which about 20 are imports where we have the North American rights



history and statistics (cont.)

- Our Journals Division publishes about 45 journals for various academic and professional or scientific institutions or associations.
- Many of the journals are now digital or a combination of digital and print versions.
- Reprint about 400 titles every year – both hardcover and paperback but mainly paperback



Digital vs. Offset

- Most of our new titles are printed offset, both one color and 4 color
- Most of our reprints are paperback and the trend is towards digital – why ? I'll come to that
- Over the past few years we have reduced our holdings of film negatives to virtually zero.



Digital vs. Offset (cont.)

- Either scanned the film for offset CTP and destroyed the film along with no more storage charges, or and more often than not we scan the book or the film to create a digital file for digital printing
- The Long Tail for the life of the book lies today in digital manufacturing not in offset



Digital today vs. Yesteryear

- Halftones – for many years 100 screen if you were lucky – today 150 line screen (Story of the alcove and the candle)
- This is a huge step forward



Presses:

- At one time everyone had a Docutech. Today we have a range of digital presses, both sheet and web fed, offering a selection of opportunities that were not available even a few years ago. The Indigo 700, the Presstek, the Oce, the iGen3 and now 4, etc. Each iteration being an significant improvement on the previous model.



Inks:

- Originally it was black toner only and Docutech ruled for a long time. Today we have toner powder still but also liquid toners, we have four and more inks available on certain digital presses.
- As a publisher this has opened up vastly increased opportunity for the categories of titles that we can seriously consider for digital book manufacturing.



Inks: (cont.)

- The most recent success for us was a title full of duotones – “Toward A Simpler Way of Life”
- “The Society of Six” four color, scanned the book



Bindings, Text Papers

- Bindings: Hardcover and Paperback
- Text Papers: Go green – we use a 100% PCW recycled sheet for many of our digital books
- Domestic and Offshore – ftp the same files used for the US printing to the UK and elsewhere, no shipping costs or customs charges.



New and Reprints using digital:

- Our scholarly monograph series. 600 copies with 150 hardcover / no jacket and 450 paperback. Paperback covers often printed digitally as well
- POD – yes – changed business model, titles that sell very few copies every year are now with a vendor who takes orders and reprints from the file in 36 hours and ships directly to the buyer



New and Reprints using digital:

- No overruns
- Reduced carbon footprint on trucking
- No or smaller inventory
- Keep titles in print, or even better bring titles back into print



New and Reprints using digital:

- Consolidate shipments to our warehouse
- Savings on capital investment
- Automated re-ordering by connecting our database to the vendor's database, saving administration time, paperwork and money
- No longer filling up the warehouse, instead better inventory management



Future watch:

- Predict and increasing volume flowing to digital to the detriment of offset.
- Higher quality of halftones and four color work with color becoming more affordable in short run reprints.
- “Yosemite”
 - quality was there
 - pricing was at the time too expensive
- Today that is coming down all the time.



Thank you for your time

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