

Making books better business

It's business as usual at MPG Biddles now that we are part of the MPG Books Group

As you will know in November 2008 we became part of the newly formed MPG Books Group, making us one of the largest independent book manufacturers in the UK. At Biddles we have always championed the smaller and independent publishers, developing our Publisher's and Illustrated Choice services specifically to support them, and I would like to reassure you that being part of the MPG Books Group does not change this strategy. In fact it strengthens it as being MPG Biddles gives us the independence to make decisions quickly for the benefit of our UK publishing customers without overseas influences.

It also gives us financial support and to illustrate this point I am delighted to announce that we have installed an additional digital press at King's Lynn - an Océ VarioStream 9210. This is as a direct response to demand from our customers for our short to medium run services and means that we can offer new features to our Publisher's Choice service (see page 2) and add more capacity to our extremely popular Illustrated Choice service (see page 3).

Many customers have asked whether anything has changed at Biddles and I would like to reassure you that in essence nothing has really changed and it is very much business as usual (despite any rumours to the contrary that you may have heard in the trade). So to put paid to other myths that are currently circulating - we are still here in King's Lynn, we have not closed or been merged into the factory at Bodmin and we have most definitely NOT stopped offering our short run services - quite the opposite!

In today's competitive business environment it is vitally important to ensure that as a group we make the most effective use of our combined resources. So we can now offer our customers access to competitive prices for long run litho printing using the KBA large format presses at Bodmin (we still have our mono litho presses here at King's Lynn) plus their expertise in fulfillment services.

I hope this gives you reassurance that MPG Biddles is here for the long run(!). Rod Willett
General Manager

IN THIS ISSUE

P2 Extended Publisher's Choice - you can now produce up to A4 portrait and on coated papers

P3 Illustrated Choice goes from strength to strength

P4 That special finishing touch - Deluxe presentation cases

P4 New look web site

P4 Try a finishing touch for FREE on your next hardback order



The installation of an Océ VarioStream gives us the ability to produce up to A4 portrait on coated papers

AT A GLANCE

Styles:

- Paperback
- Hardback

Formats:

198x129mm up to A4 portrait

Papers:

- Vancouver Opaque 80gsm
- Vancouver Bookwove 80gsm (white and cream)
- Vancouver Matt Coated 90gsm

Finishing options:

- Matt or gloss lamination
- Slotted binding
- Sewn binding
- Dust jackets
- Printed paper cases
- Coloured end papers
- Foil blocking on spine and front
- Head and tail bands
- Ribbon markers

Order quantities:

- Minimum 100 copies
- Maximum 1000 copies

"I've tried other digital-based printers in the past but none matches up to MPG Biddles' Publisher's Choice for price, quality and efficiency of service. The books look every bit as good as far more expensively produced titles: fine paper, solid spines, great cover-art reproduction. In short the works! I'll certainly be sending more orders their way."
Gary Fry

"I've been trying to break into Borders for seven years, endless pitches to so many people, and never got a single book in to stores. I sent a set of hardbacks to them earlier this week and was contacted at 8.50 a.m. the next day to say they'd take the lot. I can't think of a better recommendation. Quality counts."
Salt Publishing

Giving you even more choice

Since the introduction of our Publisher's Choice service five years ago our customer base has become as varied as the books we produce and brought many challenges with it.

To respond to these we have invested in an Océ VarioStream 9210 which not only meets the demand for an increase in capacity but enables us to extend the service so that we can offer a wider range of formats and paper options.

Under Publisher's Choice customers can now produce books up to A4 portrait and have the option of a 90gsm matt coated paper - ideal for black and white paperbacks or hardbacks with integrated halftones.

If you have a title that you think fits this profile and would be interested in having a sample section produced then please contact your customer services executive who will be delighted to arrange this for you.

THE ONLY CHOICE IN THE CURRENT ECONOMIC CLIMATE

In these tough times it is vitally important that publishers - whether they are just starting out in the publishing world or have well established front and backlists - do not produce more books than they really need to. Although it is tempting to produce as many copies as possible to achieve better economies of scales if the books sit unsold in spare rooms, garages or warehouses for years then ultimately this will have been a false economy as eventually these books will have to be pulped.

So with Publisher's Choice spending less will give you more!

SURELY I AM SACRIFICING QUALITY BY PRINTING BOOKS DIGITALLY?

We have an enviable reputation in the market-place for the quality of books that we produce. This is a result of the expertise in digital printing that we have built up over the last five years and investing in the equipment that is right for our customers needs to produce these.

And, don't forget, that at MPG Biddles you can easily switch between offset litho and digital production as we use the same paper stocks on our presses and all books are finished through the same binding line ensuring a consistency of finish that we challenge you to find anywhere else!



The art world of short run digital books

For the first time publishers have the opportunity to print litho quality, short run illustrated books at a unit cost more commonly associated with longer runs.

Illustrated Choice is a natural extension of our award-winning Publisher's Choice service which guarantees typical litho unit costs throughout the sales life of a book, no matter how many times customers reprint. This gives them all the advantages of the print on demand model without incurring a cost penalty and without compromising on quality. We think of Illustrated Choice as the art world of short run digital print.

The service is ideal for publishers looking to produce between 100 and 500 copies of books up to A4 portrait where quality of halftone reproduction is paramount. We have produced books covering subject areas as diverse as:

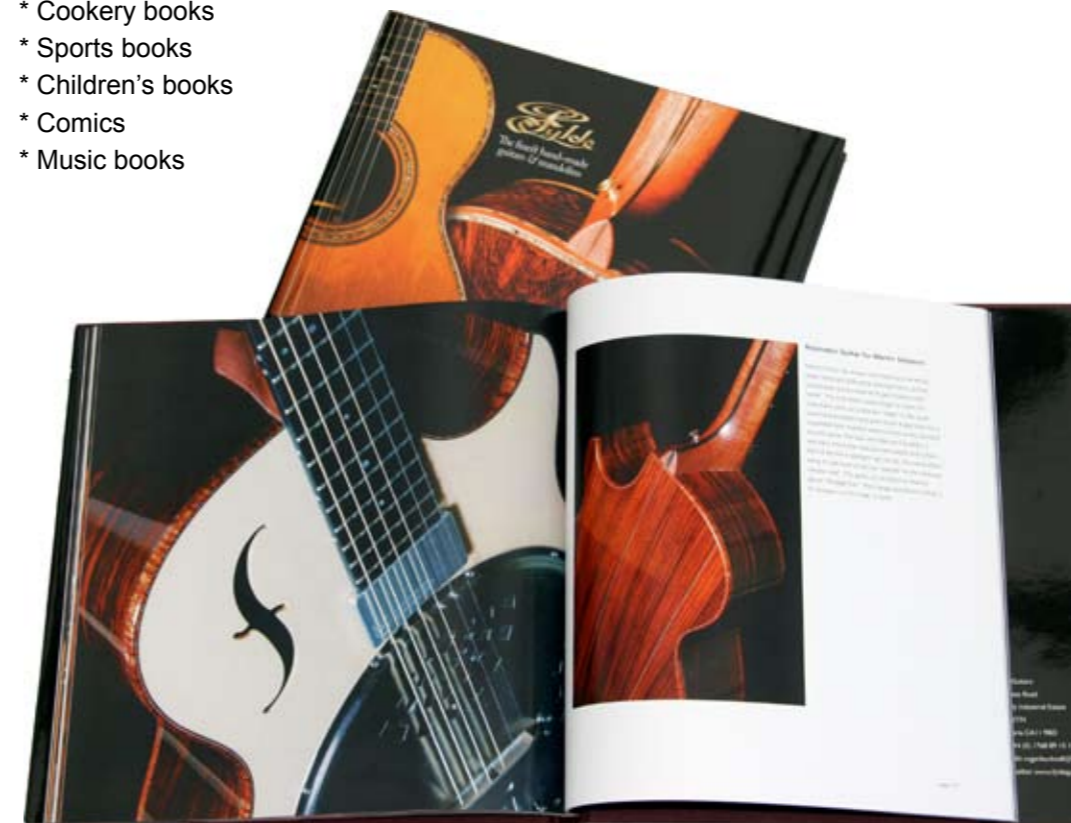
- * Directories and yearbooks
- * Art books
- * Photography books
- * Local history books
- * Cookery books
- * Sports books
- * Children's books
- * Comics
- * Music books

Illustrated Choice books are printed on one of our Xerox iGen presses (2400 dpi) with a variety of stock options and finished through our state of the art binding line.

Publishers who are looking to produce superior marketing copies prior to publication or to economically reprint backlist titles will also benefit from Illustrated Choice. The images below are from a publication called Fylde Guitars that we produced for Roger Bucknall which completely exceeded his expectations. The book has just reprinted for the third time.

So instead of 'Hobson's Choice' when it comes to printing short run books with colour or black photographs integrated with the text, you now have Illustrated Choice!

If you would like to receive a sample book demonstrating the quality that Illustrated Choice could achieve for you then please contact your customer services executive who will be happy to arrange this for you.



AT A GLANCE

Styles:

- Paperback
- Hardback

Formats:

198x129mm up to A4 portrait

Papers:

- Vancouver Matt Coated 100gsm
- Vancouver Matt Coated 115gsm
- Vancouver Matt Coated 130gsm

Finishing options:

- Matt or gloss lamination
- Slotted binding
- Sewn binding
- Dust jackets
- Printed paper cases
- Coloured end papers
- Printed end papers
- Foil blocking on spine and front
- Head and tail bands
- Ribbon markers

Order quantities:

- Minimum 100 copies
- Maximum 500 copies

"I want to say thank you very much for the completion of Dragon Rampant. The whole 'MPG Biddles Experience' for me has been superb and the level of service absolutely first class."

I am very pleased with the book and now we have a quality product that meets our original expectations 100%. As a first time customer with you I have been most impressed with your approach to customer care. We will certainly be doing business again. Thank you all once more."

Merlin Massara Publishing

Try out a special finishing touch for free!

With our roots in the craftsmanship of book manufacturing going back over 100 years we are renowned for those special finishing touches that other digital book printers simply can't offer.

So for your next hardback production we invite you to try one of them for FREE. You can choose one of the following finishing touches for no extra charge:

- * Coloured endpapers
- * Printed endpapers
- * Ribbon markers
- * Head and tail bands
- * 1 deluxe presentation case

Please contact your customer services executive for further information.

Terms of the offer

This offer is limited to the production of one hardback print run only. One extra from the list above can be added to your order for no additional charge.

Please note the presentation case is available in Demy or Royal size only.

"It's easy to have a great web site and yet deliver a poor service on the back end, but I'm pleased to say the MPG Biddles service totally lived up to expectations.

I'm delighted with their service and the quality of the end result. A lot of people have commented about the printing quality of my book both inside and out.

If there was only one thing at fault in all of this, it was my impatience to become the proud 'father' of a new book!

Thanks you MPG Biddles for such a great service... and for a web site that actually DOES tick all the boxes."

Ed Ravis

Our latest finishing touch - deluxe presentation cases

If you are looking to make your book stand out from the crowd then you might be interested in our new range of deluxe presentation cases. Ideal for presenting your books at fairs and exhibitions or to add value to your business by selling a few copies as special editions.

The cases are hand-made using the finest quality materials and can be customised for your book. They can accommodate Demy or Royal hardbacks or paperbacks up to about 256 pages and are available as a plain case in green or black Baladore (luxurious and soft to the touch) with complementary Seudel pads top and bottom inside the box. The front of the case can be plain or with a thumbnail of your cover or jacket on the front laid into a crusher panel and blocked with foil around the edge.

Plain cases are £15 each, cases with your cover on the front are £25 each. Prices for bespoke blocking available on request.



New look web site

If you haven't had a chance to do so yet then why not check out our new look web site?

This features a whole host of useful information and handy tools including:

- Spine width calculators for paperbacks and hardbacks
- 10 to 13 digit ISBN converter
- How to create print ready PDFs to our specifications
- Adobe Distiller settings to download for text and cover files

Don't forget that we also host our own FTP server allowing you to upload files at your convenience 24/7.

We have also upgraded our Press2Book system which allows all customers to track the progress of their jobs whilst they are in production. Customers who produce volume titles with us also have access to a specially discounted set of prices for Publisher's and Illustrated Choice which can be calculated through Press2Book. If you would like details of what would qualify you to become part of this scheme then please contact your customer services executive.

