



POD

12 July 2017

Michael Schulz

SOS Print + Media Group



DON WATSON

Beyond Bad

Working Mr Right

Vicious with a View

LEE LONG TAN Lex McAulay

GEORGE BLAINEY

THE TREE IN CHANGING LIGHT ROGER WIDGONALD

Renderous at Kermakura Inn Marshall Burgess

JOY HESTER Denise Banks

The Clocking Man

my beautiful FRIEND

A LOT OF CROC

THE TREE IN CHANGING LIGHT ROGER WIDGONALD

SATURDAY AFTERNOON FEVER

among the barbarians

SHIVER NIKKI GENIE

Secrets and Spies

MUR CHINA

CORAL

Fed Up Sue Dengate

DON'T LET HER SEE ME CRY

THE FIFTH DISCIPLINE

How to STOP GAMBLING

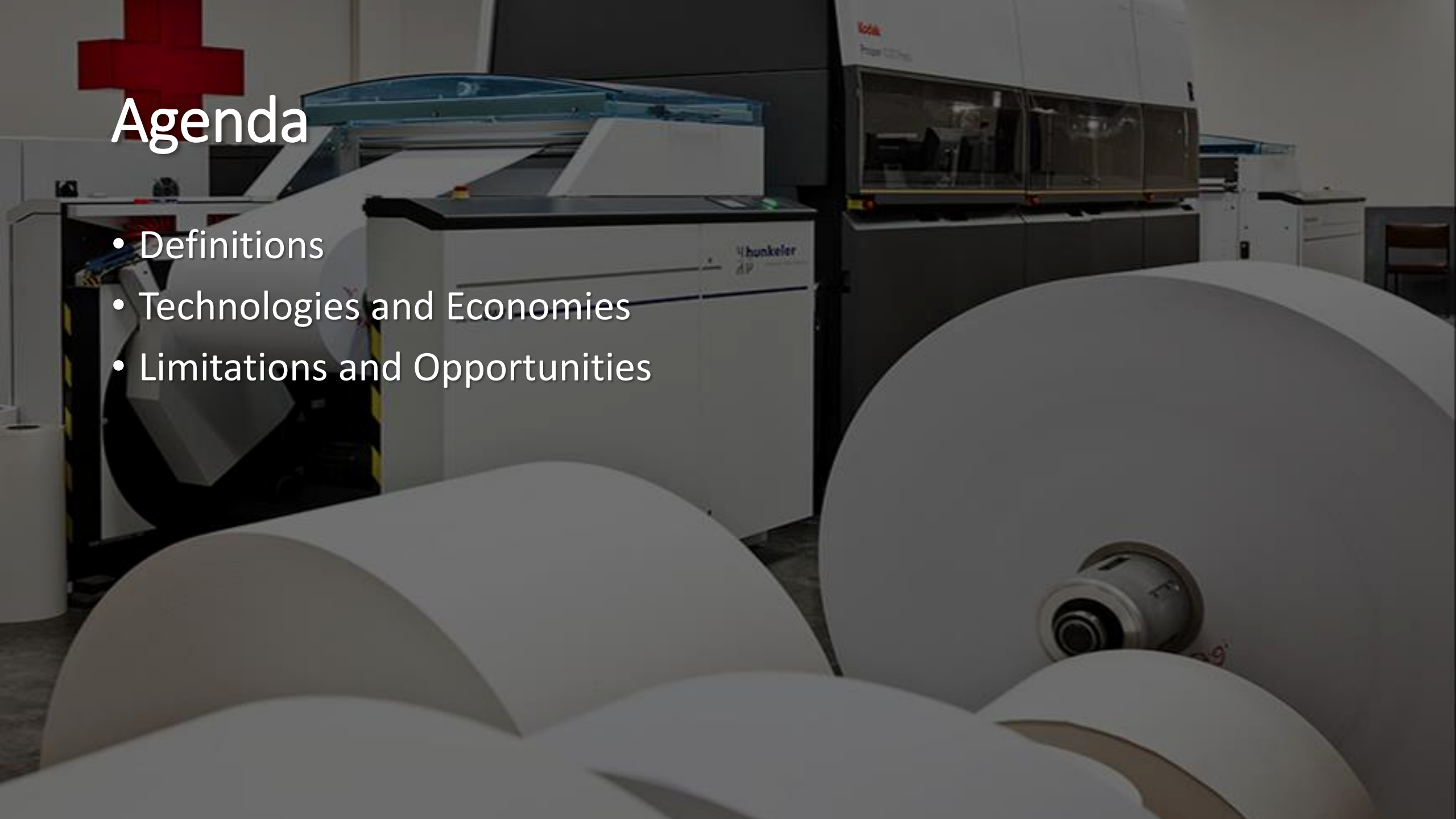
CHRISTOS TSIOLIKAS

PAUL SYMOND

KEREN FLAVELL

# Agenda

- Definitions
- Technologies and Economies
- Limitations and Opportunities



# Definitions

- Short Run Digital Print:  
Low quantity run to replenish inventory or for a purpose  
ARP; SRDP; Marketing copies
- POD:  
no inventory; produce just what is required; book has already been accounted for; often distributed from manufacturer directly to retailer or end user (drop ship); Long Tail; no books out of print; GAP



50-500

Readers'  
Proofs



> 750

Conventional Print Runs  
+ Re-Prints



50-750

Short Runs



1

Print to order (PoD)  
1 at a time

TIME



# POD

timely sales pitch.

## YOU DEMAND IT, THEY'LL PRINT IT

Random House is the first Australian trade publisher to offer print-on-demand for its out-of-print books. Rather than a six-week wait for an overseas edition, or a hopeless search for a local one, you can order a title from a bookshop and have it within a week for perhaps a dollar more than the usual retail price. Random's sales director, **Gavin Schwarcz**, gives the example of *Leaning Towards Infinity*, by **Sue Woolfe**, a bestseller in 1996 but now out of print and with demand for three to five copies a year. Printing and binding on a big photocopier-like machine, SOS Print and Media can fill those orders one copy at a time. And the author gets a normal royalty.

[www.smh.com.au/undercover](http://www.smh.com.au/undercover)

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# Out of Print?

Amazon.com product page for "Killing for Pleasure: The Definitive Story of the Snowtown Murders" by Debi Marshall.

**Product Title:** Killing for Pleasure: The Definitive Story of the Snowtown Murders

**Author:** Debi Marshall (Author)

**Customer Reviews:** 18 customer reviews (4.5 stars)

**Formats and Editions:**

- Kindle: \$8.45
- Paperback: from \$118.79

**Availability:** Out of Print--Limited Availability.

**Buttons:** Add to List, Sell on Amazon

**Description:** The Definitive Story of the Snowtown Serial Murders.

**Additional Information:** See the Best Books of 2017 So Far. Looking for something great to read? Browse our editors' picks for the best books of the year so far in fiction, nonfiction, mysteries, children's books, and much more.



# Technologies and Economies

- Offset print & traditional binding
  - High resolution proofs
  - Metal plates
  - Make readies
  - Offset presses
  - Folders
  - Binders
  - Overs
  - Storage
  - Inventory management



# Technologies and Economies

- Digital presses:
  - Toner presses
  - Indigo presses
  - Inkjet presses





# Technologies and Economies

- Espresso Book Machine

## PRINT AND READ

SMH  
2/6/99

New York (Dow Jones): Bookstores may have a new weapon in their battle with Web rivals: machines that print books on demand. Borders Group has taken a stake in an Atlanta start-up, Sprout, which will eventually let the chain's stores print paperbacks in 15 minutes.





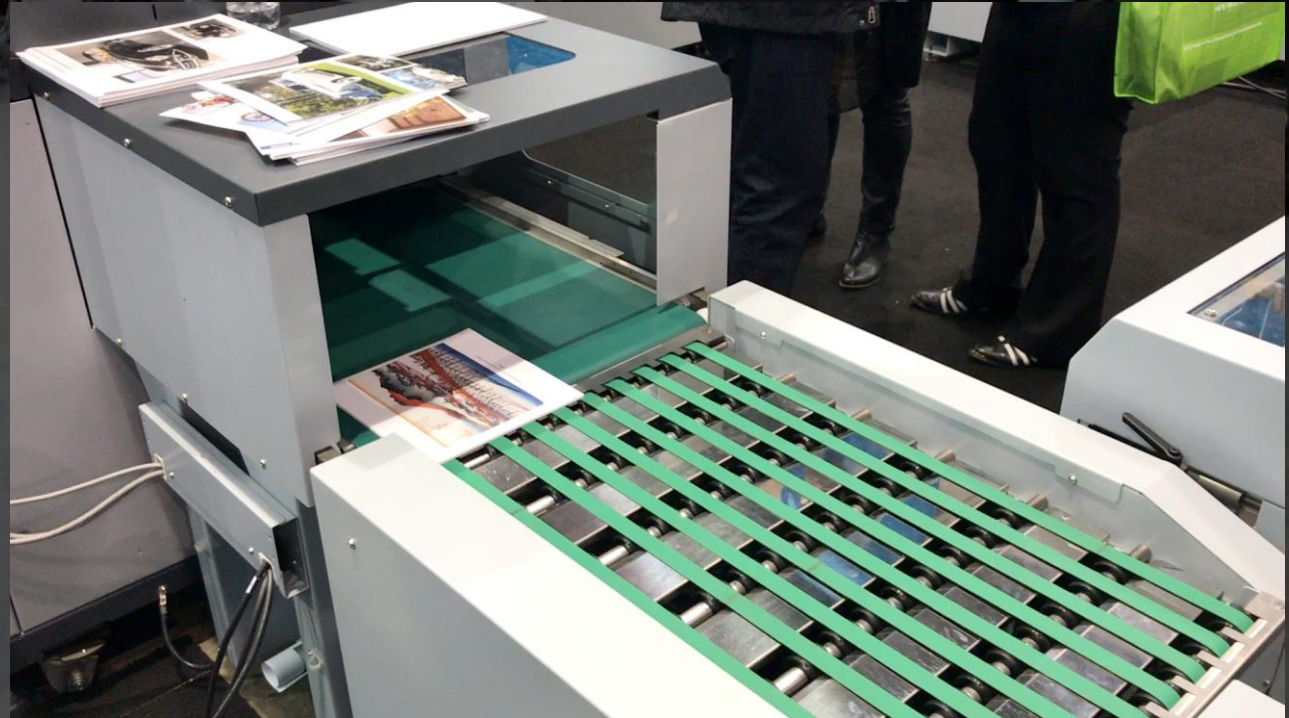
# Technologies and Economies

- Automation



# Technologies and Economies

- Automation





# Technologies and Economies

- Workflow components
  - Document repository (PDF)
  - Specification database (XML)
  - Electronic Data Exchange
- Workflow processes
  - Automatic order processing
  - Automatic file processing (check; correct; prepare; route)
  - Online proofing
  - Automated production
  - Distribution
  - Reporting and invoicing



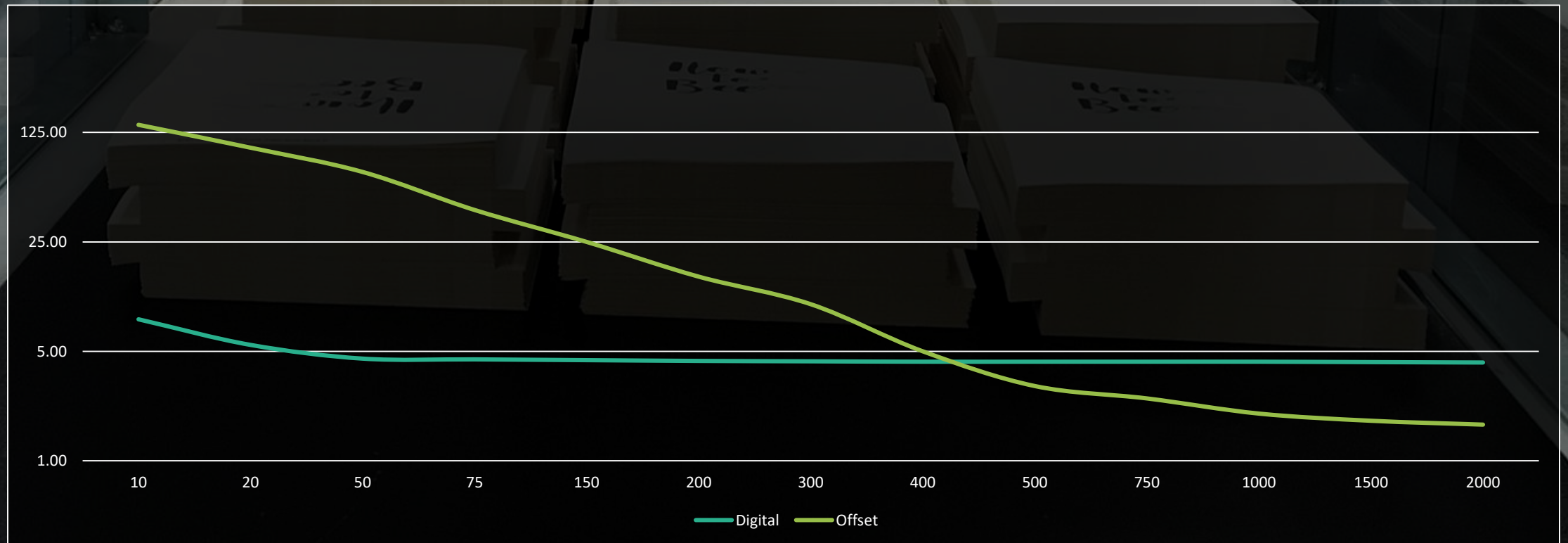
# Technologies and Economies

Offset Print	Digital Print
Economical for quantities > 1000	Economical for quantities up to 2000
Wide range of stocks	Limited range of stocks, esp for inkjet
Mass production	Reduced inventories
High quality reproduction	Variable quality levels
Slower turnaround	Fast turnaround
Medium levels of automation	High levels of automation
Complicated cost calculation	Simpler costs structure
High start-up costs	Low start-up costs
	Low wastage



# Technologies and Economies

- Cost structures



# Limitations and Opportunities

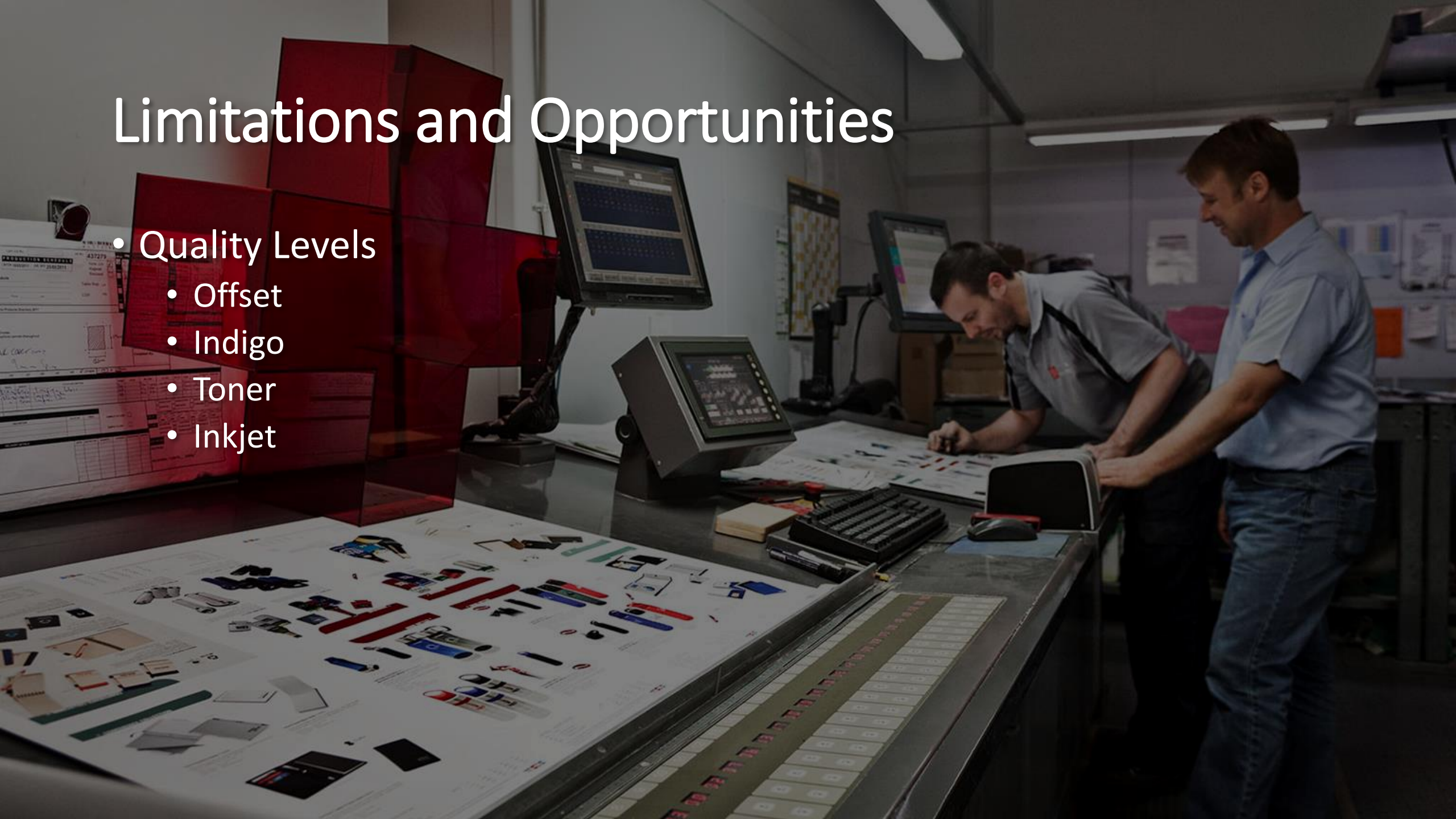


- Standardisation
  - Stocks
  - Inserts and picture sections
  - Embellishments
  - Book sizes
- Binding
  - Perfect Binding
  - PUR Binding



# Limitations and Opportunities

- Quality Levels
  - Offset
  - Indigo
  - Toner
  - Inkjet



# Limitations and Opportunities

- Segmentation
- Customisation
- Personalisation

next to Hugh Jackman. I'm not an overly dramatic person, but a year's worth of numbers, texts and photos were in my phone. If I don't get it back, my life

PRAISE FOR WENDY HARMER

'One of Australia's funniest women.

Harmer's sense of humour knows no bounds.'

*Daily Telegraph*

Scan this with your mobile or  
TEXT to 0421 266 453 to  
access the I lost my mobile at  
the mall site. Info and a free  
code reader from scanme.com.au



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