

The Seaboard Advantage

At Seaboard Bindery, we have the knowledge, experience and production capabilities to help you turn great ideas into attractive pieces. Even the "simple" projects need advance planning to turn out properly. Involve us early in your project to be sure the final product meets both your demands and those of your clients.

Services offered:

- Perfect Binding
- Mechanical Binding
- Saddle Stitching
- Die Cutting
- Folding
- Film Laminating
- Index Tabbing
- Design & Planning
- And More!

BRCs (Business Reply Cards)

Marketers know that response rates depend on how easy it is to respond to the offer. That's why phone numbers, website addresses and fax numbers are usually printed so prominently and why BRCs (business reply cards) are bound into so many books and magazines. When planning projects with BRCs, make sure you 1) Properly size your BRC, 2) Position it appropriately in the book, and 3) Conform to USPS (United States Postal Service) regulations by using 7-pt high-bulk stock or thicker.

General Guidelines

BRC SIZE/SHAPE ...

In general, the larger your BRC is, the easier it is for your bindery to run it. This means 4"x 6" cards run better than 3"x 5"s. Two-up perforated formats are easier than one-up ones. And so forth.

POSITIONING ...

Whenever possible, place BRCs between signatures and jog them to either the head or the foot of the book. Usually this will save you time and money.

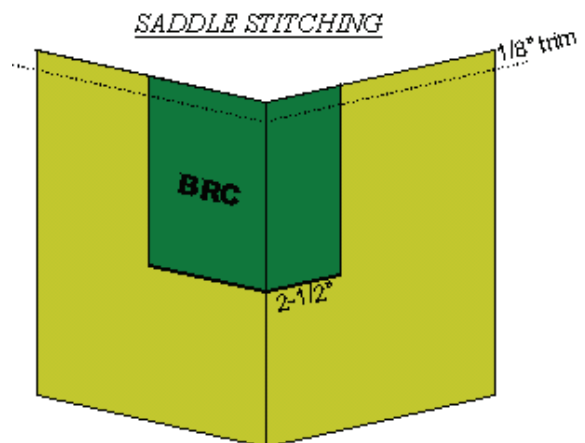
Saddle Stitching

BRC SIZE/SHAPE ...

Saddle stitched BRCs require flaps at least 2-1/2" wide to overhang the saddle. The perf can be placed either on or off the fold.

POSITIONING ...

BRCs can be either jogged to the head or the foot, or "pinned" somewhere in the middle with reasonably consistent precision.





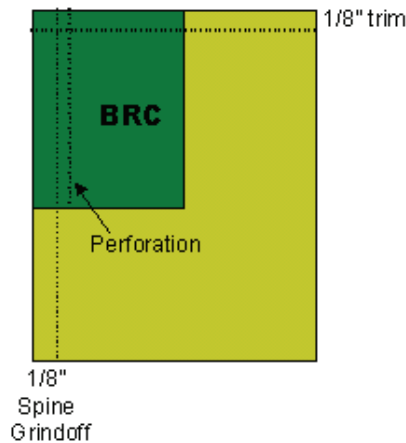
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ADHESIVE BINDING



Perfect Binding

BRC SIZE/SHAPE ...

Perfect bound BRCs need properly placed perforations. At minimum, put them at least 1/4" + 1/8" standard grind-off (3/8" total) away from the bind edge.

POSITIONING ...

Avoid positioning BRCs as either the first or last form because they might "twist" (not remain perfectly perpendicular to the spine) during production.

Wire-O

BRC SIZE/SHAPE ...

Allow for hole clearance. Books 1/2" or thinner require 3:1 wire (three holes per linear inch) and need 3/8" margin. For thick books (2:1 wire), allow 9/16" clearance.

WIRE-O

