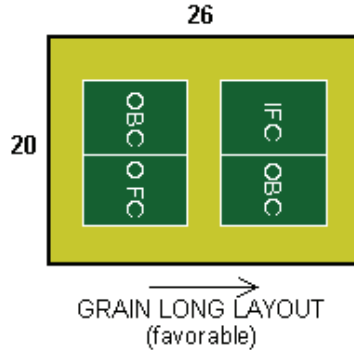


Grain Direction Is Important

Grain direction is critically important. First, let's consider perfect binding. If the text runs "cross grain," spine waviness and reduced page pull strength likely will be the result. However, altering page layouts isn't always practical. This is why alternatives such as notch binding and PUR glue help printers dodge production snafus.

COVER LAYOUT



PUR Glue

For thinner book blocks printed on forgiving stocks, traditional perfect binding may work. But if the book approaches or exceeds 1/2" in thickness, then PUR glue is the safest bet.

Notch Binding

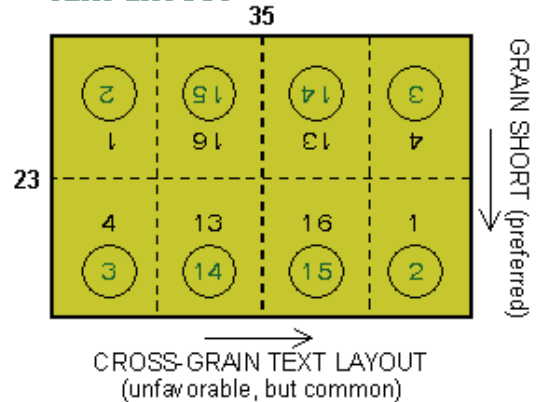
Notch binding by itself may be sufficient to overcome a cross grain text layout problem. Since notch binding doesn't require any grind off, one of the

product's selling features is that sometimes a smaller sheet may be possible, such as 24"x 36" or even 23"x 35". Extra strength and less paper? Sign me up!

Other Finishing Options

Grain direction impacts other post press operations too. Take folding and die cutting for example. While, grain direction is usually obvious, sometimes cross grain scores on a difficult stock are unavoidable. Products with folds running in bisecting directions (i.e. a typical pocket folder) will have at least one cross grain fold. Perhaps film laminating or die, folder or wet scoring will help, but these options all involve extra cost. Bottom line: Since careful choices must be made up front, involve your finisher early in the project development phase.

TEXT LAYOUT



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!