

## Inserts Highlight Key Information

Customers and end users often ask us for suggestions on the best way to make key information stand out in a book application. One popular option is to include inserts, which can take a variety of forms. For example, we recently produced a perfect-bound project that included several short-sheet inserts that jogged to the foot of the books.

At Seaboard Bindery, we can bind inserts of all shapes and sizes that jog to the head or foot of your books - or not jog at all. They can be designed to include foldout panels for even more copy area, and can also be die cut to create a truly unique appearance.

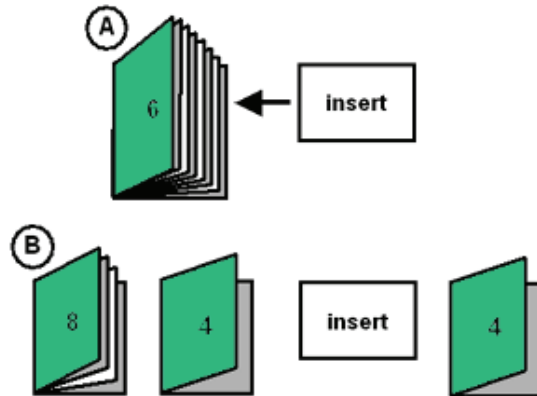


## The Seaboard Advantage

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!



When inserting short sheets into perfect-bound books, consider laying out two-, four- and eight-page signatures (B) rather than 16-pagers (A). This allows us to automatically gather the inserts with the signatures for efficient production.

**Helpful Planning Tips** - When placing inserts into a perfect-bound book, it can be more cost effective to use eight-, four- and two-page signatures rather than 16-page signatures. The smaller signatures allow us to gather them automatically with the inserts for more efficient production. In addition, try whenever possible to place inserts between signatures rather than at the front or back of books. That will help the inserts jog properly, improving the overall appearance of the book. As always, be sure to involve Seaboard Bindery during the project planning phase to be sure your forms and inserts are laid out properly and efficiently.