BIC Training Courses

Training for an empowered, informed book industry supply chain

2022

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
Digital Printing for Books

Course Location:
CPI Antony Rowe
Pegasus Way
Bowerhill Industrial Estate
Melksham
SN12 6TR

Purpose of the Course:
Knowing which print method to use can be critical to the profitability and success of a book and publisher. By looking at the different digital print technologies and workflows available, this course provides delegates with an understanding of the pros and cons of each and shows them how using different print methods can help them manage their inventory.

Benefits of attending:
This course will provide delegates with the knowledge and confidence to pick the right printing method for a project and the skills to identify and solve problems that they might encounter.

Delegates will spend time in CPI's pressroom and bindery, seeing first-hand how books are produced on digital presses and how the different workflows work in practice.

As the factory can be noisy and to ensure our attendees get the most out of the day, we limit the number of delegates for this course to 6.

Course Level:
This course is aimed at those who are responsible for the production of digitally printed books, whether they are short run or Print on Demand (POD), colour or mono. Those new to digital printing and those who would like an update on the changing technology and production methods available will also benefit from attending this course.

Course Content:
This course has a practical emphasis, ensuring all theoretical elements are accompanied by a practical application. The topics covered include:

- What is POD / short run printing?
- The POD process from consumer order to delivery
- How the different digital print technologies work
- How to select the right digital print method for your book
- How the different workflows can be used to increase the profitability of a project
- How the costs for digital printing are calculated

- How to prepare a file for digital printing
- Which papers are suitable for digital book production
- How the lack of / minimal make-ready affects a publisher's costing
- The binding process for short run and POD books
- How books are distributed, i.e., to a warehouse or direct to customer
- Other opportunities that the technology makes available, e.g., custom publishing, personalised editions, test runs, etc.
- What are the environmental impacts and benefits when printing digitally

Course Length:
This is a full day course running from 9.30am – 5.30pm

Travel and accommodation costs are not included.

Course Trainers:

Martin Collyer – General Manager at CPI Antony Rowe, CPI Books UK
Martin has more than 30 years' experience in the UK book and journal industry. He specialises in colour reprographics and digital operations, workflows and inventory management solutions. Martin is currently the divisional General Manager of CPI Antony Rowe and oversees the operations of both the Wiltshire and Eastbourne plants.

Heather O'Connell – Consultant
Heather has more than 20 years' experience in book publishing. Specialising in book production, she has held various positions including Production Director for Penguin UK and HarperCollins Publishers. Heather now runs a consultancy, using her passion for and knowledge of the industry to support a broad range of print and publishing clients and industry initiatives.