



# BIC Training Courses

*Training for an empowered, informed book industry supply chain*



## SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

**Course Name:**

Making and Managing Monochrome Books Training Course

**Course Location:**

Clays, Bungay, Suffolk, NR35 1ED

**Who is the course aimed at?:**

The course is aimed at those who are or would like to be responsible for the production of mono books.

**Course Level:**

The course is aimed at those new to mono production, those who have learnt 'on the job' and those that are ready for the 'next step' and would like a deeper understanding of how to manage the manufacture of monochrome books.

**Course Content:**

The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. Day one looks in depth at how monochrome books are made and provides essential knowledge for anyone involved in the design and manufacture of black and white books. Day two builds on that foundation and takes a deeper dive into the management of the process, looking at broader concepts and enabling attendees to add value by applying them to make quicker more effective decisions and add value to their business.

**Day One – Making Monochrome Books**

An introduction to the mono book manufacturing process including the different technologies available, how they work and how to pick the right one for your book. Each session will be accompanied by a visit to the relevant area of the factory to see the theory in action.

- **Introduction – the components of a book**  
A brief look at the different components that make a book.
- **How to request a price or place an order**  
Things to think about when requesting a cost and placing an order, including:
  - Standard trim sizes
  - Standard papers
  - Standard covers
  - How this improves efficiency, helps manage cost and reduces waste
- **How to prepare files for press**  
including:
  - The flight checking process
  - How to calculate a spine width
  - The different proofing options and how to pick the right one for your project
- **The fundamentals of litho text printing**  
including:
  - What is imposition
  - How plates are made
  - Web vs sheet printing

- The environmental impact of litho printing, e.g. recycling plates, waste, disposal of chemicals/materials, energy usage
- **The fundamentals of digital printing**  
including:
  - The different digital print technologies and how to pick the right one for your job
  - What is print on demand (POD)
  - What is auto stock replenishment (ASR)
  - The environmental impact of digital printing, e.g. waste, disposal of chemicals/materials, energy usage.
- **The fundamentals of cover/colour printing**  
including:
  - The different print methods available e.g. digital vs litho and how to select the right one for your book
  - How the different cover finishes are achieved
  - How plate sections are produced
  - The environmental impact of cover printing, waste, disposal of chemicals/materials, energy usage.
- **The fundamentals of binding**  
including:
  - How paperback and hardback books are bound
  - How digital and litho printed books are bound
  - What are the other types of binding available
- **Added value**
  - How shrink-wrap and slipcase sets are produced
  - How edges are sprayed/stencilled/digitally printed
  - The environmental impact of extras, including waste, recycling, energy usage.

## Day Two – Managing Monochrome Books

Building on day one or for those who already understand how monochrome books are made, day two applies that knowledge to problem solving and decision making.

- **Introduction – brief market overview**  
A look at the monochrome manufacturing landscape.
- **Managing litho text printing**
  - A review of what can be controlled/adjusted on the press, including dot gain, tracking.
  - How to spot a litho printing error and identify what is likely to have caused it
- **Managing cover printing**
  - What is ink density and why it matters
  - What to consider when designing a cover
  - Colour management;
    - What are colour profiles, and how to select the correct one for your project
    - What is calibration and why is it important
    - Why are lighting conditions important and how to manage them
  - How to make the most effective use of cover finishes

- How to identify problems on covers and understand what has caused them
- **Managing digital printing**
  - The advantages and limitations of the different digital technologies
  - How to make the most effective use of them
  - How to identify problems and understand what has caused them
- **Managing binding**
  - The different kinds of hard and paperback binding e.g perfect, sewn, PUR
  - The pros and cons of those binding processes
  - How to identify problems and understand what has caused them
- **Managing paper**
  - What is the grain direction and how affects your books
  - What can go wrong, how to spot a paper flaw and what to do about it
  - How paper usage and wastage are calculated
  - The pros and cons of buying paper direct or from the printer
  - Environmental accreditation, FSC
  - The pros and cons of recycled paper
- **Managing costs**
  - How manufacturing costs are calculated, start-up vs run on, fixed vs variable costs
  - How to make cost effective books
  - How can you save money/make cost effective books
- **Managing sustainability**
  - The different types of inks, and the environmental impacts of each
  - What to consider when making books more sustainable
  - Can your books be recycled?
- **Managing the next steps**
  - What to consider before books are despatched/delivered
  - How to manage a zero inventory workflow
  - How to manage a print on demand (POD) workflow
  - How to manage an auto stock replenishment workflow

**Course Length:**

This two-day course can be taken as one comprehensive programme across both days, or you can join us for just one of the days.

This course begins promptly at 9.30 am each morning so candidates may prefer to travel to Bungay the evening prior to the course. Travel and accommodation costs are not included in the registration fee.

**Course Dates:**

See [BIC website](#) for course dates.

**Course Trainers:****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.

**Course Location:****Clays**

Clays are long established as a key supplier of monochrome books to the publishing industry, and in addition as offering supply chain solutions around print. At their factory in Suffolk, they are producing 150m books/year from single copy print-on-demand through to mass market bestsellers with print runs up to a million copies.

Clays has benefited from significant investment over the last ten years, to enable them to provide digital production services and an extensive distribution offering which complements the ever changing and fast-moving books supply chain.

Clays have a wealth of experience from a long established and stable workforce, many of whom are excited to have this opportunity to share their breadth of knowledge through this training programme.