

Abstracts of Articles

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Dear Reader: First of all, grateful acknowledgements are due to those colleagues who gave to our editorial office useful and interesting advices, to make us possible to fill up our magazine with valuable, beneficial and profitable features. For example to György Tóth, Sándor Szalai, Csilla Zentai, István Faragó, István Schuck, dr. Miklós Vodiciska, Gábor Tóth as well as dr. Csaba Horváth. Bookbinding – or in a wider sense – everything that occur after printing, are unfairly disregarded sectors of the printing industry.

Let us think about it: the carefully handled products in the former phases of the production processes can be destroyed in a second, by a wrong cutting, false collection, incorrect surface treatment, or a bad packaging.

Present edition of our magazine is focusing mainly on features of post-press. You can read in it about the present situation of education and professional training of the next generation of bookbinders, as well as on handling of human resources. Several lectures of the Bookbinder Symposium organized by the printer's department can also be found in this edition of our magazine.

As a respect and acknowledgement, we introduce ten superb representative experts. Since a long time, we regularly give possibility for some new graduates. Now you can read one by Renáta Hódi. By clicking on one of the links of the given website, you can read it in its complete form.

Report on *Craft Union of Bookbinders* and the technical education of bookbinders, together with the representatives of industrial sector of post-press, are also introduced in our paper. By the help of Péter Maczó and László Lendvai, you can take a walk on Book Festival 2009. In connection with this, in spite of limited size of our paper, you can find the whole article on link of <http://www.pnyme.hu/2009/konyvfesztival/konyvfesztival.php>. During the long summer break, we are working with an unbroken enthusiasm on our next special edition. Far as that, we wish you a splendid summertime, as well as work and amusement enough for a good relaxation.

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Adhesive binding day-to-day: In the last years, because of constant developments, in several bookmaker companies, including *Alföldi Nyomda*, the bookbinding machine stock has significantly changed. At the same time, the production capacity has grown and the quality became better. You can read the experiences of the old book production company's experiences focused mainly on adhesive materials applied by them.

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Bulk Production of Book Covers: In this article of our series, dealing with the new graduates, we introduce the interesting work of a young post-press expert. In it you find information on bulk production-operations of book covers.

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Schmedt and the hardcover book-binding: Nowadays in the printing industry, in case of hard-cover production too, the average production run is more and more low. At the same time, there are more and more book-titles. The production

therefore can not be economic enough. The *Schmedt* company from Germany, has solved this problem and offers suitable solutions for digital printing houses usable for making hard-cover books.

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Kolbus, the first worldwide in book production. The new *Kolbus BF 530* book-production machine having 70 beats/hours and integrated book-forming presser bar, it means a brand new tool for the modern industrial book-production.

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Kolbus-Sigloch adhesive-binder production lines with its 7000–20 000/hour time-measure (beat), offer best solutions for the middle-, and long-run productions too. Automation of the last decade makes possible the economic production even of short runs of the larger printing machines.

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Self-Mailer folding systems: The *PC Studio 2000* calls attention of post-press experts upon two brand new technological solutions. First one is the so-named self-mail materials, which are the most innovative and effective forms of *Direct Marketing* (DM). It is innovative because its envelope is in itself a DM-material. The other one novelty – which is worldwide known and more and more used rapid and cost-effective method – is the production of school-books (copy-books) having backs made with adhesive binding technology.

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Page recognition systems for bookbinding purposes: mistake based on incorrect (false) recognition of printed pages, is a frequently repeated mistake in the bookbinding technology. Therefore on the course of the past couple of years there is a more and more increasing demand of the clients for solutions of which help avoid this. The interleaving of sheets obviously must be made in a right order.

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Waste paper exhaustion in the printing house: In the printing industry parallel with the production processes, mainly during the post-press phase, there are unavoidably significant amount of paper waste-materials including spoil sheets, refused cut edges etc. Waste material exhaustion devices of the technology make more easy and comfortable of managing them by decreasing the need of time and energy needed by contemporary modern production machines.

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Some words about gilding: One of the demands of the modern consumer society of the commercial partners and customers is the need of the harmony between the internal properties and outside look. Only this can give a feeling them of a good decision with buying the product in question. Most important tools of this are nowadays the nice packaging materials, together with the usage of up-to-date surface treatment processes.

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Developments in electronic-building-up of cutting machines: Even today we can often see, more than hundred years old, “*sort of dinosaur*” but still working cutting machines. They consider them as “there was and still is a good cast iron material” in them (but it is just partly so).

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Up-to-Date Postpress/Out-of-Date technical education for book-binding: According to economists, the present industrial education and training, does not perform, as it could and must be. Neither in quantity, nor in quality, it does not satisfy the demands of the enterprises. This, before long, can hinder the competitiveness and development of productive as well as of service provider sectors.

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Photobook production: The now more than 100 years old Kodak celluloid based photo process is squeezed out by computerization and by the digital methods. Digital photo making has convinced even the professionals and forced them to change methods. The photo-books have arrived, producing new challenges for post-press/bookbinding departments.

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Power of collaboration: “Professional and financial advising – Planning a modern. Digital Printing House”. This was the interesting and valuable feature of a presentation on a professional seminary organized by *Konica Minolta* in its nice council-room, together with the host *PC Studio 2000* (from *Vecsés, Hungary*).

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Craft Union of Bookbinders: This organization, in 1981, within the frame of IPOSZ, has come into being. It has nowadays 80 (mainly craftsman) members. Its aim is promotion of traditions, spreading professional knowledge, reveal and solving of professional sector’s problems, transfer experiences to younger bookbinder generation and making known of colleagues on professional meetings.

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Digital optimization of printing processes: The global publishing and printing industry is growing steadily and continuous to develop through new generation digital technologies. The features of this article are the XML-based CIP4 file formats (JDF, JMF, JTF, CIM and CRM) suitable for optimization and automation of the processes used by our industry. JDF is a comprehensive XMF (or otherwise: e-XMF) based file format and proposed industry standard designed to simplify information exchange between applications and systems in and around the graphic arts industry.

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Citadel of bookbinding workmanship: Year by year there are exhibitions of students of Book-arts faculty of *Képző- és Iparművészeti Szakiskola*, This year, for that, the Central Library of Corvinus University has given in its lounge for the compositions of the young artists. The exhibition was open just nearly two months but for our readers we took some snapshots of it. By help of the website’s link: www.pny.me.hu/2009/konyves.php you can anytime make a virtual walk around them.

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Typographic sense of youth: If “instinct typography” can exist, I tried to reveal its properties. Nowadays almost everyone writes and makes word-processing, but we get our typographic knowledge by autodidact methods. Effects of text-context can be learned similarly to the visual thinking and to linguistic sense.

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Managing human-resource and their status in bookbinding: If a company does not care of personal needs of its workers, they will be soon estranged, giving only on a minimal level their activity for the organization. The spiritual atmosphere in the workplace influences the productivity of workers by a 20-30 percent. Their mood and disposition of workers depends around 50-70% on the behaviour of the leadership.

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TQM – or everything has its own quality: This year, the 14th *Forum about the Quality* event, has been organized this year by the *Quality Committee* of PNYME together with the *Hungarian Quality Society’s Committee of Paper, Printing and Packaging*.

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Avaloni–Mester Printing House: Present edition of our magazine *Magyar Grafika* this time has been produced by *Avaloni–Mester Printing House*. In connection with this, we made a report with *Anderle Lambert* executive director about the history of the printing house, their clients and about the Economic World Crisis.

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Stanctechnik Kft.: Philosophy of this company since ten years is to work and can be easily reached in a central place, and to the mixed, small and middle sized printing houses, their cooperating publishers and different studios offer services in fields of every post-press operations, on a world standard level.

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Oláh Printing House: In an age of the recession it is unusual to make investments, and being a winner on the markets. *Oláh Printing House* is a totally Hungarian-owned family-controlled undertaking, which can skilfully utilize the drawbacks of the crisis, gives more fuel when the others slow down or stop. This report made with *Miklós Oláh*, informs you about their methods and secrets.

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Tamás János Trattner a famous, originally Hungarian expert, was working for the Viennese Royal Dynasty and was a founder of a family printing house, for the 18–19 century.

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Altenburg Card Festival is regularly celebrating the 500th year memorial of the playing card making.

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Kner–Tevan Foundation Prize came into being to professional admission of the extraordinary profession work.