

Book Publishing Case Study

Kirja Kerrallaan



The Challenge:

- Digital reproduction of old and rare books as facsimile for their preservation.

The Solution:

- Xerox Docutech 90 for the inner pages in association with the Xerox DocuColor DC12 offering an excellent printing quality for the covers. For the binding, they are using the automated Fastbind 321 NR.

The Results:

- Facsimile reproduction is much easier than before (158-page-book in 4 hours). Book facsimile publishing continues increasing book life expectancy and reveals also some books that were about to be forgotten.



Xerox
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Customer Profile

Kirja Kerrallaan is a small run and on-demand publishing company. It has been created in 1999, with the aim of preserving very old or rare books (that can normally only be consulted in libraries and forbidden to loan) by producing digital facsimile copies for the public. As no previous experiment existed, the project was supported by the European Union.

Since then, Kirja Kerrallaan has expanded its activities towards the on-demand publishing. They created a project called "Omakirja CD" in cooperation with Xerox and the biggest bookshop in Finland, Akateeminen kirjakauppa. This CD includes a template allowing anyone to write his book and once the book is written, Kirja Kerrallaan publishes it. This activity has been very successful and is still growing.

Another part of today's work is the publishing of theatre plays: some of the on-going plays are sold directly in the theatre. Today, Kirja Kerrallaan is the biggest playbooks publisher in Finland.

Kirja Kerrallaan also publishes poems in bilingual books including the Finnish version and the original language (for instance from Spanish, Estonian and Sicilian contemporary poetry).

The Challenge

The original project to preserve old books started on 1999. Kirja Kerrallaan used the new digital printing technology to help the old books preservation. They chose to concentrate on the oldest classic books (works published before 1970) and selected the books according to their rareness. The challenge was to obtain a final book as similar as possible as the original (format, inner pages and cover).

With that in mind, they wanted to find technologies allowing them to scan the selected books (page by page), to clean the digital pages from

the "living time marks" (dirt, dust, underlines...), to print them in very short runs (with digital printer) and to properly finish the work using the perfect binding method.

Kirja Kerrallaan also wanted to use this opportunity to study how digital printing could be applied to the publishing of real books in a print-on-demand environment and for very short runs.

The Solution

Xerox has proposed the entire equipment package for this project (printers, scanner, creasers, binders, trimmers). From the beginning, the Xerox Digipath has been the way to achieve this project: Digipath made it possible to scan old books to digital format.

The only perfect binders that had the possibility to properly finish the job were Fastbind machines. Fastbind can make the books in very short run, including in series of one (book-on-demand). Fastbind perfect binding machines are answering to their expectations and can be used even by apprentices. The binding quality and final result are incomparable and customers are fulfilled. Another big issue was that the binder doesn't smell. Fastbind machine was easy to install, very easy to use and is almost service free.

Kirja Kerrallaan started his operations with a combination Xerox DocuColor 4570, DocuCentre 275 and Fastbind 2501 AER, with in-built creasing unit. Since then, they have upgraded their equipment and are now using the Xerox Docutech 90 for the inner pages in association with the Xerox DocuColor DC12 offering an excellent printing quality for the covers. For the binding, they are using the automated Fastbind 321 NR.

Despite the initial resistance and fear from traditional publishers and bookshop offices, this project has been a real success. Printing and binding quality created a very positive surprise among the public. At that time, people use to think that digital printing was same thing as copying. But, Kirja Kerrallaan digital printed books (bound with Fastbind) did not look like a bundle of copied papers, they looked like the real original books.

Moreover, Kirja Kerrallaan, for the project launching, got a lot of interest from the media. Several newspapers, radio stations and the Channel 4 TV-news group were present to cover the event.

The Results

Xerox and Fastbind, in combination, made possible the initiative of this project. Without those machines, the project would have been delayed or more probably remaining without being launched at all.

Nowadays, a more complete and up-to-date machinery answers even better to their needs. Facsimile reproduction is much easier than before (158-page-book in 4 hours) Book facsimile publishing continues increasing book life expectancy and reveals also some books that were about to be forgotten.

The final printing quality is very good and answers to the needs of the job. The combination Xerox - Fastbind is excellent and Kirja Kerrallaan highly recommends those machines for any equivalent jobs.

**Working together...
getting results.**

Together we can.

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