

SUCCESS STORIES

INDUSTRY

SMALL BUSINESS + SOCIAL INFLUENCER

RESULTS

CHALLENGE

A new client, National Color Graphics, had a unique project for The Budget Mom (Instagram handle: @thebudgetmom) a social influencer dedicated to finding creative ways for her followers to stay on budget and save money. The Budget Mom was exploring ways to produce a 13-piece budget workbook series. The workbooks came with a few challenges: how to manufacture a book with a ¼ inch spine with a wraparound cover and stitching; ensure the spine would not get crushed when stitched; plus guarantee the books would not get damaged when shipped.



SOLUTION

The team at John Roberts got to work coming up with a few ideas to present to the new client. After testing a few prototypes, while keeping our client in the loop and being mindful of critical deadlines, our team delivered a fool-proof solution.



SUCCESS STORIES

(SOLUTION CONTINUED)

The colorful and unique books maintained the ¼ inch spine specification, which with the large quantity, required precision during production. We also altered the rule to keep the spine from cracking, and “pre broke” the scores to add the spine structure. We then ran on the moll table in-line with the stitcher to be able to feed and make the last fold. To secure the books in shipping, the 390,000 books (30,000 of each version) were soldier packed to keep the spine square. Finally, when the user receives their 13-book series (1 book = 24 pages + cover, 12 books at 48 pages + covers) they are neatly housed in a cradle to keep their books in order, which also includes a cover providing extra privacy when displayed on a desk or tabletop.

Our new client was so happy with the finished product – they have issued a PO for the summer edition workbooks.

PRESS

Heidelberg Speedmaster XL 106 – Workbook covers

Harris M110 for print + fold – Inside worksheets

Saddle stitching + scoring + die cutting – Finishing/binding

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