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INTRODUCTION

Greetings from Altona where winter is still with us. It has been a huge year for snow and so we are awaiting the warmer weather and Spring … which we are sure will follow. 2017 is already upon us and we are expecting this, our 110th year in business to be a good one.

We hope that 2016 was a good year for you and your company. Printed books seem to be making a resurgence and so for those of you who publish predominantly in hard and soft cover books it is likely a ray of sunshine after many years of being told that electronic books were going to displace the printed word. No one is happier than all of us at Friesens where we deal only in printed books.

May 2017 be your best year ever.

THE YEAR PAST THE YEAR FORWARD

2016 was an excellent year at Friesens. Both our sales and volume of books manufactured were up this past year. We anticipated a good year and so we staffed accordingly and when the business came we were ready for it. Certainly having had a year working with our new large format press also helped. Purchasing and integrating a machine as big as the press is, and with the corresponding technological "bells and whistles" took some time. It was a credit to our staff and managers that we were able to work through any learning pains and achieve the production we were anticipating. Our Continuous Improvement program was also very successful and staff were able to make many suggestions for change and improvement. All of this contributed to a record year for pages printed and bound in our sheet-fed, web and digital divisions.

Of course big presses are worthless without work to fill them and for that we thank you. Our plants were busy all twelve months in 2016 so having the work and the staff to produce that work was the key to having a successful year. All of us at Friesens thank you for placing your trust and confidence in us.

One good year leads to confidence in the next and we are planning for another year of growth. Everything we hear from publishers is that printed books are selling well and so we are making plans to manufacture as many of them as you are prepared to place with us. We have hired staff in anticipation of running full shifts throughout the entire year. Elsewhere in this Publishers' Newsletter you will read that we have purchased a new cover press and a new cover coating machine. We expect that these two presses will help us with both productivity and quality. Both will be in operation well before our busy period. Later in the year we anticipate making upgrades to some of our bindery machinery, but more about that in a subsequent newsletter.

WILL WE SEE BOOK TARIFFS?

David Friesen

There has been a great deal in the news recently about the possibility of duties being placed on goods that enter the USA. Several of our customers have asked if books might fall into the products that would be affected. Books have travelled tariff free throughout the free world for many years and I don't believe that will change now.

The news surrounding tariffs has been centred on the North American Free Trade Agreement which was signed some 25 years ago between the USA, Canada and Mexico. This document is directed primarily at the automotive and agricultural industries. Books were never a part of NAFTA and so it is unlikely that they would be included in the future … even if changes were made. It will be of interest to you that the President must give Congress 90 days' notice if he intends to begin negotiations to make amendments to NAFTA. Changes if they were made would likely take many months if not years to negotiate and more time to implement.

The President himself and others close to the White House have indicated that the trading relationship with Canada is favourable to both countries and little is expected to change.

But for now we believe it is "business as usual" and we look forward to working with our American publishing partners for years to come.

PRINT FAIR 2017 – BE THE CHANGE

Dana Bergman

Things just don't stop changing. Change is everywhere. It's inherent in our day-to-day lives. Sometimes we like it because it is a positive surprise or because we initiated it, and sometimes we find it hard to deal with. Regardless, change continues and we get to choose how we will engage in, and manage the changes around us.

At Print Fair 2017 we embraced and celebrated the idea of change. The theme for this year's event, "Be the Change", was chosen by the CI Champions to reflect the core idea of the Continuous Improvement (CI) journey that we embarked on as a company about 18 months ago. With a view toward engaging staff throughout the company in this journey there were 14 staff who participated in training to learn CI tools and skills so they could help all of us learn how to be positively engaged in change in our company. This is a strategic move, for as employee owners we need to take ownership of change at every level so that we remain competitive in all areas of our business. Successful management of change leads to success throughout our company.

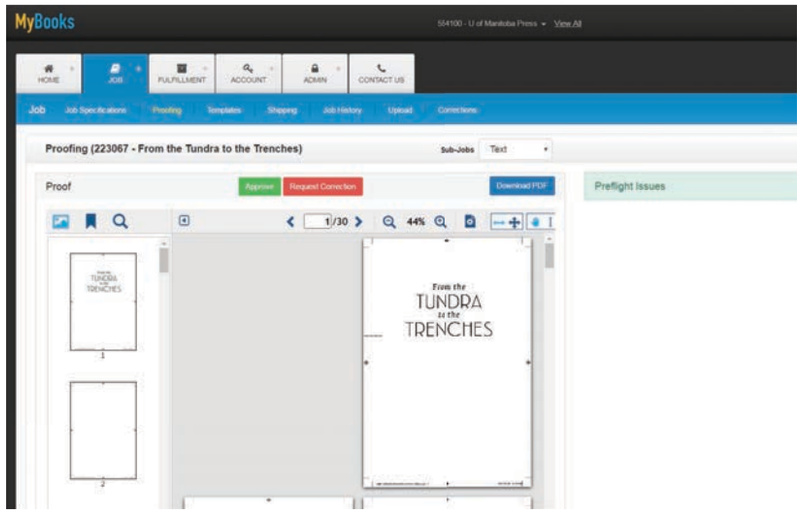
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MyBooks

EST. 1907
FRIESENS
IDEAS CRAFTED IN PRINT

MyBooks is Friesens' online site developed for publishing professionals who want to save time and have instant access to information and tools for managing projects. We are pleased to provide this tool as part of our never-ending quest to serve our customers in meaningful ways. Following are just some of the changes you will see.

NEW PROOFING & PREFLIGHT TOOL



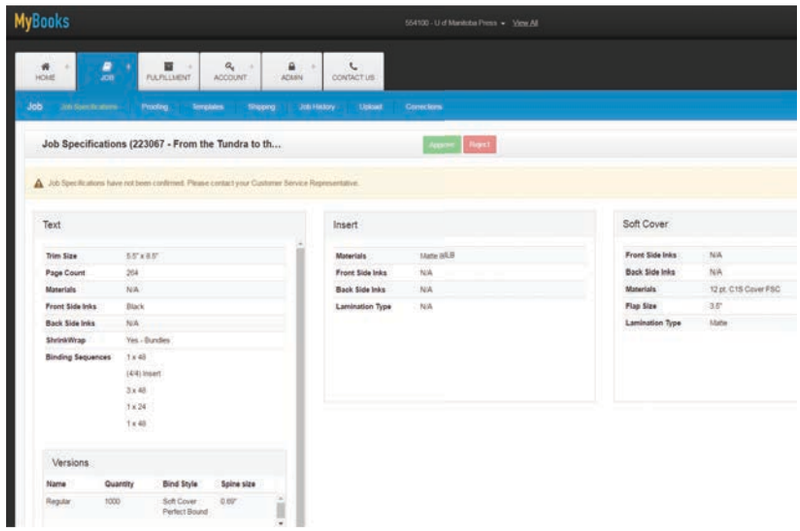
We have reduced the complexity of our proofing options in an effort to give you just what you need to check your proofs online. You can either view the components online or download a low resolution PDF proof. Both options are available from the same page on our site. In addition to the proofs you can also review the preflight report. If there are any concerns noted during our preflight our new tool will allow you to respond to those items at the same time as reviewing the proofs.

As part of the new tool you will now be able to submit your correction request online using this new proofing tool. In addition to submitting the correction request you can also see the history of changes requested in case you want to review the details of your request at a later date.

NEW FILE UPLOAD/DOWNLOAD TOOL

A reliable and stable tool to submit and receive files is important for all customers. As such we have improved this part of MyBooks to minimize the time spent uploading and downloading files.

JOB SPECIFICATIONS TOOL



In order to ensure that we have the correct information we have created a new tool to provide you with a job specifications approval. We will email you a link to the specifications so that you can review and confirm that we have all the details covered. Our goal is to ensure 100% of all the jobs that we produce at Friesens meet your expectations. This added tool will help to ensure that every job you produce with Friesens meets your needs.

IMPROVED FULFILLMENT TOOL

We have many customers who take advantage of our storage and fulfillment services. It is a growing list that has unique needs and requirements. As such we have improved the tool to help manage their inventory, address database, and provide important shipping and delivery details.

Other tools such as creating templates, viewing quotes and invoices are still available. If you have questions as you use these new tools and services please contact Friesens technical support at 866.324.6401 or bptech@friesens.com

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Book Industry News . . . Books Are Alive and Well

Ryan Hildebrand

We were excited to hear that unit sales of print books in 2016 rose 3.3% over the previous year. This marked the third straight year of print growth. We had the pleasure of printing many of these books and thought we would provide you with some interesting industry stats below along with what our Friesens comparisons have been like since 2013.

Unit Sales of Print Books (in thousands), 2013–2016

	2013	2014	2015	2016	Change 2015–2016
Total	620,044	635,093	652,673	674,151	3.29%
By Channel					
Retail & Club	501,658	518,901	546,719	573,761	4.95%
Mass Merch./ Other	118,385	116,191	105,953	100,389	-5.25%
By Category					
Adult Nonfiction	236,833	240,130	256,042	273,589	6.85%
Adult Fiction	150,590	138,712	141,690	140,221	-1.04%
Juvenile Nonfiction	42,283	48,882	54,624	55,456	1.52%
Juvenile Fiction	157,707	176,685	171,383	178,043	3.8%
By Format					
Hardcover	168,250	173,483	178,255	187,940	5.43%
Trade Paper	324,701	338,940	355,737	370,019	4.01%
Mass Market	80,020	71,758	64,318	59,357	-7.71%
Board Books	23,069	27,092	30,978	33,280	7.43%
Audio	5,116	5,128	4,434	3,836	-13.49%

Source: Nielsen Bookscan

At Friesens the primary markets we serve fit under the Hardcover and Trade Paper formats. We like to benchmark ourselves against industry averages to see how we compare and if our growth outpaces or lags behind. As you can see from the stats below we have felt a surge in demand for books and the new investments in equipment and increased staff positions us well to serve our customers with increase demands in both speed to market and capacity.

Units Produced at Friesens vs Industry

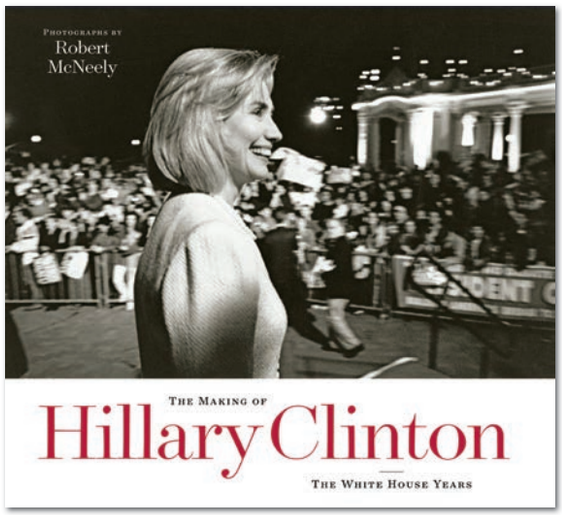
	2013	2016	Increase
Friesens-Trade PB	9,594,000	11,672,000	21.6%
Friesens-Hardcover	5,500,000	6,903,000	25.5%
Industry-Trade PB	324,701,000	370,019,000	14.0%
Industry-Hardcover	168,250,000	187,940,000	11.7%

Along with the growth in the printed book in recent years it has been interesting to read about the evolution of the ebook. Changes continue to happen at a rapid pace and the ebook decline this past year is just another example. In a recent article written by Leonid Bershidsky titled “Printed Books Leave Ebooks in Digital Dust” we have another example of changes many of us may not have anticipated 5 years ago. I have often said to our customers Friesens is in a very enviable position in that we are large enough to handle almost all projects (big or small) but small enough to be nimble and responsive to industry changes.

In the past couple of years as we have seen the print market rebound we have invested millions in new equipment, increased personal, and staff education/training that have allowed us to be responsive. We know there is no end to change but we are excited to see the positive trends in the printed book markets.

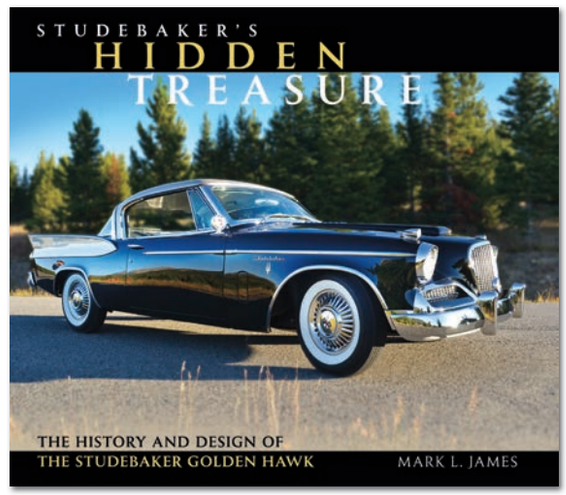
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FEATURE BOOKS



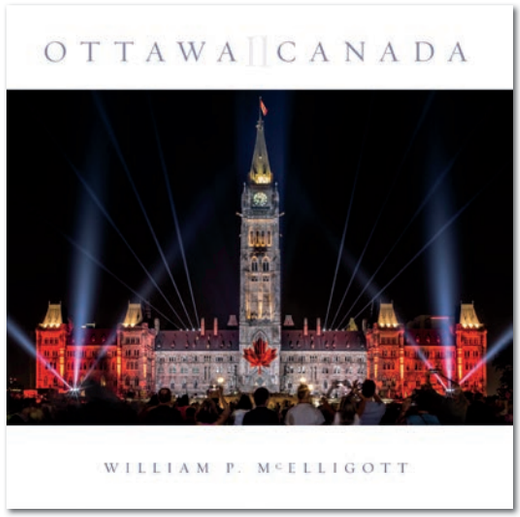
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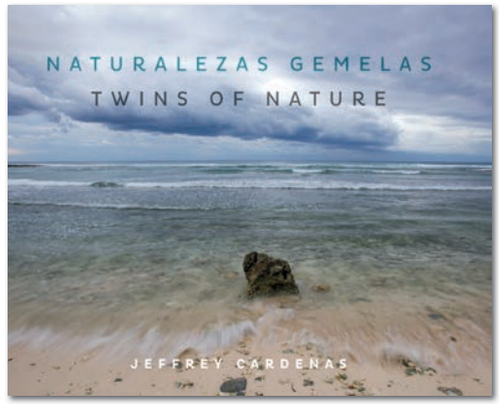
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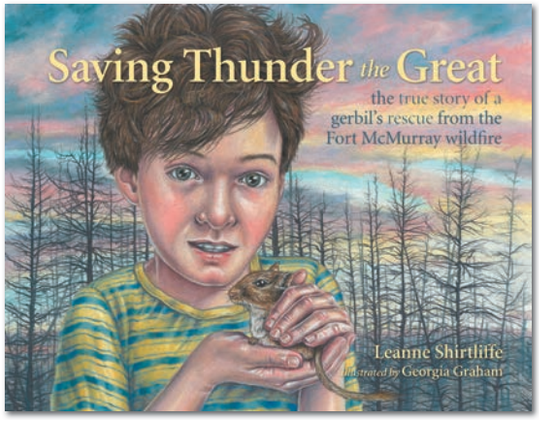
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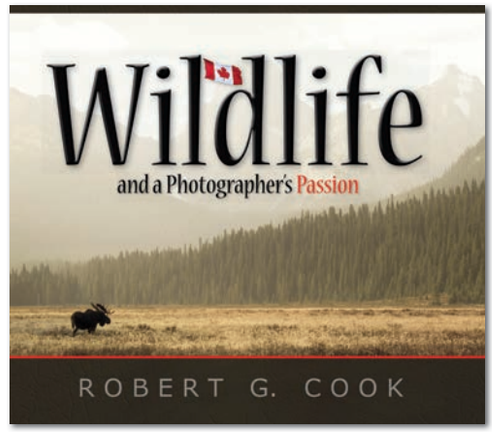
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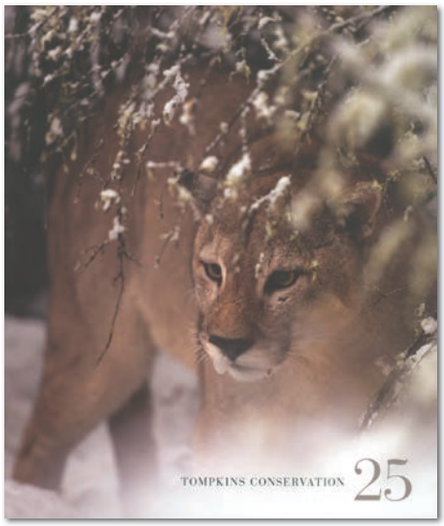
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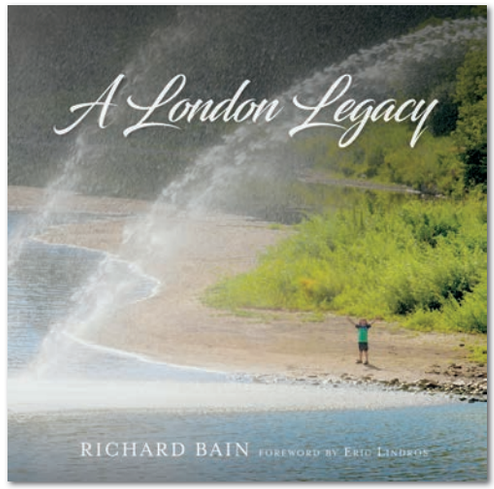
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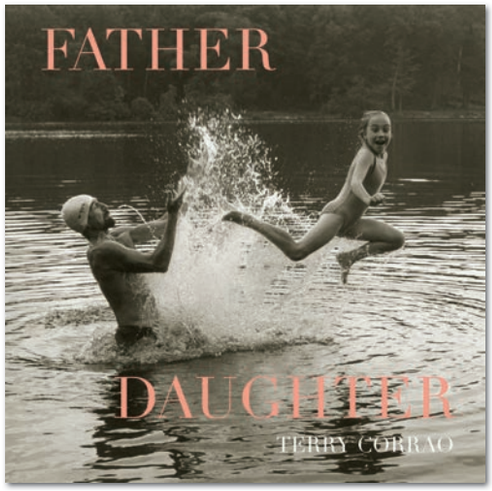
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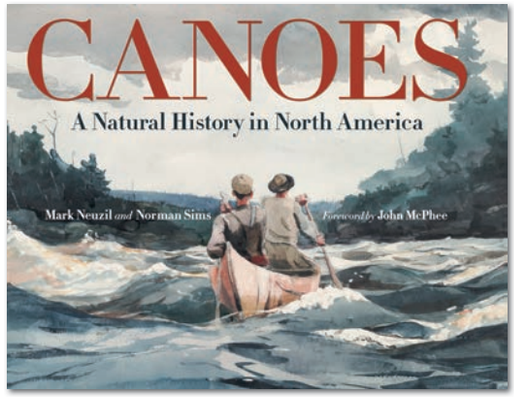
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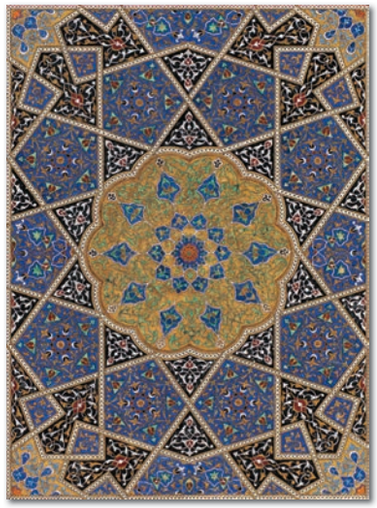
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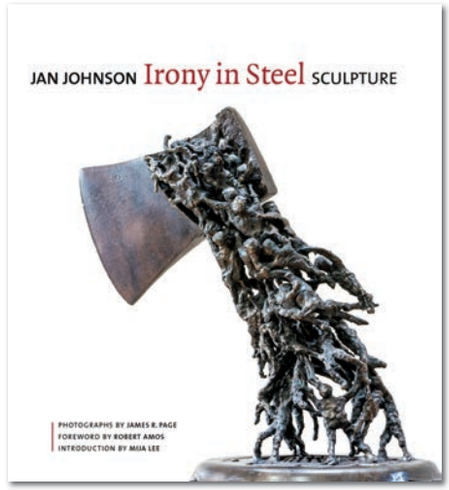
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Freer Gallery of Art

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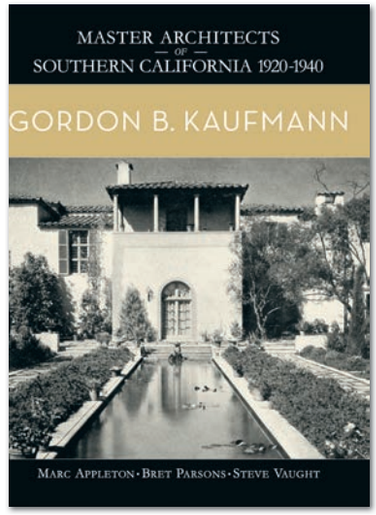
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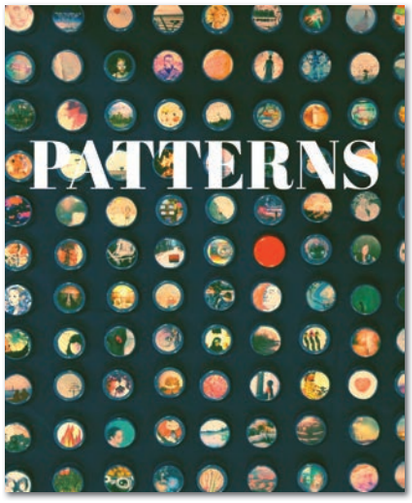
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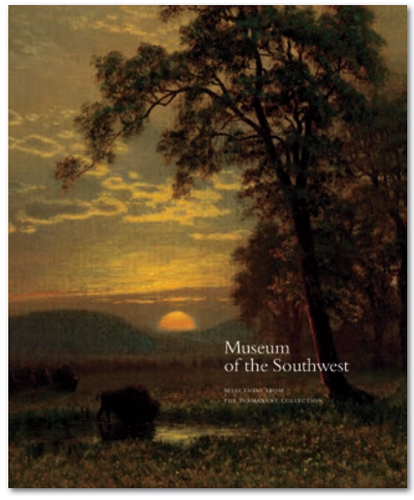
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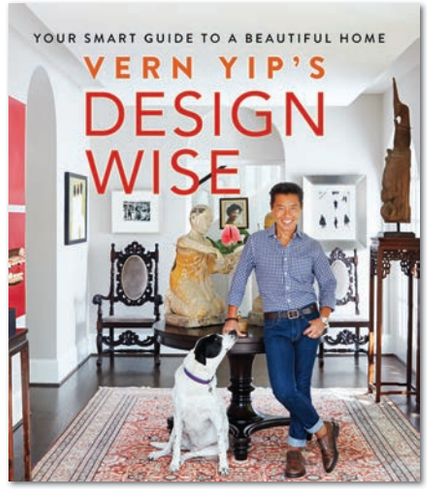
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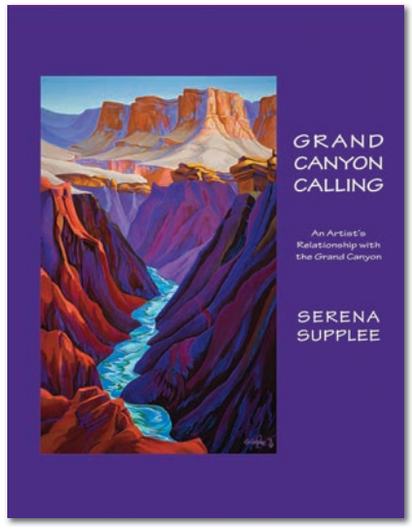
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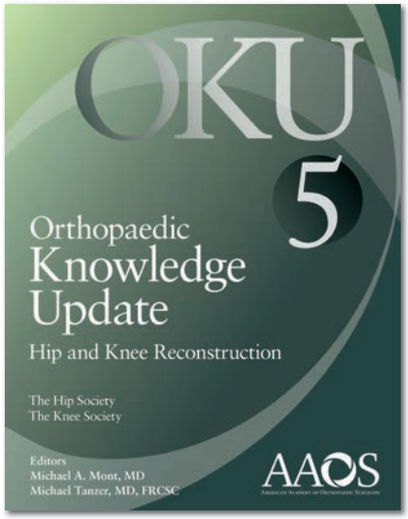
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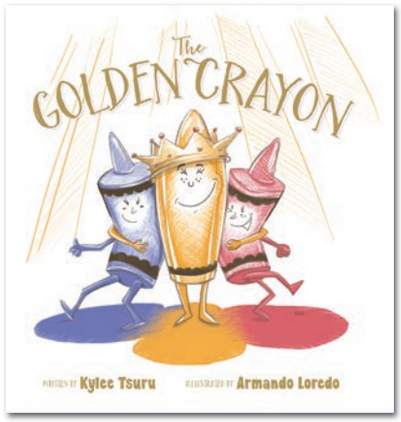
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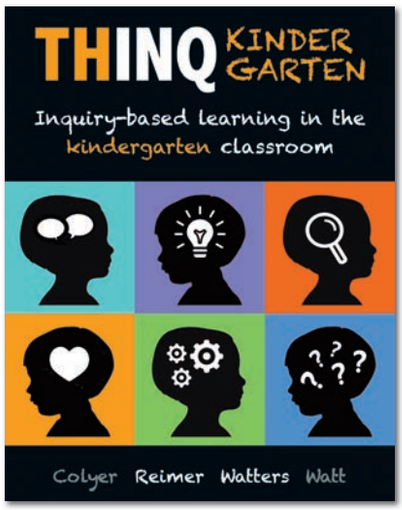
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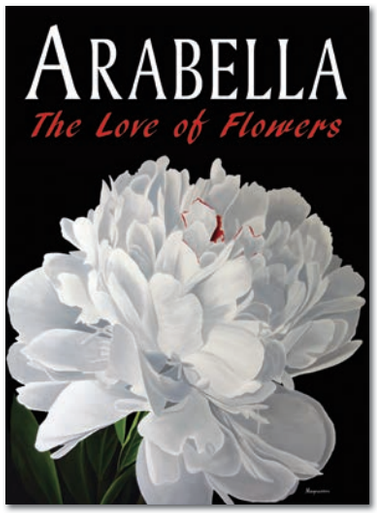
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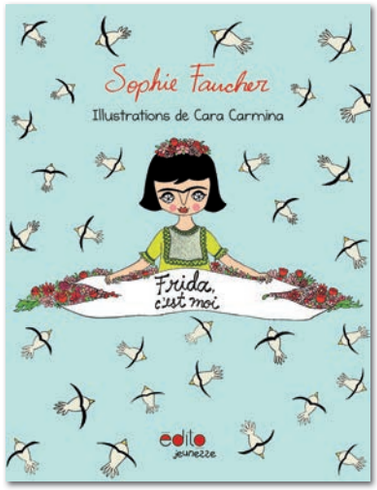
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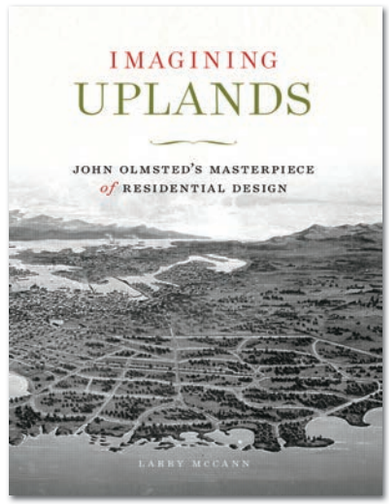
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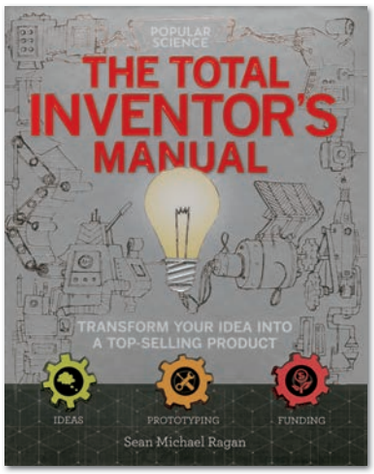
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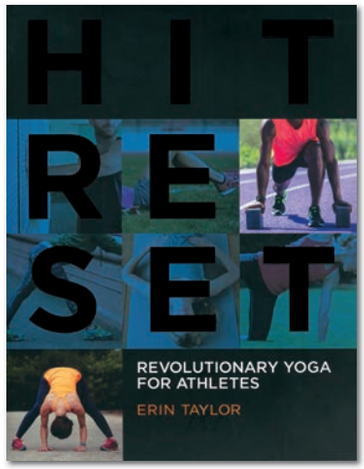
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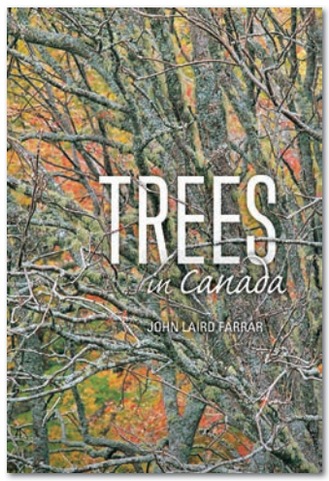
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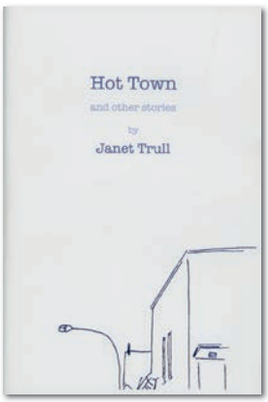
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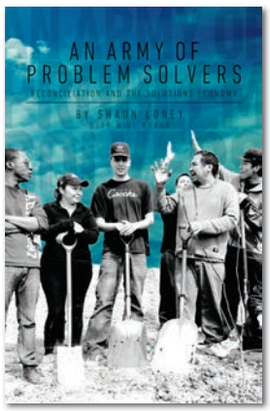
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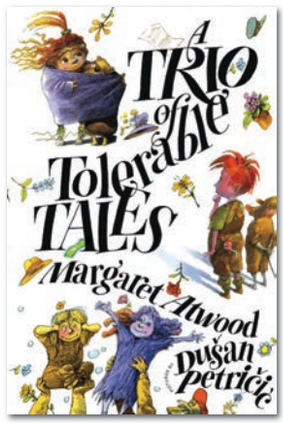
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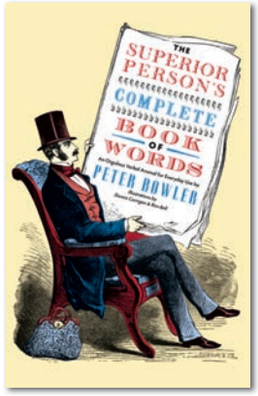
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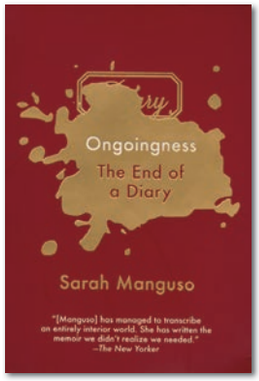
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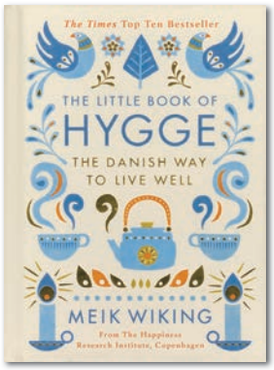
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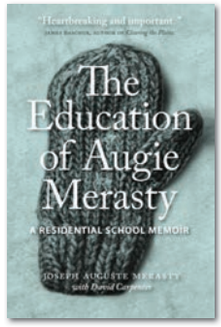
Publisher: Joe Books Ltd.
Trim Size/Pages: 5.25 x 8 • 336



Publisher: Graywolf
Trim Size/Pages: 5 x 7.5 • 112



Publisher: Penguin Random House Canada Ltd.
Trim Size/Pages: 5 x 7 • 288



Publisher: University of Regina Press
Trim Size/Pages: 4.25 x 6.5 • 120

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PAPER/PAPER/PAPER

Andrew Fennell

These early months of the new year are generally stable months for the paper mills that supply book paper to Friesens. Our main suppliers (Domtar, Rolland, Glatfelter, Resolute, Garda, Verso, and Tembec) generally have extra capacity in Q1, and our demand is seasonally lower. That means that Q1 paper supply for Friesens is expected to be stable and generally trouble-free! We may have a few unexpected glitches, but overall we expect our paper supply to be steady and dependable in Q1 2017.

While we are enjoying consistent supply from the mills, we have also been testing a few new paper grades to determine if there are other options for specific/unique projects that may come our way. One of those grades is Anthem Plus (coated) paper manufactured by Verso. Anthem Plus has been described as a "workhorse" by some people in the printing industry, and our initial, very-short-run test was quite positive. Some of the key specifications are as follows:

Anthem Plus	
Finishes available	Gloss, Matte, Dull
Basis weights available (text)	60# - 100#
Brightness	90
Opacity	89.0 - 96.5
Environmental data	Acid-free and ECF
Certifications	FSC, SFI, PEFC
Manufacturing location	USA

We will be testing this grade further in the next few weeks, and are hopeful that it performs well and meets the expectations of Friesens and our customers. If so, we will be adding it to our portfolio of paper options.

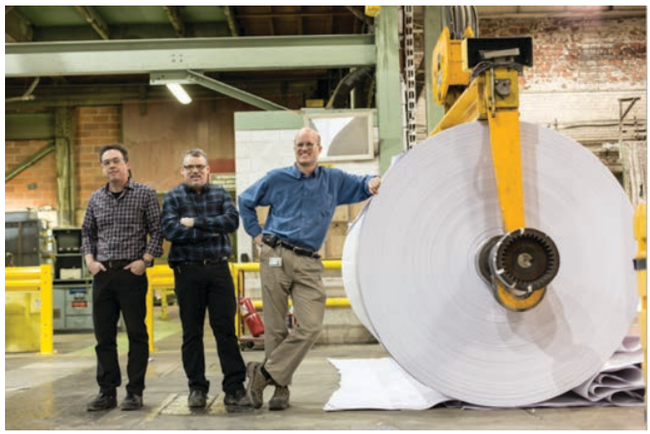
Recent news and/or announcements in the paper industry are similar to what we have heard over the last few years. There are fewer paper mills and machines, and those that are still operating are doing their very best to optimize operations and remain viable. Some are more successful than others of course, so we hear that some mills had a good 2016, while others suffered losses. One recent example is the Verso mill in Androscoggin, Maine, that decided to idle one of their paper machines in early 2017. While this did not affect supply for Friesens or our customers, it is symptomatic of an industry that is still facing declining demand. We continue to monitor the health of the paper mills and seek out alternative supply options.

Lastly, on a positive note, there continue to be great strides being made with regards to eco-friendly and sustainable paper making. The Rolland Paper mill in Quebec has tremendous story with regards to their BioGas initiative which has transformed their energy consumption: BioGas is now used to fulfill 93% of the paper mill's energy needs. And in a recent statement from the American Forest & Paper Association, they indicated that wood product, pulp, paper and paper packaging facilities US have attained new industry sustainability levels, including a 66.8% paper recovery rate for recycling and greenhouse gas emission reductions of 16%. These are sure signs that many in the paper industry continue to seek out and improve their operations for the betterment of the environment.

Our new Purchasing Specialist Richard Friesen and I recently visited the Rolland Paper mill in Saint Jérôme, Quebec (pictures below). Rolland is one of our main suppliers and is a manufacturer of fine paper and security paper. The mill has a great record of environmental leadership in the pulp and paper industry with products made using renewable energy and recycled fiber. If you would like more information about the mill, the website is www.rollandinc.com.



Model of Rolland Paper Mill located in lobby



Inside Rolland Paper Mill

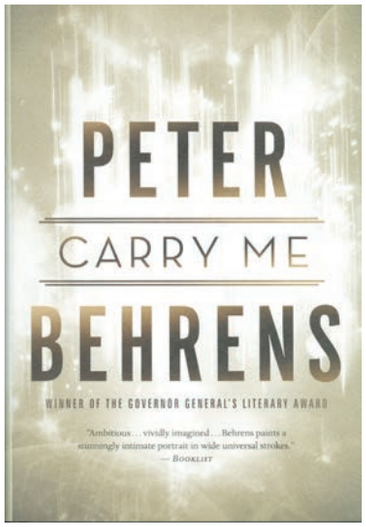
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WOW COVER FEATURE

Ryan Hildebrand

I was doing some "Spring cleaning" (yes, in January) and going through a variety of sample books. I came across a couple of books that I thought you might find interesting and give you ideas for upcoming projects.

The first sample came from a book we did for House of Anansi press, titled *Carry Me*. What I like about this dustjacket is the unique material they chose for this 6 x 9" trade book.



The specs for this jacket are as follows:

- Jacket stock: 80 lb. Starwhite Flash Text, White
- Ink: 4 process colours
- Dry trap flood press varnish
- Laminate inside of jacket with a satin scuff resistant laminate for strength

There are a variety of jacket materials one can use. In this case we looked at two similar stocks. The two different materials we looked at were:

- 81 lb Aspire Petallics Text, Snow Willow
- 80 lb Starwhite Flash Text, White

The materials have similar characteristics in that they both create an iridescent/metallic look. In the end the customer chose the Starwhite Flash material as it had minimal cost difference between this and a standard jacket with matte laminate and spot UV.

If you are looking for something with an iridescent/metallic look I encourage you to ask your sales representative about this Starwhite Flash material.

The next WOW cover is from a book we produced a few years ago for Mississippi Children's Home Services celebrating their 100th Anniversary. Since there are some other anniversaries that came to mind which have or are producing books to celebrate their own Anniversary I thought this would fit well as a feature cover.

Following are a few of the other anniversaries being celebrated this year:

- National Hockey League is celebrating their 100th Anniversary
- Canada is celebrating its 150th Anniversary
- United States National Parks Services are celebrating their 100th Anniversary



The specs for this cover are as follows:

- 3 piece case design
  - Front/back panel: 95 lb. Gloss C1S
  - Spine strip: Kennett Pecan
- Front/back ink: 4-colour process, matte scuff resistant nylon laminate with spot UV and multi-level debossing
- Spine strip: silk screening on cloth to create a unique pattern on the spine strip

What I find interesting about this design is how the designer chose a lighter shade of brown on the spine strip to create the unique look and pattern to complement the colours and image on the front cover.

Ask your sales representative for other options when it comes to material and finishes so we too can make your next cover a WOW cover.

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LARGE FORMAT BOOKS … WHAT'S YOUR SIZE?

Ryan Hildebrand



At Friesens we are used to producing high-quality books of all shapes and sizes; it is just one of the many reasons why we have gained a reputation as one of the premier custom book manufacturers in North America. As such we are often asked by customers about what sizes work well when producing a large format book.

Of course we can make most sizes work, but there are some that may work best for you depending on your situation. We don't want to say these are the only sizes to use; however, following are some considerations when making decisions regarding your book projects:

Consideration #1 – What is Friesens maximum size they can produce using an automated binding process for a hardcover or softcover bound book?

- Hardcover sewn – maximum size is 12" (wide) x 14.75" (height)
- Softcover sewn – maximum size is 12" (wide) x 14.625" (height)
- Softcover sewn – maximum size is 12" (wide) x 14.75" (height)

Consideration #2 – Are you printing a lower quantity on the first run to test the market and expect to need quick turnaround on reprints?

- In this scenario knowing what papers we carry in inventory would be important. While we don't have an endless inventory, we do carry large amounts of paper to meet publishers' needs.



Friesens' warehouse

- We sheet our own paper which gives us flexibility on cutting the length of the sheet. As such the charge below focuses on the width of the book since the roll widths are a limiting factor to consider.



Paper rolls waiting to be sheeted

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- Following is a list of some of the paper we carry for larger size books. We carry more than this, but for larger format discussion we will stick to these papers:

Weight	Stock Name	Book width (height is flexible, we sheet our own paper)
80	Sterling Premium Gloss	12”
80	Garda Gloss	9”
100	Sterling Premium Gloss	11.25”
100	Garda Gloss	9”
70	Sterling Premium Matte	8” / 8.5” / 11.25” / 12”
80	Sterling Premium Matte	12”
100	Sterling Premium Matte	12”
80	Garda Silk	8” / 8.5” / 9” / 10” / 11.25”
100	Garda Silk	8.5” / 9” / 10” / 11.5”
90	GardaPat 13 Kiara	9” / 12”
102	GardaPat 13 Kiara	9” / 12”

Consideration #3 – Are you printing a quantity in which we can order custom rolls of paper?

- If your quantity is such that the text paper needed weighs in excess of 5,000 lbs. of paper we can order in custom rolls. This gives you complete flexibility in size and gives you best price as we order the paper in the size and the weight needed to fit your exact needs
- In this consideration reprints may be in the back of your minds. If that is you could use the previous chart as a guide to see how we might satisfy your future needs.
  - Example . . . if I want to produce 4,000 books using 80 lb. Sterling Premium Matte for an 11.5 x 11.5” book we could most likely order in a custom roll since it should exceed the 5000 lbs. of paper. However, if that book needs a reprint of 2,000 books (which does not meet 5,000 lbs.) we would most likely have to use the 12” wide roll.
  - If you prefer to use 80 lb. Garda Silk a consideration would be to change the size to 11.25” wide as you can see from the chart we stock a roll that fits perfectly for 11.25” wide books.

While there are many other considerations when making decisions on large format book sizes we hope this bit of information and insight will help you in choosing the best size for you. Please contact one of our experienced sales representatives so we can be of service to you.

HOW WELL DO YOU SEE COLOUR?

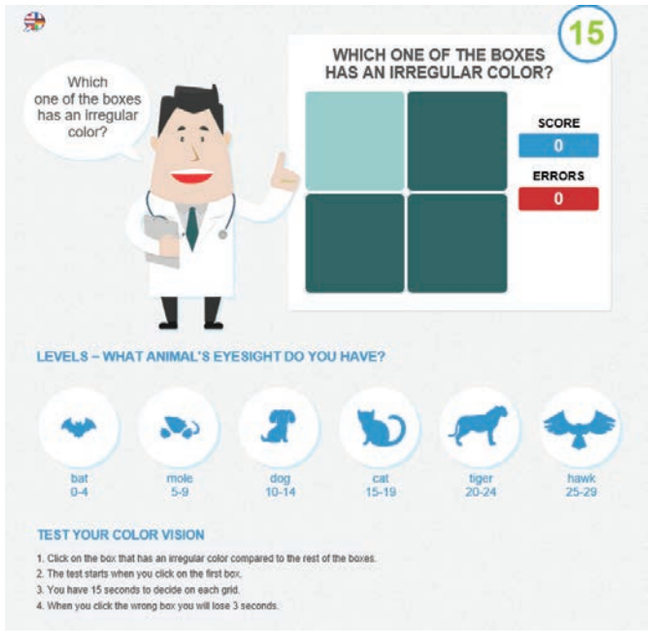
Ryan Hildebrand

I expect that if you are involved in the printing and publishing industry chances are most of you have probably spent a considerable amount of time judging colour. It could be staring at a computer screen, proofs, and photos all in an effort to create the best results possible.

The interesting thing is that as we labour towards getting the perfect colours, the person next to us most likely will see colour differently. It is a never-ending challenge in our industry. Of course with technology and improvements made things have improved with standardizing equipment, software, and other elements that go into making a book.

However, the one thing that cannot be changed is how your own eyes see colour. With that in mind we wanted to pass on a couple of fun games/challenges to take online for you and your colleagues. Please feel free to pass these sites along as a great way to assess the quality of your colour perception.

https://www.igame.com/eye-test/



http://www.colormunki.com/game/huetest_kiosk



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Print and Paper The Facts

Forest Certification Systems are Effective Tools to Demonstrate Sustainable Forestry

While a number of uniquely different forest certification systems are used around the world they: 1- have much in common; 2- share many basic objectives; 3- provide an additional measure of commitment to sustainable forestry; and, 4- are effective tools for supporting a responsible marketplace.

The following facts from a variety of sources illustrate these points.

What is Forest Certification?

- "Certification is a market-based, non-regulatory forest conservation tool designed to recognize and promote environmentally-responsible forestry and sustainability of forest resources. The certification process involves an evaluation of management planning and forestry practices by a third-party according to an agreed-upon set of standards. Certification standards address social and economic welfare as well as environmental protection."[1]

What is Chain-of-Custody (COC)?

- A chain of custody relies on a control system to track and handle wood and wood based products throughout a supply chain including transportation, receipt, production, sale, resale and declaration.[2]
- The COC process can be used to show that wood as a whole is more environmentally friendly than certain alternatives by demonstrating that the entire process is monitored, verifiable, and transparent."[3]

About Forest Certification Systems

- There are dozens of forest certification programs around the world. Two programs – the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC) -account for the vast majority of certified forests and chain-of-custody certificates. These two programs operate around the world.
- Other forest certification programs operate at a national or regional level. An important mission of PEFC is to evaluate and endorse national and regional programs, such as the Canadian Standards Association (CSA); the American Tree Farm System (ATFS); and the Sustainable Forestry Initiative (SFI) that serves the United States and Canada.
- The PEFC program has recognized about 263 million hectares (650 million acres) managed in compliance with their internationally accepted Sustainability Benchmarks. Two-thirds of all certified forests globally are certified to PEFC standards. Approximately 16,000 companies and organizations have achieved PEFC chain-of-custody certification. PEFC has 39 national members and 36 endorsed national certification systems around the world.[4]
- The FSC program has recognized about 182 million hectares (450 million acres) as meeting FSC standards, including over 1,300 forest management areas. Approximately 29,000 FSC chain-of-custody certificates have been issued. The FSC program has issued certificates in 81 countries.[5]



Global Certification Status

- The global area of certified forests is nearly 11% of the world's total forest area. It is estimated that about 30% of total global roundwood production originates from certified forest areas. Nearly 90% of the globally certified area is located in the northern hemisphere.[6]
- Those regions most likely to be the focus of increasing harvest pressures (Southeast Asia, Russia and Eastern Europe, and the southern hemisphere) currently have only miniscule areas of certified forests, and the bulk of these [certified lands] are plantations.[7]

Environmental Campaigns

- "Organizations that are openly hostile to industry and often ignorant of basic business practices demand payoffs from companies who usually fork over their "dues" in fear of being the target of highly public smear campaigns. It's greenmail—blackmail at the hands of so-called green campaigners. That's why it's so important that there are choices when it comes to

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eco-labels, particularly in the forestry management area." [8]

- The following "survival tips" were outlined by Elm[9] for product and retail brand-owners who are trying to manage misinformation campaigns related to forest certification:
  - Understand that you are not the target, it's your visible brand which is being used to promote an agenda.
  - Understand that "environmental" campaign groups are not organizations with any scientific standing.
  - Use your "Ethical Code of Business Conduct" as a touchstone for identifying legitimate stakeholders.
  - If you have not already done so, begin your sustainability journey.
  - Understand that done right, business sustainability is a gateway to becoming an even better company (more profitable, less risk, etc…)
- "Policies regarding the procurement of timber, use of building codes and what businesses can sell to their customers should be informed by facts and science, not scare tactics …With a majority of forests lacking certification, we need common-sense incentives and more certification options to achieve sustainable forestry management goals. Consumers and the general public deserve much better than the disinformation campaigns that have shadowed this debate." [10]

Differences and Variability

- "To a certain extent, their very origins forced these two programs (FSC and SFI) to start at opposite ends of the spectrum. In defining the ideal and being international in scope, it was important that FSC take into consideration the worst case scenario and develop extensive control mechanisms that addressed the need for strong monitoring and enforcement. To accomplish this level of quality assurance FSC felt it was necessary to build most of the systems, processes, and procedures from scratch. The SFI, on the other hand, exclusively represented U.S. industrial forestland, which is some of the best-managed forestland in the world. SFI's originators sought to incorporate as much of the existing regulatory requirements, business systems, processes and procedures into the process as possible, viewing third-party oversight as unnecessary. For both, the goal was to increase the opportunity for the marketplace to support, and fund, good forestry practices."[11]
- "The two schemes [SFI and FSC] have different roots and practices but converging philosophies." [12]
- "Independent observers see a convergence of standards as pressure for transparency on both groups has grown. Canada's EcoLogo and TerraChoice, part of Underwriters Laboratories Global Network, each rate SFI and FSC identically." [13]
- "Whereas the original impetus to establish the Forest Stewardship Council (FSC) was concern about tropical forest management, this was not the motivation for the establishment of SFI, CSA, PEFC or American Tree Farm System certification. These programs were established to support and promote locally produced timber in their constituent countries. Their success should not be judged on whether they succeed in promoting sustainable management in the tropics - that was not their objective." [14]
- "A great deal of careful work has been done comparing the strengths and weaknesses of the FSC and SFI forest management standard. The conclusion? They really aren't all that different…the inescapable truth is that the on-the-ground results aren't worth arguing about."[15]

Competition Benefits All Standards

- "No certification program can credibly claim to be 'best', and no certification program that promotes itself as the only certification option can maintain credibility. Forest ecosystems are complex and a simplistic 'one size fits all' approach to certification cannot address all sustainability needs."[16]
- "A win, win, win for consumers, the environment, and the economy is to promote competition among all credible certification programs."[17]
- To support the diversity of effective approaches to sustainable forestry, public and private organizations – including Time Inc., JC Penney, National Geographic, Ducks Unlimited-Canada, and many others, have adopted policies that are inclusive of multiple certification systems. Examples of these policies are available at: http://www.twosidesna.org/includes/files/upload/files/Responsible_Paper_Proc_Ex-July-31-2015.pdf

1 Pinchot Institute for Conservation
2 International Standardization Organization
3 Dovetail Partners, Inc. 2005
4 Program for the Endorsement of Forest Certification, 2015
5 Forest Stewardship Council, 2015
6 UNECE/FAO, 2013-2014
7 Dovetail Partners, Inc. 2004
8 Forbes, 2013
9 Elm, Tyler. 2015
10 Forbes, 2013
11 Dovetail Partners, Inc. 2004
12 Forbes, 2013
13 Forbes, 2013
14 Dovetail Partners, Inc. 2007
15 Dan Simonds, 2013 (Senior SFI and FSC auditor, Mixedwood Consulting)
16 National Association of State Foresters, 2008
17 The American Consumer Institute Center for Citizen Research, 2013

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REBEL GIRLS

Glenda MacPhail

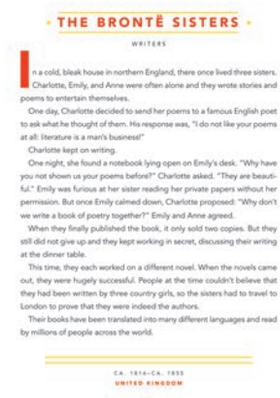
Friesens has the great privilege of working on a new exciting project this fall with Francesca Cavallo and Elena Favilli of Timbuktu Labs which is a media innovation lab based out of Los Angeles, California.



Glenda MacPhail, Elena Favilli, Francesca Cavallo, Pauline Neuwirth

Good Night Stories for Rebel Girls is a hardcover sewn book that includes 100 stories about women from countries all around the globe who are a very important part of history and have changed the world as we know it.

Some of these stories include game-changing women like Serena Williams, Hillary Clinton, Jane Goodall, Brontë Sisters Joan Jet and many more.



THE BRONTË SISTERS

WRITERS

In a cold, bleak house in northern England, there once lived three sisters. Charlotte, Emily, and Anne were often alone and they wrote stories and poems to entertain themselves.

One day, Charlotte decided to send her poems to a famous English poet to ask what he thought of them. His response was, "I do not like your poems at all: literature is a man's business!"

Charlotte kept on writing.

One night, she found a notebook lying open on Emily's desk. "Why have you not shown us your poems before?" Charlotte asked. "They are beautiful." Emily was furious at her sister reading her private papers without her permission. But once Emily calmed down, Charlotte proposed: "Why don't we write a book of poetry together?" Emily and Anne agreed.

When they finally published the book, it only sold two copies. But they still did not give up and they kept working in secret, discussing their writing at the dinner table.

This time, they each worked on a different novel. When the novels came out, they were hugely successful. People at the time couldn't believe that they had been written by three country girls, so the sisters had to travel to London to prove that they were indeed the authors.

Their books have been translated into many different languages and read by millions of people across the world.

CA. 1816–CA. 1855

UNITED KINGDOM

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"I AM NOT AN ANGEL AND I WILL NOT BE ONE TILL I DIE. I WILL BE MYSELF."
—CHARLOTTE BRONTË

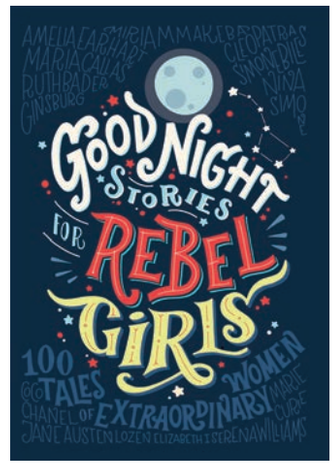
The main objective of this book is to empower young women regardless of race, sex or ethnic background. They have received a tremendous amount of support through their Facebook, Instagram posts, and have been featured in sources such as *Publisher's Weekly, Cosmopolitan, Story Monsters, Huffington Post* and *Vanity Fair* just to name a few. They have won countless awards and just keep on breaking records everywhere they go.

It's not every day you meet a publisher that is reinventing the wheel. Timbuktu has a remarkable story about how this book was 100% funded through Kickstarter. In fact, they were more than 100% funded on their original goal of $40,000 in only 30 hours. To date raised 1.2 million dollars, this all in only four short months.

This is the most crowd funded book, in history! They actually pre-sold 30,000 copies before launching to backers in 71 countries.

Now they have taken this international and have started selling translation rights for the book already securing deals for Italy, Turkey, Germany and UK.

As a printer we notice more and more customers wanting to post their books coming to life and watch as they print, fold and bind. These types of social media posts allow them to show their friends/family and customers a rare peek into the manufacturing process. Timbuktu filmed every step of the way to provide their backers a glimpse of the press check where they observed more than 53 hours of printing alone. Not to mention the folding and binding process. Through Facebook Live we had a rare glimpse of what happens to the books after we ship them and watch along with thousands of Kickstarter fans as the FedEx driver arrived in California. Francesca and Elena were very excited to receive the shipment early and kept the cameras rolling while they opened the boxes of *Rebel Girls* books, tattoo sheets, posters and colouring books.



We wish them a great amount of success and can only imagine what their future holds. Follow their incredible journey on social media at the links noted below.

Facebook https://www.facebook.com/timbuktumagazine/

Instagram https://www.instagram.com/rebelgirlsbook/

Indigo igg.me/at/rebelgirls



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NEW EQUIPMENT

Byron Loeppky



Friesens is pleased to announce the purchase of a new Heidelberg 29” 5-colour plus coater printing press. The press, which is intended to run covers, dustjackets, and endsheets will be installed in April, 2017. It replaces our 15 year old, 6-colour Heidelberg 40” press.

The press comes with many technology updates including a direct drive plate mounting system and in-line colour monitoring. This will help reduce make-ready times while improving colour consistency throughout the run.



Friesens is also pleased to announce the purchase of new MGI 3D digital spot coater. The 3D machine will replace the current 2D machine that was purchased only 6 years ago. The new machine will be operational in February. The award-winning JETvarnish 3D takes digital spot UV coating to a new dimension, featuring increased throughput for flat spot UV jobs and amazing 3D raised effects. In particular there are two features that will be of interest to you, our customers.

First, the JETvarnish boasts a new ARS (automated registration scanner) which takes registration to a whole new level. Each sheet is scanned, analyzed, and compared with the original electronic file in real-time. Any deviations are corrected automatically by the scanner. The second is its ability to apply over 10 times the amount of UV coating on the sheet than the 2D machine. This can create an embossing type effect with the coating.

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MAN OF PEACE AND THE DALAI LAMA

Glenda MacPhail

This fall Friesens was honored to work on a project called *Man of Peace* a life story of the Dalai Lama produced for Tibet House US Inc.

Authored by William Meyers, Robert Thurman and Michael G. Burbank have created a unique graphic novel in collaboration with five artists that was coordinated by Steve Buccellato (of Legendhaus Studio in Los Angeles), Donald Hudson, Kinsun Loh, Miranda Meeks and Audrey Pervukhin

Tibet House is a recognized worldwide authority on religion, spirituality, advocating for bringing Eastern ideas into our daily lives. Tibet House US is a nonprofit organization in New York City and dedicated to the preservation of Tibetan civilization.

This graphic novel was produced in two full-colour versions: hardcover sewn and a larger run of softcover sewn books.

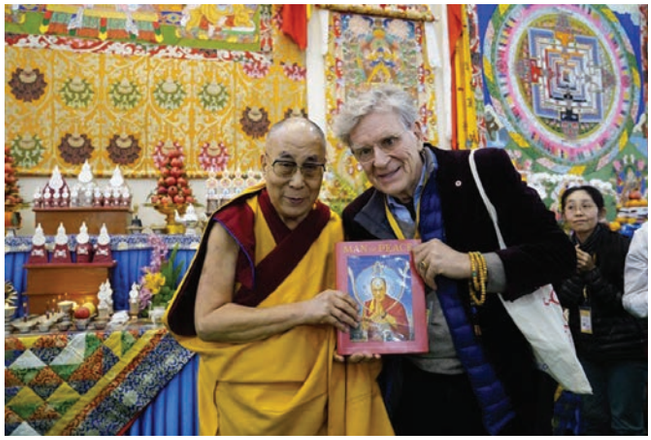


Photo: Bob (Robert) Thurman is professor of Tibetan Studies at Columbia University and also personal friend to the Dalai Lama for more than 50 years, and father of actress Uma Thurman.

Quote:

"We can all learn a great deal from reading about the Dalai Lama's life. Read this beautiful book and be inspired by the extraordinary way that he has transcended even the most heartbreaking suffering, showing us how we can have love and compassion even for our so-called enemies. The more you learn about this man and his extraordinary life, the more inspired you will be."

– Desmond Tutu

Milenda at Columbia University Press writes some background on her role in this project:

"My own involvement in the project came at the end stages of the book. The *Man of Peace* book project actually began some 20 years ago. It was conceived by one of the coauthors William Meyers as a tribute to his late wife. William Meyers is a friend and former colleague at Columbia University Press. William asked me to help Tibet House find a printer for the text and design the cover. They had two requirements: because of political concerns, they asked that the printer not be in mainland China and the other that the printer meet the highest standards of quality and excellence. As a book designer at Columbia University Press I was familiar with Friesens' work, not only from the outstanding books they had produced for Columbia but also through the beautiful books Friesens has printed for major university presses and preeminent art museums and cultural institutions. This was complicated project involving many people and throughout the production and printing stages Friesens handled it with great patience and professionalism. I, myself, would like to give special thanks to Glenda MacPhail our CSR, Alan Wujciak our sales representative, and Brad Schmidt our technical contact at Friesens. The final book is beautiful, the printing is exceptional, everyone including His Holiness the Dalai Lama expresses his appreciation for the hard work and efforts of those who contributed to the final creation of the book."

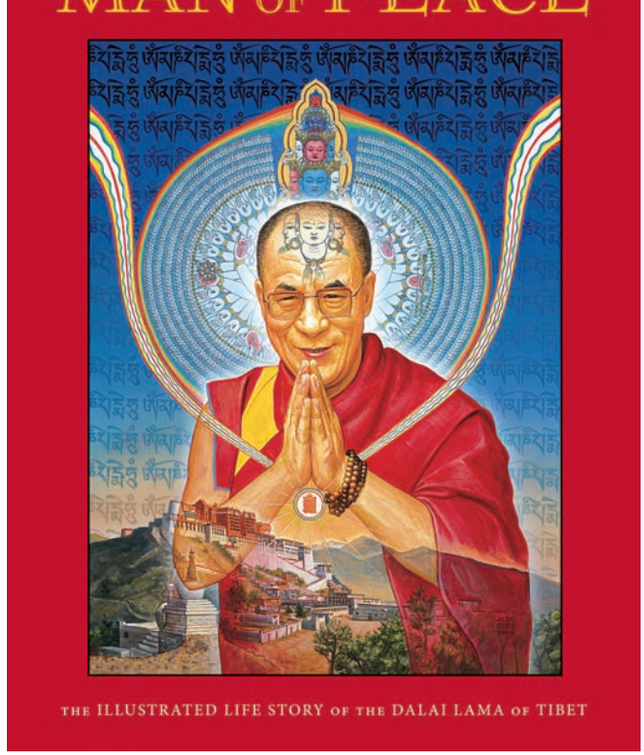
– Milenda Lee

Man of Peace Tibet House listing

https://tibethouse.us/man-peace-graphics-novel/

Bob Thurman's webpage, it explains how the project began

https://bobthurman.com/man-peace-graphic-novel-illustrated-life-hh-dalai-lama/



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OPEN BOOK/MILKWEED BOOKSTORE MINNEAPOLIS AIRPORT

Doug Symington

Ordinarily bookstore in airports tend to be nondescript chain stores that all look a like. Not so with a recent new edition (pun intended) to the shops at the Minneapolis Airport. Open Book, Minnesota Center for the Book Arts (http://www.mnbookarts.org/) and Milkweed Editions (https://milkweed.org/) have partnered with Delaware North Airports to open a brand new store that has a unique independent feel.





Daniel Slager, Publisher Milkweed Books, says that they were approached by Delaware North Airports (concession manager for many airports) about the concept of a store in the Airport. Milkweed had already opened a store in downtown Minneapolis (https://milkweed.org/bookstore) and the unique nature of the agreement allowed them to expand their retail footprint with minimal risk.

Slager believes it will expose the press's books to many more people as the airport is a large hub in the Delta System. Minnesota he says is a "bookish state" and the store and Milkweed's authors will show well in the new high profile location.

Friesens has been entering our top books in this competition since 1978.

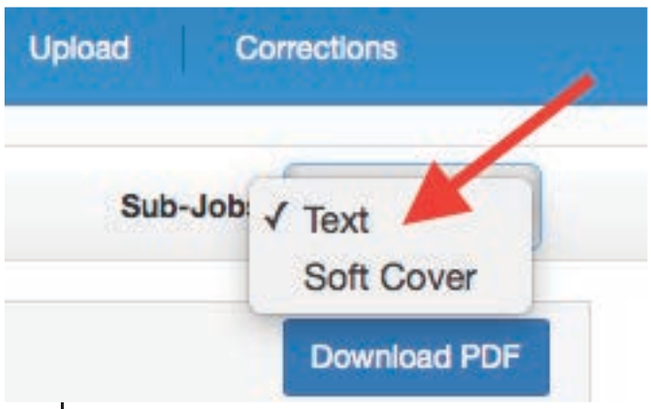
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by Brad Schmidt

MYBOOKS PROOFING MyBooks

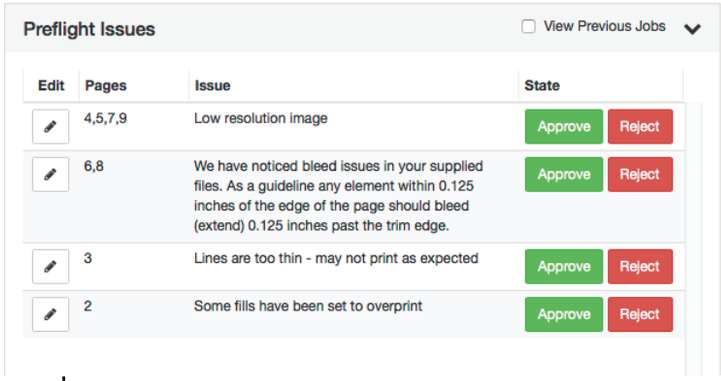
As of the first of February, the new MyBooks website has been live. The official launch was a date I had been looking forward to with nervous anticipation. Now that we are a few weeks in, we have been able to use the website internally and our customers have also been able to share their experiences. This valuable feedback will provide opportunity to fine tune and enhance the website. One area that saw a significant change is the proofing tools.

The new proofing system has created a merging of the process of reviewing proofs online and process of requesting corrections for physical proofs. This convergence happens at the point of requesting corrections or giving final approval. What once involved hand written correction sheets, now has corrections added using the online tool. The process of requesting corrections is the same for both physical proofs and online proofs.



Sub-Job selection

When first entering the proofing screen make sure to select the correct Sub-Job for the proof that needs to be reviewed. In the centre of the MyBooks screen near the top is an option to switch between cover and interior proofs. In some cases a proof may be available for one Sub-Job before the rest of the proofing is available. Also note that the Preflight issues are also unique for each Sub-Job.



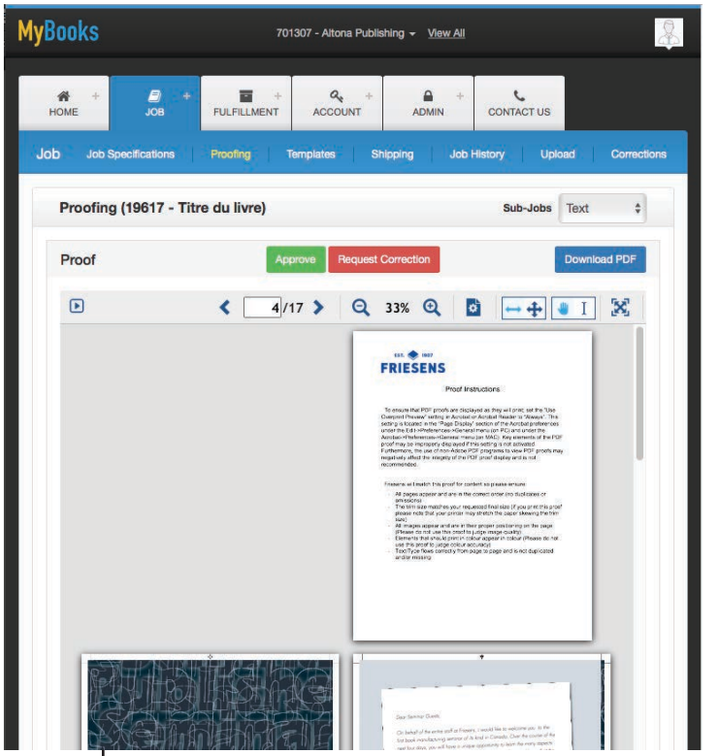
Preflight Issues list

During the process of preparing files for proofing our prepress staff review the supplied files and prepare a detailed list of preflight issues. These reports include items such as low resolution images, missing bleeds, overprint settings and including the country of manufacture. In the past these items were sent in a separate report. Now these items are included beside the proof for your review and response. So the first step when reviewing the online proof is to Approve or Reject each of the Preflight Issues. The Preflight Issues are displayed to the right of the proof or if the screen size is quite small, the Preflight Issues will be displayed below the proofing area. Scroll down to find the Preflight Issues for the current proof. If for example the pages listed with low resolution images are the best images that are available and these are to be printed as is, click the Approve button. This issue will be highlighted green to indicate that it is approved and the date along with who approved it are also recorded.



Preflight Issues resolved

Now that the Preflight Issues have all been addressed, the proofing buttons become activated so that the proof can be approved or corrections can be requested. The proof can be reviewed within the inline proofing interface or if a PDF is preferred, a Download PDF button is also available. The PDF in most cases will be low resolution to save on file size and reduce download times.

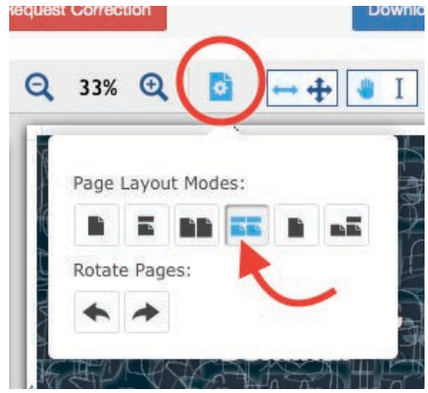


MyBooks Proofing Interface

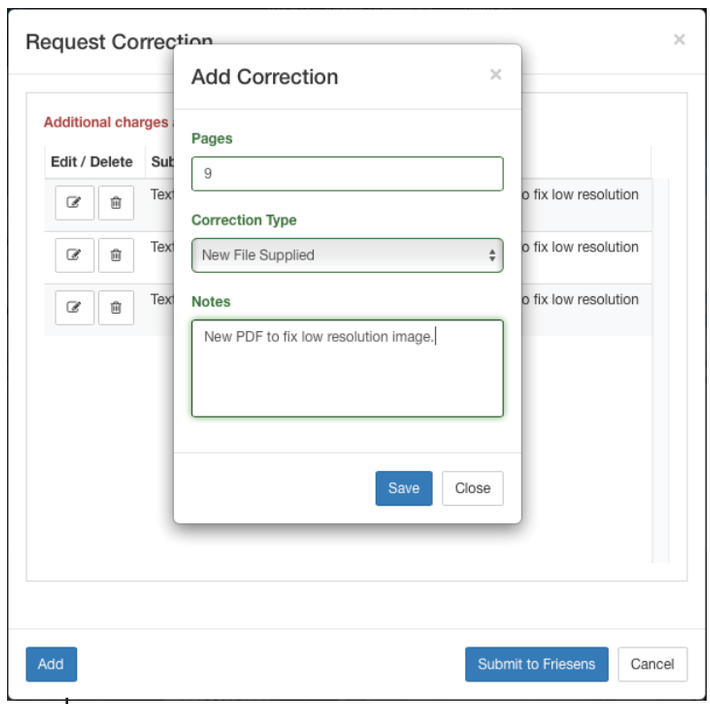
To Approve the proof, click the green Approve button above the proof. The proof approval will be recorded with your name in the proof bar. The proof bar will change to green to indicate that the proof has been approved. Options for requesting corrections are no longer available. In the event changes are discovered after a proof has been approved, contact your customer service representative immediately to determine if it is still possible to make changes.

To request corrections for this proof, click the red Request Correction button that appears above the proof. This will enable the Request Correction form. Using the Add button in the bottom left, continue to add corrections until all the desired changes have been documented. The list of changes can continue to be modified or added to until the Submit to Friesens button has been pressed. The Submit to Friesens button records all the changes and notifies Friesens' staff that changes are required. If there are new files coming to make these changes, please go ahead and upload these new PDF files to MyBooks using the Upload tool found in the menu at the top of the MyBooks screen. Friesens will make the requested changes and provide a revised online proof for your review and approval. You will receive an email when these revised proofs are available for viewing.

Each proof includes an instruction page at the beginning of the proofing page list. The one challenge with having this page at the beginning is that it can make difficult to view spreads side by side. One way to view the pages in spreads so the left and right pages are side by side is to change the Layout Modes in the proofing tool. Use the option shown here to shuffle the pages one position in the on screen proofing tool.



To see a list of corrections that have been requested, check the Corrections section in the blue bar at the top of the MyBooks window. The Corrections section contains a list of requested changes and also records the completion date so you can tell when the change was finished.



Request Corrections

The new MyBooks website streamlines the proofing experience, providing a single location to request and record corrections.

Tech Support
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