

PNNL Publishers' Newsletter

PAPER

NEW US SALES
REPRESENTATIVE

MYBOOKS TOOLS

PALLETS WITH A
PURPOSE

DIGITAL CONNECTIONS

PROJECT MANAGEMENT

SUMMER 2019

THE FIRST HALF OF 2019

Byron Loepky

We are nearing the end of the first half of the year, having started off the first two quarters of 2019 with all the busyness of a typical fall season. While we usually spend the first quarter of the year looking for more projects, getting maintenance completed, and using up banked and vacation time, this year it was all hands on deck as we tried to balance the first quarter demand. The optimism in the book space for 2018 has clearly spilled over into the start of 2019.

Sales have started out strong in both Book and Web Divisions. Our sales are up 12 percent in Book and 46 percent in Web. We know these percentages will not continue as we head into our typical busy season, but it is encouraging to see the momentum carry through from 2018.

Almost all areas of production are seeing increased volumes of production. Year-to-date sheetfed press impressions are up 8 percent and web press impressions are up 59 percent. Softcover units bound were up 25 percent and hardcover books bound are up 50 percent. UV coating on covers and jackets remains popular, and is up 55 percent for the year.

We have increased the number of jobs shipped by 7 percent, and increased the number units produced by over 30 percent. The increase in demand has been greater than our available capacity, and as a result delivery date misses have moved up slightly from 4 percent last year to 7 percent this year. We know how important it is that books are in your hands when we say you will get them. Therefore, we continue to hire staff, and have increased the number of shifts running on our hardcover lines, softcover lines, folders, cover decorating department, and our web presses.

We also just finished our first year with our new hardcover line from Muller Martini. Installation of the second line was finished in January, and a third line was installed in April. This gives Friesens three hardcover lines for the first time in company history, all installed within the last year and a half.

Plans are in place for our summer vacation period. Summer vacation time is coveted time off, and we are again working on the balance between time off and loading demands. The addition of new staff will allow us to increase the number of shifts we can run during our summer vacation period.

As much as automation is important in our business, we cannot accomplish what we do without our wonderful staff, and we are very grateful for the fantastic team here at Friesens.

We are also grateful for our many loyal customers. We believe in our core business and are continuing with significant

investments that will continue to make Friesens the leader in book manufacturing.

On behalf of all the employee-owners at Friesens, I pass along my thanks for your partnerships and entrusting us with your work. We wish you much success in the last half of 2019.

WE THE NORTH!

Chad Friesen



WOW! We produced "Kings of the North" in a hurry! Unfortunately, we can't do this for every customer, but we occasionally make exceptions for time critical projects like championship books. Check out these timelines:

June 13 – Raptors win Game 6 of the NBA finals

June 14 – Files arrive from Andrew Podnieks.

June 20 – 8,000 books ship to Chapters and Indigo stores across the country.

June 21 – Proud fans are already buying the book and a proud Manda Enns shows off the project (but she is grateful they don't all come in like this). Way to go Friesens team! Go Raptors!

FEATURE BOOKS



Publisher
Taku Graphics

Trim Size/Pages
12 x 8 • 240



Publisher
JNL Graphic Design

Trim Size/Pages
11.75 x 10.75 • 392



Publisher
Pediment Group Inc

Trim Size/Pages
11 x 8.5 • 160



Publisher
Orca Book Publishers Ltd

Trim Size/Pages
10.75 x 10 • 96



Publisher
McNally Robinson

Trim Size/Pages
10 x 10 • 96



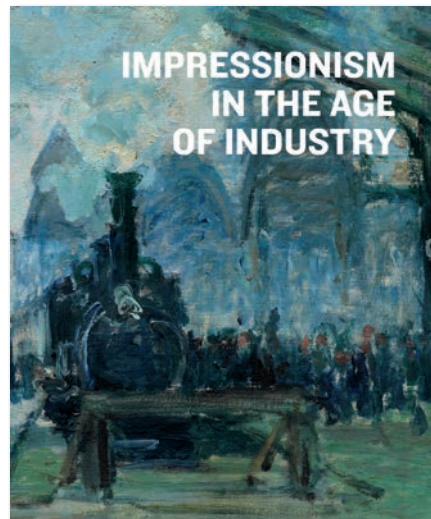
Publisher
Nimbus Publishing

Trim Size/Pages
10 x 8.5 • 120



Publisher
Art Gallery of Ontario

Trim Size/Pages
9.5 x 11 • 296



Publisher
Art Gallery of Ontario

Trim Size/Pages
9.5 x 11 • 248



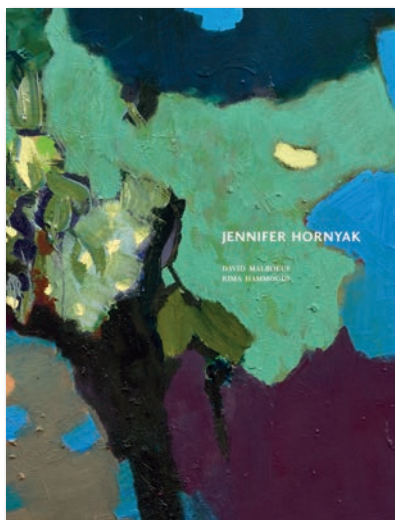
Publisher
Minnesota Historical Society Press

Trim Size/Pages
9.25 x 10.625 • 224



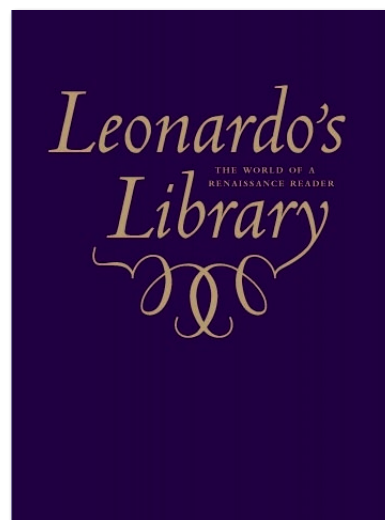
Publisher
Carlton Books Ltd

Trim Size/Pages
9.0625 x 11 • 160



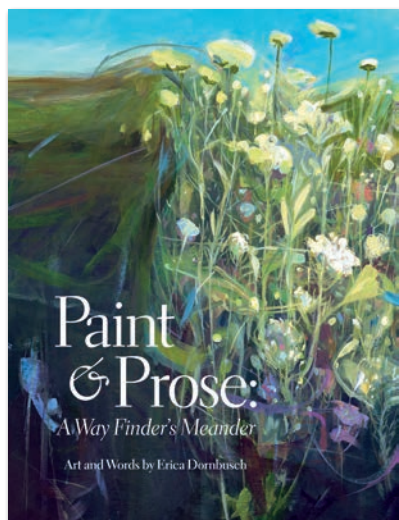
Publisher
Jennifer Hornyak

Trim Size/Pages
9 x 12 • 312



Publisher
Stanford University Libraries

Trim Size/Pages
9 x 12 • 208



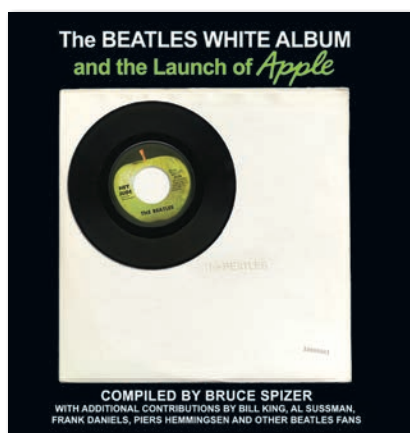
Publisher
Erica Dornbusch

Trim Size/Pages
9 x 12 • 80



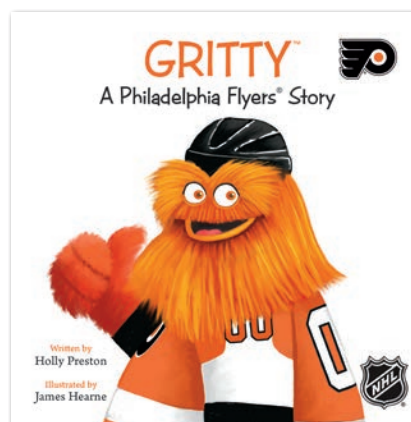
Publisher
Dieter Hessel Photographer

Trim Size/Pages
9 x 10.75 • 80



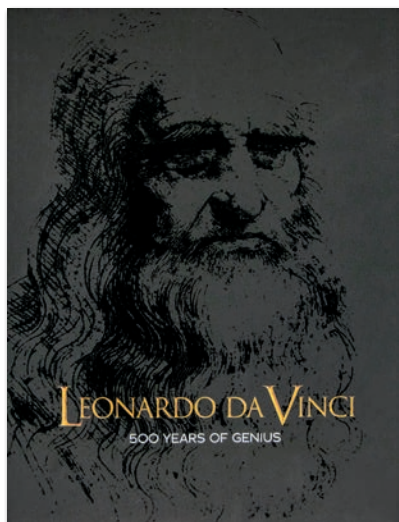
Publisher
498 Productions LLC

Trim Size/Pages
9 x 9 • 192



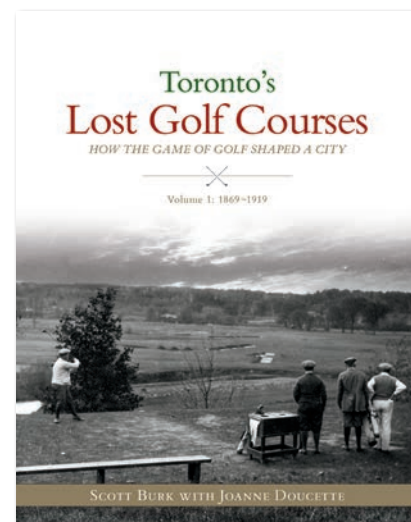
Publisher
Always Books

Trim Size/Pages
9 x 9 • 32



Publisher
Ingenium

Trim Size/Pages
8.937 x 11.65625 • 92



Publisher
Barlow Book Publishing

Trim Size/Pages
8.5 x 11 • 416



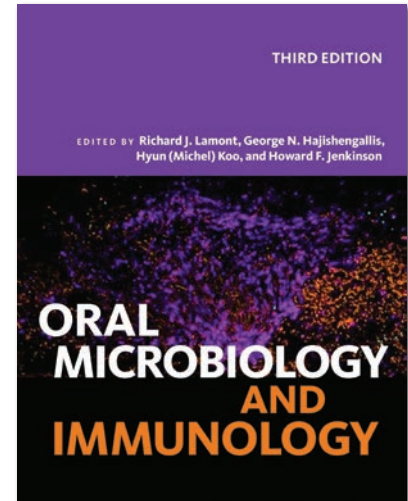
Publisher
F/R Warehouse Project LLC

Trim Size/Pages
8.5 x 11 • 124



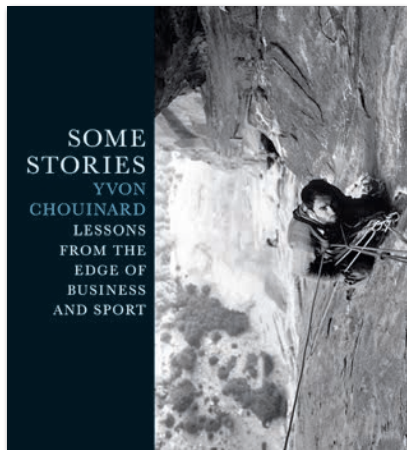
Publisher
Elon Books

Trim Size/Pages
8.5 x 11 • 68



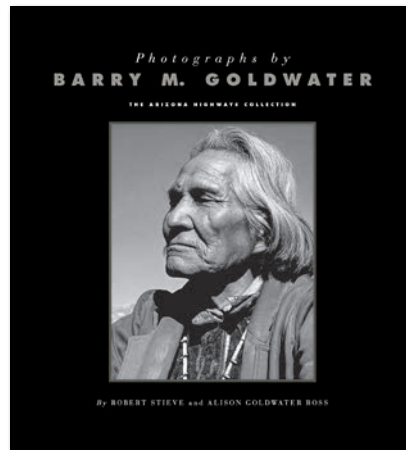
Publisher
American Society of Microbiology

Trim Size/Pages
8.5 x 10.875 • 600



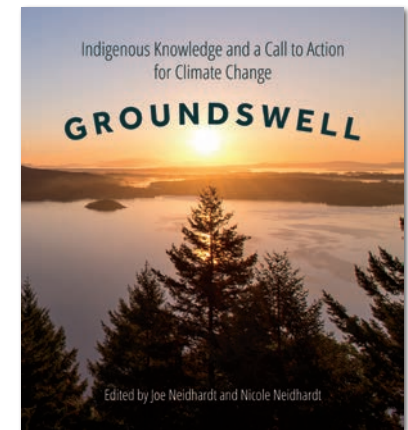
Publisher
Patagonia Inc

Trim Size/Pages
8.5 x 9.5 • 464



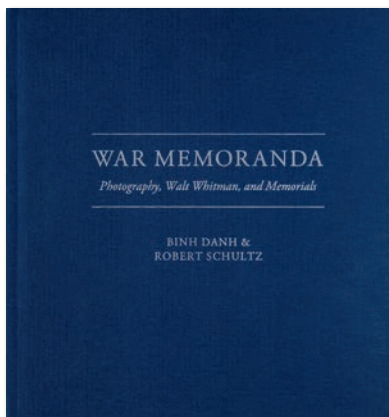
Publisher
Arizona Department of Transportation

Trim Size/Pages
8.5 x 9.375 • 130



Publisher
Strong Nations

Trim Size/Pages
8.5 x 9 • 216



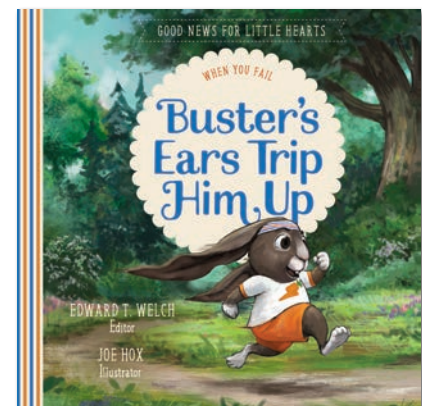
Publisher
Edition One Group LLC

Trim Size/Pages
8.5 x 9 • 176



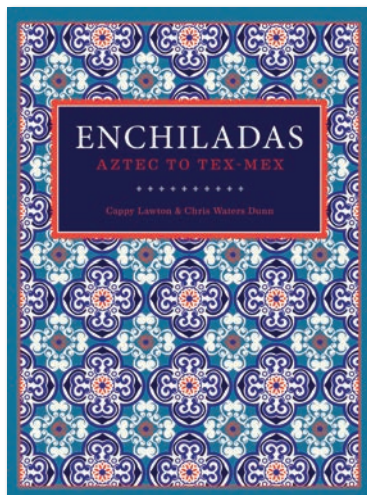
Publisher
Dalhousie University

Trim Size/Pages
8.5 x 8.5 • 136

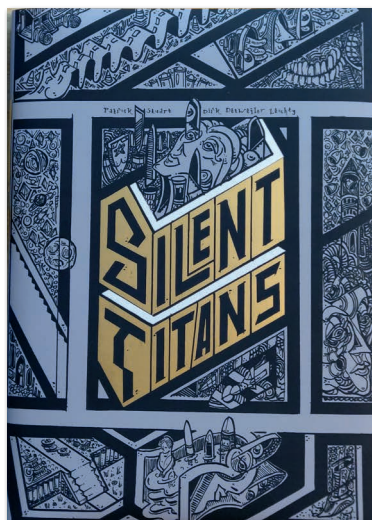


Publisher
New Growth Press LLC

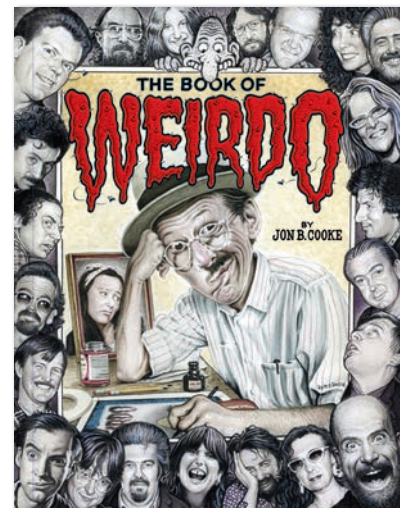
Trim Size/Pages
8.5 x 8.5 • 34



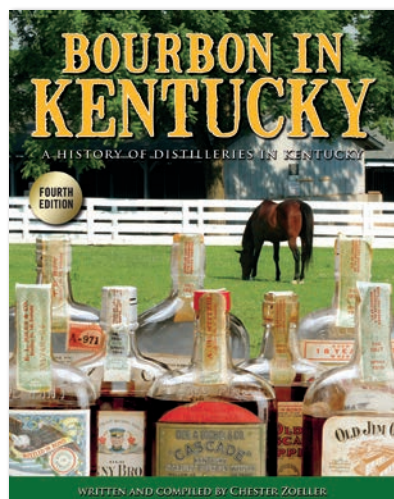
Publisher Trim Size/Pages
Trinity University Press 8.375 x 10.5 • 264



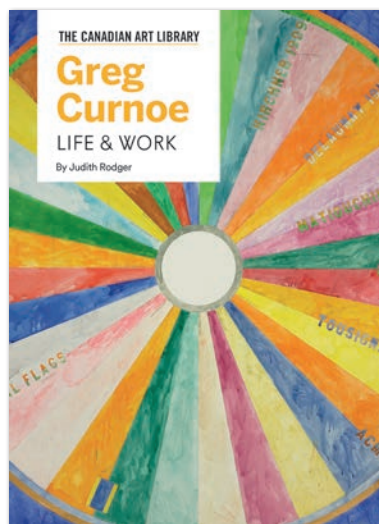
Publisher Trim Size/Pages
Swordfish Islands 8.25 x 11.6875 • 104



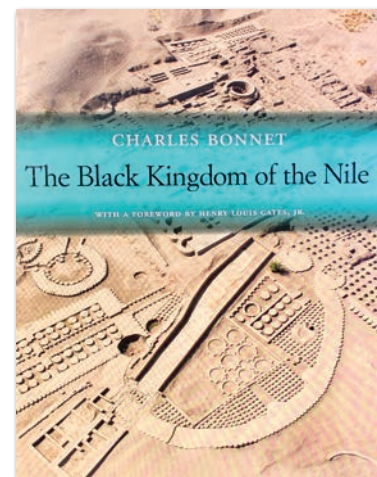
Publisher Trim Size/Pages
Last Gasp 8.25 x 10.75 • 288



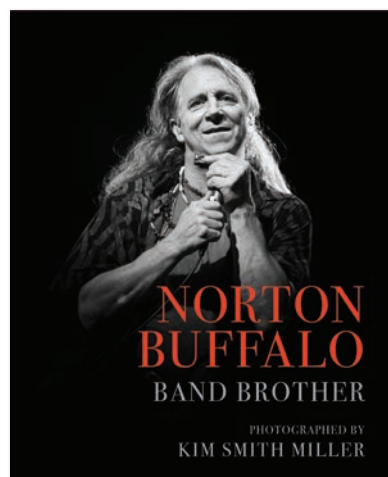
Publisher Trim Size/Pages
Butler Books 8.25 x 10.5 • 320



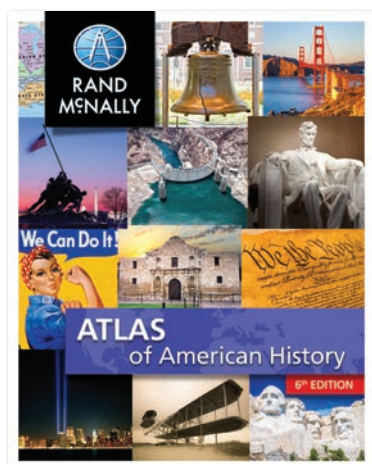
Publisher Trim Size/Pages
Art Canada Institute 8 x 11 • 144



Publisher Trim Size/Pages
Harvard University Press 8 x 10 • 224



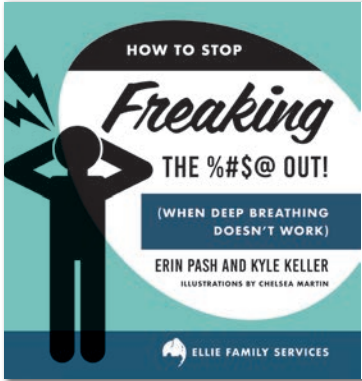
Publisher Trim Size/Pages
Kim Miller 8 x 10 • 224



Publisher Trim Size/Pages
Rand McNally 8 x 10 • 80

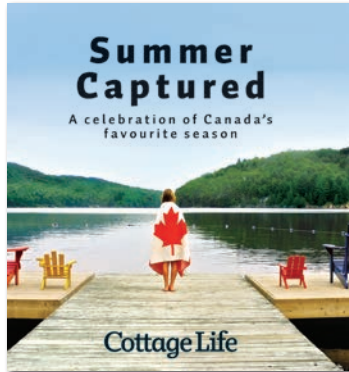


Publisher Trim Size/Pages
Figure 1 Publishing 8 x 9 • 96



Publisher
Beavers Pond Press Inc

Trim Size/Pages
8 x 8 • 40



Publisher
Cottage Life Books

Trim Size/Pages
7.75 x 7.75 • 48



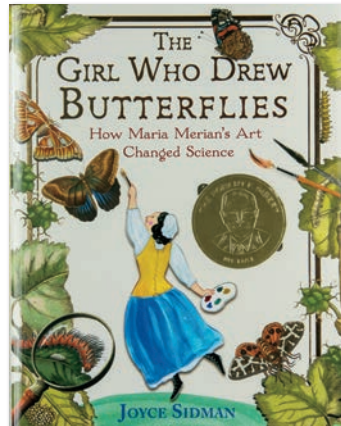
Publisher
KO Media Inc

Trim Size/Pages
7.5 x 9.5 • 160



Publisher
Portage & Main Press

Trim Size/Pages
7 x 10 • 296



Publisher
Houghton Mifflin Harcourt Publishing Co

Trim Size/Pages
7 x 9 • 160



Publisher
Editions La Pasteque

Trim Size/Pages
7 x 9 • 48



Publisher
Perseus Books LLC

Trim Size/Pages
7 x 8.5 • 216



Publisher
Sarabande Books

Trim Size/Pages
6.5 x 9 • 216



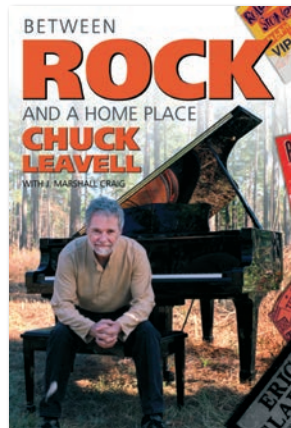
Publisher
Editions Robert Laffont

Trim Size/Pages
6 x 9.25 • 640



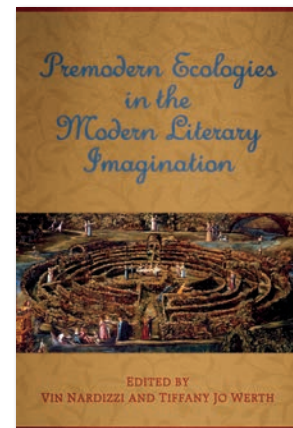
Publisher
Gallup Press

Trim Size/Pages
6 x 9 • 448



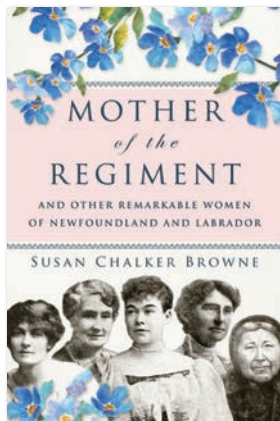
Publisher
Evergreen Arts LLC

Trim Size/Pages
6 x 9 • 368



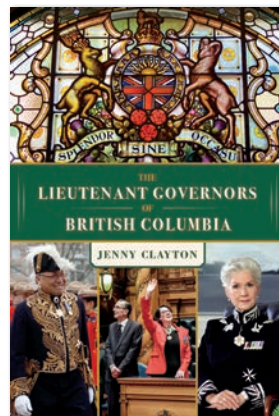
Publisher
U of Toronto Press

Trim Size/Pages
6 x 9 • 360



Publisher
Flanker Press

Trim Size/Pages
6 x 9 • 240



Publisher
Harbour Publishing

Trim Size/Pages
6 x 8.9375 • 328



Publisher
Velo Press

Trim Size/Pages
6 x 7.5 • 256



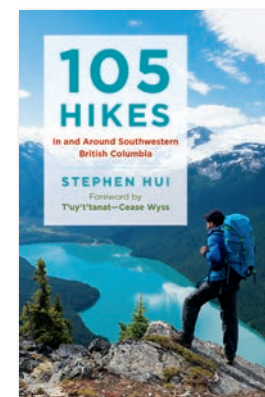
Publisher
Penguin Random House Canada Ltd

Trim Size/Pages
5.625 x 8.5 • 248



Publisher
NeWest Press

Trim Size/Pages
5.5 x 8.5 • 256



Publisher
Greystone Books

Trim Size/Pages
5.5 x 8.5 • 256

PAPER, PAPER, PAPER

Andrew Fennell

THE GOOD NEWS

The good news is that we have returned, at least for the moment, to a place of greater stability with regard to paper supply for the book industry in North America. Paper is generally easy to buy right now, lead times have returned to normal (compared to the long lead times we encountered in 2018), and it is fairly quiet regarding pricing. That sounds much better, doesn't it?

It is better! Without a doubt. The supply of paper is not "stressed" compared to demand (at least for now), and that allows us to enjoy a less challenging demand/supply environment.

POSSIBLE RIPPLE EFFECT

However, there have recently been two fairly consequential changes on the supply side that may have a ripple effect over the next three to six months. Verso Paper (the manufacturer of the Sterling Premium and Anthem Plus coated paper grades) announced recently that they will be closing their mill in Luke, Maryland, effective June 30, 2019. This will remove approximately 480,000 tons of CFS (coated freesheet) paper from the North American market annually. And, while this is now "old news," the closure of Georgia-Pacific's Port Husdon, Louisiana, mill at the end of March has affected and will affect the UFS (uncoated freesheet) paper market. That mill produced 630,000 tons of UFS paper (#2 offset and cut-size copy paper) annually.

How this will all play out is not clear. If overall demand for paper continues to wane (it has declined by up to 5 percent annually in the last several years in North America), then the effect of these closures may not significantly change the demand and supply balance in the marketplace. But if demand does not decline further, or it increases in Q3, then I expect that there will be a tightening in the paper market. One commentator has predicted that "[coated] grades will tighten after Verso's Luke mill closure in June, but CFS prices should remain flat for the year" and noted that "growing UFS [uncoated] imports are filling the void caused by G-P's closure." Fastmarkets RISI is predicting that "UFS pricing [will] remain flat for the remainder of 2019."

It is certainly possible and preferable that the market remains stable, that lead times for paper remain normal, and that there are no price increases announced (on top of those increases that were implemented in 2018).

EXTRA-BULK PAPER

One of the specialty papers that has historically been used in book manufacturing is uncoated "extra-bulk" (EB) paper. There are a small number of paper mills that produce EB paper now in North America, and for many years our go-to mill for this grade has been Glatfelter. Glatfelter recently sold

their fine paper division, so the mill and paper name is now Pixelle.

So why extra-bulk? EB paper is made in a way to bulk up the sheet and therefore add more caliper to the finished product. This can have the effect of making a finished book appear more substantial (thick) without affecting the actual weight. For example, using the grade/spec that Friesens buys and inventories (Glatfelter/Pixelle 50# EB Offset 360ppi [in white and natural shades]) for a four-hundred-page book, the spine thickness (text pages only) would be 1.1 inches using the 50# EB paper, compared to 0.78 inches with a standard 50# offset paper. You would get a thicker book with the EB paper, but the weight of the book would remain the same.

One European paper manufacturer describes it this way:

"... bulky book paper gives the impression of a thicker, stiffer paper but with the same weight as a standard paper. The extra bulk enhances the reader's perceived value and enables you to lower postal and production costs without sacrificing the quality."

And PrintWiki provides this definition:

"A type of paper having a thickness (called bulk or caliper) greater than that of other papers of the same basis weight. High-bulk paper is specially manufactured and is usually used for book paper to increase the thickness of low-page-count books, such as fiction and children's books."

You also get a different tactile feel with EB paper compared to the standard smooth finish of offset paper. It is a different sensation for the reader, and for some book designers and publishers, the tangible sensation is preferable.

If you have questions or would like more information about extra-bulk paper, please contact your Friesens Sales Rep.

CAPITAL PLANS AND BUILDING PLANS FOR 2019

Byron Loeppky

2018 was a heavy capital year for Friesens and this continues in 2019. Some equipment is already installed, and other equipment has been ordered and is scheduled for installation later this year. Let's begin with the big news

Friesens is expanding. We will be adding 35,000 sq. feet to the west side of our existing Industrial Park location. The space will be used for additional equipment and to reconfigure our existing space. Our current plan is to move cover decorating and the Book Perfect Binder into this space. It will also have enough room to add another binding line (HC or SC). In addition, the space will include two additional truck bays, more washrooms, a maintenance area, and a baler room. We hope to be in the addition by the end of the 1st quarter, 2020.

This move will also free up some much-needed space at our One Printers Way location.

The third hardcover line was installed in April and has been in production since early May. The images below show the third hardcover line running its first book and a wider view of the Industrial Park facility, with the softcover line in the foreground and the three hardcover lines in the background.



A new sheeteer from BW Papersystems has been ordered and should arrive in late June or early July, with installation to begin in August. The floor prep work has begun.



We have also ordered a smaller folder that will allow us to more efficiently and accurately prepare softcover flap jobs for the Perfect Binder. The new machine from Petratto will score, fold, and glue the flaps in one pass. The folder is scheduled to arrive in August.



We continue our investigation and testing of digital presses and finishing equipment, and expect to decide on future investments by the end of summer.

We are also spending more time investigating robotics, artificial intelligence, cobots (collaborative robots), and other forms of automation that will allow us to improve our operations.

As you can see, there is a lot of activity on the capital and building front. I hope you find this as exciting as we do.

INTRODUCING JOHN RICHARDSON

Scott Sinnett

John Richardson is our newest addition to the Friesens sales team and is covering the Gulf Coast of the United States as well as Oklahoma and Kansas. John is a native Texan, born in Dallas, and has lived in the Metroplex his entire life. Beginning in his teenage years, while working within his father's print shop, he learned to see every detail of their award-winning clients' projects through the creator's critical eyes. No matter the size or complexity of the pieces, the final outcomes were paramount. This cornerstone became his passion and pressed him to further pursue a career in sales, printing, and print production.

John attended University of North Texas where he graduated with a BFA in advertising art. He has spent his career in the graphic arts industry with companies such as Cenveo, Moore Wallace, RR Donnelley, and the past thirteen years with Taylor Communications, before joining our team.



John is based just north of Dallas in Flower Mound, Texas, where he lives with his wife of twenty-eight years. He has

been blessed with four amazing sons, two recently graduated and two currently in college. Outside of printing, John is an avid soccer fan. He enjoys playing, coaching, and watching the game. He played Division 1 collegiate soccer at Centenary College in Shreveport, LA, before he transferred to the University of North Texas. He also loves travelling, music, serving at his church, and creating lasting memories with his family.

PALLETS WITH A PURPOSE

Doug Symington

Our customers' main concerns with their orders are that they are printed well and delivered on time. We share those concerns and that is what we strive for. But, beyond the obvious there are many other important items that go into manufacturing books.

An important facet to our delivery that many customers might not see, is the pallets on which they are delivered. Every order that leaves Friesens does so on a brand-new wooden pallet, manufactured locally in Altona. You might think the only purpose of the pallet is to provide a solid platform on which to ship your books. While we keep the source close to the manufacturing chain, our pallets serve another, higher purpose.

Friesens has had a long relationship with Blue Sky Opportunities (<http://www.blueskyopp.com/>), a locally based non-profit organization in Altona committed to maximizing the independence of adults with intellectual disabilities. Not only do they provide our pallets, but they also provide opportunities for growth and development in our community.

Blue Sky Opportunities provides many services to Friesens, the community of Altona, and surrounding areas such as building custom patio furniture, spray painting, and running the town's recycling program. They also build and manufacture pallets for many industries in Southern Manitoba, including Friesens.



The next time you look at a skid being delivered by Friesens, know that in addition to getting your books to you securely,

those pallets are serving a larger purpose.



THE CURSE OF OAK ISLAND

Wendy Thiessen

For years, people have talked about how various media will be the end of books. However, *The Curse of Oak Island* (the show and the book) is an example of how they can complement each other.

In 1965, two young brothers, Rick and Marty Lagina, were reading an article in the Reader's Digest about the treasure

hunt on Oak Island (just off the coast of Nova Scotia). They were so consumed by the story that in 2007, when they saw an advertisement for land on Oak Island, they purchased a majority share of its holdings.

The History Channel started productions of *The Curse of Oak Island* in 2013. The show follows the Lagina brothers and their partners as they search for the treasure. While excavating, they have found wood timbers, book binding, human bone, and coins buried deep in the ground.

When they were filming Season 4 of the show in 2016, the producers invited author Randall Sullivan (who had written an article in *Rolling Stone* magazine about Oak Island in 2004) to spend some time on the island. In 2018, his book *The Curse of Oak Island: The Story of the World's Longest Treasure Hunt* was printed. In the book, Sullivan gives a detailed account of the many different attempts to find the treasure, and the theories of what is buried on the Island and who buried it. Sullivan returned to the show in Season 6, which aired in 2018–2019, to present a copy of the book to each of the brothers.

The story had started as a written article, stirring interest in young minds. Then it became a successful TV show with a large audience. The TV production stirred interest in the book, promoting sales. This is an intriguing example of different media complementing each other.

PROJECT MANAGEMENT—CUSTOMER PROJECT SPECIALIST

Ralph Hamm



Back row (Left to right): Kailyn Hildebrandt, Editha Del Moral, Ralph Hamm, Glenda MacPhail, Sheryl Penner
Front row: Aron Friesen, Manda Enns, Ian McKinnon Missing: Nathalie Wilson

We recently changed the title of our Customers Service Representatives (CSR) to Customer Project Specialist (CPS). The comprehensive involvement of the individuals in the Customer Project Specialist Department was one of the determining factors in Friesens making this title change in each of our divisions.

BEFORE FILES ARE SUPPLIED—ORDER CONFIRMATION

At this stage, you have worked with your sales representative to finalize the specifications for the quote, and have committed to placing your project with Friesens. A tentative schedule and quantity were booked in our system, and now is time to finalize the specs and reserve or order the materials needed for your project. Available inventory of paper at Friesens, lead times for special order material, and changes in availability based on schedules from the paper mills are things to consider and discuss with your customer project representative, or CPS. We want to make sure that the materials needed are in plant so that your book can be printed when the proofs are approved. Each of the consumable materials we use has different lead times and availability. Part of this is due to where the materials come from and how often paper mills produce certain grades and types of papers. Early confirmation of the specifications allows us to place timely orders with our vendors or determine if alternate roll sizes and stocks need to be used to make your schedule.

We understand that there can be delays. There can be slowdowns in any of the creative processes that take place before files are submitted. Please let your CPS know when file in dates will not be met. We will work on a revised schedule and a plan to make a new schedule work.

BEFORE FILES ARE SUPPLIED—FILE TESTING

Many of our repeat customers are accustomed to providing digital files that have been built to our specifications. For those customers who are producing their first project with Friesens, we recommend that you provide us with sample files prior to completing all of your work. These sample files will be reviewed by our tech support staff, and they will send a report with comments and corrections that will help you produce files that flow through the preflight process smoothly. Files that have been built correctly and have the correct profiles applied will also save time and money, as they prevent the delays that happen when files need to be rebuilt and resubmitted. The charges associated with additional prepress work can be prevented.

PREFLIGHT AND PROOFING

The MyBooks interface was revamped in February 2017, and customers have responded that the new site is easy to use and to navigate. Most files are submitted via FTP. We prefer that you upload your files to MyBooks, as your CPS receives a

notification when this process is used. It is also efficient if you communicate what types of proofs are needed, and confirm the proof address. Usually our main production contact is the person who will receive the proofs. It is important for us to document when they are not.

The preflighting and proofing process is quite quick. Current stats show that this takes between two and three business days. It can vary with the amount of jobs that are being submitted, and, in most cases, customers can work with this schedule when planning time to receive and review proofs. We are also making proofs available on MyBooks the same day that the physical proofs are sent out. Our customers continue to migrate to online proofing, and appreciate the time that online proofing can save.

We have stopped sending correction sheets with our physical proofs. Necessary corrections or approvals can be entered in MyBooks, and we are informed instantly if your project is approved or if items need to be altered. The customer's ability to enter corrections directly into MyBooks means that as soon as they complete their proofing session, the corrections are on one of our EPP operator's task list.

Additional rounds of corrections can add time to the production schedule. Your CPS will inform you of what additional proofing will mean to your schedule. A simple rule to follow is that we would like proofs approved two weeks prior to your ship date or three weeks prior to the delivery date.

PRINTING, BINDING, AND SHIPPING

It is important that we receive your shipping instructions well before the planned ship date. Your project might require specific carton label information, or the warehouse(s) might have detailed packing and delivery instructions. It is important that your CPS receives this information in a timely manner so that our dockets and databases can be updated. A good rule to follow is that shipping information is to be provided right after proofs are approved. At minimum, we want to know where the books are being delivered one week before the ship date, so that books can go directly from the binding lines into cartons, and onto the trucks that leave the plant every day.

At this point, your proofs have been approved. The material that was ordered is in plant and we can proceed with the physical process of printing and binding your project. Production schedules usually allow one week for printing and one week for bindery work. The press or the bindery schedule can be longer, depending on the nature of your project or the materials being used. Certain papers can take longer to dry, and some projects have varnish applied. Either of these items add to the amount of time that is needed in press, and would have been considered when the original schedule was discussed.

Some projects require additional handwork in bindery. This

can include labelling, specialty binding, or inserts that are not placed in between full signatures. Our production scheduling staff is constantly monitoring the number of projects that will require additional work. Your CPS will let you know if additional time is needed due to additional handwork in the bindery.

COMMUNICATION

Your CPS and sales staff will contact you a number of times during the process. Please let them know if you have a preferred method of communication, or if there are times when it is best to reach you. Our goal is to keep you informed of the progress and to quickly resolve questions that come up. Accurate, direct communication that informs you and provides the information we need to complete your project correctly and on time is crucial.

SKIP THE LINES WITH FRIESENS MYBOOKS TOOL

Ryan Hildebrand

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 to serve our customers in meaningful ways.

Who likes waiting in line? The reality is we all have to wait at times, but most of us don't like it. At Friesens, we have developed tools to provide our customers with ways to "skip the lines." Here are some ways MyBooks can help you with that.

1. MyProofs Direct – quick upload and online proofs
2. MyBooks Proof Corrections – automates getting proofs into prepress
3. Tracking Shipments – instant feedback on shipping status
4. Fulfillment Tool – shipments from storage packed and shipped within twenty-four hours

MYPROOFS DIRECT

We developed this part of our MyBooks tool to allow instant processing of your files. You can upload your files for single-colour trade books and we can process them almost instantly. By using this tool, you will receive online proofs within hours of uploading files.

If you are interested in using this process, contact your sales rep and we can provide you with the details involved.

MYBOOKS PROOF CORRECTIONS

When you view proofs through MyBooks and submit corrections using this tool, your changes are moved directly into our prepress queue. With this tool, you can also review the preflight report. If there are any concerns noted during preflight, this tool will allow you to respond to those items at the same time as reviewing the proofs.

In addition to submitting the correction request, you can see the history of changes requested in case you want to review the details of your request.

TRACKING SHIPMENTS

You can view your shipments and confirm the details of your packages at any time using this tool. No waiting for a response, but rather you have instant access to your packing slips and links to carriers' tracking systems.

FULFILLMENT TOOL

We have many customers who take advantage of our storage and fulfillment services. The fulfillment tool helps manage inventory, contains an address database, and provides important shipping and delivery details.

Other tools such as those for creating templates and 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 bpotech@friesens.com.

Every year Friesens produces thousands of titles covering a variety of topics and genres. It is this variety that creates an exciting and dynamic work environment for all the staff that work with your project. The tie that binds all projects together is that they each have three distinct stages that they go through while being produced: before files are supplied, preflight and proofing, and finally printing, binding, and shipping.

QUALITY ASSURANCE LEADER

Scott Cherewayko



Friesens has a long-standing history of quality initiatives, including most recently the Continuous Improvement Initiative, led by Vern Bergen. I am excited that Friesens has created this important initiative in our never-ending desire to get better at what we do and to increase the speed at which we improve. I have just been promoted to the newly created position of Quality Assurance Leader. My first PNL report is below.

As a long-time employee of Friesens I have worked in various areas of the company, including:

- Press
- Bindery
- Electronic prepress (involved in Friesens' transition

from film to CTP)

- Tech support
- Most recently in customer service in our Book Division

It is this experience, combined with my natural inquisitive nature, that gave me the skills needed for my new role as Friesens' Quality Assurance Leader.

Friesens continues to grow, and it is important that we focus on quality and continuous improvement. Although there have always been quality processes in place, we felt it would be beneficial to have another focused position looking at quality and process improvements in all areas.

Without getting too technical, these are some of the things we are working on:

- Improve the flow of data from when the job first comes into the plant to when it leaves
- Decrease variation between production stages
- Reduce colour variation on press
- Modify our checkpoints between production stages
- Improve the response time when issues do arise, whether they're internal or external

Friesens is committed to providing you with high-quality products in a timely manner. Increased industry demand combined with tighter deadlines puts a greater strain on all systems. This makes it even more critical to make things right the first time, every time.

HITTING THE HOME RUN IN HR

Dana Bergman (with information and additional statistics provided by Tina Barkman)

My favourite sport is baseball, and if you have been to Altona, you know we are a "baseball town." On any given night in spring and early summer, you will find ball players of all ages on the diamonds in town.

Our family has been actively involved in local ball for seventeen years. A few years ago, we were having a conversation at home during ball season that centred around what I do at work and in which department I work. I let our children know that I was in the "HR Department," and one of the children was quiet for a moment and then asked, "the Home Run Department?" I laughed and explained that the "HR" stood for Human Resources and that we help the staff who work at Friesens. It was a simple explanation at the time, but it was satisfactory for that purpose.

I have thought of that conversation often. In Human Resources, we are always looking to hit that next "home run" in terms of supporting our staff. As a team in HR, we do the regular HR things, such as recruiting, onboarding and orientation of new staff, promoting safety culture, developing learning plans, benefit administration, and FriesensWear management. The HR department is also responsible for the lunchrooms in all facilities and is regularly looking for ways to improve the

variety of our offerings so that staff have access to good food options for daily living when they are at work.

FOREIGN RECRUITMENT/MANITOBA PROVINCIAL NOMINEE PROGRAM

Friesens' HR Department, and primarily the Vice President of Human Resources, Tina Barkman, has been involved in foreign recruitment for many years. Some of the highlights of those initiatives include:

- We started working with MPNP (Manitoba Provincial Nominee Program) in 2000
- We went to Germany three times between 2000 and 2008
- We went to the Philippines with MPNP in May 2015 and in November 2017
 - The 2015 trip resulted in 34 hires:
 - 3 of which were staff referrals (came with permanent residency);
 - 23 came with work permits and have achieved permanent residency status;
 - 8 are still here on work permit but expect to attain permanent residency shortly.
 - The 2017 trip has thus far resulted in:
 - 27 applicants being issued work permits;
 - 2 additional work permits to be issued shortly;
 - 12 are in the process of completing an LAA (letter of advice to apply). Upon successfully completing the LAA process, the Manitoba government will provide the applicant a certificate of nomination, where upon they can apply for Permanent Residency and for a work permit.
 - We employ an additional 35 Filipino staff members, 34 of whom came to Friesens with permanent residency status and one is here on a closed work permit (also an MPNP nominee, but not through our recruitment trips to the Philippines).
- We have also actively sought to hire individuals through Manitoba Start, the Winnipeg Immigrant Centre, Regional Connections, and Opportunities for Employment (OFE).
 - Who are these agencies?
 - Manitoba Start connects businesses to the workforce and is the leading provider of career development services for newcomers to the Province of Manitoba;
 - Winnipeg Immigrant Centre helps newcomers succeed through personalized settlement plans and community partnerships;
 - Regional Connections provides services, resources, and referrals for newcomers living in south central Manitoba, including settlement

services, English as a Second Language (ESL) classes and literacy classes for adults, employment services for unemployed or underemployed newcomers and Canadians, as well as community integration events and a volunteer program that help connect newcomers to their new communities;

- Opportunities for Employment (OFE) offers free employment services designed to connect job-seekers and employers to create long-term, sustainable matches and grow our local labour market.



ADDITIONAL PARTNER ORGANIZATIONS

We have also partnered with Manitoba Institute of Trades and Technology (MITT), through their Graphic & Print Technician program, providing several students the opportunity to complete their work practicum at Friesens and then offering them long-term employment career opportunities. Many of these work practicum students were foreign students.

GROWING DIVERSITY



These agencies and education facilities have benefited us greatly. We have hired individuals from China, Colombia, Cuba, Eritrea, Ethiopia, Germany, Honduras, India, Kazakhstan, Kenya, Mexico, Netherlands, Pakistan, Poland, Rwanda, Somalia, South Korea, Syria, United Kingdom, United States,

Uruguay, and Venezuela. Most of these hires have already attained permanent residency, but eighteen of them are still here on work permit and are working at attaining permanent residency either through the refugee program or through the MPNP.

SUPPORT INITIATIVES AT FRIESENS

In recent years, we have become increasingly creative in how to positively support our staff, regardless of whether someone has spent their career at Friesens or is new to Friesens, the community, or even the country. Examples of this include:

- Preboarding tasks including but not limited to



- Arranging for air travel to Winnipeg (MPNP foreign recruits coming via work permit)
- Support for finding and completing rental agreements, SIN, MB Health, baseline hearing test, safety shoes, and post office accounts
- Setting up bank accounts, tenant insurance, and cell phone and internet
- Introduction to Regional Connections for community-based newcomer support
- Welcome package
- English at Work or Essential Skills Classes (available to all staff, not just newcomers) with placement through skills assessment. Attendance is mandatory (a condition of employment) until such a time as they meet the requirements (primary outcomes include math, document use, reading comprehension, and written communication). Staff learners are paid for half their classroom time at their regular wages.
- We work with education partners to deliver the classes—Regional Connections and Workplace Education Manitoba
- We influence the curriculum for work at Friesens and life in Manitoba with topics such as:
 - Appropriate dress for winter—“What to wear and what goes where?”;
 - Canadian cultural norms and workplace cultural norms;

- Communication—words, body language, gestures, idioms, etc.
- Settlement supports for newcomers to the community
 - Sourcing suitable housing and living essentials for individuals and families in the form of:
 - Finding apartments, condos, or houses that are suitable for the needs of the individual or family and within a budget that works for them;
 - Purchasing furniture for staff upon request, prior to their arrival. We then charge them \$50 biweekly via payroll deduction once they have paid the security deposit and once they get regular paychecks. This way they don't have to have the money up front to purchase furniture.
 - Direction to in-community settlement services
 - Documentation support
- Financial Literacy Classes (Access Credit Union)
- Mortgage/Rental Literacy Workshops (New Journey Housing)
- Driver Education Programming (contract driver education instructor)
- Coverage increases/improvements in key areas of our health benefits plan
- Greater variety of workshops offered for career and personal development
- First Time Home Buyer Program (with Access Credit Union—accessible for all staff including newcomers with permanent residency status)
- First Time Vehicle Purchase Loan Program (with Access Credit Union)—once they have passed probation, we offer to provide a loan guarantee (25% of total) for their first car at local Credit Union up to a maximum car loan of \$8,000.
- We purchased two new Grand Caravan minivans for foreign workers to use. They can book them to travel out of town, as bus services are not available rurally. They reimburse Friesens at cost.
- We are now working with the foreign workers that attained permanent residency to assist in the details of bringing their families to Canada, including housing.
- Scholarship Programs
 - Employee Owner Scholarship Program
 - Post Secondary Scholarship Program
 - Tuition Reimbursement Program

IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA AWARD (IRCC)

On March 6, 2019, Friesens was honoured to receive an award from Immigration, Refugees and Citizenship Canada, in collaboration with Hire Immigrants Canada who recognizes businesses' innovative efforts to improve the integration of newcomers into the Canadian labour market.

Three organizations (small, medium, large) are recognized for “exceptional action in improving the labour market attachment and skills and abilities of newcomers.” Friesens was recognized for our support of newcomers to Canada through various initiatives (noted below), as well as efforts in not only reducing the barriers faced by newcomers entering the labour market, but also the efforts made in improving newcomers’ overall settlement in Canada.

- The Government of Canada recognized Friesens Corporation for its support of newcomers to Canada, including but not limited to:
 - offering on-the-job skills and language training
 - first-time home buyers’ program
 - personalized settlement services provided to newcomers
- Friesens was also recognized for its efforts in partnering with local and Winnipeg-based settlement and employment service provider organizations to hire newcomers who are looking for jobs. Organizations like Manitoba Start, Regional Connections, Winnipeg Immigrant Centre, and Opportunities for Employment.



Tina Barkman, Vice President of Human Resources, was pleased and privileged to fly to Ottawa to receive this award on our behalf. Since 2015, IRCC has been recognizing private businesses that support the successful labour market integration of newcomers in Canada through these awards. Winning employers are chosen based on nominations from settlement service provider organizations. Friesens was nominated by the Regional Connections Inc. Friesens, considered a medium-sized employer, has co-funded "English at Work" in partnership with Regional Connections to provide on-the-job English training for newcomer employees for more than fifteen years.

QUOTES

"I am impressed by the initiative that Friesens has taken in ensuring that its newcomer employees feel welcome and have the supports they need to integrate into their life in Canada. Their training programs, coupled with initiatives like working with a local financial institution to develop a mortgage program

for newcomer employees, help people make connections in their local community, which is so critical to the integration journey."

– The Honourable Ahmed Hussen, Minister of Immigration, Refugees and Citizenship

"We are especially honoured to receive this award as it reflects the importance we place on developing great people. As a large employer located in a small rural community with near-zero percent unemployment, our newcomer employment strategy is critical to company success. Given our location, we are not only involved in recruitment and onboarding, but also in community integration initiatives related to housing, education, banking, grocery, and transportation. These efforts are led by a dedicated human resources team that shows great care for each individual as they pursue success both in the workplace and the community. This is all made possible through great partners like the Manitoba Provincial Nominee Program, Regional Connections Immigration Services, Opportunities for Improvement, and many other local services. We are thankful for these partners."

– Chad Friesen, Chief Executive Officer of Friesens Corporation

HITTING THE HOME RUN

When we conduct our orientation sessions, we regularly discuss values: what are the things that are important to you? The list is almost always the same—people value family and friends, health and safety, opportunity, happiness, education, purpose, financial security, freedom to worship, and cultural identity. Sometimes there are a few more values identified like respect, trust, and reputation. What people really want when all this is condensed, is a good life. It is what the founders of the company wanted, and the generations since. The supports in place along with the programs we initiate are all there so that we can provide relevant support for developing a good life for our staff. That is our home run!

FRIESENS WELCOMES PUBLISHERS FOR ANNUAL BOOK MANUFACTURING SEMINAR

Ron Such



We had the pleasure of hosting some first-time visitors to our head office in Altona, Manitoba, this past April.

From April 7 to 11, six representatives from publishers across Canada and the United States participated in Friesens' Book Manufacturing Seminar. They spent three days going through the entire printing process and working with our industry experts in:

- File preparation
- Colour management
- Proofing
- Plating
- Paper options
- Printing (running a press)
- Cover decorating (foil, emboss, UV, etc.)
- Binding (folding, sewing, perfect binding, hardcover lines)

They got to participate in all our “behind the scenes” functions of book production.



Not only did they enjoy experiencing book production, but they also enjoyed our Altona area culture and seeing firsthand how Friesens is part of our local community. Of particular interest seemed to be the local Mennonite cuisine.

The participants enjoyed observing the inner workings of the book manufacturing process and participating in the actual process of putting a book together. They were walked through the various stages of the printing process, and had a chance to interact with staff involved in each department. In addition to the production team, participants were involved in interactive sessions with managers to discuss industry trends and changes we are experiencing with book manufacturing.

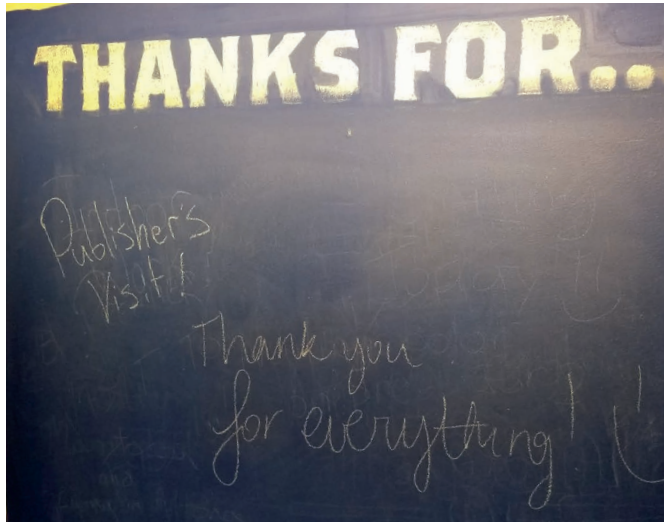
Amanda Will (Boulder Publications), Nayeli Jimenez (Greystone Books), Taysia Louie (Page Two Strategies), Sarah Gorecki (Velo Press), Leonore Bailhache (Bouton Publishing) and Vernon Oickle (MacIntyre Purcell Publishing) were all immersed in our side of the printing process for their entire stay. In fact, by the time they left, they had put their own book together and had helped guide it through the plant.

One of the publishers, Vernon Oickle of MacIntyre Purcell in Lunenburg, Nova Scotia, had the following remarks:

It was an amazing experience. After working with the folks at Friesens for the past several years, it was an eye-opening opportunity to see their operations firsthand ... and what an operation it was. To say I was impressed would be an understatement.

It's one thing to send in our files and then to see the finished product four or five weeks later, but it was something completely different to observe the process firsthand and to follow a book's journey from the beginning to end and through all the steps in between. The level of professionalism and care demonstrated by the Friesens crew was fantastic.

And one final note, the hospitality afforded to us during our stay in Altona was top-notch. Thank you for the opportunity to take part in this experience.



We aim to host one of these seminars every spring. If you are interested in attending our next Book Manufacturing Seminar, please let your sales representative know.

BOOK AWARDS ON THE PRAIRIES

Donovan Bergman

SASKATCHEWAN BOOK AWARDS

On Saturday, April 27, the literary community in Saskatchewan came together to celebrate the 26th Saskatchewan Book Awards. In all, fourteen writing and publishing awards were presented, along with a special presentation of the Recognition for the Advancement of Publishing in Saskatchewan Award, which was presented to Brian Mlazgar (the former director of the Canadian Plains Research Center Press, which was later reborn as the University of Regina Press).

For the third consecutive year, I lucked out and was at the table of an award winner. I had the good fortune of sitting with Harold R. Johnson, the author of *Clifford*, which won the University of Saskatchewan Non-Fiction Award.

Below is a list of award winners that were printed at Friesens:

City of Saskatoon and Public Library Saskatoon Book Award

A Hero for the Americas by Robert Calder, published by University of Regina Press

Jennifer Welsh Scholarly Writing Award

Prairie Fairies by Valerie J. Korinek, published by University of Toronto Press

First Book Award

Never Rub Noses with a Narwhal written by Ruth Wellborn, illustrated by Morgan Wellborn, published by FriesenPress



Muslims for Peace and Justice Fiction Award

The Small Things That End the World by Jeanette Lynes, published by Coteau Books

MANITOBA BOOK AWARDS

Less than one week later, I was able to attend and present at the Manitoba Book Awards. The Winnipeg Art Gallery played host to the 2019 Manitoba Book Awards Gala on Friday, May 3. Twelve book awards were handed out to Manitoba authors, publishers, and book designers, along with the Manitoba Indigenous Writer of the Year Award, which went to Tasha Spillett.

Below is a list of award winners that were printed at Friesens:

Manuela Dias Design & Illustration Award – Book Design

Small Predators by Jennifer Ilse Black, cover artwork and design by Kenneth Lavallee, interior design by Relish New Brand Experience, published by ARP Books

Manuela Dias Design & Illustration Award – General Illustration

IKWE: Honouring Women, Life Givers, and Water Protectors written and illustrated by Jackie Traverse, image editing and cover design by Melody Morrisette, published by Roseway Publishing, an imprint of Fernwood Publishing

Manuela Dias Design & Illustration Award – Graphic Novel

Surviving the City written by Tasha Spillett, illustrated by Natasha Donovan, design by Relish New Brand Experience, cover art by Natasha Donovan, lettering by Donovan Yaciuk, published by HighWater Press, an imprint of Portage & Main Press

Carol Shields Winnipeg Book Award

Stolen City: Racial Capitalism and the Making of Winnipeg by Owen Toews, published by ARP Books

Eileen McTavish Sykes Award for Best First Book by a Manitoba Author

Surviving the City written by Tasha Spillett, illustrated by Natasha Donovan, published by HighWater Press, an imprint of Portage & Main Press

Mary Scorer Award for Best Book by a Manitoba Publisher

Stolen City: Racial Capitalism and the Making of Winnipeg by Owen Toews, cover and interior design by Urbanink, published by ARP Books

Alexander Kennedy Isbister Award for Non-Fiction

Structures of Indifference: An Indigenous Life and Death in a Canadian City by Mary Jane Logan McCallum and Adele Perry, published by the University of Manitoba Press

Margaret Laurence Award for Fiction

Small Predators by Jennifer Ilse Black, published by ARP Books

McNally Robinson Book for Young People Award Older Category

Monsters by David A. Robertson, published by HighWater Press, an imprint of Portage & Main Press

McNally Robinson Book of the Year Award

More Abandoned Manitoba: Rivers, Rails and Ruins by Gordon Goldsborough, published by Great Plains Publications

A NAME FROM THE PAST

David Friesen



Ted Hughes used to be the President of Columbia Finishing Mills, a company from which we purchased most of our hardcover book material. He came from a generation where book cloth meant cloth, not paper.

Columbia Finishing Mills is located in Cornwall, Ontario. Ted lived and had his office in Toronto. He was for many years a valuable source of information for the book trade in Canada and the United States. It was he who used to come see me in Altona when I was just beginning my career at Friesens. It always seemed to be in February on one of those clear and cold prairie winter days. He taught me everything I ever knew about book coverings for hardcover books. He was active in the Book Manufacturers Institute (BMI) in the United

States, and promoted it to all Canadian book manufacturers.

Ted spoke at the first-ever Book Manufacturing Seminar that Friesens hosted in Toronto. He was a great resource for all production managers who wanted to know about the right material to use on their hardcover books. It was also Ted who introduced me to Bob Hamilton, who became Friesens' first salesperson in Toronto. I continue to be thankful for that, as

Bob took us from being an occasional player to one of the largest book manufacturers in the Canadian market.

After leaving Columbia, Ted spent his final work years on the Eastern Seaboard of the United States, working with one of the large US cover material suppliers.

Ted and his wife Helen relocated to a seniors' facility in Vancouver last year. He made contact with me, and we had a wonderful morning together, talking about the "good old days" of book manufacturing. Ted is now a youthful eighty-eight, and is as energetic and outgoing as he always was.

In the event that anyone might still remember him and want to make contact, send me a note at davidf@friesens.com.

ATLANTIC BOOK AWARDS

Ron Such

Come From Away is a common topic in Newfoundland these days. The award-winning musical and book (printed by Friesens) is capturing audiences worldwide. Although it didn't draw a worldwide audience, this year's Atlantic Book Awards gala evening certainly had a "national" feel.

Publishers and authors from across Canada gathered in St. John's, Newfoundland, on June 6 to celebrate Atlantic Canadian publishing excellence. The thirteen categories of books all had Atlantic Canadian roots, but many were published by firms from various parts of Canada.

Friesens is a proud sponsor of this event, and was thrilled to present the award for "Best Book Published in Atlantic Canada" to Boulder Publications for their publication of *Saltwater Mittens from the Island of Newfoundland*. It felt like a true partnership win, as Friesens had the honour of printing this award-winning book.

Congratulations to Boulder Publications from St. John's, Newfoundland, and to the talented authors, Christine Legrow and Shirley A. Scott.

Pictured below are the authors, along with Doug Symington and Ron Such.



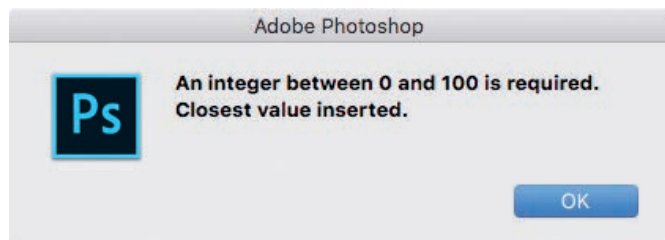
by Brad Schmidt

ROUNDING OFF COLOUR VALUES

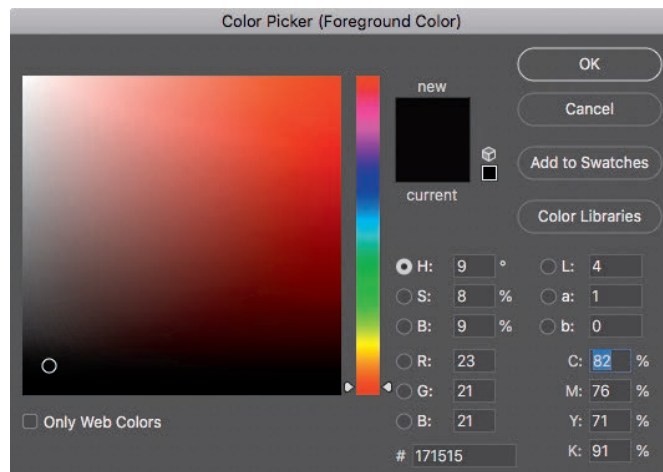
In preparing files for book production, some themes are common regardless of the project or time era. Matching colours is a topic that is a common thread throughout our history of printing books, from the days of film where screen values needed to match to produce consistent backgrounds to our modern programs. With Photoshop, Illustrator, and InDesign, the universal question is still: “Do these colours match?” In our digital workflow we have become so accustomed to trusting our screens that we do not always consider checking the numbers. This can become an issue when matching elements that are created in different programs. Matching CMYK values would seem like a simple process, but there are some pitfalls to avoid. There are several strategies that can be used to prevent matching issues when combining multiple resources.

One of the more common instances of matching issues occurs when a Photoshop image has a background colour and this colour needs to be extended to cover the entire page background. Often designers will sample the colour from Photoshop and then create a box in InDesign with the same value to extend the background colour. This works, unless the values do not match exactly.

Each program has a different criteria for the number of decimal places that are stored. This can introduce slight colour variations that do not become apparent unless the two colour sources are right side by side. This is precisely when it is most critical that colours match. When entering a colour value in Photoshop, the Color Picker strictly enforces an integer value.



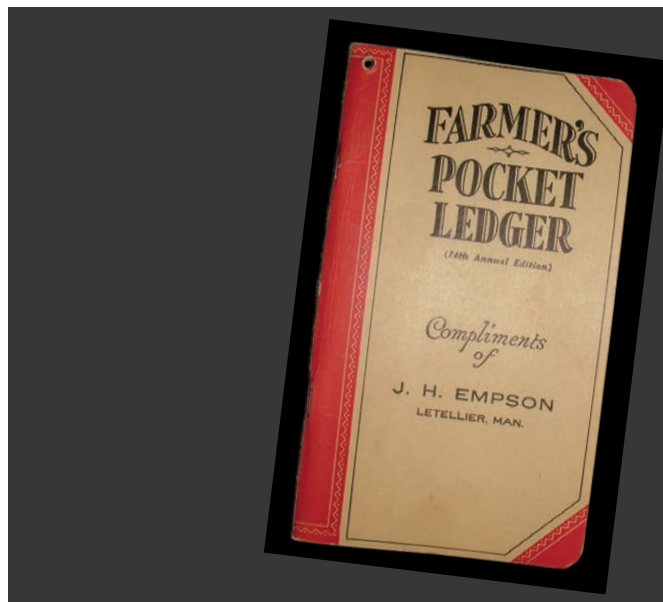
• Photoshop error when entering values with decimals



• Photoshop allows no decimals in Color Picker

From this Photoshop example, one would logically conclude that Photoshop does not maintain any decimal places for colours. Based on our experience with the Color Picker, we would expect that converting an RGB image to CMYK using an ICC profile would result in integer values stored. This would be logical but not accurate. An image that has been colour converted will maintain two decimal places internally, even though Photoshop will only show integers in the Color Picker.

Below is an example of a background that was added to extend an image in InDesign. The colour change has been exaggerated to show the effect of the InDesign box not matching the image.



• Image combined with InDesign background

When using the Eye Dropper in InDesign to sample the colour from an image, InDesign will show three decimal places. When exporting to PDF and taking readings of the colour values, a unique outcome is revealed. The colour that was captured using the Eye Dropper only maintains one decimal place when reading the values in Acrobat. What we are left with is colours that are very close to each other in value but vary enough that the difference can be perceived when printed on press.

Here is a table showing the precision used by various programs and tools.

Program	Readings From PDF Export	Decimals
Photoshop	Entered in Color Picker	0
Photoshop	Converted with ICC Profiles	2
InDesign	Eye Dropper sampled	3
InDesign	Box containing a fill	1
Illustrator	Box containing a fill	1

Another area that can introduce colour differences is found in the profile conversion dialog in Photoshop. When converting images between ICC profiles in Photoshop, 8-bit images provide an option to use dither. Dither introduces noise into the image in an effort to create smoother colours. This is not usually an issue, but when a solid colour from InDesign is positioned adjacent to a dither processed background, these slight value changes can become visible by contrast. The actual dither pattern results in colours that are only 1 percent difference in colour in the pattern shown here.



• Example of dither pattern

There are many different ways that an inconsistent background can be introduced into an InDesign page. Here are some effective strategies for how to deal with combining elements from various sources while maintaining consistent colours. The first option is to combine images in such a way that the background originates from a single source. This can be done by incorporating transparency into the file.



• Transparent Image combined in InDesign

By using transparency, there are a few advantages. First, the only background that is defined is built in InDesign. This combines the image and background, but provides control of the background colour completely in InDesign. Not only does this produce a consistent colour, it also makes changes simpler to execute because the background colour can be easily changed in InDesign without having to go back to Photoshop for colour edits. I also like the option of using a Layer Mask in Photoshop, since it is nondestructive to the image. This provides a simple way to edit the image since, the entire image is still available behind the layer mask.

This strategy is effective where image masks can be easily created for images that have defined shapes. Some images though, do not work very well to use image masks. Images such as those of subjects with fur or hair can be difficult to create an image mask that does not look rough. In this case, I would employ a different strategy. Expanding the size of the image in Photoshop is an effective way to avoid a transition line. Once this is done, the background can be extended in Photoshop. With the entire colour created in a single program, there is no fear of the background not matching.

These methods will help to prevent surprises with backgrounds when blending between image and background with a single colour.

Tech Support
204.319.8135
bptech@friesens.com



EST.  1907

FRIESENS

FRIESENS.COM

PRINTED IN CANADA