

PUBLISHERS'

NEWSLETTER

Summer 2022



**CAPACITY AND
CAPITAL PLANS**

**CUSTOMER
MILESTONES**

**BUILDING A
BETTER BUSINESS**

INTRO – ENOUGH ABOUT SUPPLY CHAIN

Doug Symington, General Sales Manager

It seems like we have been talking about supply chain issues for a long time, so I thought it might be nice to talk about where the supply chain ends ... in the readers' hands, or in one case, the listeners' ears.

I was recently slated to attend the Outdoor Writers of America conference in Casper, WY, and I decided it was better to drive and utilize the return trip to visit another customer in Omaha, NE. So, there was some drive time involved.

One positive benefit of the pandemic is that I have taken a plunge into audio books. I find them a great companion while driving or doing various other activities. They will not replace print for me, but they certainly enhance it.

The drive to Casper found me listening to *Hearts Touched with Fire* by David Gergen, S & S, 2022. Gergen is an astute political commentator who has worked for four US presidents representing both political parties. His views on leadership are well-rounded and based on close-up observation of leaders both good and bad. It was a great listen, and it helped the miles go by a bit quicker. Gergen read the audio version, and for me that helps with the enjoyment of the book. Like good manufacturing can make or break a book, the audio interpretation can be enhanced or weakened by the person doing the reading.

Once in Casper, one of the first events was to attend a welcome dinner. The keynote speaker at the dinner was Wyoming author, C. J. Box (Charles James). He is the author of the Joe Pickett series for Penguin Random House and The Hoyt Dewell series through Macmillan; both have become television series. We had in fact printed part of his most recent title for PRH, *Shadows Reel*. I happen to be a big fan, so him speaking at the dinner was a welcome surprise for me. I hoped I would be able to meet him and have him sign a book. The opportunity presented itself before the dinner started, and we got to spend some time chatting about the business. His talk at the dinner was interesting, and his love of Wyoming shone



Doug and CJ

through. This is the feeling you get from his books as well. It was also interesting to hear him speak about himself as a twelve-year-old boy developing his love of reading and dreaming one day of having his books in the Casper Library. He cited the series of books called *Encyclopedia Brown* as an early influence. His books have won numerous awards and are now published in twenty-seven languages.

<https://www.cjbox.net/>



At the same dinner, my tablemate was a gentleman by the name of Dave Reed, a self-published author of a book titled *Uphill and into the Wind*. It details his 1973 journey from New Jersey to San Francisco by bike. What was interesting to me was our retired US sales manager Steve had made a similar journey by bike with his friend, also named Dave. I knew as I was listening to Dave share his publishing experience that I had to connect him with Steve. I did, and now Steve has a couple of books in his possession to share with the other Dave. The picture of Steve and the books has a photograph in the background of him and his buddy Dave at the start of their journey.

We have attended the OWAA conference now for about five years, and are starting to see books that we have printed come to fruition. At this conference, books that we had the honour to be associated with took home significant awards.

Collen Miniuk, an outdoor writer and photographer, won first place in the OWAA Excellence in Craft Award for her book on Acadia National Park.



*Hi Doug!
Great to see you at the OWAA conference!*

It's official! The Photographing Acadia National Park guidebook you printed for us last year, thanks to Tim and his

team's help, won first place in OWAA's Excellence in Craft Awards in the Book category, which Friesens so graciously sponsored. Thank you for not only helping me bring this title to life with such high quality, but also for your continued support of OWAA's mission. High fives to all!

Colleen's comments about us were most gratifying, and the photography in the book is spectacular—you feel like you are at Acadia.

<https://www.analemmapress.com/>
www.colleenminiuk.com

Kris Millgate, another person who has printed a book with us, won the Overall President's Choice Award.

"Ocean to Idaho, a documentary by Kris Millgate of Idaho that aired on PBS stations in Idaho, Oregon, and elsewhere. Millgate's documentary tracks the migration of salmon from the Pacific Ocean. The documentary has been nominated for two Emmy Awards."

The book we did for Kris, *My Place Among Fish*, is, as Kris says, "the backstory on producing that film."

Kris is passionate about her work; the book and film are both worth checking out. Feel free to go to Kris's website <https://www.tightlinemedia.com/> and have a look.



Back home, I had the opportunity to attend an author's launch event at McNally Robinson in Winnipeg. The event was in celebration of the launch of the commemorative edition of *Broken Circle: The Dark Legacy of Residential Schools* by Theodore Niizhotay Fontaine, Heritage House Publishing Group. Sadly, the author had passed away in May of last year, and while he was not there physically, you could feel his spirit in the room. The commemorative edition is timely, given the recent discoveries at the residential schools in Canada. Rodger Touchie, publisher with Heritage House, described the book and as one of his proudest moments at Heritage, "in both our commitment to the book in 2010 and the new edition. both Morgan and Doubleheart have been special people."

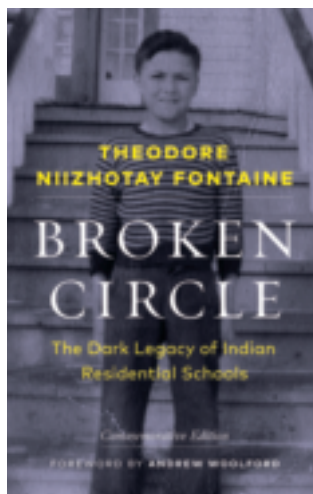
The last word here should go to Morgan, Theodore's wife, who beautifully and movingly represented him at the launch.

Dear HH family, including Setareh of course, although I don't have the email address needed.

The book launch last evening was a big success in terms of exceeding the 100-seat capacity, the excellence of the participants, and the response of the audience. In a debrief later with John Toews and all the speakers, we all felt very fulfilled with the obvious impact of the event. It provided an opportunity for us to share our thoughts about Theodore's writing, the extensive reach of his voice and Broken Circle, and the great potential for the bestselling status of Broken Circle to continue for years to come. We are all committed to work toward furthering our efforts on our collective mission of reconciliation with Theodore inspiring and leading the way, and his book serving as the foundation piece. I don't know what the sales impact was last evening, but I am sure that the new edition is going to generate widespread interest. I have travel plans for September and October to Toronto with Facing History, and we would like to include book promotion events there. I hope that you'll help to support the planning of those events when we get that underway. In addition, we are going to seek other opportunities in Winnipeg and elsewhere, and are open to any suggestions you may have. If your sales team spot any opportunities, I hope they'll bring them forward.

I received last evening a most beautiful arrangement of flowers with a heartfelt card from you all, and want to thank you for the kind words and your generosity. The flowers are most welcome and brighten our home with their beauty and fragrance. Gichi miigwech, thank you very much.

I have been reflecting on the past months we have all dedicated to making this new edition as complete and engaging as possible, and I feel confident that we have collectively accomplished that. I have heard many compliments on the cover design, overall look and feel, editorial composition, stylistic changes, and the additional content and photos. Most people have not begun reading it yet, and I'm sure to receive more feedback soon.



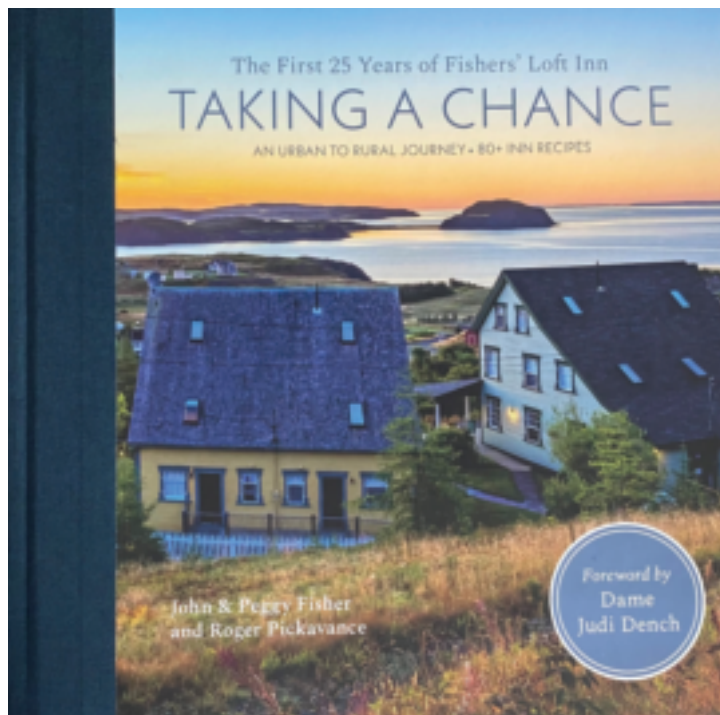
Thank you for everything you've done since the beginning in 2009. I hope that you have a chance to watch the book launch video if you didn't see the livestreamed event.

I look forward to continuing to work with you. Don't hesitate to get in touch with any suggestions or opportunities to promote Broken Circle that I can support.

Miigwech, thank you, Morgan

Another unique title from a unique place I first visited almost ten years ago, and at the time suggested they should produce a

book. Now, some ten years later, they did. The story of Fishers' Loft in Port Rexton is an amazing story of perseverance, culture, and hard work. *Taking a Chance: The First 25 Years of Fishers' Loft Inn: An Urban to Rural Journey - 80+ INN RECIPES* by John & Peggy Fisher and Roger Pickavance. The book details the couple's experience of starting an inn in rural Newfoundland and shares eighty recipes from the inn's kitchen. It is a great cookbook, but it's also a book for dreamers, and great lessons on business philosophy and rural development are shared. If all that is not enough, the foreword is written by Dame Judi Dench, from some of the most recent Bond movies (amongst her many film credits). She captures the very spirit of both Newfoundland and Fishers' Loft in her introduction.



If you ever get to Newfoundland, Fishers Loft is a must.

Multiple authors, seven very different books, self-published and large publishers, have been represented here, all finding their niche. So, although we get bogged down and stressed over supply chain issues, let's never lose sight of the fact that great stories are being received, read, listened to, and appreciated at the end of that chain. It's never pretty to see the sausage being made, they say, but the result is always worth it.

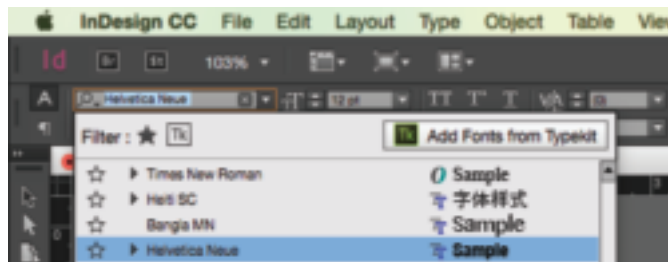
CHANGING FONTS

by Brad Schmidt

A topic that has, until recently, been relatively stable has a change coming that is bound to shake everything up again. From my earliest experiences working at Friesens preparing files for print, fonts have always been a topic of interest. When dealing with a particular font that was difficult to output, one of the first checks would be if the font was PostScript or TrueType. Both font technologies could be used for printing, but there was a strong preference for PostScript fonts. I can remember even from our early Publisher's Seminars the emphasis was always to use PostScript fonts and avoid TrueType. I recall the switchover from direct PostScript output to the process where we standardized on a PDF based workflow. With the introduction of PDF, there was a softening toward our relationship with TrueType fonts. Today we are at the point where the font technology used is rarely considered a factor for printing, unless a specific print issue arises.

Although PostScript fonts were better for printing, they were a little more cumbersome to use. Since PostScript fonts came in two pieces, it was inevitable that fonts would be provided with half the font missing. PostScript consisted of a screen font file for on-screen preview and a printer font file which was used for final print output. It was quite common to preflight a project for printing only to find that the screen fonts were provided and the printer fonts were absent.

With more modern software, a new font came on the scene promising all the print advantages of PostScript with the convenience of a single font file like TrueType. OpenType was this new font type, which slowly became the new preferred option for fonts. One of the key advantages was that these fonts were cross platform compatible and could be used on Macintosh or Windows. This was unlike PostScript, which required a completely different set of font files for the Macintosh and Windows platforms. Designers may have appreciated that OpenType has larger character sets, robust handling of hinting and ligatures as key features, but the cross platform compatibility and the reliability of printing is what won me over.



Adobe Typekit in the InDesign font menu

Adobe Typekit was another development in the way we use and interact with fonts. There was a learning curve in getting familiar with having this other option from where to access fonts. I recall having projects on hold until it was revealed that the book was

using Typekit fonts, and all we needed to do was leverage our Creative Cloud subscription to activate the required fonts. Adobe integrated Typekit so smoothly that using Typekit fonts was just like using local fonts until packaging the files for print. Typekit fonts required the print provider to have a Creative Cloud subscription rather than bundling the fonts in the package.

Adobe continues to have a strong push toward moving assets online and transitioning customers to the subscription model. I recall the change from Adobe Creative Suite 6 to the Creative Cloud version, marking the end to an era where you could own your desktop publishing software. There were many who held onto their version CS6, refusing to upgrade. For those who always upgraded with every version Adobe released, the new model was similar in cost to the ownership model. For those who waited longer between upgrades, often skipping versions until major features warranted an upgrade, the new model marked a cost increase.

I am wondering if this dropping of support for PostScript fonts will have a similar effect where designers hold off on upgrading to maintain compatibility with PostScript fonts. From reading the Adobe information online, it appears that this move away from PostScript fonts is primarily driven by a desire to better support online web technologies. This does not appear to be specifically needed for print, but the benefits of using OpenType will of course be highlighted. I would not have expected TrueType support to outlast support for PostScript, but here we are.

While reading the Adobe information online, I discovered that Adobe had already dropped support for PostScript fonts in Photoshop 23. I have been using version 23 for some time already, and had not noticed any change. To be fair, fonts in Photoshop are not the main focus when using this program. Since discovering this change, I tested it by trying to use a PostScript font that was active in my system with Photoshop. Unless actually looking for a PostScript font, the lack of PostScript fonts in the list is likely to go unnoticed.

Since Photoshop has already implemented this change, I was curious to see how Illustrator was handling PostScript fonts. Using PostScript fonts within Illustrator still worked, so I expect Illustrator will follow the InDesign lead and drop this support at the end of this year.

I suspect that despite the low impact of this change in Photoshop, the impact will be felt more for InDesign. This will especially be the case for companies that have a history of using PostScript fonts for their projects. For Friesens, the greatest impact will be for reprint projects. Often when a project reprints, there are small changes that are requested. I expect going forward we will need

to evaluate change requests to verify that the requested changes can be made even for InDesign projects. This is not a totally new process for us, as we often need to verify that changes can be made when we reprint a project that we only have PDF files for.

I really hope that we do not have projects in mid-production when this deadline occurs. The same would apply for designers that have projects where the design is in active development. It would be good to already start the process of switching fonts away from PostScript to avoid any trouble when the deadline arrives. Adobe recommends using Adobe Creative Cloud fonts that are available with your subscription. For those that prefer using fonts that have a perpetual license, Adobe is directing customers to Fontspring to purchase the required fonts in an OpenType format.
<https://www.fontspring.com>

Dropping support for PostScript appears to be strictly an Adobe policy at the moment. Checking out competing products such as QuarkXPress and Affinity Publisher, I found they are still working fine with PostScript fonts without any indication that they are dropping support. Being the first one to drop a technology can make your company look like the progressive one, but it can also have the effect of encouraging an evaluation of alternative products. Will this help to fuel the transition to other products like Affinity Publisher? If the subscription model is providing appropriate value, then this new change in font policy will likely not change your publishing strategy.

Once Adobe has dropped support for PostScript fonts, I expect that operating systems such as macOS and Windows will follow suit. Once this happens, the other programs will naturally fall in line and drop support too.

While working on this article, I loaded one of my past articles, only to be greeted by the Type 1 font warning message. Fortunately, this publication recently went through a design change, and in the process the fonts have been upgraded. We also recently retired our old Adobe font library with a host of PostScript fonts. I expect we will more frequently use Typekit fonts, as they are easily accessible and already come bundled with our Creative Cloud subscription.

As long as you are proactive in selecting OpenType fonts for projects or are fully embracing the Creative Cloud and using Typekit fonts this deadline should pass with little disruption in your workflow. I expect that challenges will arise mostly from repurposing older documents or when making changes for reprints. Hopefully the fonts you need can easily be replaced with a similar OpenType alternative.

Tech Support
204.319.8135
bptech@friesens.com

Type 1 fonts will no longer be supported starting 2023. Your document contains 4 Type 1 fonts. [Learn More](#)

↓ Adobe InDesign warning message

CAPACITY AND CAPITAL PLANS

Byron Loeppky, Senior VP of Books

The floodwaters are finding their way back to their resting place, highways are being repaired and reopened, and we are looking forward to some well-deserved rest and sunshine. This is spring in Manitoba after a long winter. As we look forward to warmer weather and summer vacations, it is a welcome relief.

The theme of this Publishers' Newsletter is not substantially different from the last few. We are booking longer schedules than we or you would like, our forward loading is heavier than it has ever been, and consumables/raw materials (particularly paper) are causing delays.

In addition, the rising cost of goods in our business is leading to regular price increases across the board. Below a small sampling of some of the increases we have incurred since 2021, until the end of February this year.

Category	Supplier	Product name	Percentage increase
Paper	Verso/Spicers	Anthem	30.4%
	Lecta	Garda	44.2%
	Sappi/Ariva	Opus	29.0%
	Sappi	Lustercote	29.4%
	Domtar/Veritiv	Husky	35.6%
	Boise/Lindenmeyr	Boise	36.3%
	Rolland/Spicers	Rolland	15.5%
	Twin Rivers/Spicers	Bridge Supreme	16.3%
	Pixelle	1864 Tradebook	13.8%
	Norpac/Veritiv	Norbrite Book Cream	22.5%
	Resolute/Clifford	Alternative Book Cream	28.8%
Pallets	BSO	pallets	54.7%
Ink	Sun Chemical	UV and HS black ink	12.2%
	Sun Chemical	process inks	28.1%
Board	Eskaboard	Eskaboard	37.4%
Plates	Agfa		37.5%

In the previous newsletter, I referred to an unprecedented number of date moves due to delays in materials to the plant, primarily paper, board, and cover material. Updated data shows in all of 2021 we had 361 date moves because of unavailable materials, which was a historically high number. In 2022, we have already had 1,051 date moves due to delays in materials arriving. The good news is that in the last couple of months we have seen a slowing of delays, and we hope this will continue into fall.

The positive momentum in the book market has continued into 2022, albeit it at a slower pace. Modest increases in book sales fluctuate based on the market and product type.

Production continues to run at full capacity; however, while losing some efficiency with raw material delays, it is improving slightly.

We know extended schedules are a challenge, and we are working overtime to build better backlogs. In May, we worked more than 7,600 hours of OT in our Bindery to try to keep up with orders. Despite this effort, we still saw our date moves increase to 12 percent. That is not a number we are comfortable with, and we are working on getting it back in line.

We recently attended the Automate trade show in Detroit and saw all the latest cobots, robots, and automated guided vehicles. While we already have four cobots in our facilities and another on order, we see many opportunities as we move forward to allow for greater efficiency in our operation. We will be glad to share the details with you as our plans for future years solidify. The robot in the photo on the following page got a lot of attention as it lifted a new Corvette skyward.



The negative impact of COVID-19 on our team has been improving in the last couple of months, and we are seeing fewer and fewer staff missing work because of Covid. Mask requirements have been lifted, corporate travel has begun again, and customers are starting to trickle back into the plant. Let us hope this trend continues for the balance of the year.

As mentioned, forward loading continues to be very heavy. 2022 is almost fully booked, and strategies for managing schedules are already in place for 2023 and more are being discussed.

We could not accomplish what we do without our wonderful staff who have been flexible, committed, and conscientious. We are incredibly grateful for the fantastic team we have both in the plant and representing us in the field.

As always, on behalf of all the employee-owners at Friesens, and specifically the ones from the Book Division, I pass along my sincere appreciation for your partnership and entrusting us with your work. We would not be in business without you. We look forward to a busy last six months of 2022.

Progress on Capital Plans



You might have noticed that all our equipment is coming in later in the year than we would like, and this is the result of supply chain challenges from our suppliers as well.

Unfortunately, the inkjet press scheduled to arrive in August has been delayed, and will now only arrive in December.

Beyond that, there is little movement with our other capital purchases. Our new perfect binder is expected to arrive in September and should be producing books in mid-fourth quarter. The new finishing system for our digital lines which converts printed rolls to perfect bound book blocks is set to arrive in the first quarter of 2023. Our focus continues to be on 2023/2024 capital and our attention is on our pressroom and on automation. I hope to have some significant updates for you by the next newsletter.

I hope the message you receive from us is our commitment to a continuing investment in our business. We expect to increase our spending in 2023 to ensure we remain among the most efficient and up-to-date manufacturing facilities in the world.

BUILDING A BETTER BUSINESS

Chad Friesen, CEO

It is summer of 2022, and all four Friesens businesses are humming. Despite supply chain constraints, health threats, and looming economic storm clouds, we have been blessed with strong markets and a successful business.

There are a few key performance indicators (KPIs) that most businesses use to measure success, including growth, profits, productivity, and safety. These are certainly important metrics, but to be a great business, there are other KPIs that may be less measurable, but are of even greater importance.

Despite how busy we are serving customers, we continue to look for ways that Friesens can make a difference in the world and in the lives of our employees. I want to share a few of our less obvious KPIs with you.

Employee-ownership



For us, it all starts with ownership. Friesens has been employee-owned in some form since the 1950s. The ownership model has evolved during that time, but the constant is the belief that those who contribute to the success of the business should share in the rewards.

We operate under a unique model whereby 100 percent of employees participate in employee-ownership without taking on any personal financial risk. A new staff member must simply pass probation to qualify as an employee-owner and to start earning rewards. After five years on the job, the average employee-owner can earn ownership benefits that represent more than 15 percent of their base wages.

We find that employee-ownership increases staff retention, drives up average tenure, and shares wealth broadly. This benefits the company, the employees, and the community.

We are proud to make a difference in the world through employee-ownership.

Community Support

We embrace the sentiment “think globally and act locally.”

Most of our operations are based in Altona, Manitoba (pop. 4,200). There are distinct challenges to operating a large international business in a small rural community, but there are also unique benefits. The sustainability of our business and the sustainability of our community are intimately linked. We embrace this by channelling many of our charitable efforts into the surrounding region. This past year we supported a new youth drop-in centre/maker space, a community garden, a daycare expansion, a library expansion, the Gallery in the Park, and numerous other local initiatives.

We also promote a program called the Employee-Directed Giving Fund, through which employees identify local charities and vote to determine donations to those charities. Then various employee-owners go out into the community to present cheques to the recipients.

We are proud to make a big difference in our small corner of the world.



Equity, Diversity, and Inclusion

We are also trying to build a better business by increasing our collective understanding and action related to equity, diversity, and inclusion.

When we learned of the tragic history of residential schools and the damage caused to Indigenous communities, we realized that there is a lot we didn't know and much more we need to do.



David Robertson

As a result, we began a journey in 2021 to increase our understanding. It began with basic equity, diversity, and inclusion (EDI) training for all leaders and employees. That year we also introduced a Diversity Scholarship, which is available to any employees that come from a marginalized group and want to pursue further education. Several employees qualified for scholarships, and some of the first recipients are just now graduating from their programs. It is exciting to see these investments paying off in new career paths being opened for people.

In 2022, our training advanced and we are gaining a more specific understanding of Indigenous culture, history, and perspective. Our guide on this journey was an award-winning Manitoba author (and Friesens customer) named David Robertson. Our entire leadership group spent time with David as he shared perspectives, context, tools, and stories. This was invaluable, and allows us to take our EDI training and now apply it to a very significant reality in our surrounding community.

There is much more work to be done, but we are proud to be expanding our understanding and acceptance of others.

We don't have all the answers, nor have we done all that we can. We embrace the broader definition of success in business to include not only financial KPIs, but strong social KPIs as well. Thank you for supporting us in this endeavour!



PAPER, PAPER, PAPER

Andrew Fennell, VP of Finance

Paper Supply Challenges

Sorry—no light at the end of the tunnel yet. It seems to be old news already that getting enough paper and having it arrive when needed is very challenging indeed. Paper supply remains limited. There is still a significant imbalance between supply and demand, which has resulted in inventory depletion, paper delays and shortages, and many price increases. I do believe that trucking and shipping issues are dissipating somewhat, but the high cost of fuel is pushing the cost of all raw materials even higher.

This is from Quad's recent "Paper Market Update":

Paper producers continue to raise prices for all grades, and there is no sign yet of that letting up. Current market conditions have paper mills oversold and continuing to experience cost inflation. Paper prices will not ease until reductions in demand and/or an economic downturn permit.



The paper shortage issue is creating real problems in many areas of our lives. For example, elections.

Supply chain snags are making it harder for election officials to secure the raw materials they need to put on this year's primaries: paper and envelopes. Local governments are placing orders months in advance for the supplies they need to print and mail ballots and other materials to make sure they don't get caught without voting materials. [Officials have] convened a roundtable on the "ballot paper supply shortage." <https://www.politico.com/news/2022/03/18/supply-chain-ballot-paper-shortage-00018460>

The perspective at Friesens is not much different than other book manufacturers', but we do continue to get paper from the mills and, for the most part, in the quantities that the mills have allocated to us. Mill downtime (typically due to maintenance) adds another wrinkle in the supply chain and did affect us to some extent in April and May, but we were generally able to either buy alternative paper or substitute on-hand, available paper when the mills were unable to ship one or more truckloads of paper to us.

The ongoing challenge is that we cannot get any paper above and beyond what has been allocated to us. For example, we could use an additional four truckloads (80 tons) of #2 offset on a monthly basis (on top of what we already receive), but the mills simply don't have it available. This is true for almost all grades of paper.

Groundwood Paper

One segment of the paper industry that we are more and more involved with is groundwood paper. Groundwood is a lower-cost grade that is specified for some books that we produce (standard trade books, typically 6.0 × 9.0 or 5.5 × 8.5 black-text-only books). There has been increasing demand for this paper over the last two to three years, and we do stock some groundwood paper inventory to satisfy the needs customers who specify this paper.

If you are not familiar with the properties of groundwood paper, here's a brief explanation:

- *Groundwood paper is most popularly used for mass market and trade content. Groundwood papers are ideally suited for less permanent applications [but] are not conducive for printing fine quality [colour, higher quality] books.*
- *Mechanical pulp manufacturing that produces groundwood paper is a process that mechanically grinds the raw wood product into pulp. The grinding process does not remove lignin from the pulp. This causes the paper to "yellow," become brittle and deteriorate over time ... but for many books, groundwood is a good cost-effective solution.*

The grades of groundwood paper stocked at Friesens are 40# Resolute Book 70, 45# Alternative Book Cream, and 45# Norbrite Book Cream.

CUSTOMER MILESTONES CELEBRATED WITH QUILT PRESENTATION

Doug Symington, General Sales Manager

There is a long tradition at Friesens of presenting quilts to customers who have had a long relationship with us and extremely successful titles. The criteria have changed a bit over the years to reflect the changing market conditions in terms of print runs and overall numbers.

Prior to the pandemic we had commissioned two quilts, and now with travel ramping up somewhat, the presentations have been made and the results are below. The quilts were handcrafted by Trudy Cowan of Calgary.

Milkweed Press

This quilt was commissioned to celebrate the amazing success of Robin Wall Kimmerer's *Braiding Sweetgrass*, Milkweed Press. Since its publication, this book has been a fixture on many bestseller lists and continues to print every few months. Trudy Cowan described the braiding on the quilt as one of the more challenging and interesting quilts she has done.

The book has been translated into multiple languages, and has enjoyed success in every market.



Greystone Books

This quilt, while commissioned to celebrate the amazing success of *The Hidden Life of Trees*, Greystone Books, also served a secondary purpose: to acknowledge the long relationship between Friesens and Greystone's leader and founding publisher, Rob Sanders. To quote our former CEO, David Friesen:

Please give Rob my regards ... congratulations, and thank him for all the business he has sent our way. The first job he ever placed with Friesens was a cookbook titled Pork, Perfect Pork, which he published at Western Producer Prairie Books in Saskatoon. He's come a long way.

The Hidden Life of Trees was a title Greystone discovered in Germany, and obtained the worldwide rights to publish in English. The book has gone on to be a success for Greystone in many countries, and really shows Rob's ability to find gems from around the world.

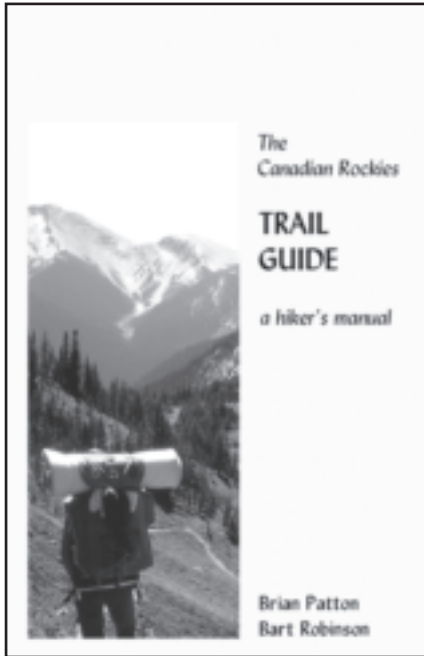
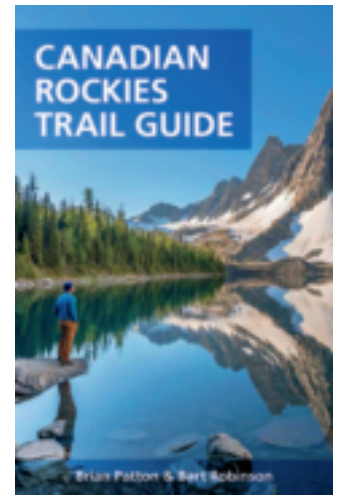
Both quilts were produced in duplicate, and will be displayed both at Friesens and the publishers' respective offices.



40 YEARS OF PUBLISHING THE CANADIAN ROCKIES TRAIL GUIDE

Donovan Bergman, Account Manager-Prairie Provinces, Northern Territories

During my time at Friesens, I've seen many, many titles come through our plant. Some hit the ground running and will reprint over time. Some will reprint many times. And then there are the few books that are like the Energizer bunny and keep going ... and going ... and going.



The *Canadian Rockies Trail Guide* falls into the latter category. Originally published in 1971 by Summerthought Publishing (based in Banff, AB), the book was the original hiking guide to the Canadian Rockies and is Canada's longest running hiking guide. Over 270,000 copies have been sold, making it the best-selling Canadian Rockies hiking book. Not a bad résumé!

The first edition featured a black-and-white cover with black-and-white photographs and maps. Updated editions were published over the years, always with the same two authors, Brian Patton and Bart Robinson, contributing the updated content.

The recently published 10th edition features full-colour images and topo maps—a first for the book—and includes 227 hikes across all experience levels.

Big congratulations to Summerthought Publishing and the authors on this great achievement! More information on the book can be found here: <https://canadianrockiestrailguide.com/>.

Left: The cover from the first edition printed in 1971
Below: Authors signing books



KUDOS

Title: Painting A Village

It brought me to tears, literally. The book is everything I'd hoped and envisioned it to be. I'm just overwhelmed with emotion right now. I did want you to know that after some ups and downs (even before it reached you guys), all's well that ends well. I appreciate all the folks at Friesens. Please express my appreciation to all who made it happen for me!



Jane E. Hixson

Title: The Last Billion Years

I just wanted to say thank you very much for getting the books to me early... the client was delighted and you made me look good!



The books themselves looked really nice, they mentioned that the colour was vibrant and they loved the linen embossing on the cover.

I really appreciated you going the extra mile to make this happen,

Sincerely

Heather Bryan, Nimbus Publishing

Title: On the Wings of the Swan

Thank you for handling the printing of the Trade Paper version of "On the Wings of the Swan". The book looks great. I received my 2 boxes and IPG received their shipment although that have yet to put the books into inventory. Thanks again for a beautiful job!



All the best,
Joseph Gulla, GM
Alazar Press

Title: Rapido's VIA Rail Canada book

Friesens has set a very high standard in recent years with CNRHA's diesel locomotive and Chateau Laurier books, but you've surpassed that with the printing and binding of Rapido's VIA book. The quality is outstanding.



The entire Friesens team is to be congratulated, especially given the supply-chain problems that the printing industry has been dealing with.

Thank you, very much, for all of your efforts on this project.

Regards,

Kevin Holland, Rapido Trains

Title: York Regional Police 50 Years Of Excellence

The books were delivered without issue and we are thrilled with the final product. We are confident this book will be popular among our staff and members of our community interested in learning more about the organization's history. It looks the part of an expensive coffee table book; it has exceeded expectations.



Thank you for your important effort in bringing this book to life over the past year, Marg. You were Friesens' best representative during the research, purchasing and production phases of this project. It's obvious your departure will be detrimental to the company's operation—but that will likely be of little concern to you as you explore Canada's east coast in retirement.

Cheers,
Billy Courtice MA
York Regional Police

Title: Firemen, Firewagons and Fire Horses

The two Firemen, Fire Wagons and Fire Horses books just arrived and Dave and I are SO PLEASED with the great work you and your team have all done!



You have all been so easy to work with, and we thank you for your courtesy and professionalism throughout this entire process.

It was a pleasure dealing with such a fine company, and we will gladly recommend you to all! Take good care, and thanks again...

Dave and Barbara Hurbert

FRIESENS PACKAGING

Mike Fehr, Senior VP of Packaging

Greetings from the world of packaging to the world of books. In both worlds we share the common need to share messages through our product. We often express this as “helping our customers tell their story through the products we manufacture.” We’re here to do that through packaging!

Many of you relate to us as Friesens Packaging for slipcases. About three years ago, Friesens Packaging and think4D joined together. Both were producing packaging products, and today they operate under one roof and one brand—think4D.

In addition to packaging products, for many years we’ve produced diploma holders for our school customers. We are in the middle of our last season after having produced these for several decades. This is a move to increase our focus on packaging only products. One of those packaging product lines is rigid boxes. There are three box styles that are ideal for preserving and presenting books—book boxes, clamshell boxes, and slipcases. Examples of these can be found on our website www.think-4d.com/rigid-box/. Please reach out to your Friesens rep for all your presentation box needs. They can provide you with information and pricing.

We are particularly proud to share some recent examples of products produced for publishers.

You may recall that we opened think4D as a company that manufactured decorated thermoforms for consumer goods products. Over the last year this too has grown into other print-related packaging products, in particular, labels. Many people think of stickers (pressure sensitive labels) when they think of labels, but the label market is much larger and also includes wrap-around labels, shrink sleeves, and in-mold labels.

We are now manufacturing both shrink sleeves and in-mold labels. We want to continue expanding into products where decoration and shape are required. Both are unique skills in which our team has developed a lot of strength. Already this team has been given the challenge and opportunity to engage in creating some of the most challenging packages. If you would like to receive a package of these samples, let us know, and we would be happy to ship these to you.

To conclude, I want to summarize think4D’s product lineup: various styles of rigid boxes, thermoforms, shrink sleeves, and in-mold labels. We are excited about our products and the solutions they offer brands and publishers.





Clockwise from top left:
Slipcase
Slipcase with thumb notch
Neck box sample
Book box with magnetic closure and bumpers



PLACES WE SELL – ONTARIO, CANADA



Toronto's Iconic Skyline. Picture taken from Centre Island (part of the Toronto Islands) looking north back towards the cityscape.

Rob Tucci-Account Manager, Ontario

I have worked in the graphic arts industry for thirty-four years, and I have spent twenty-seven of those years in book manufacturing. This month will mark my twelve-year anniversary with Friesens. The last two years have been like no other.

When I was first hired, we had an office in Toronto, located in the Don Mills area. I shared this rather large office with Fred Cheetham, my colleague and other current Ontario sales rep for Friesens. In 2011, the company decided it was time to transition to a “home” office. Fred and I were the only remaining reps to have an actual company office, and I don't miss those commutes. Anyone who has been to Toronto can attest to the traffic at almost any time of the day.

I was working from home before I joined Friesens, so for me it wasn't a big change. Fast forward to the pandemic forcing many people around the world to work from home. We are now seeing that many people are slowly going back to their offices to work, at least a few days per week. Perhaps some employers will move to a hybrid model where some days are from home and some are in the office. Ontario is slower than the rest of the country in returning to pre-pandemic ways. This probably has to do with our population density in certain urban centres, and everything that goes along with that. If anyone works in the downtown core, this usually means they would take public transit to get to work.

The Greater Toronto Area, commonly referred to as the GTA, includes the City of Toronto and the regional municipalities of Durham, Halton, Peel, and York. In total, the region contains twenty-five urban, suburban, and rural municipalities. I was born and raised in Toronto. Over the years, I have lived in Toronto, Mississauga (Peel), Markham (York), and now make my home in Clarington (Durham). Outrageous home prices made us consider moving farther away from downtown Toronto. Home prices in Clarington were a bit more reasonable when we moved here in October 2020, but that's not the case anymore. Buying a home and moving during the height of the pandemic was tricky and challenging, but we are so glad we did. Clarington is approximately eighty kilometers northeast of Toronto. The decision to move here was made easier as soon as my wife confirmed her move from her current job to find another dental office closer to home.

We are situated quite close to Lake Ontario. Bike trails (the Waterfront Trail) and Wilmot Nature Area are close by. We make a point of spending time outdoors as much as we can. Sometimes we can just look out in our backyard and see blue jays, cardinals, rabbits, chipmunks, hummingbirds, and all sorts of interesting creatures. My dog views them from from the comfort of the indoors, and has no intention of mingling at all.

Lake Ontario. View looking East from the Port of Newcastle, ON.



As mentioned earlier, not everyone is making their way to their offices to resume their daily commutes. Planning customer appointments in Toronto is very important; however, there are so many things to consider, including the distance, traffic, and the dreaded dilemma of where to park.

I am looking forward to getting out of the office to visit more customers. I have customers situated all over Ontario. Before the pandemic, I would make my way into Ottawa a few times a year to visit existing customers, while trying to find some new ones. Ottawa is one of my favourite cities. It's a relatively small city, which makes it easy to get around. Finding parking is not a problem, and there is a wide array of decent restaurants and hotels if overnight stays are required. I started taking the train to Ottawa once I realized that I could actually work and get a lot done while travelling. Via Rail is a great way to travel. It's referred to as "the more civilized way to travel." Business class has good Wi-Fi, and the service is amazing. It takes four and a half hours by car or by train, but having no downtime on the train helps me stay connected while trying to manage my large territory.



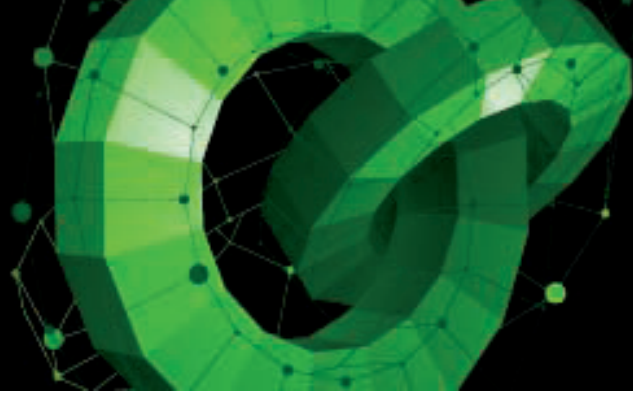
Ottawa, ON. Parliament buildings/Parliament Hill

After two years of Zoom and Microsoft Teams meetings, it's time to get out and see some people. I am currently doing some research on what my next vehicle will look like. Maybe I'm ready for an EV. My dealership tells me I should be driving it by April 2023, if I'm lucky. These are consequences of supply chain issues that are affecting everything, including publishing/printing.

I am thankful for my colleagues and friends at Friesens who make it a great place to work. I am thankful for our customers who provide us with meaningful published works that will live on for a long time to come.



My backyard- Picture of Blue Jay posing with baseball cap of its favourite team. Toronto Blue Jays!!!



FRIESENS CORPORATION NAMED ONE OF CANADA'S TOP 50 BEST MANAGED COMPANIES FOR THE 19TH TIME

We are pleased to announce that Friesens Corporation has been recognized again as one of the 50 Best Managed Companies in Canada! In addition, Friesens has requalified and maintained its Platinum Club status. The Platinum membership is exclusive to companies that have received the award more than seven years in a row. Friesens has been on the Best Managed Companies list for nineteen years running!

This is Deloitte's 29th year with this program, and in a recent press release they explained many of the similarities and connections between Canada's Best Managed Companies, which are consistent with Friesens' core values as well as our ever-evolving corporate business plan. Note some of the connections that we hold in common with other Best Managed Companies:

- "Over the past year, these companies displayed a forging-forward mentality that enabled them to weather challenges and explore new avenues for advancement."
- "This year's Best Managed winners embraced a people-first mentality, ensuring their employees feel valued and empowered, and enabling them to cultivate important capabilities to make valuable contributions and help further their organization's core purpose."
- "Another connection between Canada's Best Managed Companies is their continued attention to employee well-being, with policies and practices ranging from increased benefits and flexible work options to opportunities for professional development and growth."
- "These companies promote clear and consistent communication throughout their organizations, fostering inclusive, collaborative workplaces where employees' contributions are recognized and rewarded through holistic compensation systems."
- "Canada's Best Managed Companies are also demonstrating a renewed focus on customer and community relationships, with many of this year's winners taking active strides to integrate environmental, social, and governance considerations into their strategic planning and decision-making."

These are values and practices that Friesens has increasingly advocated for and incorporated to the benefit of their employee-owners, customers, and community.



Supervisors BBQ for Staff at appreciation lunch

FEATURE BOOKS



Publisher:
ECW Press Ltd

Trim Size:
6 x 9

Pages:
320

Point of Interest:



Publisher:
York Regional Police

Trim Size:
9.5 x 11

Pages:
248

Point of Interest:
blind embossed, foil stamped
HC book



Publisher:
Scholastic Books

Trim Size:
7 x 8

Pages:
32

Point of Interest:

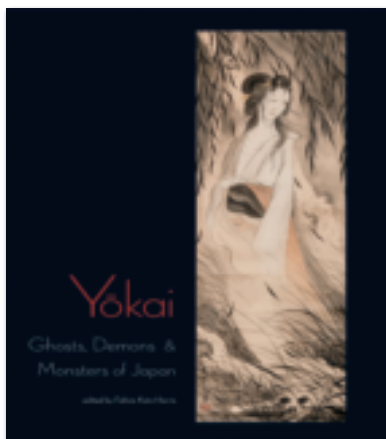


Publisher:
Hachette Book Group - CO

Trim Size:
8.5 x 11

Pages:
48

Point of Interest:
A very cute book teaching
kids responsibility and how to
deal with life's issues



Publisher:
Museum of New Mexico
Press

Trim Size:
9 x 12

Pages:
256

Point of Interest:
A beautiful book of dark
subject matter

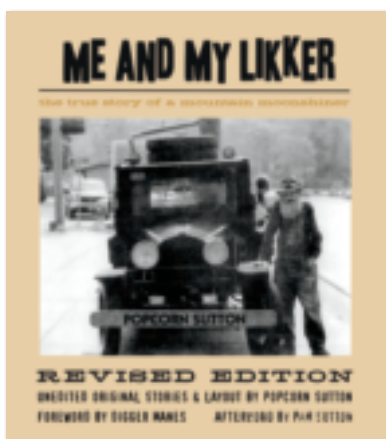


Publisher:
GreenLeaf Book Group LLC

Trim Size:
7 x 9

Pages:
360

Point of Interest:
2/1 softcover with flaps,
embossing and spot gloss
UV with 2/2 text and book
is split in half with one side
being read one direction and
the other side (title) being
read the other direction.



Publisher:
Fruit Jan Alley

Trim Size:
8.5 x 11

Pages:
264

Point of Interest:
A memoir once written by the
moonshine legend, Popcorn
Sutton, himself, originally
printed in a small batch with
Cerlox binding. It has been
transformed into a stunning
hardcover book.



Publisher:
Penguin Random House LLC

Trim Size:
6.125 x 9.25

Pages:
1040

Point of Interest:



Publisher:
Stonehouse Publishing

Trim Size:
5 x 7.75

Pages:
288

Point of Interest:



Publisher:
Durville Publications Ltd

Trim Size:
5.5 x 8.5

Pages:
112

Point of Interest:
This book was used as a fundraiser by the publisher, Lorene Shyba, to support the Canadian Ukraine Fund

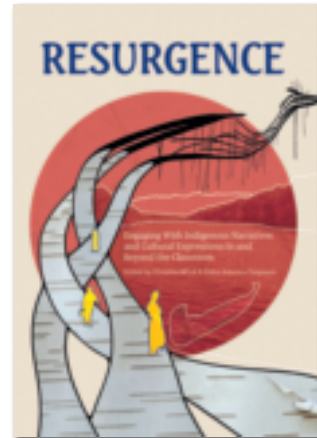


Publisher:
Chasing Artwork

Trim Size:
6.625 x 10.25

Pages:
144

Point of Interest:
This book features “dead work” from various artists/ authors – work that has not yet been published and was waiting for this collaborative effort to be printed in book form

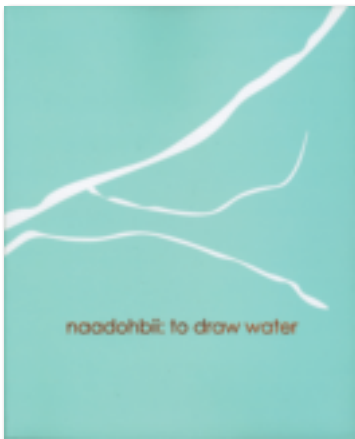


Publisher:
Portage & Main Press

Trim Size:
7 x 10

Pages:
224

Point of Interest:



Publisher:
Winnipeg Art Gallery

Trim Size:
9 x 11

Pages:
144

Point of Interest:



Publisher:
Canadian Warplane Heritage Museum

Trim Size:
9 x 12

Pages:
304

Point of Interest:
To commemorate the 50th year for this museum located in Mount Hope, Ontario



Publisher:
Breakwater Books Ltd

Trim Size:
7.75 x 9

Pages:
208

Point of Interest:
a fun book highlighting traditional desserts of Newfoundland and Labrador

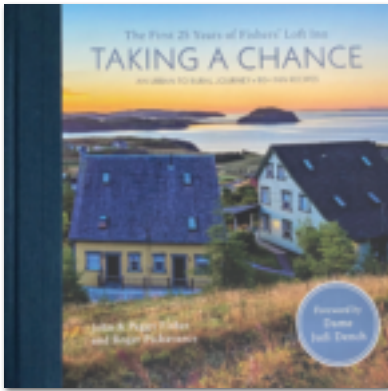


Publisher:
Pegamoose Press

Trim Size:
8.5 x 11.5

Pages:
56

Point of Interest:
First half printed right side up/ second half upside down. When you reach the middle of the book flip it over. The back cover is printed upside down so the reader can start from the back



Publisher:
Fishers' Loft Inn

Trim Size:
10 x 10

Pages:
260

Point of Interest:
part recipe book and part 25-year overview and history of this fabulous resort in remote NL. Unique 3 piece cover

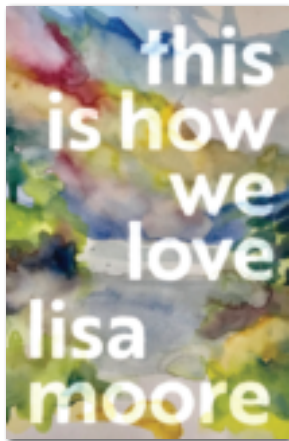


Publisher:
Flanker Press

Trim Size:
5.5 x 8.5

Pages:
288

Point of Interest:
Inspiring true story of a Newfoundland family. Made the top ten Canadian list in Non-Fiction



Publisher:
House of Anansi Press Inc

Trim Size:
5.25 x 8

Pages:
400

Point of Interest:

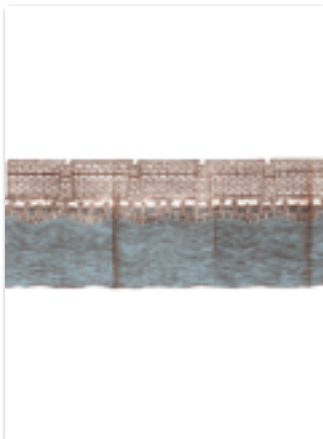


Publisher:
Heritage House Publishing

Trim Size:
9 x 9

Pages:
32

Point of Interest:
A vivid dream teaches Little Wolf about courage and acceptance of those who are different, and inspires her to show her daughters and their classmates how to be proud of their diverse cultural backgrounds



Publisher:
Mark Andrews

Trim Size:
9 x 12

Pages:
432

Point of Interest:
The Science and Engineering of Water; An illustrated catalogue of books and manuscripts on Italian hydraulics, 1500 – 1800 AD

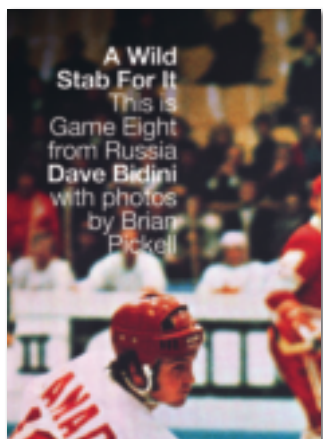


Publisher:
Pajama Press

Trim Size:
5.5 x 8

Pages:
224

Point of Interest:



Publisher:
ECW Press Ltd

Trim Size:
5 x 7

Pages:
112

Point of Interest:



Publisher:
Orca Book Publishers Ltd

Trim Size:
7.5 x 9

Pages:
96

Point of Interest:
Carey Newman created the Witness Blanket to make sure that history is never forgotten. It is a collection of hundreds of objects, behind every piece is a story and behind every story is a residential school Survivor, including Carey's father.



Publisher:
Groupe d'édition La Courte Échelle

Trim Size:
8.25 x 9.4375

Pages:
120

Point of Interest:



Publisher:
Thomas E. Powell Company

Trim Size:
7 x 10

Pages:
168

Point of Interest:
Burwell Farms is the largest truffle producer in North America and is located in North Carolina. This was a hardcover sewn title with a dustjacket and Roxite cover. It was designed by the talented staff at BW&A Books.



Publisher:
BookMobile

Trim Size:
12 x 12

Pages:
184

Point of Interest:
large format, full color, neat looking cover

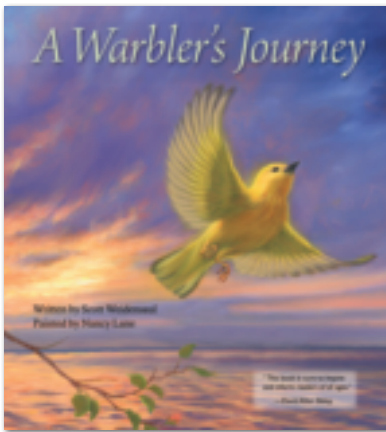


Publisher:
North Star Editions

Trim Size:
5.25 x 8

Pages:
400

Point of Interest:



Publisher:
Gryphon Press

Trim Size:
9 x 10

Pages:
32

Point of Interest:
the artwork is stunning paintings of birds and nature, so beautiful!



Publisher:
SAAM

Trim Size:
9.25 x 10.5

Pages:
288

Point of Interest:
Traces the rise of self-taught artists in the twentieth century and examines how, despite wide-ranging societal, racial, and gender-based obstacles, their creativity and bold self-definition became major forces in American art

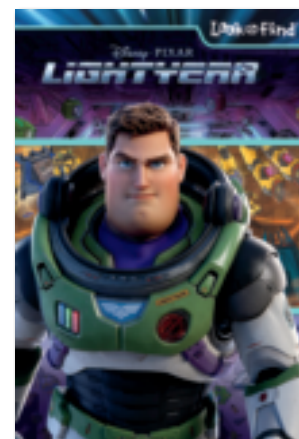


Publisher:
U of Chicago Press

Trim Size:
6.75 x 9.5

Pages:
152

Point of Interest:
This critical edition, offers the first publication of Verdi's opera in full score. Editor Francesco Izzo contextualizes Un giorno di regno in his introductory discussion of the work's origins, sources, and performances

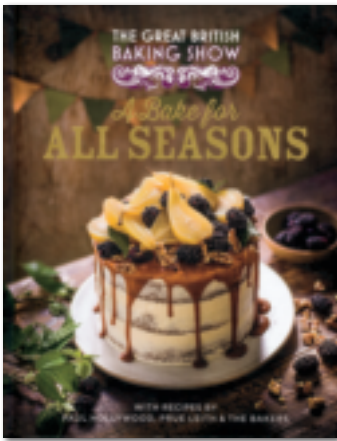


Publisher:
Phoenix International Publications Inc

Trim Size:
7.5 x 10.5

Pages:
24

Point of Interest:
Children's book coinciding with Disney PIXAR Lightyear movie June 17th release

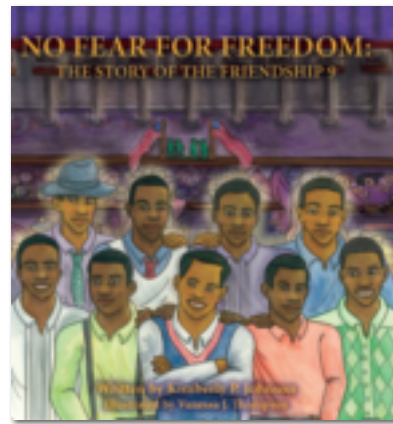


Publisher:
Nicholas Brealey North America

Trim Size:
7.4375 x 9.6875

Pages:
288

Point of Interest:



Publisher:
Simply Creative Works

Trim Size:
11 x 11.25

Pages:
32

Point of Interest:
A beautiful children's book with matte scuff resistant nylon cover and dustjacket, both with spot gloss UV. This book showcases The Friendship 9 of Rock Hill, SC.



Publisher:
Daniel Heyden

Trim Size:
11.5 x 11

Pages:
220

Point of Interest:
The book's cover was created with the acrylic coated cloth called Linen Set from Milbank and printed in full color to mimic the texture of the tapestries themselves, turning a physical work of art into a printed one

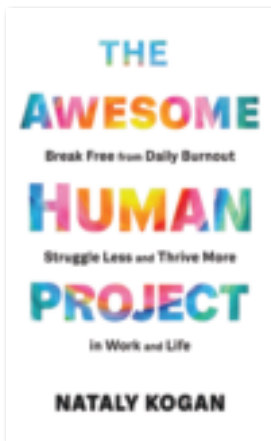


Publisher:
DC Comics

Trim Size:
8.125 x 12.25

Pages:
840

Point of Interest:

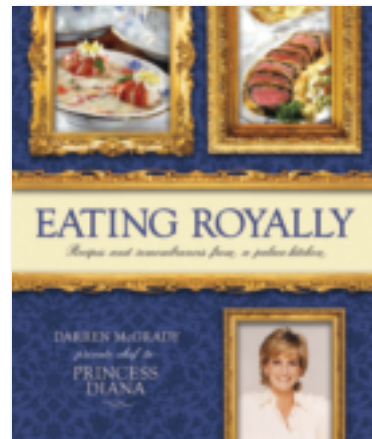


Publisher:
Sounds True

Trim Size:
5 x 8

Pages:
312

Point of Interest:
A wonderfully simple cover design



Publisher:
Eating Royally, LLC.

Trim Size:
8 x 9.5

Pages:
240

Point of Interest:
He was the private chef to Princess Diana & the Royal family. He was just on Good Morning America for the Platinum Jubilee of Queen Elizabeth II



Publisher:
Mississippi Dept of Archives and History

Trim Size:
11.75 x 11.75

Pages:
256

Point of Interest:
11.75" square matte scuff resistant lamination with spot gloss UV with spot gloss dry trap varnish throughout all text areas.



Publisher:
Dorling Kindersley Ltd

Trim Size:
9 x 9

Pages:
96

Point of Interest:



EST.  1907

FRIESENS

FRIESENS.COM

Printed in Canada