

PRESS RELEASE

Torre de Roveri, 03/09/2019

Print-on-demand, Meccanotecnica's solutions for efficient book production



Print-on-demand, production of books in short runs

How to cost-effectively produce high-quality books in short runs

Print-on-demand is rapidly becoming mainstream and an alternative to traditional publishing practices.

The introduction of POD technology and the adoption of new business models by digital printers, binders, and publishers have generated a new range of books and enabled opportunities unthinkable only a few years ago. Technology innovation, in fact, has a disruptive power that can change the whole industry, but it also opens new possibilities.

Digital production currently accounts for 10% of all printed books in Europe, with a predicted CAGR of 15% between 2017 and 2022, according to the report "Market overview" by Caslon. Today, moreover, print runs of 100-500 copies account for the largest portion of book printers' and publishers' print volume, as stated by a recent InfoTrend survey.



Self-publishing

Self-publishing is the publication of media by its author without the involvement of a publisher. Although it is not a new phenomenon, being used in the past by renowned authors such as Jane Austen, Nathaniel Hawthorne, and Marcel Proust to mention few names, it is now radically changed and accessible by anyone who desires to publish its own manuscripts.



A new category of books

Print-on-demand has created a new category of books made by ordinary people who want to record and print copies of their memories. Photobooks are the most vivid example with on-line and cloud services that make book editing easy and quick for anyone.



New publishing business models

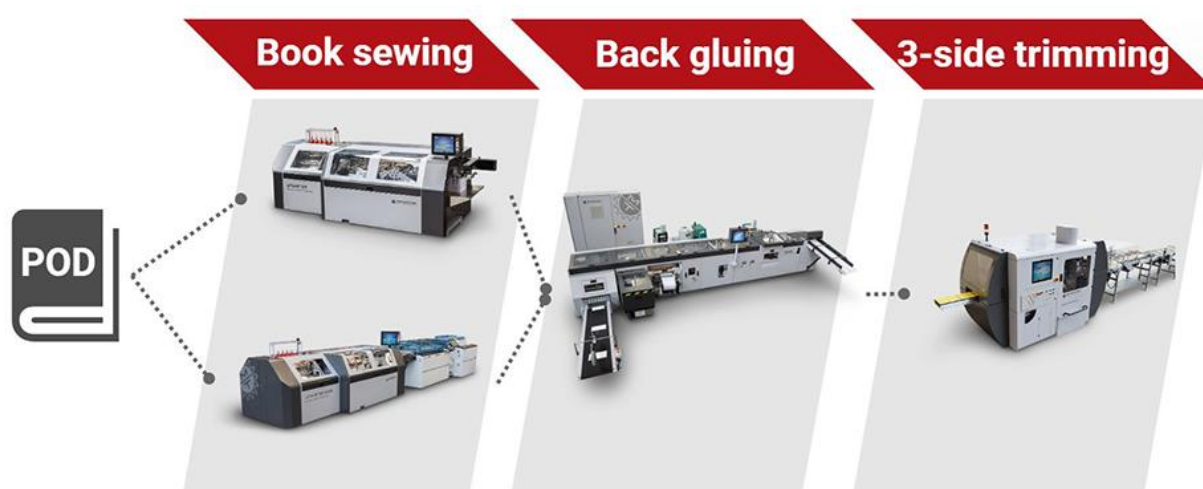
Many publishers have adopted in recent years new business models as a way to save money by reducing the cost of the book in its entire life cycle. By using the POD business model, publishers print books in short runs, addressing more accurately the market demand and avoiding letting books sit on a bookshelf or in a warehouse.

POD can be useful for publishers in managing backlist titles or niche publications such as specialistic academic works; the sales of these titles, taken individually may be irrelevant, but cumulative sales can be significant. Publishers, by printing small batches at a time, reduce the risk of demand forecasting, avoiding to inadvertently print many more copies than necessary and pay the cost of warehousing and pulping.



The book-finishing side

Meccanotecnica offers printers and binders a complete range of book-finishing solutions to exploit POD technology, allowing them to produce high-quality books in short runs.



Universe, automatic book-sewing machine

UNIVERSE, "sheet-fed" automatic book folding and sewing machine allows cost-effective binding of short runs and guarantees the production of high-quality books.

[Find out more on the product page](#)



Universe web, automatic book-sewing machine

Universe Web, automatic book sewing machine, integrates unwinding and cutting processes, allowing cost-effective binding of short and medium runs and the production of high-quality books. This is the solution for high volume digital book production directly from the printed roll.

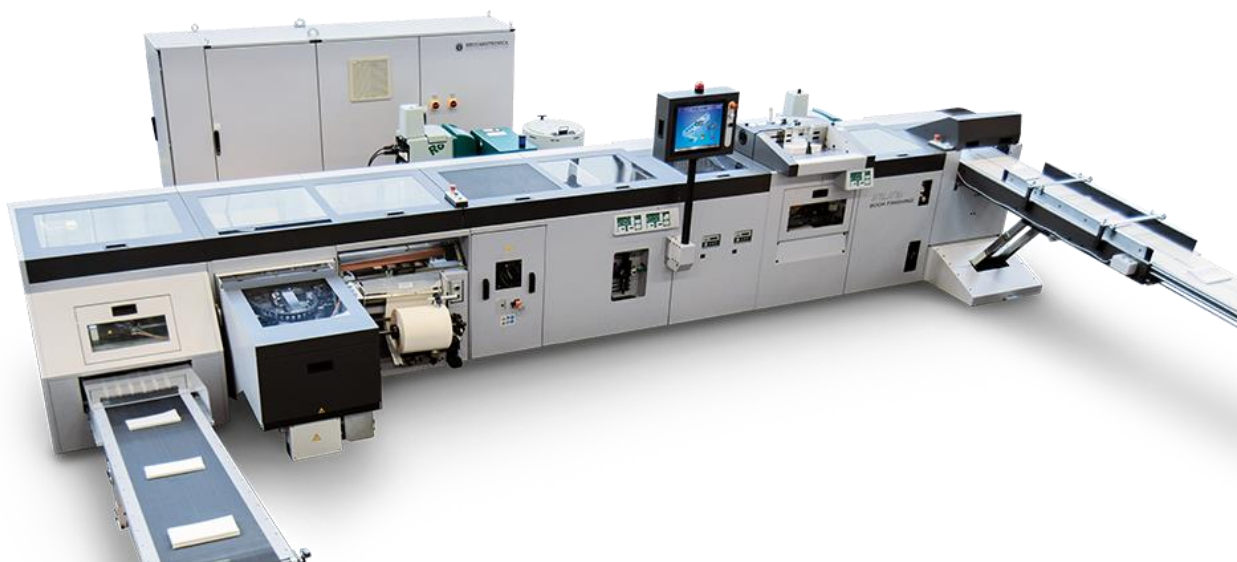
[Find out more on the product page](#)



Inline, multifunctional back gluer

INLINE is a multifunctional and modular book finishing line. This unit enables multiple forms of finishing for hard or softcover sewn books. Its high degree of automation makes this line a perfect match for short-run production of high-quality books.

[Find out more on the product page](#)



Trimming, fully automatic three-knife trimmer

Trimming is the new compact three-knife trimmer able to perform fully variable changeovers without operator intervention and to manage runs down to one book with the widest range of formats.

[Find out more on the product page](#)





For further information, please visit www.meccanotecnicagroup.com

BOOK... YOUR FUTURE®

About Meccanotecnica

Meccanotecnica Group is the world's leading manufacturer of **automatic book-sewing machines and lines** both from offset and digital printing.

Meccanotecnica has always been an innovative company:

- since the 1970s, with the introduction of the **Headop** signature feeder, that has revolutionized and automated the production process of the sewn book;
- continuing with the first fully automated book sewing machine, the **Aster-Headop** model, introduced at the beginning of the 1980s, that became the reference product of the market;
- to today's state-of-the-art solutions that meet the current requirements of printers and bookbinders.

Meccanotecnica offers the widest range of book-sewing machines available: from the fastest solutions on the market, **asterTOP**, to **asterEL**'s "entry level" investment; from the cutting-edge gathering and sewing lines like **Uniplex** and **Multiplex** to the new solutions for digital print finishing like **Universe** sheet and web-fed.

Today Meccanotecnica counts numerous installations around the world: single units that meet every need, as well as sophisticated automatic gathering and sewing lines.

We are also prepared, thanks to a profound technical knowledge, to seize and exploit the new opportunities that technological changes and innovations are presenting today's printers and bookbinders, by **expanding the solutions portfolio to cover the whole book production process**, with **INLINE**, modular and multifunctional book finishing line and **TRIMMING**, fully automatic three-knife trimmer.

Our ultimate goal is to provide printers and bookbinders with solutions for the production of high-quality books that can **create value and generate profits**.

BOOK ... your FUTURE with Meccanotecnica.

Press contacts:

Meccanotecnica: Stefano Formentini, Marketing Manager

Telephone: +039 035 585 233

Email: formentinis@meccatec.it

