

**NEW**



## Novelty & Books Plus Production

**Everything you ever wanted to know about Books Plus Production but were afraid to ask...**

**A one day course aimed at Production, Designers and Editors**

**Delivered by Harriet Maxwell**

A unique training opportunity for publishing print buyers and production staff. This new course will help you face the challenges of sourcing and producing novelty products by increasing awareness of the issues and problems that can arise, highlighting the best ways to avoid the common pitfalls.

Key processes are covered, as well as the different elements that need to be considered in the costing and scheduling. We discuss the tolerances that are to be expected with special processes such as die-cutting, hand assembly and plush toys, and stress the importance of the various dummy and verification stages.

Our trainer Harriet Maxwell has worked in novelty production for over 15 years as Production Manager for Dorling Kindersley and more recently for Tucker Slingsby. This course will fill a real gap in many people's knowledge and is essential for anyone working in this stimulating but challenging field.

- **Board books** – binding styles • board types, weights & economic sizes • shaped boards • die cutting vs punching • flaps & tabs, puzzles, etc • safety considerations.
- **Touch and feel books** – sourcing & safety issues • positioning & anchoring on page.
- **Books with flaps and pops** – concertina bound or sewn • flaps stuck on or cut out • typical board/paper weights • design issues & colour matching flaps, etc • dies, die-cutting & margins • nesting sheets • grain direction • dummy process • packing issues.
- **Gift boxes & packs** – box types and designs • different board weights • shaped boxes • trays • plastic windows • packing awkward products • tins - complexity of moulds, printing, varnishing, packing
- **Bath books** – range of materials & printing methods • phthalates & safety considerations
- **Plastics** – different types • covers & inside pages • wipe clean • printing on clear or coloured plastic • binding issues • poly-bagging vs shrink-wrapping.
- **Packs with non-book items e.g. toys, china, etc** – pros and cons of sourcing through the printer or directly • scheduling • safety • vat & importing issues • packaging • hints & tips.
- **Plush toys** – materials & fillings • eyes • safety & other issues • approving • packing
- **Sound chips & electronics** – bespoke vs off the shelf • batteries • fibre optics • light sensitive electronics • attaching/inserting • other considerations • safety & small parts
- **Some special effects** – Flocking • glitter varnish • UV • stencil gluing • embossing • simulating substrates.
- **Specifying, costing & scheduling** – tips to avoiding misunderstandings • the dummy stages • what to check & test when • moulds & dies • realistic scheduling & extra stages • advantages of early production input • overs, unders & minimum order quantities.

Time: 9.30am – 5.00pm  
Venue: Imago, Albury Court, Thame, Oxfordshire

### IMAGO PUBLISHING LIMITED

Albury Court, Albury, Thame, Oxfordshire OX9 2LP, UK

Tel: +44 (0)1844 337000 Fax: +44 (0)1844 339935 [www.imagogroup.com](http://www.imagogroup.com)

Imago Group Offices: Delhi · Hong Kong · Los Angeles · New York · Paris · Shanghai · Shenzhen · Singapore · Sydney  
Registered in England Number 1514483 VAT Number GB 834 8505 15



INVESTORS IN PEOPLE