

CASE STUDY

Unique style poetry book all sewn up



BACKGROUND

Graham Nunn, a regular publisher of poetry books and anthologies, wanted a unique publishing solution for his new book “I, land”. During our face to face discussions he mentioned interest in a “raw, organic” feel to the book and a unique binding solution that would make his project stand out from the crowd. As these were speciality poetry books he was only after a limited print run to reflect their unique content.

ACTIONS

KW Doggett Fine Paper advised us that a new stock called “Buffalo” had just been released. We felt that this “organic” looking paper would be an appropriate stock to use for the cover of the book in accordance with our client’s brief. Because we were only printing a limited run but a high quality print result we advised Graham the job had to be printed using the Digital Indigo print process. Our longstanding relationships with KW Doggett and our Indigo print supplier, meant we were able to test print the covers before printing the whole quantity. We then contacted our book binder who was able to offer the unique binding solution of sewing along the spine of the book, instead of the standard saddle-stitched results (two staples on the spine).

RESULTS

Utilising our industry knowledge and contacts, along with some outside the box thinking we were able to deliver a unique and bespoke style of product unlike our client had seen before their discussions with Paradigm Print Media.