WEB BINDERY

The next step in Web Publishing

Call today

To get started or for
more information, just
give us a call at (212) 966-0556.
Or send us an e-mail at
info@webbindery.com.

Introducing the Next Step in Web Publishing

Web Bindery™ is the sole provider
of a breakthrough Web-to-Print
system that allows websites to offer
visitors high-quality bound, printed
versions of online material.

It's simple:

Step 1 Web Bindery uses a unique process to create a professional, printed version of your website.

Step 2 You add links to your site so that customers can order the publication.

Step 3 Web Bindery prints and mails each order individually as the orders come in.

WEB BINDERY

Imagine printing your online content on demand—effortlessly...

Have your customers ever asked you for hard copy of material on your website? Have you ever wanted to provide professionally printed and bound copies of your online magazine or your downloadable PDFs, or a printed catalog for your online store?

Web Bindery™ provides a breakthrough Web-to-Print system that allows owners of online businesses and websites to offer visitors and customers high-quality bound, printed versions of online material.

You don't have to preorder any quantity of the items whatsoever; in most cases, you don't have to commit to selling any minimum number; and you don't have to stock even a single item in inventory. We've taken the low-cost, easy entry level of Web publishing and brought it to the world of traditional printing.

You've been publishing on the World Wide Web—now with Web-to-Print you can enter the world of traditional publishing

New opportunities, plus solutions to old problems

Web-to-Print is the missing connection between Web publishing and the real world.

- New products, reduced costs, enhanced sales
- Printed catalogs sell more product
- A printed version of your online content
- Convenience and savings in producing on demand, instead of printing in quantity
- Your online advertisers can place advertisements in the printed version of your material, creating new revenue

Your customers will love it

Have you ever looked at an online manual and said to yourself "I'll print this out and read it in bed," only to look at the page count and realize that to print it will take an hour, a ream of paper and a new printer cartridge? When your visitors can easily order hard copy of online content and documents, without the difficulties of do-it-yourself printing, they'll love it. No loose sheets of paper to staple, clip, or punch; no wasted sheets of paper while they figure out double-sided printing; no unwanted headers and footers or other useless repeated material; no text or images cut off at the margins; no running out of ink; no wet, wrinkly paper that takes too long to dry; none of the usual paper size limitations.

The Web Bindery difference

And what if you could do all this without risk? No capital; no disruption; no stress—just a business relationship with a service provider. With Web Bindery there's no required design work on your part, no up-front charge, no minimum print run, no inventory to stock—we do it all.

Transform your website into a brochure or magazine
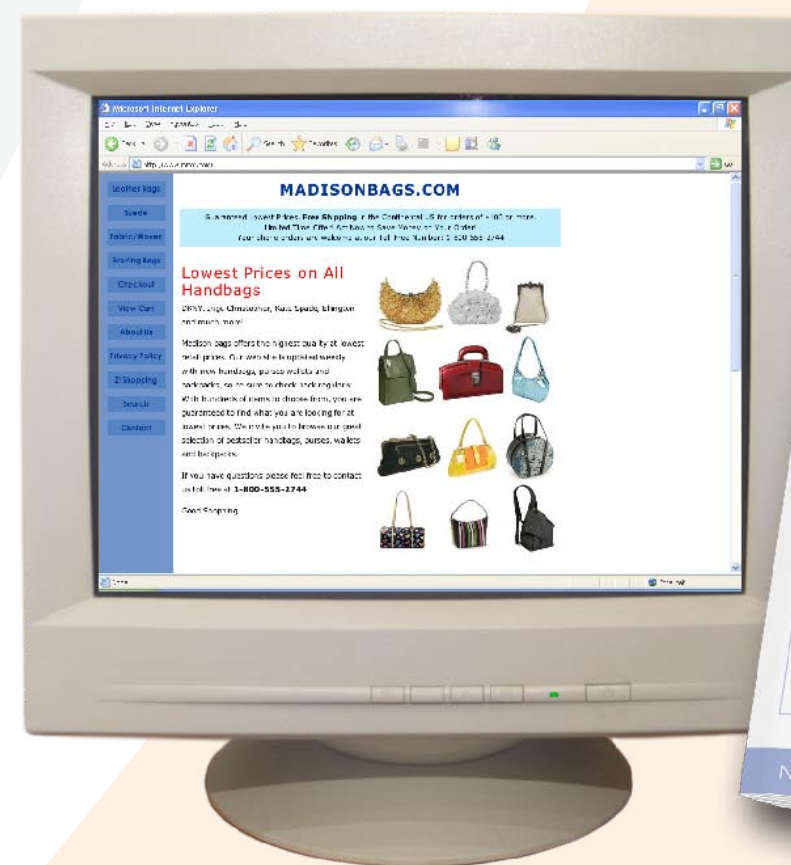
How it works

You review and approve the design of each type of item, and if you want you can review and approve of each individual instance—for example, each issue of your virtual magazines, or each of your white papers.

If you like, you can offer a view of the entire printed item that visitors can "page" through before they buy.

You process the order and, if you're charging for the item, take payment from your customer as you would any other item, except that instead of fulfilling the order yourself, you just send the details of the order to Web Bindery. If you don't already have e-commerce shopping cart capability, we can provide that for you, too.

If this is the first time that item has been ordered, we access the printable version of the material on your server, assemble it into the format we've previously agreed to, print it out using our high-quality integrated laser printer and finish it as appropriate—for example, if it's a magazine, folding, binding, and trimming it. We then add the mailing information in the appropriate format and mail the item or items to your customer. After the first time the item has been ordered, we just reprint what we've already formatted and stored in our system. (Of course, optionally, we'll also send an e-mail to both you and your customer acknowledging receipt of the order and saying that we've mailed the requested item.)

Once a month, we bill you for the items we've produced for you—less your royalty. Or, if Web Bindery is handling the e-commerce transactions, we'll send you your royalty payment.

Web-to-Print technology

Web-to-Print takes advantage of the latest digital prepress and digital printing technologies to make extremely short runs affordable—but goes far beyond that. Web-to-Print builds a smooth bridge between the material you want to provide your customers and the technology of short-run printing—a chasm that until now no one has found a way to cross. Web-to-Print is an entire system that takes advantage of Internet communications to create a seamless chain of communication and production that lets your website content leap off the screen and into your website visitors' hands with you doing almost nothing.

E-Commerce, real estate, software – there are endless applications
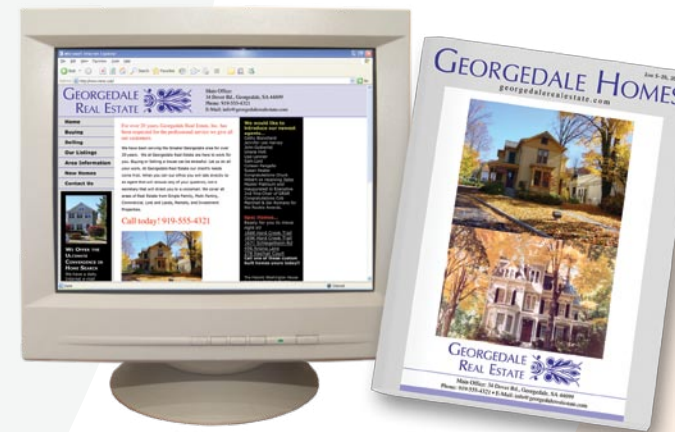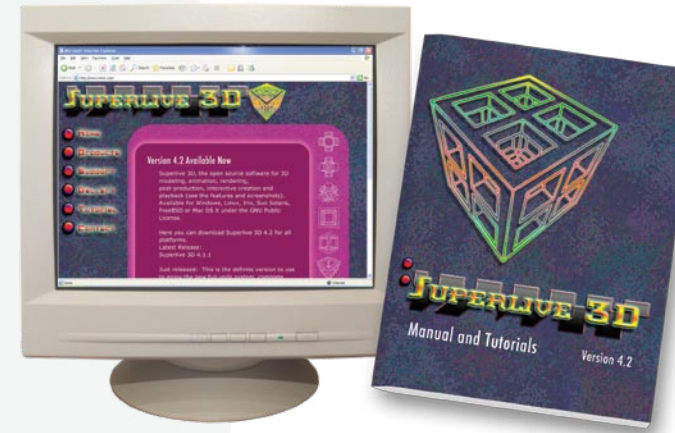
Installation

If you're offering free collateral to your website visitors, you just have to add a simple form l(like the one on the Web Bindery website— http://www.webbindery.com/freesample/) to collect the information we need to process the order, along with a simple mechanism to send us that information.

If you're selling items to generate revenue, or you want to cover all or some of your costs of supplying the collateral, an online order processing system is needed. If you already have shopping-cart capabilities, you just add the Web Bindery items to your system, along with a mechanism to send us the information.

If you don't already have online order-processing capabilities, you can add them to your own website, or let Web Bindery handle the online order processing—you just have to add appropriate links to your website, using code that we provide.

In either case, you install "Add to Cart" and, optionally, "More Information" links (with appropriate processing) next to each item you're offering—no need to create a separate shopping page, although if you want to, you can do that, too. Optionally, you may also want to add a window that shows what the items you're offering look like, along with the "More Information" window. And, if you don't already have a shopping cart, you add a "Go to Shopping Cart" link on the home page and wherever else you find appropriate.

Also, you provide us electronic access to the print-able versions of the images and other material you want included in your printed products.

WEB BINDERY

Use **Web Bindery** to offer
your website visitors anything on your
site in printed format.

Business Options

Revenue-generation items
Add a revenue stream with Web-to-Print.

Collateral
Provide free printed materials

Custom solutions
We can create a unique pricing model to meet
your special needs.

Larger quantities
When you know your minimum press run.

Web Bindery offers two standard pricing models, depending on whether you're offering a profit-generating item or collateral. For example, if you want to sell printed copies of your virtual magazines as an extra revenue-generator, you'd follow the revenue-generating pricing model. If you wanted to offer printed copies of your glossy sales brochure at little or no cost, you'd follow the collateral pricing model. If neither of the standard pricing models works for your application, Web Bindery can design a custom solution.

Revenue-generation items

For items that you're selling to make additional revenue from your website, on each item sold you get an agreed-upon royalty on the actual retail price net of any discounts. You and we agree upon the retail price. For example, if you're offering a standard-sized magazine of 80 pages plus a cover, the retail price might be $8.00 (plus shipping and handling). You receive a royalty on the retail price—typically 20%. Thus, on an item your customer pays $8.00 for, you'd earn $1.60. You don't pay any design, prepress, or labor costs—we absorb them all—and there's no minimum. (If we're handling the e-commerce transaction, there's an additional fee—typically 10% of the retail price.)

Applications

- Printed copies of virtual magazines
- Back issues of out-of-print magazines
- Posters
- Wall and desk calendars
- Bound, printed copies of e-books
- Art exhibition catalogs
- CD-sized booklets for downloaded music
- Comic books
- Children's books
- Bound, printed copies of material on music, sports, celebrity, and entertainment fan sites
- College or professional sports team souvenir booklets
- Postcards and greeting cards

Collateral

For items that you want to offer for free, for an earnest fee, or for only a modest shipping and handling charge (such as your sales brochure, catalog, or user's manual), you pay an agreed-upon flat fee per item plus agreed-upon shipping and handling costs. Thus, for a 48-page catalog, you might pay $8.00 plus shipping and handling. You also agree to a small minimum number of orders per year—typically, 100 orders. If, within twelve months, you don't reach the agreed-upon number, you pay the difference in revenue to Web Bindery. Thus, if you ordered only 90 copies of that 48-page catalog, at the end of the year you'd owe an additional $80.

Applications

- Sampler of revenue-generation items
- Sales brochures
- White papers
- Catalogs
- User's manuals
- Financial reports
- Corporate capabilities brochures
- Artist, photographer and model portfolios
- Auction catalogs
- Crafts and antiques show catalogs
- Trade show catalogs
- Travel site brochures

Custom solutions

For Web-to-Print applications that don't fit well into either the revenue-generation model or the collateral model—for example, where you're selling an item based on the value of the intellectual property it contains—Web Bindery will work with you to derive a pricing model that suits both of us. Pricing can be based, for example, on a flat monthly fee, on a higher per-item fee with no annual minimum quantity, or on a royalty basis.

Larger quantities

In many cases, along with the ability to provide single copies via your website, you'll also need an initial bulk quantity of an item—for example, to mail copies to a list.

For items ordered in bulk, there's a sliding discount from the single-copy cost. Typically, the discount starts at 5% for as few as 50 copies and reaches 50% at 5,000 copies.

However, because you and your customers and prospects can always get a single copy—or additional quantities—on request, there's never any need to order more than you actually need at the time. You don't have to choose between the risk of overbuying, and then having to stock inventory that may become obsolete; or, on the other hand, the risk of underbuying, and then not having enough when you suddenly need them, or having to reorder another large quantity just to get a few more copies. With Web Bindery, you can order exactly the quantity you need to fulfill your immediate needs.

essay

Print is Not Dead

"The rumors of my death have been greatly exaggerated." —Mark Twain

Since the invention of the computer, people have been predicting the death of paper. Based on these predictions, people have created products (e-book readers), business ventures (e-books, online magazines and newspapers), and catchphrases ("the paperless office"). The World Wide Web especially was widely assumed to be the harbinger of the death of the printed document.

But computers have resulted in *more* books, magazines, and newspapers being printed than ever before. Go to any bookstore and see how many books there are with "computer" or "computers" in the title (a search on Amazon just turned up over thirty-five thousand matches), "online" or "on-line"(over sixteen thousand), "Internet" or "World Wide Web" (over twelve thousand), "Microsoft" (over nine thousand), "e-commerce" (over eight hundred). There are even about two hundred books with "eBay" in the title. As far as books in general—one directory lists more than *seven thousand* book publishers.

Then go to the nearest large newsstand and see how many magazines about computers there are—one Web site lists the *top* one hundred. Newspapers about computers? A single large company publishes almost three hundred. While you're at the newsstand, take a look at how many magazines and newspapers there are. One directory of magazines lists more than *fifteen hundred* different titles available in America. Another directory lists more than *eight thousand* newspapers printed world-wide.

How many catalogs did you get in the mail today? One directory lists more than seventy-five hundred mail-order catalogs. What about printed newsletters? Direct mail advertising? Financial reports?

In the office and at home, the combination of the personal computer and the laser printer/copier have resulted in *more printing than ever*—one recent study showed that large companies were spending *millions of dollars* a year on ink cartridges—actually endangering their profitability!

In fact, computers and paper complement each other—people love (and hate) their computers, but they also *love* paper—books and magazines and catalogs and documents of every kind. You can trust it to be there when you need it—unlike emails, websites, and computer files, all of which have a tendency to disappear over time. Not only that, print is just easier and more convenient to read. You can read it anywhere—without a computer or any other electronic device. You can write on it. You can dog-ear it. You can underline and highlight it. You can show it to others. You can frame it and hang it on the wall. And if you hate what you read, you can throw it across the room, tear it up or even burn it. Do you read *anything* on the screen that's more than about half a page unless there's absolutely no way to print it out?

But printing from the Web is one of the most frustrating things in the world. Half the time, the right margin is cut off, so you have to change from portrait mode to landscape mode, and then the print-out is in that annoying orientation. And it seems there's a conspiracy to print an extra page with nothing but junk at the top, like web links and copyright notices. If the web page has a lot of color on it, it takes forever to print, wrinkles the paper, takes forever to dry, and uses up your overpriced ink cartridges. PDFs look great on the screen—as long as they're set-up for normal-sized paper—until you print them out and find that the edges are outside your printer's printable area. And then there's problem of stapling, clipping, or binding that stack of paper, with printing on only one side because you never figured out how to make your printer do double-sided printing right. How many times have you started to print something and then just cancelled it—because it was just taking forever and slowing your computer to a crawl?

If someone as computer-savvy as you find this frustrating, imagine how visitors to your website feel. But now—finally—there's something you can offer your website visitors— from Web Bindery.

Call today

To get started or for
more information, just
give us a call at (212) 966-0556.
Or send us an e-mail at
info@webbindery.com.