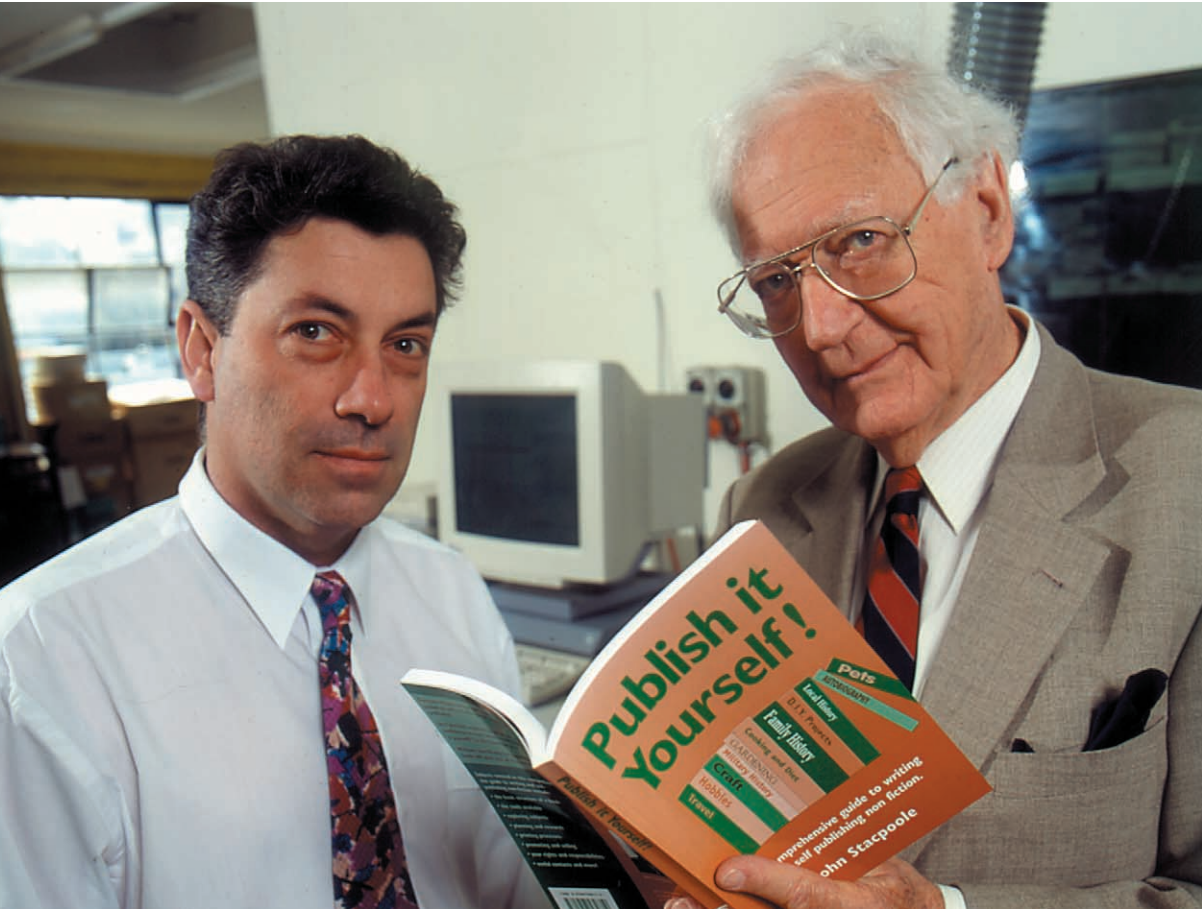


BUY THE BOOK AND PUBLISH  
FUJI XEROX TECHNOLOGY HELPS AUTHORS  
GET ON THE SHELVES

THE  
DOCUMENT  
COMPANY  
FUJI XEROX



John Stacpole (right) and Mike Whelan take a closer look at short-run publishing.

**Everyone has a book inside of them. But it's only the lucky few who make it to the bookshelves or on to the bestseller list.**

Any aspiring writer knows the pain of rejection letters - and the time it takes to get feedback from a publisher.

**John Stacpole** is one of the lucky ones. Author of numerous non-fiction titles he has

just released 'Publish It Yourself' - a comprehensive guide to writing and publishing your work. Printed by Melbourne's **Corporate Printers**, using a **Xerox DocuTech** black and white digital press, 'Publish It Yourself' is part of an increasing phenomenon - the short-run book.

Traditionally books have been printed offset meaning long runs and little flexibility. Books go out of print because low demand makes the longer runs uneconomical - a scenario often faced by educational institutions.

A COMPREHENSIVE GUIDE TO WRITING  
AND PUBLISHING YOUR WORK

BOOK PUBLISHING

CASE STUDY



## The move into on demand book publishing with Xerox digital print technology has been more than fruitful

However, with Xerox digital print technology, runs as short as one can be achieved.

*"The first book I ever wrote was printed offset and I outlayed \$14,000 for a print run of seven and a half thousand," said Mr Stacpoole. "There was always the risk that I wouldn't require that many copies - but it was the only option available to me at the time."*

When it came to 'Publish it Yourself', Mr Stacpoole had researched the printing processes available. *"By using Corporate Printers and Xerox digital print I had a lot more flexibility - it didn't cost as much and I wasn't committed to such long runs. Printing my books digitally has been a great success."*

According to Corporate Printers' **Mr Mike Whelan**, the move into on demand book publishing with Xerox digital print technology has been more than fruitful. Once carrying out solely offset jobs, the business is thriving thanks to recognising an on-demand printing opportunity in its market.

*"We had print clients who were in the software training industry, and the training manuals were constantly updating. It wasn't practical to print thousands of books offset - it was costing the client time and money in warehousing old stock - so we decided to*

*offer digital book printing as an alternative. Digital print on demand overcomes the associated problems of stock obsolescence."*

This grew into a lucrative short run digital book printing market, with Corporate Printers now doing work for **Macmillan Publishing** and **Oxford University Press**.

*"They require short runs of books on occasion, for example, advance copies or page proofs. We are able to do that quickly and efficiently using the Xerox digital print equipment here."*

Corporate Printers utilise the range of Xerox DocuTech black and white digital printers: 135, 6135, and 6180. It also runs DigiPath, the Xerox production workflow software which allows for submission over the internet, and archiving of documents.

Added Mr Whelan: *"Traditional offset print is now in the minority compared to the digital work we carry out here. The volume varies enormously, from printing just one book to longer runs."*

*"It means that people who otherwise may not have made it to print via a large publishing house are able to publish work themselves."*

For more information call 1 800 655 070 OR email [info@fujixerox.com.au](mailto:info@fujixerox.com.au) OR [www.fujixerox.com.au/production](http://www.fujixerox.com.au/production)  
Fuji Xerox Australia Pty Ltd, Bays 6 & 7, Australian Technology Park, Eveleigh NSW 1430 (02) 9469 2300  
A.C.N. 000341819

XEROX, THE DOCUMENT COMPANY AND THE STYLISED X ARE REGISTERED TRADEMARKS/TRADEMARKS

