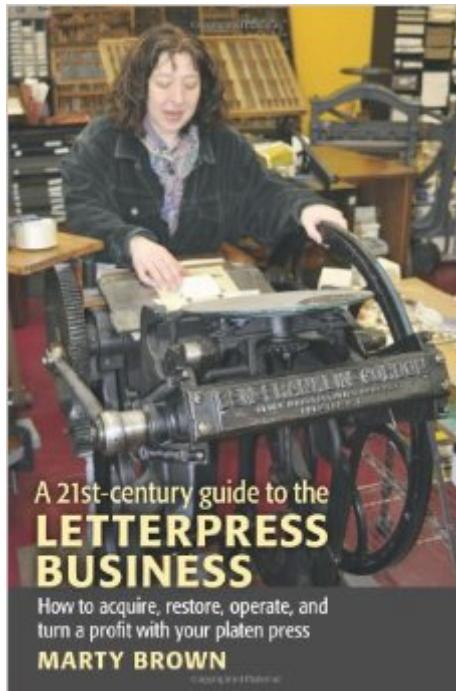


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A 21st-Century Guide To The Letterpress Business



Synopsis

Letterpress printing may be technologically obsolete, but to paraphrase Mark Twain, reports of its death have been greatly exaggerated. In fact, a quick survey of the stationery trade would suggest that we are living in a new golden age of letterpress jobbing and card manufacturing. Letterpress continues to grow in popularity as a hobby, and also as a specialty printing service. It remains a viable business opportunity for creative and courageous entrepreneurs, but the contemporary letterpress printer faces an entirely different marketplace and a whole new layer of practical concerns than her predecessors in the trade. Today's printers are concerned with restoring, maintaining, and working around the limitations of aging machinery that cannot be readily replaced. They are working with digital typography, polymer plates, and fixed-based systems, in addition to traditional hand-set type and worn, antique cuts. Marketing channels have changed along with the tools of the trade, as the Internet has opened up new opportunities for reaching customers. This book offers a broad overview of the contemporary letterpress business, from the practical aspects of printing to standard business practices. The first part deals with the practical aspects of acquiring, restoring, maintaining, and operating a letterpress, while the second part is designed for those who already have some printing experience and are considering launching a letterpress business of their own.

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Customer Reviews

I wanted a good book to help my daughter decide whether printing is for her and whether it would

amount to a reasonable business venture. I am an old time apprentice trained printer and my wife and I run a Letterpress studio. This book hits the mark very well and is a timely addition to a growing number of recent books on Letterpress. Quite rightly Letterpress is undergoing a big revival and as this book points out there is a changing of the guard going on across the world. I'm sure it will answer many of the business questions and it is a good basic primer on aspects of choosing presses etc, moving them, premises, business planning and safety issues. My daughter runs market stalls and sell screenprint materials, badges etc, so a small portable press on the stall would be a great winner. In Australia we have small benchtop presses called Adanas which originate in the UK. A bit more coverage of these smaller presses like the Adana, Kelsey, C&P Pilot, etc is my only real criticism. Type setting sections very clear and good to see it handled so well. The business sections are good even with national differences and I think Outside US readers will be sensible enough to make the adjustments. Good book.

It's about time somebody wrote an updated letterpress manual for platen presses. I especially appreciate the section on working with polymer plates and the boxcar base. The section about the greeting card business is really revealing and extremely useful to know. This section alone is worth the price of the book.

This book is a must for anyone wanting to learn the process of letterpress in a glance. The great part is, it expands on the business side. Is your shop well equipped (capabilities list), where do I buy it (resource directory), how do I reach the customer (marketing strategies). There is a glossary of all letterpress terms (something every newbie should know before speaking with an experienced letterpress printer) and a very small quick thumbnail step by step on setting type and how to proof. A list of offerings along with what's happening in the industry and simple facts as to how letterpress equipment/operations/business has changed over the years. If you are looking to get started or want to turn your basement hobby into a business this is an excellent book!!!The book reads as a best friend sharing their secrets to operating a letterpress. If a newbie, this book goes hand in hand with General Printing by Cleeton and Pitkin, this is a step by step How To Book. "A 21st century guide.." is NOT a step by step how to. It is a brilliant overview of running a letterpress printshop. 1. how to acquire a press 2. operate your shop 3. sell your product

I'm new to letterpress printing, and I found this book to be very helpful. A lot of the information it contains can probably be found elsewhere on the Internet, but that's true of almost any subject. I'd

still rather read a book. The author did a good job of explaining how the printing process works. I learned a lot about setting type that I didn't know before. The business section was helpful too. It's definitely not a comprehensive guide to business planning or print estimating, but it explores a variety of business models and marketing options, some of which I had never considered. The chapters on the greeting card industry are very detailed. Experienced letterpress printers might find this book too basic, but I thought it was a good introduction to the subject, and a good value for the money.

I love this book! I took some printing classes in college and was very interested in letterpress printing. This book covers it all. For such a little book it has tons of information. I hope someday to be able to buy an old press and start printing on my own. I will keep this book handy for reference!

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