



# COVER TO COVER

An LBS Newsletter  
Winter 2023



# LBS: YOUR ONE-STOP SHOP

*for bookbinding and luxury packaging material needs*

In the fast-paced world of bookbinding and luxury packaging, having a reliable partner that can provide a wide range of materials is essential. At LBS, we have made it our mission to serve our customers as their long-term partner and one-stop shop for all their material needs. Our comprehensive offerings, which include cover boards, cover materials, endsheets, adhesives, reinforcing materials, and headbands, streamline the purchasing process and make working with LBS a truly efficient experience.

## The Value of a One-Stop Shop

Through LBS, customers can source all their materials from one place, improving efficiency and significantly enhancing operations. Here's why choosing LBS as your primary materials supplier is a strategic move:

### 1. Unmatched Product Variety:

LBS offers an extensive range of materials, from high-quality cover boards and luxurious cover materials – some of which are available exclusively through LBS – to specialized adhesives, endsheets, reinforcing materials, and headbands. This wide product variety ensures that customers can find exactly what they need, whether they are crafting premium hardcover books, luxury packaging, or any other material-intensive projects.

### 2. Quality Assurance:

We understand that the quality of materials plays a critical role in the success of bookbinding and luxury packaging projects. LBS carefully selects and tests each product in our inventory to ensure it meets the highest industry standards. By providing consistently superior materials, we contribute to the overall quality and durability of the final product.

### 3. Customization and Flexibility:

At LBS, we recognize that every project is unique. Therefore, we offer customizable solutions that cater to the specific needs and requirements of our customers. This adaptability allows us to work seamlessly with both established businesses and up-and-coming startups, helping them create products that stand out in the market.

### 4. Expert Guidance:

Our team of experts has years of experience in the bookbinding and luxury packaging industries. We not only supply materials but also provide invaluable advice on material selection, usage, and best practices. Our partnership extends beyond the transaction; we are committed to helping our customers succeed.

### 5. Streamlined Procurement:

By sourcing multiple materials from LBS, customers simplify their procurement processes. Instead of dealing with multiple suppliers, they can rely on us as a one-stop shop. This reduces administrative overhead, minimizes the risk of material discrepancies, reduces freight costs, and allows you to focus on your core competencies.

### 6. Sustainability and Ethical Sourcing:

We are committed to environmental responsibility and ethical sourcing. Our materials are sourced from sustainable and eco-friendly suppliers whenever possible, including a wide range of FSC certified products, insuring that your projects align with modern values of environmental stewardship.

## Our Goal: Becoming Your Trusted Long-Term Partner

In a highly competitive market, it is essential to have a reliable partner who understands your needs, supports your growth, and provides you with all the necessary materials in one place. LBS is that partner for the bookbinding and luxury packaging industries. We offer a comprehensive range of materials, expert guidance, and a commitment to quality and sustainability. By choosing LBS as your one-stop shop, you not only streamline your purchasing processes but also build a long-term partnership that will drive the success of your business for years to come.



Reliability and expertise



Convenience



Large inventory



100% employee-owned



Solution-driven service



Midwestern company

# PRINTING UNITED: KEY TAKEAWAYS



*Standard Horizon BQ-500 running LBS endsheets and reinforcing materials*



*Muller Martini Vareo running LBS endsheets and reinforcing materials*

PRINTING United Expo is the most dynamic and comprehensive printing event in the world. Bringing together the entire printing industry in one place to experience over a million square feet of equipment, solutions, and the latest trends! Walk the show floor to see your favorite vendors and uncover new ones, have meaningful conversations with printers and manufacturers, and discover what's next for your organization – infinite opportunities await you!

**A**tlanta, GA - The recent Printing United Show held in Atlanta was a fantastic gathering for the print industry. The event provided a platform for LBS to reconnect with customers, exchange ideas, and explore the latest innovations in the field.

LBS has always prided itself on staying at the forefront of the printing and publishing industry by partnering with top-notch equipment manufacturers. This year, two significant highlights at the show were Standard Horizon and Muller Martini, both showcasing their latest perfect binders with side-fed reinforcement capabilities utilizing LBS materials.

## **Standard Horizon BQ-500 Perfect Binder**

Standard Horizon's BQ-500 Perfect Binder is a game-changer in the printing industry. What sets this machine apart is its side-fed reinforcement feature, which enhances the binding strength and durability of printed materials. At the Printing United Show, visitors had the unique opportunity to witness live demonstrations of the BQ-500 in action. These active demonstrations not only showcased the machine's capabilities but also demonstrated how it integrates seamlessly with LBS' quality endsheets. The BQ-500 utilized LBS' GPR2 reinforcement solution.

## **Muller Martini Vareo Pro Perfect Binder**

Muller Martini's Vareo Pro Perfect Binder also made waves at the Printing United Show, showcasing its side-fed reinforcement capabilities. Show attendees were able to observe the Vareo Perfect Binder in action, producing impeccable binding results. The binder demonstrated its superior compatibility with LBS' endsheets and GPR2 reinforcement solution.

For those not familiar with the GPR2 reinforcement solution, it's a specialized product designed to enhance the durability of printed materials.

LBS firmly believes that partnering with leading equipment manufacturers like Standard Horizon and Muller Martini is essential in delivering the best possible solutions to its customers.

## **Conclusion**

As LBS continues to prioritize innovation and customer satisfaction, its partnerships with these renowned equipment manufacturers underscore the company's commitment to delivering exceptional solutions for the printing industry. With these collaborations, LBS is well-positioned to lead the way in meeting the evolving needs of its customers in the printing world.

*Next year's event will be in Las Vegas, NV, Sep 10-12, 2024.*

# INTRODUCING ALLURE® CLOTH

*Elevating the World of Premium Books and Luxury Packaging*

**A**LLURE® cloth is a new coated textile specially designed for the creation of hardcover books, with a particular focus on trade books and high-end titles and luxury packaging where a sophisticated look and durable materials are desired. The surging demand for our exclusive ALLURE cover material arises from our clients seeking dependable, high-quality solutions for the design and manufacture in these specialized areas.

LBS' commitment to our customers fueled the development and accessibility of ALLURE. Rob Mauritz, President and CEO of LBS, states, "We recognized the needs of the book and packaging industry for a readily available, consistent quality coated cloth option. We are pleased to present our extensive ALLURE collection featuring 40 distinct colors. We acknowledge the importance of accessibility, and our strong inventory position reinforces that commitment."

## **Meticulously Crafted for Utility and Excellence**

LBS ALLURE cover material line is the result of over two years of dedicated development, tailored to address the coated cloth requirements in the industry. Patrick Spellman, Director of Sales Operation at LBS, notes, "Coated cloth has been a cornerstone of the industry for decades. However, due to global supply chain challenges, procuring coated cloth often involved extended lead times." LBS responded by introducing an innovative and easily obtainable solution, ALLURE, in early 2023.

LBS was determined to create substantial inventory of ALLURE cloth even before its official market launch. Offering low minimum order quantities, LBS ensures that ALLURE is accessible not only to large-scale manufacturers but also to those undertaking specialized or exclusive projects.

ALLURE was rigorously tested to meet the demands of its users. Its effectiveness in gluing and foil stamping was a critical consideration. Durability, with an aqueous coating, was a priority as well. Furthermore, the extensive color palette was inspired by the preferences of publishers, designers, and manufacturers, ensuring that ALLURE caters to a wide array of project needs.

## **Exceptional Features of ALLURE**

Apart from its accessibility, ALLURE offers several key features:

- Meets or exceeds Group B cloth specifications.
- Includes deep, rich vellums and natural linens.
- Boasts a soft hand, making it ideal for turned-edge products such as books, binders, journals, menus, and packaging.
- Decorates beautifully with foil stamping and debossing.
- Available in full-width rolls, slit rolls, and cut-sheets.
- Endorsed by Industry Experts



To learn more about why our customers are excited about LBS' ALLURE cloth, take a look at this article by Printing Impressions: <https://www.piworld.com/partner/lbs-allure-cloth-quality-and-performance-for-book-packaging-manufacturers/>

# MEET THE TEAM

*Introducing Al King, CRO*

Today, we have the pleasure of introducing you to Alphonso (Al) King, Chief Revenue Officer at LBS. Al brings with him a wealth of experience and dedication.

**QUESTION:** To start, can you tell us a bit about your background and the journey that led you to your current role as LBS' Chief Revenue Officer?

**AL:** Certainly. I've had a varied career, spanning executive sales and marketing roles in both large and small companies. I even founded my own company at one point. Prior to joining the team here, I've always been focused on driving sales and expanding profitability through strategic selling and coordinated marketing efforts.

**QUESTION:** That's impressive. Can you tell us about your educational background and how it has contributed to your career?

**AL:** I earned a Bachelor of Business Administration in Operational Management and later pursued an MBA in Human Resources with a concentration in Marketing from the American Intercontinental University. This education has provided me with the foundation to understand the operational and human aspects of business, which I've found invaluable in my career.

**QUESTION:** Beyond your professional life, we hear that you're actively involved in volunteer efforts. Could you tell us more about your volunteer work and what drives you to dedicate your time to these causes?

**AL:** Absolutely. Giving back to the community and helping others achieve their goals has always been important to me. I'm involved in various volunteer efforts, including initiatives to feed the homeless and partnerships with organizations like AUSL and Rebuilding America, Philanthropy, and Ministry work. It's about making a positive impact on the lives of those in need.

**QUESTION:** It's wonderful to see your commitment to community service. Can you tell us about your hobbies and interests?

**AL:** Of course. I enjoy fishing, golfing, archery, and hunting. And I can't forget to mention that I'm an avid fan of the '49ers, so I'm always rooting for them during football season.

**QUESTION:** Finally, in your role as CRO, what are your key responsibilities, and what can our valued customers expect from your leadership?

**AL:** As Chief Revenue Officer, my primary responsibility is to ensure the continued growth of our employee-owned company. I'm always interested in hearing from our customers, so please don't hesitate to connect with me. Your feedback and insights are invaluable in our journey to be the best in class.

**CLOSING:** Thank you, Al, for sharing your journey, experiences, and your commitment to making a difference both in the professional world and the community. We're excited to have you as part of our team, and we look forward to the positive impact you'll continue to make.

**AL:** Thank you for having me, and I'm equally excited to be here and to work with our incredible team and customers. Let's achieve great things together!

*You can reach Al at [alking@lbsbind.com](mailto:alking@lbsbind.com) or 515.299.1023*



## LBS HOLIDAYS

- *Christmas: Monday, Dec 25 & Tuesday, Dec 26*
- *New Year's Day: Monday, Jan 1*

## INDUSTRY EVENTS

- *LuxePack Los Angeles: Feb 14 & 15, 2024*
- *BMI Spring Management Conference: April 30 – May 2*