



covertocover

Supplier to the Bind On Demand Publishing Industry

Bound for Greatness

Your Behind-the-Scenes Look at an Exclusive Special Edition of Bill Clinton's Bestseller

Wendy Gray - Gray Matter Communications

When a book is titled "My Life," the look and presentation of the works are particularly important. Especially when you're the President of the United States. The first run of former President Bill Clinton's memoirs produced 1.5 million books – a stark contrast with the limited run of "My Life" Special Edition cloth-bound copies, each personally autographed by President Clinton. An integral component of the November 2004 opening of The Clinton Presidential Library, 450 of these special edition books were emblazoned with a gold foil Presidential seal and President Clinton's debossed signature. This short run was commissioned by the Bill Clinton Foundation.

Another run of 1,500 books were numbered (1 of 1,500, 2 of 1,500, etc.) and hand-signed by President Clinton as a Collector Edition of "My Life," published by Knopf Publishing Group, a division of Random House. Random House contracted with Massachusetts based Bridgeport National Bindery to produce the special edition books. Both the Presidential Library and Collector Edition runs were bound with a rich navy colored natural-finish cloth supplied by LBS. The publishers also commissioned a hardsided slipcase covered with matching fabric. Packaging this autobiography to properly symbolize the significance of the author and the subject matter was no small task.

(continued on back cover)

*Photo courtesy of
the Bill Clinton Foundation
and the Iowa Democratic Party*

ABOUT THIS PUBLICATION

Publisher: LBS, 1801 Thompson Avenue, Des Moines, IA 50305-1413, Phone 800-247-5323, 515-262-3191, fax 800-262-4091, E-mail info@lbsbind.com, Web site www.lbsbind.com

President: Fritz James **Vice President Manufacturing:** Lang Wightman

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Marketing Coordinator: Yvonne Brune

Customer Service Professionals: Sherri Molka, Heidi Olander

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"Bill Clinton tells an extraordinary story in 'My Life,'" says Sonny Mehta, President of the Knopf division of Random House. "He talks with candor about his successes, as well as his setbacks. It is the fullest and most nuanced account of a presidency ever written, and one of the most revealing and remarkable memoirs I have ever had the honor of publishing."



"My Life" by Bill Clinton
Special Edition Cover Material
– Verona®,

Product options:

- 13 standard and 48 special order colors
- 52" wide rolls available in 109 yard lengths
- Cut pieces available

Applications:

- Books
- Specialty boxes
- Looseleaf binders, covers or liners

Decorating methods:

- Metallic or colored foils

Bound for Greatness (continued from front cover)

Bridgeport National Bindery is known as a premier source for detail-conscious production of smaller run editions. The company frequently calls on LBS to supply materials for its high-profile projects and the "My Life" special edition is about as high profile as it gets.

"This job involved many intricate details – ribbon marker, special endsheets – and because our business primarily deals with specialized short-run work, we were the perfect fit for Random House," says Kent Larson, Bridgeport National Bindery's Vice President of Sales. "Because of the prestigious nature of this book, we knew the project would receive a lot of attention, so we turned to LBS for the material because we have such a strong relationship. They're based in Des Moines – and we have close proximity to many bindery materials suppliers – but LBS offers a level of knowledge and education that keeps us coming back."

For swatches, to learn more about the "My Life" Special Edition project or LBS products and services, please call 800-247-5323 or visit www.lbsbind.com