

## Perfect Binding Specifications

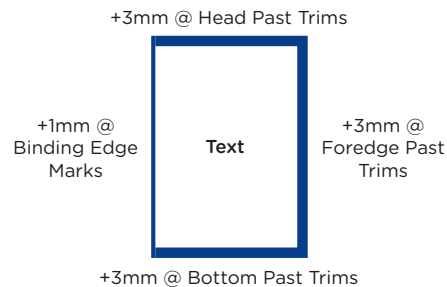
Text Max.: 305mm x 305mm	Text Min.: 135mm x 105mm - Binding edge
Cover Max.: 620mm x 320mm	Cover Min.: 140mm x 230mm

1. Covers to be supplied flat without trimming and without scoring.
2. Text blocks to be supplied as collated sets with divider sheets. (We also offer a collating service).
3. Maximum cover weight 350gsm.
4. Minimum text block is 1.5mm thick.

## Bleed Area

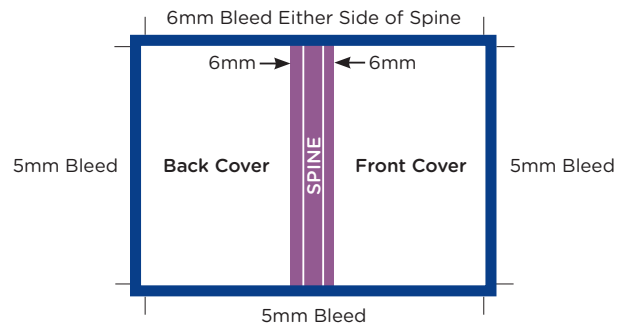
Bleed is the area that is cut away when finishing the book.

5. Text bleed - Text blocks to have 3mm bleed past Top, Bottom and Foreedge trim marks, 1mm past binding trim marks.
6. Cover bleed - Ensure that there is an additional 5mm head and tail overhang/bleed.



## Glue Area

7. Please ensure that the area to be glued on the inside of the cover (spine + 5mm either side) is free of celloglaze and printed matters as the glue will not stick.



## PUR BINDING

PUR is a hot melt adhesive similar to EVA (ethylene vinyl acetate) hot melts, but manufactured with polyurethane reactive material (PUR). The main difference between the two adhesives is the way that they bond with the paper. PUR adhesives differ from the conventional hot melts in that they cure by cross linking via a chemical reaction with moisture contained in the paper stock or the surrounding air. As the PUR adhesive dries a natural chemical reaction occurs after the glue is exposed to moisture in the air. This chemical reaction creates a superior bond within the fibres of the paper giving the product a greater pull and flex strength. The result of using the PUR is a book which has greater pull and flex strength, is more durable and lays flatter when opened. It is the flexibility of the PUR adhesive which allows books to lay much flatter than books bound with EVA.

## Advantages of PUR

PUR benefits are well documented. It is very strong yet sufficiently flexible to lay flat, largely impervious to temperature extremes, bondable to "difficult" surfaces such as toner based digitally printed stock and virtually immune to ink migration headaches. Once cured, the adhesive's higher molecular weight provides a tough, pliable bond that is resistant to temperature extremes. PUR adhesives deliver distinct performance benefits over conventional EVA binding adhesives.

A common concern with perfect bound books is their stability in extremely hot or cold temperatures. PUR adhesive is impervious to temperature extremes. The temperature range of PUR glue is a key advantage for books that will be used in either hot or cold climates for an extended period. Once it has cured, PUR adhesive remains stable in temperatures ranging from -40 °C to over 100 °C. That means PUR-bound books can be used almost anywhere.

PUR is the strongest, most flexible and versatile binding adhesive available today. Typically, the page pull strength of a PUR-bound book is more than 2 1/2 times that of a book bound using EVA adhesive. Books bound with PUR adhesive will not normally fall apart, even under heavy usage in the most demanding conditions. This offers customers several advantages, primarily because the finished products are superior to those of EVA perfect binding. Many customers are looking for as much strength and longevity as possible from their adhesive-bound books, and PUR is the choice for these projects. Longevity of a project is often an issue with clients who are concerned that perfectbound books may not withstand heavy usage under all conditions.

## Points to consider with PUR

Unlike EVA adhesives, PUR requires several hours to cure once books are bound. Although many companies prefer to let books cure for a full 24 hours before performing subsequent operations, experience shows that books have a bond of 80% grain strength after a curing period of four to six hours. In particular, PUR books must be left for several hours before any trimming can be carried out.