

GUIDE TO IMPRINTING VARIOUS BINDINGS

There is a greater variety of Bible bindings available today than ever before—including metal covers, clever textured covers, many colorful LeatherLike bindings, and more—but most Bible bindings fall into the basic categories below. Understanding these differences will help you serve your Bible customers as they choose the right Bible for their needs. This listing starts with the longest-lasting Bible binding—genuine leather.

IMPRINTING GUIDELINES | 350 DEGREES FOR ALL IMPRINTING JOBS

Genuine Leather

Genuine Leather—sometimes called calfskin, top-grain leather, cowhide, Moroccan leather, or Berkshire leather, depending on what animal it comes from and its country of origin—is the most durable Bible binding. Genuine leather consists of a single piece of leather (not bonded pieces) and, with proper care, should last indefinitely.

Really high quality bindings like calfskin are extremely difficult to imprint because they are softer. You should only hold the lever of your imprint machine down for a VERY short period of time (1-2 seconds), about half the amount of time for bonded leather.

Bonded Leather

Bonded Leather is made from real leather. However, as the name suggests, the cover is made from leather pieces that are bonded together with latex, dyed, and embossed to look like genuine leather. It looks and feels like genuine leather but is less expensive, and often is found to be less durable than genuine leather.

- » A Bible binding identified as Premium Bonded Leather has gone through a special manufacturing process to create a soft feel and calfskin look.
- » Easy to imprint

Imitation Leather and LeatherLike

Called *TuTone*, *Duo-Tone*, *LeatherLike* or *Imitation Leather*, these Bibles have a feel and appearance very much like leather but, in fact, are made from a variety of man-made materials. Many of these materials are then coated and embossed to give them a leather-like quality. These bindings are expected to be nearly as durable as bonded leather, but since many of these new binding materials have been recently developed, their long-term durability has not yet been put to the test.

- » Easy to imprint
- » The softer the quality, the more difficult to imprint (see guidelines under Genuine Leather)

Softcover and Hardcover

Softcover Bibles—also know as *paperbacks*—are the least expensive and least durable covers. *Hardcover* Bibles are typically more expensive but also more durable than softcover Bibles.

- » Softcover will not imprint.
- » Hardcover is easy to imprint.

HELPFUL IMPRINTING HINTS

- » After imprinting, use a piece of frosted scotch tape and apply it over the name to remove the excess gilding from the name. Be very careful—use like a lint remover—very staccato.
- » *Infant Bibles*—be very careful; use clips and a good eye
- » Be very aware of the turned-under edge on deluxe Bibles so that you do not hit the border of the Bible.
- » Practice makes perfect!

