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## ***Uwe Friesel, Germany:***

# **PRINT ON DEMAND**

## **Books in the Digital Era**

### **How was it up to now?**

The bookseller would take in the order and transfer it to the wholesaler. There, the book was stored, or not. Then, the client had to wait at least one (half) day for the book. If he ordered directly at the publisher, he had to wait two weeks.

### **How could it be in the future?**

The order goes to the bookseller or directly from your home via Internet. The book is printed and bound the very same day and reaches the client the next day.- In the near future, Print-on-Demand delivers the digitalized book via data-line to the place where it was ordered. There, it is printed, bound and delivered, most likely at the same day.

### **Where is the difference?**

For the time being, there is not much of a difference in price and promptness. But in handling there is. So far, a book was fixed to the edition. Due to the printing system, it had to be there in a certain materialized quantity. Thus, big storage capacities were necessary at the publishers' as well as the wholesalers' and the booksellers'. In contrast, Print-on-Demand stores the book electronically. It is materialized only when ordered.

### **Does this mean that publishers and wholesalers are out?**

No. Big editions can be produced faster and cheaper in the traditional offset technique. Print-on-Demand keeps such books available that were out-of-print or not to be reprinted. It makes new titles affordable, that the publisher did not dare to publish.

### **What does the publisher gain by Print-on-Demand?**

In the future, he may keep such books and authors available that do not sell in large numbers. Risky titles may be tried out via Print-on-Demand, until the demand justifies a print in the traditional manner. The publisher must no longer trouble himself with covering and storage costs and how fast is the first edition sold et cetera.

### **Which are the advantages for the author?**

He remains on the market with all his titles, not only with his last book. As a beginner, he gets his chance to be published much earlier than nowadays.

### **How does the reader profit by this?**

In principle, there will be no more titles out-of-print. Each and every book can be electronically stored and then be printed as often as wanted. Books that need to be up-to-date can be revised at any given moment. The date of print is the date of the latest revision.

### **What do we gain altogether?**

An ecologically clean conscience. As soon as books are transported via data line, there is no more pollution by lorries and storage. Also, there will be no more books degraded by cheap sellouts or dealt with like scrap. Books will no longer lie in large numbers with the wholesalers. Because they will only be printed, when actually needed.

### ***Further information:***

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*By the way, what is your view on Print-On-Demand? Please, mail your comments to [pcurman@bahnhof.se](mailto:pcurman@bahnhof.se) or, if you like, [voice your opinion right here](#). Let's start an international debate on this theme!*

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