



# AMERICAN DIGEST

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## Instabooks at Bookends

Beginning next week, Bookends in Ridgewood, N.J., will be a POD guinea pig, as it were, when it becomes the first U.S. bookseller to install an InstaBook machine, which allows for on-demand printing of trade paperbacks. (Several have been placed in Canadian stores.)

InstaBook says it has about 10,000 titles available on the machine; about 6,000 of them are non-custom books. It is concentrating on expanding the "list," mostly in the public-domain and out-of-print sphere. But the company also is courting traditional large publishers who want to make backlist titles available at point-of-sale. It has reached such an agreement with Penguin Canada.

Bookends owner Walter Boyer touted his ability to serve those who want some classics, customized publishing, self-pubbed and out-of-print authors and anyone else in need of a quick, inexpensive title in book form. "We're definitely becoming a publisher," says Boyer, whose store, a small, event-heavy venue in an upper-middle-class New York City suburb, is not big enough to hold the title selection of a superstore.

More at: [PublishersWeekly.com - Jersey Bookseller Becomes Publisher, Too](#)

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