



Cover Enhancements

The design and production qualities of a book are increasingly becoming important to the book retail trade. There is considerable evidence to show that retailers are more inclined to place orders for books that have both high quality cover design and higher production values. The cover design itself needs to be right for the genre in question, and for the market; but increasingly, books that have higher production values find it easier to get stocked by retailers. Things that raise the production value of a book include turn-in flaps on a paperback, embossed covers, metallic foils, sprayed page edges, and the like.

What is appropriate for one book may not be appropriate for another; the use of such production embellishments depends strongly on the actual cover design itself. But undoubtedly, some cover designs cry out, for example, for embossing and shiny areas, others would be greatly improved by including turn-in flaps or a silk ribbon.

Such production enhancements are usually only available when printing 100 copies or more of a volume, they are not available on 'print on demand' books. Many such embellishments are also only economic when printing a larger number of copies, because of the initial set up costs. We are happy to advise on what production enhancements are available and what the likely cost will be for your book.

Part of the aim of cover design is to make the best use of the graphical material and to make the book as saleable as possible. When you are working with your designer on your cover, he or she may suggest that the use of a particular production enhancement would greatly raise the production value on your book, and why. They will also be happy to provide a costing for this. It is entirely up to you whether you wish to accept that suggestion or not. We want all our books to achieve their full potential, but it is of course your decision on whether you wish to incur any extra expense.

Similarly, the designer will also advise when they feel that any particular production enhancement is not appropriate on a cover, and why.

What's Available?

The list below shows the main cover enhancements available. Prices start at around £250 for each enhancement, depending on what is required and the print run.

Paperback and Hardback

Spot Varnish	Shiny varnish over matt varnish to make parts of the cover catch the light
Blind Embossing	Raised areas on the cover, often the title or key image areas
Debossing	Sunken areas on the cover, again often graphics based
3D Spot Varnish	As spot varnish, but also slightly raised (not as much as embossing) on the gloss varnish
Foil blocking	A metallic foil that is added after the cover is printed; usually the title but can also be parts of the image. Available in a range of colours and also different patterns

SuperMatt™ Laminate	A scratch-resistant matt laminate, often used when the cover is black, to prevent white scratch marks that can occur on dark backgrounds with normal matt laminate
Sprayed Page Edges	Often in gold or silver, but also black and other primary colours available
Glitter UV Varnish	Shiny varnish containing glitter in various colours!
Printed Inside Covers	Printing on the inside front and back covers, usually in colour
Non-standard Stock	A range of unusual papers for the text or cover.

Hardback only

Head and Tail Bands	Cloth ribboning at the top and bottom of the case bound spine, usually in two contrasting colours
Ribbon Markers	Silk marker ribbon in a primary colour
Printed End Papers	Printed front and back end papers, usually in colour but can be in black or one colour. Often used for maps or a 'marbling' effect on end papers.

If you would like more information, or would like to enquire about the costs and suitability of any these options for your book, please contact:

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