

# PREPS A Publisher's Perspective



CHRONICLE BOOKS

# What We Publish

Our 200 person staff publishes 330 carefully curated books, stationery formats, and gift products each year in partnership with some of the most recognized brands in entertainment, art and design, food, and lifestyle, such as:

**MoMA**

Disney · PIXAR

LUCASFILM  
Ltd

BOBBI  
BROWN

marimekko®

  
PAUL FRANK  
industries

DC

Bravo

PANTONE®

PENDLETON®

n p r®

Esquire

HBO®

Cath Kidston®  
EST. LONDON 1993

the world of  
ERIC  
CARLE

CATERPILLAR



CHRONICLE BOOKS

# Our Specialty Outreach

We have a dedicated sales team in house that focuses on specialty and mass market retailers, as well as new account development.

Chronicle Books has over 15,000 specialty and retail distribution channels nationwide and is a leading book and gift vendor at:



P O T T E R Y B A R N



URBAN OUTFITTERS



PAPYRUS



Crate&Barrel

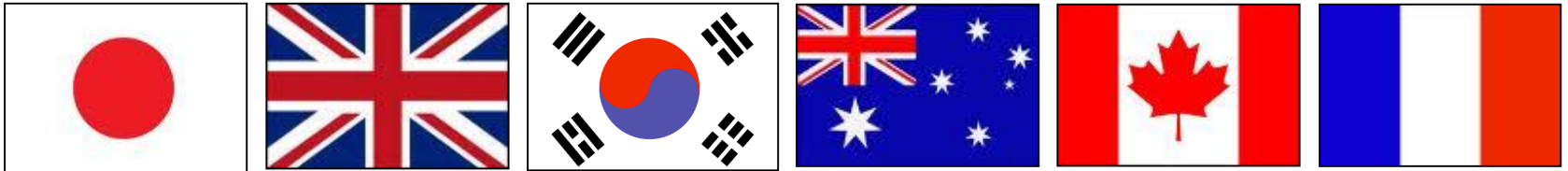


CHRONICLE BOOKS

# International Distribution

Chronicle has distribution of all its English language products throughout the world with various publishing and distribution partners. Asia is a vibrant market for us, as are English-speaking countries such as Canada, the United Kingdom, Australia and New Zealand.

In July 2010, we launched a joint venture, Abrams & Chronicle Books, to service the United Kingdom and Europe export markets. Based in London, the office includes a staff of sales and marketing professionals to work with key accounts and develop new sales channels and opportunities.



CHRONICLE BOOKS

# Brief History of CB Paper Policy

- 2003 – First began paper industry and certification scheme research
- 2005 – First paper policy announcing preference for and intention to use certified papers
- 2007 – Reduced number of trim sizes, consolidated print buying, chose to use FSC certification scheme
- 2009 – Began using FSC stocks for interiors, began phasing out APP papers
- 2010 – FSC exterior stocks sourced & FSC logo first placed on eligible books
- 2011 – Joined PREPS! All CBT (Chronicle Books standard book trims) on 100% FSC stock
- 2013 – Published updated paper policy, began tracking FSC usage, began independent, due diligence paper testing
- 2014 – 52% of front list titles on 100% FSC stock, 48% PREPS 3-star



# Chronicle Books Paper Procurement Policy

- All Chronicle Books Trim titles are 100% FSC certified papers and carry the logo
- Non-standard trim books and formats are on FSC certified paper, or a minimum PREPS 3 star
- Any non-FSC stock **must** be rate a minimum of PREPS **3 stars** or above
- NO APP and APRIL papers.
- For titles printing in the US, we strive for a minimum 30% recycled PCW, or qualified certification.
- Chronicle Books conducts due diligence fiber testing to ensure compliance with the above and to make certain controversial fiber is not present in our supply chain.



# How Do We Use PREPS?

- Check the COC certificate status and fiber basket make up of the FSC stocks that we use.
- Use the grading system to evaluate stocks and select any papers we use that are not certified.
- Request that unknown or ungraded papers be added to PREPS.
- Make buying decisions based on paper grades. We simply will not buy 1 star papers
- Use PREPS fiber basket information to compare with 3<sup>rd</sup> party paper testing results and validate the papers on our purchase orders are the papers in our products.



# 2014 – 52% of Front List on FSC



CHRONICLE BOOKS





**Thank You**