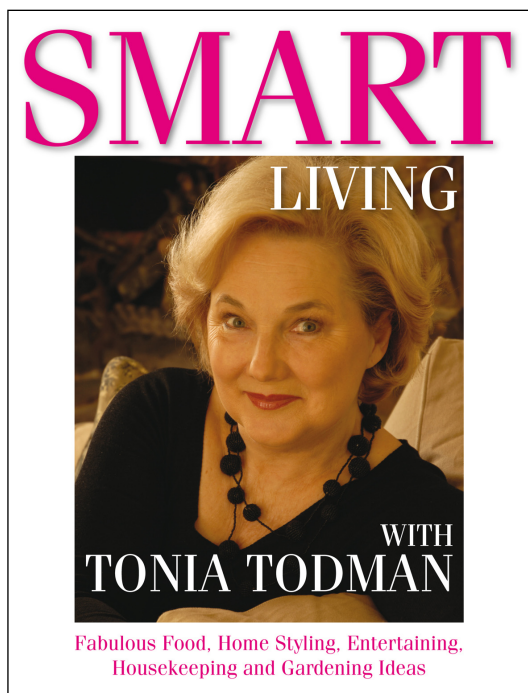


The successful printing of the Tonia Todman Cookbook Michelle Anderson



CLIENT

Michelle Anderson

BACKGROUND

Formerly Hill of Content Publishing, Michelle Anderson Publishing is a highly successful privately owned publishing house. It specialises in the areas of general medical health, philosophy and mind/body as well as children's non-fiction and has been extremely successful.

Previously, the publisher used two separate printers for its books but now uses Griffin for all her mono book production.

“Griffin worked closely with us and provided professional advice on how best to present and print the new cookbook.”

Michelle Anderson, Owner.

CHALLENGE

Michelle Anderson Publishing was asked to publish the new Tonia Todman food, entertaining, home-styling and gardening book which was released in December 2007. Therefore, it had to try and source a suitable book format to ensure readability and appeal to the market.

Price was a very important factor due to the size of the book (almost 300 pages) as was designing it to ensure it would look sophisticated and 'up-market' given a large order received from David Jones.

The author also had definite views on how the book should look, which was another factor that had to be considered.

SOLUTION

Griffin Press worked closely with Michelle Anderson Publishing, providing the company with professional advice on the type of format, text, stock and cover embellishment treatments for the publication. Griffin Press staff attended numerous meetings with the publisher, providing valuable advice on lay-out and colour-section alternatives.

RESULTS

Both the publisher and the author were thrilled with the final publication. It sold extremely well throughout Australia and as a result, the publisher is currently working on a new book which will be the same size and use identical printing techniques.

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