

# Customer Photo Books for the Future

*Brigitte Peleman-Vantieghe, Luc Augustinus, and Bruno Herroelen, Peleman Industries, Inc. (USA)*

## **ABSTRACT**

*Unibind leads the evolution of the PhotoBook with 2 new innovations, Herewith is the first innovation for the inside of the PhotoBook with the lay flat paper solution call UniPaper. This new product of Unibind brings the solution for the lay flat paper: The UniPaper.*

*The first photobooks were the evolution from the albums, where pictures were fixed with glue or with other attachments. These albums were made with heavy paper and the need for lay flat was not a point, seen the different pictures in the same paper. Previously there were no panorama cameras for panorama pictures. Recently cameras were developed with the very wide angle or with a movie application, both resulting in pictures with a double landscape view. Since the double landscape picture exists, and if the printer can print these double landscapes, then the industry of photobooks must develop also photobooks with these double landscape printed paper.*

*Unibind has developed this solution, the UniPaper, thanks to the special folding technique and thanks to the system of binding based on the steel channel. The main requirement for Customer Photo Books in the future must lay flat when open. Punching holes in the beautiful pictures is not acceptable now. Only binding with resin will be acceptable in the future. The lay Flat will be an absolute condition, but resin binding and Lay Flat are conflicting. Today there are only (2) possibilities to combine in a positive way for the resin to Lay Flat by specifically treating the paper for this purpose by either:*

- *Made in the factory with the paper selected by the user-printer.*
- *Made in the printer factory with the paper before or after the print.*

*UniPaper will economically be less costly.*