

The Lasertrain Simplified

Lasertrain Road Map

The Glorybound Lasertrain the name of a program developed by Sheri Hauser which is like a road map for publishing. For instance, you may want to go to Andy Recreational Park to fish because you know today is 'free fishing day' in that lake. You are new to town and don't know your way around. The best way to figure out where you want to go is to read a map or put the address into your I Phone and let it give you very specific directions on how to get there. The map will take you from where you are bringing you to your destination. You don't want to go to all the lakes in the area, so you only need to know where your destination is related to where you are. So, you either look at the map or your GPS and follow the directions to your destination.

There is a similarity with publishing projects. Suppose you need a business card. You have an idea of the picture you want to use and the type of card you wish to end up with. You don't need to know how to make a 100 business cards (like having a map to all the lakes in the area) but, you just need directions which will bring you from where you are to the finished product of a business card with your design and picture.

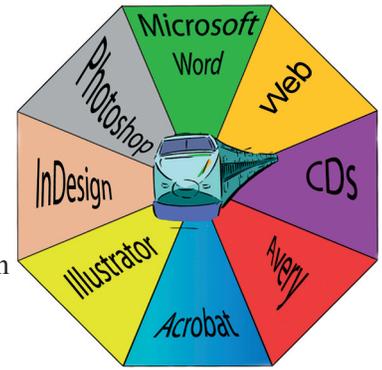
Many become frustrated with trying to make their own business cards, for example, when they purchase a business card software (such as Avery) with over 1000 designs of business cards and 2400 pictures. It is like typing all of the addresses to the lakes into your GPS at the same time and trying to end up at a specific one. They become frustrated and order a standard business card from Quick Prints (or similar). These places offer 1000 business cards with a simple design for a set price delivered quickly to your doorstep.

The problem is that most do not need 1000 business cards and the information becomes outdated before the cards are passed out. So, because they already have the cards, they start scratching out information on the card which is no longer accurate and continue to pass them out to clients. I went to a program recently and of all the business cards which I was given, only three of them had current information. The rest had information which was crossed out or written over. What I have determined is people don't need 1000 business cards; they need 100 accurate ones with information they can continue to update (and reprint).

Using the Lasertrain Pattern for a business card, the card is already set up with type of a size usually used on business cards. You simply change the words to be what you want them to be. Insert your name and your logo or picture and the card is ready to print. Then you can print 100 (or 10 pages of 10 cards per page) using Index paper purchased locally and cut them out using a business card cutter (provided in the Glorybound office). The template for the business card is given in Avery, so it must be opened using a computer which has the software installed. Once Avery is installed it will open any Avery file and you are able to change the data; or in this case, update it to current information. Suppose you change your phone number or add an address, you simply re-open the file which was previously created and insert the needed changes and reprint. Now, you have a current card!

Pattern Set Cards

Patterns Sets consist of a card with a DVD attached to it with a gummy. Pattern Sets are the actual pattern of what ever is indicated in the pattern. For instance, I wish to build a business card, then the Pattern Set Card will have information related to the specific type of Pattern it is. The DVD when opened using a computer, will have the same information given on the card as well as a business card. The card file will readily open revealing a business card which looks as if it can be printed off. It can. But that is not your purpose for the card. Your goal will be to edit the information which is on the card and then save the file and print it for your own purposes. If you desire to print another one for your wife or husband, you simply go back into the file and edit the names and numbers and re-print with their information. The quickest and surest way to utilize the Pattern Sets is to locate the pattern which is closest to one you desire. It is just like when you are thinking of a specific dress you would like to make for an event. You need to locate a pattern which comes closest to the one you desire; otherwise you will need to make a lot of changes in order to make it be what you want. If you want a drop waist dress, then surely it will be easier to begin with a drop waist pattern rather than a high waist pattern where you will need to make more alterations to the pattern in order for it to end up what you desire. Therefore, if you select a Glorybound Lasertrain Pattern which comes closest to the one which you desire, the project will be much simpler and you will be more happy with the outcome because the pattern was developed with similar goals in mind.



Loaded Lap Tops

All of the patterns in the Lasertrain are given in whatever software is best for the project. For instance, if we are making a bar code for a book to sell, we develop it in Wasp Bar Code Software. Therefore, when you slip the DVD Lasertrain Pattern of a Wasp Bar Code ISBN for a Book into your computer, it will only open if the Wasp Software is installed in the computer. For instance, on many computers you are able to 'read' a PDF file when you open it. A PDF file is a 'frozen' file and not manipulated in most computers. However, if you purchase Acrobat Program for PDF, then when you open a PDF, you are able to manipulate the file because of the added software installation. There are many types of computer files and if the program is installed in your computer, you are able to open and manipulate the program. The Glorybound Lasertrain uses 10 different Software types. In the office we have 'Loaded Lap tops' available for use with the Lasertrain. These lap tops are pre-loaded with the software programs needed to open all of the Patterns which are available. The ones used most often are Avery, InDesign, Acrobat, Photoshop, Illustrator and Word. The initial expense of the software programs was \$2200.00 per computer. We run older version of InDesign Suite because it runs smooth, is already paid for, and when we build the projects in the older version, they can be opened in any version newer. On the contrary, if we build in a newer version and someone has an older version installed in their computer, he will not be able to open the Pattern Set. Just a note on CS InDesign (the pagination software). Adobe owns InDesign software packages and they released versions 1-4 as Suites including InDesign, Photoshop, Acrobat and Illustrator. The versions 1 through 4 were available loaded into the computer using 5 Cds. The cost for the CS2 InDesign Suite was 1800.00. At Suite Version 5 they stopped making CDs and instructed people to go online and download the InDesign. Now, they charge for the initial download and per month (for the rest of your life). So, because we already own the early versions, it is cost effective to continue to use them. There is no need to pay for something we do not need--just to keep up with the versions.

Print Set Cards

Glorybound Lasertrain Print Set Cards have correlating numbers with the Pattern Sets. If you select a business card Pattern Set Number 5, it will correlate with Print Set Number 5 and be about a business card. The difference is the Print Set is instructions on how to print the item using your printer. The Lasertrain is unique in that it teaches the user to drive the printer with the computer. Many offices lease large laser printers. The printers are full size with several drawers and able to FAX, blow-up and make copies. When used in an office, the printer is usually seen as separate from the computer. When an individual needs copies of a paper, he walks up to the printer, feeds in the page and indicates how many copies are needed. Then, he presses 'start'. This is 'copying'.

The Glorybound Lasertrain Print Set Cards are unique in they give instructions to 'publish' rather than copy. The difference is that you design a business card on the computer and tell the printer (like the engine of a train) to make the cards to your specification. You program the printer using the screens on the computer. Without touching the printer, if you properly program the computer it will draw card stock paper from a specific drawer, print it on a single side making color or black and white cards. To give an idea how specifically, this has been achieved using the Print Sets, within our office, using our full size laser printer, I can program the printer using the computer to pull card stock paper from one drawer, print a book cover, and then pull 20 weight paper from another drawer, print on both sides (saving the cover) and fold and staple them all together spitting them out into the outflow drawer. It makes an entire children's book with a two step process! And, I do not need to get out of my chair at the computer to make it happen. I program the printer using the print command screens on the computer. In essence I pull the cars along driving the engine (hence the name--Lasertrain).

Papers and Printing

Most offices use standard weight copy paper. However, all printers can be programmed (by the computer) to accept other paper types. We have maximized the use of our printer pulling it along using the computer print command screens to print all types of specialized papers including, voile, vinyl, all weights of Card Stock, fabric, paper bags and magnet paper ... to name some. Adding additional features, our printer has 'after burners'. This is what I call it. They added another section which staples and folds. If we desire to print a folded brochure, the printer will print it and fold it, kicking it out the other side. We can have some new tri-fold brochures within minutes. It saves sending them through the brochure folding machine. Glorybound makes 'Office Calls' and will evaluate your printer showing the maximum usage of it. We can tell you what your printer can do! We are specialists. In our office we have 10 printers and know how to make full bound books using a single sided desk top HP printer. We can show you as well.

We Design Custom Templates

We can design a custom template for use within your office or for personal use. A personalized template has the potential of saving your business thousands of dollars as well as peace of mind knowing you have the ability to update and print on demand. For instance, if you have a company manual which is used by many and in need of regular updating, chances are you are sending it to a printer at this time. You are required to make all the needed editing and proof reading prior to the printing of a specified number of copies. Once the copies are purchased, it is your responsibility as to the accuracy of the document. After it is bound (often wire or coil bound) these manuals can no longer be edited; the copy is frozen. If you need additional copies, they must be ordered from the vendor. If you have ordered too many copies, you eat the cost.

If you desire a customized template, we will input your data into the specified format to your needs and fit it to be printable on our own printer. Your manual is fully able to be edited at any time and you can make any changes along the way and print them on all future copies. You can print as many as you need when you need them. We will give recommendations on cover options and binding; even assisting you to bind using simple equipment. We have a variety of sizes of bindings available and will help to assure you have the right size which you need to accommodate your manual.

Another factor to be considered is many printers are able to accommodate 11 x 17 paper (although most offices do not use this function of their office printer). Therefore, if a manual is designed using the larger pages it can be stapled in the center rather than coil or wire bound. This is an easy way to bind a shorter manual. We are specialists and will give recommendations based on the size of your manual or booklet.

All of the custom templates will be designed in the appropriate software and in order to open and make changes the individual must have the program installed in their computer (or bring it into the office and make the changes using the Loaded Lap Tops--or ask us to make changes and we will send it back when done via internet). Many of our authors are not local so we are used to using the internet to transfer what needs to be published.

If you are interested in a custom template, we will run a cost analysis on the project figuring it against your present cost to send it to a vendor VS printing and binding within your office.

Supported Program

The Glorybound Lasertrain is a supported program. What this means is that if you purchase a Glorybound Print Set and bring it home to use on your printer, we will assist you (in whatever way possible) to make it do what you need it to do. For instance, when I was learning to print books, I developed templates for them. When I went to print, every other side was upside down. This was a program issue and I needed to alter the program on the computer to make it compatible with the printer in order to achieve a specific outcome. Often times you need to program both the printer and the computer to make them talk the same language. Sometimes when you command the printer to pull card stock paper from the by pass feed tray, it will pause because it is unnatural. You need to let it know it is OK to do this 'once'. All of the Print Set Books are signed, numbered and stamped. The code authorized the purchaser to contact us personally as ask for assistance in achieving their project goals. As long as you are using a Glorybound Print Set and Pattern Set, we can help you work through the screens on your computer to program the printer to achieve the proper outcome.

Personalized on Site Assistance is Available

The Glorybound Lasertrain in the Glorybound office is a designated area where participants can sit under the supervision of graphic designers and publishers who are familiar with the program and the usage of the computer software. It is kind of like a washeteria. You bring what you need 'cleaned up' and insert it into our system. We are there to assist you to get what you need done. Lasertrain users are by appointment and the Lasertrain equipment is used under supervision of on site staff. We have three Loaded Lap Tops able to print on several printers. In addition, we have 40 other machines available for use within the Lasertrain. There are several book binding machines, cutters, laminators and all sorts of folding machines. We have a wall of specialized papers and bindings which can be purchased as needed. In essence, an individual can bring his book manuscript into the office, sign into the Lasertrain, purchase a template to make a book (Print Set and Pattern Set Cards) insert his manuscript into the file using the Loaded Lap Top, print the book (inserting his own paper into the printer), bind the book and walk out with a bound copy! If he wants a poster of the cover, we will show him the Print Set and Pattern Set which will show how to blow-up the cover and print it off. He can build a web site using the Print Sets or opt to pay us to build one.

The unique aspect with the Glorybound Lasertrain is that it is fail proof because the Graphic Designer who built the template is standing there! If you have difficulty with some aspect of inserting your files into the Pattern, we will help!

The Glorybound Lasertrain is set up to accommodate your budget. To use the Lasertrain, one must ‘punch’ the time clock. The fee is \$25 per hour with a minimum of 1/2 hr. If you are on a budget, we can assist you to input the files and you can print at a later time. We have bindings available at a cost ‘per binding’. These are available to give you an idea of what size best fits your needs. Once you settle in on a size, we will direct you to the source to order more when you wish to bind more copies of your project.

The focus of the Glorybound Lasertrain is ‘Helping Business Help Themselves’. We try to give you the knowledge which is needed to get you from where you are to where you need to go. It is like getting from your house to the fishing lake; you need a map. We will supply the map. You supply the vehicle and the gas. It is your project and we have no desire to take over your project.

Recently we edited a book for someone, made changes and returned the files to the client. She returned them to us a few weeks later with notes on words which she wanted more editing on. Included in those notes were changes to some words. She wanted them mis-spelled. We had corrected the spelling in our editing. So, we un-corrected the spelling and returned the manuscript to her with the mis-spelled words. She was happy. It was her book, not ours. If she wanted it that way, it was no problem to us.

As professional editors and publishers, we will make recommendations, but the project remains yours and it is our job within the scope of the Glorybound Lasertrain to help you help yourself. Knowledge empowers.

Editor by the Hour

If you desire personalized assistance beyond the Glorybound Lasertrain, you can hire an Editor by the Hour. We will sit down with you and go over your project making recommendations with projections for its outcome potential. If you are already working on an InDesign Software project and desire side by side assistance, we will be happy to sit with you teaching as you go to enable you to complete the project.

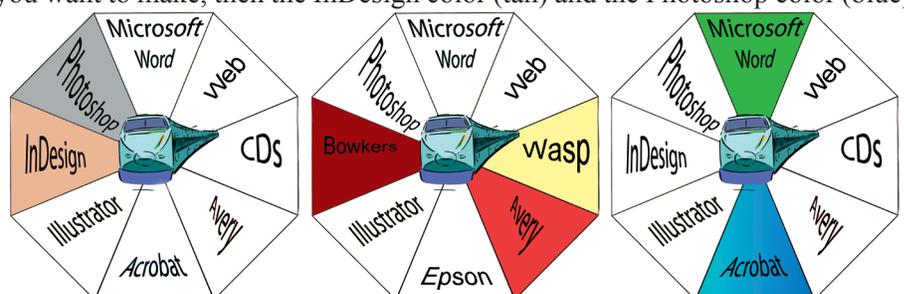
Lasertrain Ski Slope Levels of Difficulty

The Glorybound Lasertrain is organized according to levels of difficulty. The Print and Patterns Sets have colored diamonds on them. The diamonds correlate with levels of difficulty on a ski slope.

- Red (Rope Tow) are easy projects. This is the ‘bunny slope’ which is for beginner skiers.
- Blue (Intermediate Slope) are more difficult projects. If the individual has some knowledge of software operations and how to work publishing it will not be too difficult to navigate down the slope.
- Black Diamond (Hard) are difficult projects. They are usually multi page or multi-task projects which are easier learned by working on a few which are portions of the final project. The Black diamond projects are most challenging.

Lasertrain Logo

The Lasertrain Logo is included on most of the Patterns and Print Sets. It has many colors indicating software and a train coming up in the center. The software colors are changed according to types of software because we don’t have enough colors for all of the software programs we utilize. When looking at a Lasertrain Card, it is easy to see which software needs to be installed to open the Pattern Set because the Software is the only colors filled in on the Logo. For instance, if InDesign and Photoshop are needed to make the book you want to make, then the InDesign color (tan) and the Photoshop color (blue) will be the only ones colored in. If you have those two software then you can open and manipulate this software.



Over view of the Lasertrain Templates:

- 100% can be edited when opened using the software the project was built in.
- Samples of text and place holders for pictures are left within the previously built project.
- Can be used over and over as many times as desired. No need to re-purchase a product to build a new one.
- Time savers because much of the work has already been done for you. For example: If you are building a tri-fold brochure, you can be assured it will fold on the fold lines which have been left in place.

Some Areas of the Lasertrain (Just ask us for what you need and we will see if we have it already done. We have over 500 templates in stock).

- Business Cards
- Wire Bound Books
- Coil Bound Books
- Perfect Bound Books
- Wrap Book Cover
- 11 x 17 Books
- Small Books
- Stapled Books
- Booklets
- E-books
- E-pub file formatting
- Web site file format
- Bar Codes
- Brochures
- Stickers
- Sticker Dots, squares, address label
- Print on Magnet paper
- Print on Paper bags
- Print on fabric
- Sequential numbering (Cards, labels, stickers)
- CD packaging
- Print on CDs
- Registration of books (ISBN and Copyright)
- File formats (Change between)
- Blow-up of project (Enlarge)
- Shrink project (Downsize)
- Calendars
-
- Christmas Cards, Birthday Cards, Invitations
- Tickets
- Working with Clip Art
- Working with Photos
- ISBN Bar Code
- Letter to Legal up Size
- CD and DVD replication
- Tee Shirt Tags
- Making a Watermark
- Vinyl Book Cover
- Name Tags
- Name Badge
- Advertisement Options
- Catalogues
- Sales Receipts (with canary copies)
- Web Site Options
- Working in Photoshop
- Working in InDesign
- Working in Illustrator
- Working in Acrobat
- Book marks
- Information Cards
- Magnetic Calendar
- Binder Spine
- Working with Tables in InDesign