

Modular Bookbinding

Case for Support



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Publisher Pain

PROBLEM:

Publishers who risk losing profits maintain traditional business models.

As electronic books become more popular, the traditional textbook publishers are feeling the pressure to innovate and be able to update information rapidly. This calls for frequent changes to published materials. It is necessary to introduce a new technology that allows these textbook manufacturers to deliver updated information to its consumers quickly and cost-effectively without losing their profit margin to predatory pricing from electronic book retailers.

PROBLEM:
Content is quickly outdated

*Small Changes=
Big Costs*

SOLUTION:

Cut costs and increase sales.

Hooking Book's new bookbinding technique will allow the textbook manufacturers to compete with the electronic book publishers by providing new sections of these textbooks more quickly and cost effectively than before.

This new system is designed to allow publishers to have

1. Faster product-to-market time
2. Reduced cost of production
3. Larger profit margin
4. Valid response to competitive threats
5. New revenue stream from market segments and school districts that can't currently afford to purchase new versions of textbooks as they are sold

SOLUTION:
*Manufacturing process...
Currently exists
Used in mass production*

*Materials are...
Readily available
Inexpensive*

*Innovative combination...
Hooking Book™*

Consumer Pain

PROBLEM:

Children are suffering by toting heavy textbooks.

The American Chiropractic Association (ACA) and the American Occupational Therapy Association (AOTA) states that children should not carry more than 10% of their bodyweight. Yet researchers found children carrying 22 % of their bodyweight in studies conducted in the US.¹

60% of the orthopedists reported seeing child patients with back and shoulder pain caused by heavy backpacks.² The National Safety Council states that according to the US Consumer Product Safety Commission there were more than 21,000 backpack related injuries that ended up being treated in emergency rooms, clinics and doctors' offices in 2003. The range of these injuries was widespread from contusions, to sprains, and even fractures.³

Russell Windsor, M.D., an orthopedic surgeon at New York's City Hospital for Special Surgery states there are more fourth and fifth graders complaining of backaches fatigue and stress. He further asserts that these children don't have the body strength to remain erect under these loads and it puts their skeleton under substantial pressure.

Backpack related problems are not confined to the US only. A research study conducted in Italy supported by the Italian Health Ministry shows that more than 35% of Italian school children carry more than 33% of their bodyweight, which exceeds the limits proposed for adults.⁴

*PROBLEM:
Youth are carrying more than double the recommended weight on backs

Medical attention is needed

Information from printed materials is retained better than digital files*

¹ "Pain in the Backpack." [WebMD.com](http://www.webmd.com/content/article/11/1739_50105). 2000. WebMD. 13 Apr. 2009 <http://www.webmd.com/content/article/11/1739_50105>.

² "Pain in the Backpack." [WebMD.com](http://www.webmd.com/content/article/11/1739_50105). 2000. WebMD. 13 Apr. 2009 <http://www.webmd.com/content/article/11/1739_50105>.

³ "Backpack-related injuries in children - NSC." [NSC.org](http://www.nsc.org/resources/factsheets/hl/backpack_safety.aspx). National Safety Council. 13 Apr. 2009 <http://www.nsc.org/resources/factsheets/hl/backpack_safety.aspx>

⁴ "School Kids Carrying the Weight of the World on Their Shoulders." [WebMD.com](http://www.webmd.com/content/article/11/1728_53150.htm). 1999. WebMD. 13 Apr. 2009 <http://www.webmd.com/content/article/11/1728_53150.htm>.

SOLUTION:

Lose the bulk and carry what you need most.

Traditional textbooks are the main culprits of the large backpack weights and related injuries. Hooking Book's technology will allow publishers to produce back-friendly editions of their texts. This modular binding technique transforms traditional printed books into individually bound sections that then attach and detach from the remaining book block.

Hence, students will no longer need to carry around the entire textbook but only the section that they need. This will dramatically reduce the weight that students put in their backpacks, and at the same time reduce backaches and other injuries.

SOLUTION:

*Detach parts of the book
from the whole*

*Purchase and carry only
what is most needed*

About Hooking Book

Hooking Book is a patented technology for the bookbinding industry. These modular books allow sections of the whole book to be individually bound. These sections can then be carried separately or attached to one another with a connecting piece.

Hooking Book has additional International patents pending and is entertaining licensing offers at this time.

Brief Technology Description

Complimentary spine hinges allows for mass production and ease of use.

Hooking Book's modular book utilizes a mechanical binding system. The large book block of a text is first separated into smaller portions. These sections are individually bound as paperback books. A slender attaching member is then added to the spine of these sections. These sections can then be adjoined by inserting the complimentary attaching members together. The intersection creates an axis about which the independently bound portions can rotate, effectively creating a common spine and hinge area for this modular book.

Contact Information

For additional information, please contact the inventor directly. Thank you for your consideration.

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