

## **FOR IMMEDIATE RELEASE**

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### **R.J. JULIA BOOKSTORE HAS INSTALLED AN ESPRESSO BOOK MACHINE®**

9/12/2012, (MADISON, CT and NEW YORK, NY) – On September 29, R.J. Julia Booksellers will host an event to launch the Espresso Book Machine (EBM) in their bookstore. R.J. Julia is widely considered to be one of the most vibrant and successful small independent bookstores in the country.

The EBM brings a revolutionary book-publishing technology to one of the most respected independent booksellers in the world.

The EBM is the only digital-to-print at retail solution on the market. Within minutes, the EBM can produce a bookstore quality paperback with color cover, in any standard trim size, at point of sale. The content is fed to the machine via EspressoNet, On Demand Books' growing digital network of over seven million titles.

EspressoNet retrieves, encrypts, transmits and catalogues books from a multitude of English and foreign language content providers (including public domain sources, traditional publishers, and self-published authors). Additionally, through On Demand Books' SelfEspresso software, writers can format, design, edit, and upload their physical book for printing into a physical book and inclusion on the EBM catalog worldwide.

The EBM provides a new sales channel for publishers and vastly increases the availability of titles for physical bookstores, significantly reducing loss of sales due to books being out-of-stock. And the EBM technology offers bricks-and-mortar retailers the opportunity to become community self-publishing centers, providing a new distribution platform for self-published authors. EBM improves efficiency and sustainability by eliminating shipping, returns, and pulping of unwanted books.

#### **R.J. Julia / On Demand Books**

"Our goal as a bookstore has always been to introduce writer to reader; now we have the opportunity to allow the reader to be a writer as well," said Roxanne Coady of R.J. Julia. "We're thrilled to give our customers and the community the ability to print books instantly in our store."

Dane Neller, CEO of On Demand Books commented, "On Demand Books is delighted that an Espresso has found a home at R.J. Julia, a beating heart of the Madison, Connecticut, community. With the Espresso, R.J. Julia will offer their customers a self-publishing tool like no other – an increasingly popular and profitable business center for bookstores."

Located in the shoreline town of Madison, Connecticut, R.J. Julia Booksellers has always been a great place to meet books.

R.J. Julia opened 22 years ago as an independent bookstore whose mission was, and is, to be a place where words matter, where writer meets reader, where the ambiance and selection and merchandising of books creates an atmosphere that is welcoming and presents the opportunity for discovery.

The store is the proud winner of major awards, including in part: Publishers Weekly Bookseller of the Year, Lucille Pannell Award for Bookselling Excellence, Connecticut Magazine Best Bookstore, Connecticut Retailers Award for Community commitment, Advocate's Best Bookstore, and the New Haven Business Small Business Award.

R.J. Julia hosts more than 200 events a year. Authors from all over the country—some even from overseas—visit the store to inspire, educate, and entertain our customers. The store is known for its knowledgeable staff, who share their passion for reading with opinionated book selections and shelf-talkers, and the ability to put the right book in the right hand every time. Always innovative and looking for new ways to engage our customers, R.J. Julia is thrilled to have the Espresso Book Machine as a new addition to the store.

### **About On Demand Books, LLC**

On Demand Books was cofounded in 2003 by Jason Epstein, former Editorial Director of Random House; Dane Neller, former CEO of Dean & DeLuca; and Thor Sigvaldason, former technology consultant at PricewaterhouseCoopers. Espresso Book Machines have been placed in bookstores, libraries, universities, and other locations in the USA, Canada, the UK, the Middle East, Asia, Australia, and the Caribbean. In September 2010, On Demand Books and Xerox announced a partnership whereby Xerox will market, sell or lease, and service the Espresso Book Machine worldwide. Made in the USA, Espresso Book Machines significantly reduce a book's environmental footprint. For more information go to [www.ondemandbooks.com](http://www.ondemandbooks.com).

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