

# PUBLISHERS WEEKLY®

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## Book Technology

### Melcher Media Gets Book Patent

IN AN UNUSUAL advancement in book production, Melcher Media has received a patent for its DuraBooks technology, a synthetic paper and binding that makes DuraBooks virtually indestructible but still recyclable. DuraBooks are made from synthetic paper made of plastic and inorganic fillers. The waterproof binding is sewn with a special thread and adhered with a special glue.

Charles Melcher, founder of the packaging and independent publishing house Melcher

Media, published the first DuraBook, *Acqua Erotica: 18 Stories for a Steamy Bath and Wet: More Acqua Erotica*, in 2000 with Three Rivers Press; there are about 180,000 copies of the two books in print.

Melcher told PW that he intends to license the technology to publishers. "Licensing will give us the economies of scale that will bring the production cost and the price down," he said. Melcher noted that the technology is ideal for children's books, cookbooks and

field guides. "It's waterproof, spillproof, stainproof, and it's been tested for child safety," said Melcher. "It's great for summer reads," he quipped. "You can take your beach novel right into the water."

Melcher Media has been producing DuraBook editions for a variety of publishers and intends to release a new title, *The Soothing Soak*, an anthology of short stories with a water theme, under the Melcher Media imprint this month. Melcher said that there are more than 600,000 copies of DuraBook editions in print.

—CALVIN REID