

PRINTING COMPANY TARGETS MINIPRENEURS WITH ECO-FRIENDLY NOTEBOOK



MANUFACTURING

The venerable Moleskine-style notebook may claim the likes of Picasso and Hemingway among its past users, but an Oregon-based printing and publishing company recently launched a new alternative that offers the added appeal of eco credentials and customizability, and squarely targets (artistic) minipreneurs. Pinball Publishing's [Scout Book](#) is a pocket-sized notebook with saddle stitching and a durable chipboard cover. Artists, designers and other minipreneurs can customize the 32-page notebook by uploading their own cover art and choosing an interior paper style—lines, grids or blank, with a choice of 18 Pantone ink colours. Both the cover and interior are made from 100 percent recycled paper, inks are soy-based, and Pinball uses renewable energy sources in its manufacturing. Minimum order is 250 notebooks, and multiple cover styles can be included in one order. Pinball specifically targets artistic entrepreneurs on [Etsy](#) and elsewhere with the Scout Book, which seems a natural for branded promotional giveaways, too. Besides bringing one more product category into the ever-expanding realm of customizability, the Scout Book is also a testament to the growing ranks of (part-time) artistic and crafty entrepreneurs, who have become an attractive market of their own. Give them new options, make their lives easier, and they'll return your love in kind! (Related: [White lines make paper stand out](#) — [Design-before-you-buy on German version of Etsy](#).)

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