

# PHOTOBOOKS

For Professionals



[eu.asukabook.com](http://eu.asukabook.com)



# DESIGN AWAY, YOU ARE THE PUBLISHER.

The AsukaBook breaks the mold for typical photographic image presentation. State-of-the-art printing technology, bookstore quality, coffee table book styling, and single copy production are available at an exceptional price point.

## SEE IT TO BELIEVE IT.

Strict color management and quality control, combined with precision hand binding, allow AsukaBook to create a quality product that is without comparison. We are so confident you will love our books, we are offering a 50% discount on your first studio sample book order. Go ahead, give us a try!

## BOOK STYLES FOR ANY PROJECT.

AsukaBook products are available in a variety of cover styles, sizes and finishes. They are perfect for wedding albums, parent albums, portfolios, fine art, family story books, babies or fashion – the possibilities are endless.

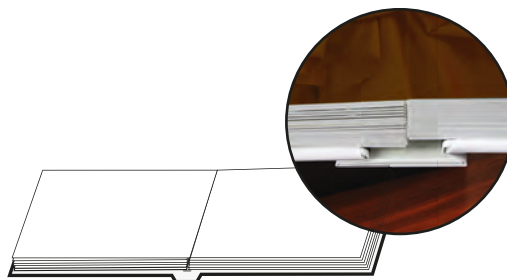
## HOW WILL YOU USE ASUKABOOK?

# CHOOSE YOUR STYLE

## 1 ALBUM STYLE

**NeoClassic, Curve, Vista & Heirloom** –

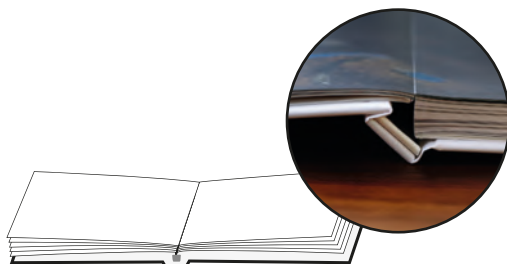
The album style features very thick pages and flush mount binding. The pages are completely flat and there is no seam in the centre. There are different cover options available and the album comes in a beautiful presentation box.



Album-Style: NeoClassic (see page 6–15)

## 2 LAYFLAT STYLE

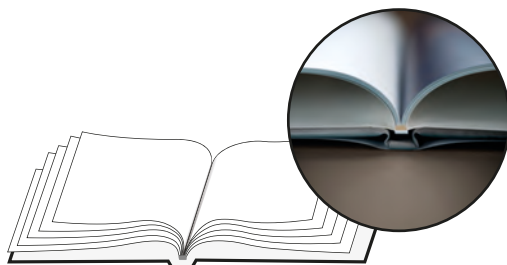
**Zen Layflat & Art Layflat** – The lay-flat binding displays your images with no gutter loss. The pages are thinner and more flexible compared to the album style and they lay completely flat. There are many cover options and a designable deluxe presentation box.



Layflat-Style: Zen Layflat (see page 16–21)

## 3 BOOK STYLE

**Book Bound & Art Softcover** – The superior quality coffee table book comes with a traditional book bound binding. It feels like an expensive high-end photo book or magazine in a book store. Choose between different covers, slide-in and presentation cases.



Book Style: Book Bound (see page 22-31)

# CHOOSE YOUR COVER

## Designable

Designable covers give you the freedom to personalize the front, back and spine with your own design, images and text.\*



## Leather

Choose between genuine leather and animal friendly leather covers\*\*. Gold or silver hot stamping text included.



## Other Materials

Other materials feature silk, microsuede and carbon fiber\*\*. Gold or silver hot stamping text included.



# CHOOSE YOUR CASE

## Presentation Box

Presentation boxes are fully designable\* and come with a DVD placeholder. The deluxe boxes include plush felt lining with a book holder.



## Slide-In Case

Choose between designable slide-in cases\*, black/red\* ones with hot stamping text or frosted cases (semi-transparent).



## Other Cases

There are other cases for DVD or NeoClassic books. The case is always included in the total book price



\* Available in laminate matt or glossy

\*\* Materials and colors see page 44

# NEO CLASSIC ALBUM STYLE







## CLASSIC STYLE

The NeoClassic book line is a more traditional style with thicker, board type pages. The pages of this “New Classic” book are available in a laminate matt or glossy finish and are printed in exquisite 6 color. The modern looking, glossy or matte cover is fully designable and the book is showcased in a unique, customizable slide-in presentation case. There is a space to insert a DVD or CD of images to complete this classy ensemble.

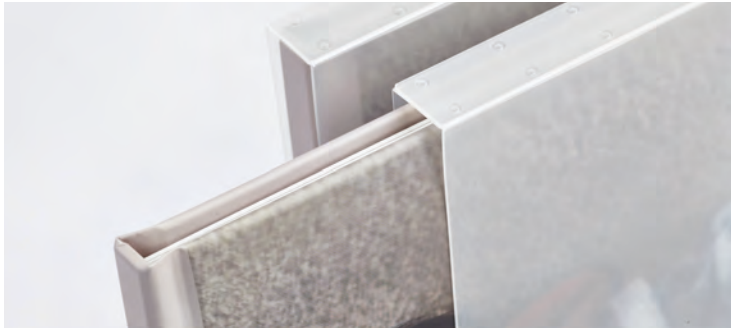
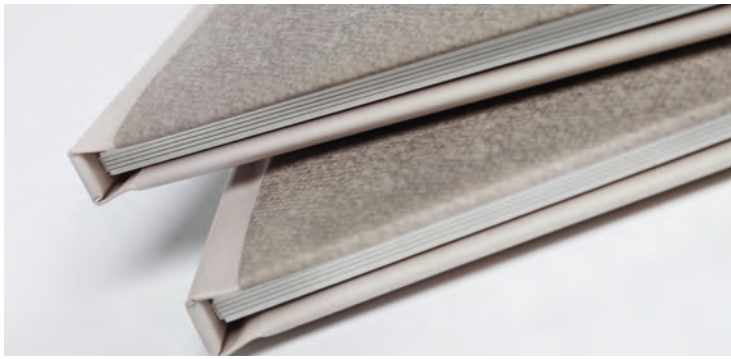
### FEATURES

- Sizes (in “cm” for inside pages):  
**Square:** 12x12 (30x30cm), 10x10 (26x26cm)  
 8x8 (21x21cm)  
**Landscape:** 11x8 (29x20cm)  
**Portrait:** 8x11 (20x29cm)
- Pages: 10, 20, 30, 40, 50, 60
- Page Finish: Laminate matt or glossy
- Cover: Designable hard cover, flat or cushioned, laminate matt or glossy
- Cover Material: Animal friendly leather or other material. See page 34 for cover material and colors.
- Case: Designable presentation case, laminate matt or glossy, with DVD placeholder

# VISTA LAYFLAT BOOK







## BOOK WITH ALBUM PAGES

Evoke celebration and excitement with the Vista's panoramic spreads.

Choose between a fully designable hard cover or cushioned cover. Both options open to thin, board-mounted pages finished in either glossy or matte and a layflat binding. This book starts and finishes with a printed spread, providing the most space for your designs. The Vista is accompanied by a sleek frosted plastic case.

### FEATURES

- Size: 12x12 (30x30cm), 10x10 (26x26cm), 8x11 (29x21cm), 11x8 (21x29cm), 8x8 (21x21cm)
- Sides: 4, 6, 8, 10, 12, 14, 16, 18, 20
- Binding/Pages: Layflat Binding with Thin, Board-Mounted Pages
- Paper Finish: Laminate Glossy, Laminate Matte
- Cover: Designable Cushioned Hard Cover, Designable Hard Cover
- Cover Finish: Laminate Glossy, Laminate Matte
- Case: Clear Frosted Plastic Case



# ZEN LAYFLAT IMPACT

THE ART OF THE RING

Zen  
by  
ASUKABOOK<sup>TM</sup>





# IMPRESS

The newest addition to our Zen Layflat books is the Impact line. These books are luxurious in every way. The Zen Layflat binding displays your images with no gutter loss. The Impact books come with your choice of cover in animal friendly leather or our new material covers. These stunning books are showcased in a designable deluxe presentation box that includes a plush felt lining with book holder and CD or DVD placeholder.

## FEATURES

- Sizes (in "cm" for inside pages):
  - Square:** 12x12 (30x30cm), 10x10 (26x26cm), 8x8 (21x21cm), 7x7 (18x18cm), 5x5 (12x12cm)
  - Landscape:** 15x10 (39x25cm), 11x8 (29x20cm), 10x7 (25x18cm), 8x5.5 (21x14cm), 7.5x5 (19x13cm)
  - Portrait:** 8x11 (20x29cm), 7x10 (18x26cm), 5.5x8 (14x20cm)
- Pages: 10 - 100 (2 steps)
- Page Finish: Varnish, laminate matt or glossy
- Cover\*: Animal friendly leather or other materials, optional gold or silver hot stamping text
- Case: Designable deluxe presentation box, laminate matt or glossy, plush felt lining with book holder and CD or DVD placeholder

\* See page 34 for cover materials and colors

# ZEN LAYFLAT EX / EXD / HC



Zen  
by  
ASUKABOOK<sup>®</sup>  
TM





## FIND YOUR ZEN

The Zen Layflat is a superior quality lay-flat\* style book. The beautiful laminate or varnish finish protects the pages and continues seamlessly into the binding of the book. This invisible binding allows you to fully display your images without gutter loss. The lay-flat line is available in our traditional Hard Cover and EX book formats with the choice of a varnish, laminate matt or glossy page finish.

### FEATURES

- Sizes (in "cm" for inside pages):
  - Square:** 12x12 (30x30cm), 10x10 (26x26cm), 8x8 (21x21cm), 7x7 (18x18cm), 5x5 (12x12cm)
  - Landscape:** 15x10 (39x25cm), 11x8(29x20cm), 10x7 (26x18cm), 8x5.5 (20x14cm), 7.5x5 (19x13cm)
  - Portrait:** 8x11 (29x20cm), 7x10 (18x26cm), 5.5x8 (14x20cm)
- Pages: 10 - 100 (2 Steps)
- Page Finish: Varnish, laminate matt or glossy
- EX Type: Hard cover book with jacket (designable flaps) and red or black slide-in book case
- EXD Type: Hard cover book with jacket (designable flaps) and designable slide-in book case
- HC (Hard Cover) Type: Includes frosted plastic case

# ART LAYFLAT BOOK





## NATURAL LOOK

The Art Layflat Book boasts elegant ivory uncoated inside pages with a smooth hard cover. The Art Layflat Book is packaged in a natural tan gift style box, with a fully designable lift off top.

### FEATURES

- Sizes (in “cm” for inside pages):  
**Landscape:** 11.5x9 (30x23cm), 7.5x6 (19x15cm)  
**Portrait:** 9x11.5 (23x30cm), 6x7.5 (15x19cm)
- Paper Finish: None, uncoated ivory paper
- Cover: Designable hard cover, Laminate matte or glossy
- Case: Gift style box with designable lift top and natural tan bottom, Laminate matte or glossy case finish



# HARD COVER BOOK BOUND







## THE ORIGINAL

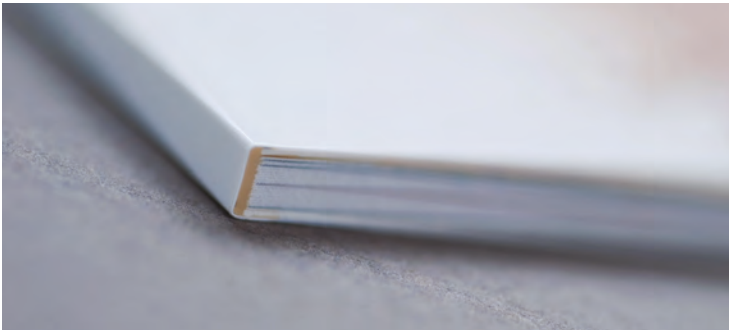
The hard cover AsukaBook has a high-end feel that is reminiscent of fine art coffee table books. The cover can be printed full bleed, front to back, and has a protective matt or glossy coating. The hard cover book is nicely presented in a frosted plastic case that offers extra protection and easy portability. Hard cover books are handy for smaller copies (parent or friend books). Despite the high quality the price is also less compared to the other book types.

### FEATURES

- Sizes (in “cm” for inside pages):
  - Square:** 12x12 (30x30cm), 10x10 (26x26cm), 8x8 (21x21cm), 7x7 (18x18cm), 5x5 (12x12cm)
  - Landscape:** 11x8(29x20cm), 10x7 (26x18cm), 8x5.5 (20x14cm)
  - Portrait:** 8x11(21x29cm), 7x10 (18x26cm), 5.5x8 (14x20cm)
- Pages: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100
- Page Finish: Varnish, laminate matt or glossy
- Cover: Laminate matt or glossy
- Case: Frosted case

# SOFT COVER BOOK BOUND





## SIMPLE ELEGANCE

The soft cover AsukaBook offers a more casual alternative. It is comfortable to hold and flip through, while still offering a fully printable cover with a protective matt or glossy coating. The soft cover book is nicely presented in a frosted plastic case that offers extra protection and easy portability. The soft cover book is nicely presented in a frosted plastic case that offers extra protection and easy portability.

### FEATURES

- Sizes (in “cm” for inside pages):
  - **Square:** 10x10 (26x26cm), 8x8 (21x21cm), 7x7 (18x18cm), 5x5 (12x12cm)
  - **Landscape:** 11x8(29x20cm), 10x7 (26x18cm), 8x5.5 (20x14cm)
  - **Portrait:** 8x11 (20x29cm), 7x10 (18x26cm), 5.5x8 (14x20cm)
- Pages: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100
- Page Finish: Varnish, laminate matt or glossy
- Cover: Laminate matt or glossy
- Case: Frosted case



# ART BOOK SOFT COVER



ART  
PAPER





## ART MAGAZIN

The Art Book Soft Cover is bound with a traditional book binding similar to our Book Bound line and reminds us of a high-end magazine, but with heavier, art paper pages. Unlike our other Art products that come with textured ivory colored paper, this soft cover book comes with textured white paper. The cover is available with a beautiful laminate glossy or matte finish, or without lamination giving you the natural finish of the art paper. This book also has the option to print on the inside of both the front and back covers.

The book is presented in a white mottled envelope with a classic wrap tie closure.

### FEATURES

- Size: 8.5x10.5 (22x27cm)
- Sides: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100
- Binding/Pages: Standard Binding/Thin Textured White Art Paper
- Page Finish: None
- Cover: Designable Soft Cover
- Cover Finish: Glossy, Matte, None
- Case: Textured Cream Envelope with string closure

# DVD PRESENTATION BOOK





# SHOWCASE

The DVD Presentation Book is the top of the line showcase for any DVD slideshow or portfolio. This presentation book has a designed outside cover which opens to reveal a fully designed, removable book with matt or glossy hard pages. Opposite of the removable book is a DVD placeholder covered with an elegant sheet of velum. The slide-in case for the presentation book has a fine paper finish available in four colors and includes optional gold or silver hot stamping text.

## FEATURES

- Sizes (in "cm" for inside pages):  
**Portrait:** 5.5x8 (14x20cm)
- Pages: 6, 8, 10, 12
- Page Finish: Laminate matt or glossy
- Page Type: Flush mount hard pages
- Case: Slide-in case with optional gold or silver hot stamping text
- Case color options: black, cream, pink, mint green
- Single or double CD or DVD placeholder.



# USB PRESENTATION BOOK







## MEMORIES AND KEEPSAKES

The USB Presentation Book is a unique and contemporary ensemble for presenting client images and/or showcasing memorable keepsakes.

This presentation book has a designable custom cover that opens to reveal a fully designable, removable hard-page book. Opposite the removable book is a windowed compartment to hold a USB\* or a small keepsake. The presentation is completed with a slide-in protective case available in three colors, with the option of a personalized hot stamp text.

### FEATURES

- Sizes (in "cm" for inside pages):  
**Portrait:** 5.5x8 (14x20cm)
- Pages: 6, 8, 10, 12
- Page Type: Flush mount hard pages (hard board)
- Paper Finish: Laminate matte or glossy
- Cover: Designable and removable hard cover book (inside case). Laminate matte or glossy.
- USB Book Case: Designable card cover case with USB stick or keepsake display holder. Laminate matte or glossy.
- Slide-In Case: Slide-in book case with a personalised gold or silver hot stamping text.
- Case colors: smooth black, chocolate or cream pearl

\* not included

# ZEN LAYFLAT FOLIO



Zen  
by  
ASUKABOOK  
TM



## YOUR PORTFOLIO

Perfect as an in-studio image display, client add-on, or by itself as a thoughtful gift. The Zen Layflat Folio offers a sleek way to display photo favorites. These fully designable folios are available in bi-folio, tri-folio and multiple sizes. The folios are seamless, layflat, and press printed with exceptional quality 6-color printing.

### FEATURES

- Sizes (in “cm” for inside pages):
  - Square:** 12x12 (30x30cm), 10x10 (26x26cm), 8x8 (21x21cm), 7x7 (18x18cm)
  - Landscape:** 11x8 (29x20cm), 8x5.5 (20x14cm)
  - Portrait:** 8x11 (20x29cm), 5.5x8 (14x20cm)
- Folio Sides: 2, 3
- Paper Finish: Laminate matte and glossy
- Cover: Designable hard cover, Laminate matte or glossy
- Case: Clear frosted plastic case



# ART LAYFLAT FOLIO



ART  
PAPER



## NATURAL ELEGANCE

This premium quality folio offers unmatched luxury and versatility. The Art Layflat Folio surpasses expectations as an in-studio image display, a client add-on, or a thoughtful gift.

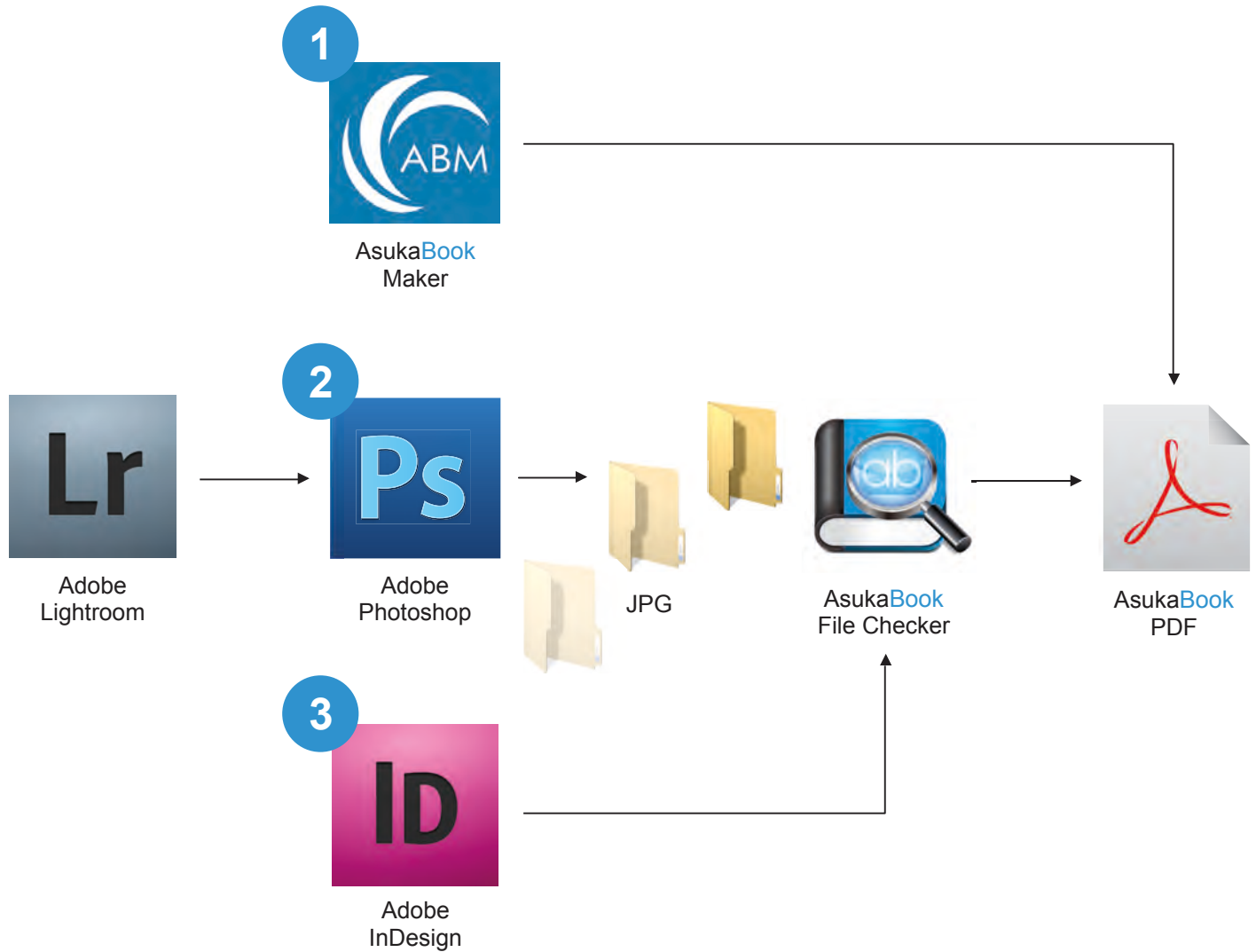
The Art Layflat Folio is larger than the standard Zen Layflat Folio, and boasts elegant ivory uncoated paper and a smooth matte hard cover. This fully designable folio is available as a standard folio and a tri-folio. The Art Layflat Folio is seamless, layflat, and press printed using exceptional-quality 6-color printing.

The Art Layflat Folio is packaged in a frosted plastic case.

### FEATURES

- Sizes (in "cm" for inside pages):  
**Landscape:** 11.5x9 (30x23cm), 7.5x6 (19x15cm)  
**Portrait:** 9x11.5 (23x30cm), 6x7.5 (15x19cm)
- Folio Sides: 2, 3
- Paper Finish: Ivory uncoated pages
- Cover: Designable hard cover, Laminate matte or glossy
- Case: Clear frosted plastic case

# DESIGN OPTIONS





## 1 ASUKABOOK MAKER – ABM

AsukaBook Maker (ABM) 2 is a new, comprehensive design software available exclusively to AsukaBook customers. ABM is an easy-to-use software for the sole purpose of creative and efficient book layout design. Take advantage of the variety of design options available to

cater to all design needs and abilities, as well as layout templates, sloppy borders, masks, actions and many other image enhancement tools. [abm.asukabook.com/en](http://abm.asukabook.com/en).

## 2 ADOBE PHOTOSHOP® – TEMPLATES

Adobe Photoshop software provides the most comprehensive suite of tools for editing digital images. Photoshop can resize, enhance, color correct and layout your photos onto our blank AsukaBook templates. The possibilities are endless when using Photoshop.

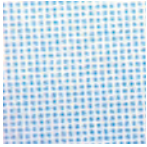
The free software “ File Checker “ then automatically generate your PDF for printing.

## 3 ADOBE INDESIGN® – ABID

Adobe InDesign is a popular choice for photographers and graphic designers alike. With its vast and varied functions and layout abilities, InDesign is a great tool to use when creating an AsukaBook, as well as other printed materials. The new AsukaBook InDesign Tool (ABID) allows to create AsukaBooks directly within InDesign. All book types, formats and options are already included - just concentrate on book design and layout.

# UNIQUE FEATURES

## PRINT QUALITY



4-color



6-color

AsukaBook's are printed in exquisite 6 colors. The quality exceeds offset printing. We use special inks that outlast the life of widely used press inks. A surface varnish coating or laminate is also applied, increasing durability and quality. Furthermore color management, calibration pages and a special printer profile ensure the perfect match of colors.

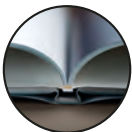
## PAGE FINISH



uncoated matt varnish glossy

AsukaBook's laminate glossy and laminate matt finishes are unique in the market. It makes the pages feel a bit thicker, with slightly more protection from normal wear and tear than our third option, varnish. The Varnish finish is more of a semi-gloss page finish. It is sometimes compared to a luster or a satin finish. Furthermore the new Art book line comes with uncoated pages.

## BINDING TYPES



book



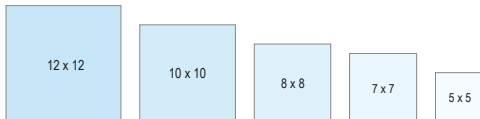
lay-flat



album

With AsukaBook you get high quality book styles for every taste. The current line-up covers the modern book bound style, a patent-pending lay-flat style and a neo classic album style. You do not have to handle several manufacturers anymore - let AsukaBook be your partner for all of your clients wishes.

## BOOK SIZES



AsukaBook's are available in many different sizes. The portfolio features square, vertical and landscape formats starting from the handy 5x5 (12x12cm) up to the A3 landscape (40x29cm) which is a perfect choice for large panorama images. Just order one copy or make your own packages i.e. for brides and parents.

## DESIGNABLE BOX



AsukaBook offers you to design your own boxes and book jackets. Some book types come with designable presentation boxes with CD/DVD placeholders as well. Leather covers and cases can be personalized with a hot-stamp text too. All this options are included in the book price.



# COVER MATERIALS

## Animal friendly Leather (FLX Book Bound, NeoClassic, Layflat Impact)



Black



Brown



Camel



Bordeaux



White

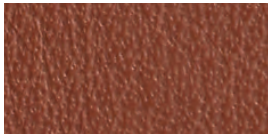


Pink

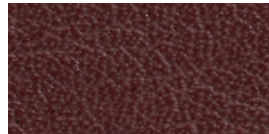


Babyblue

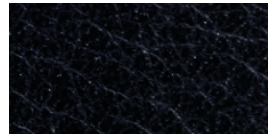
## Genuine Leather (LX Book Bound)



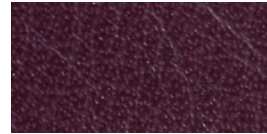
Saddle



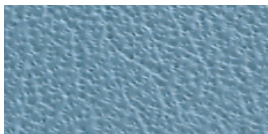
Brown



Black



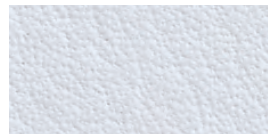
Bordeaux



Babyblue



Pink



White

Because we use all natural hides, some slight variations in the textures and color may occur.

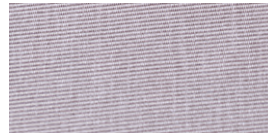
## Other Materials (Layflat Impact, NeoClassic)



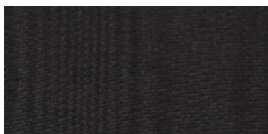
Black Microsuede



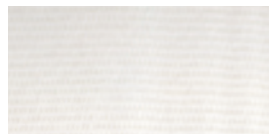
Brown Carbon Fibre



Brushed Metal Silk



Onyx Silk



Pearl Silk



Retro Red



# WE WANT YOU TO LOVE YOUR ASUKABOOK.

PLEASE FEEL FREE TO CONTACT US IF THERE IS  
ANYTHING WE CAN DO TO HELP

## SUPPORT & CONTACT INFO:

ASUKABOOK Europe  
Sigmaringer Strasse 108  
D-72458 Albstadt  
Germany

TEL: +49 (0) 7431 934099

WEB: [eu.asukabook.com](http://eu.asukabook.com)

EMAIL: [europe@asukabook.com](mailto:europe@asukabook.com)

BUSINESS HOURS: Monday - Friday 9:00 - 12:00, 14:00 - 17:00





