

Printing and translation instructions for Where Children Grow

Information for the translator

Book titles

If the book title is translated and published, please use the local titles, in italics, with the Swedish in parenthesis, e.g. for English, *Pippi Longstocking* (Pippi Långstrump). If the book is not translated, please use the Swedish title in italics and your own translation in parenthesis, e.g. *Floras kulle* (Flora's hill).

Character names

In the English version, we have used Swedish character names if no books with that character are translated, and English character names whenever there are available translations. Please follow this formula in your local language. Use character names in your local language for characters appearing in books that have been translated, and for characters in books with no translation, please use the Swedish character name. If you do not know the Swedish character name, please mark it clearly in the text or ask your contact person for help.

Printing instruction

Roll-up

For the roll-up, no specifications are required apart from the dimensions, i.e. 1000 x 2000 mm. Often, however, the case that the picture is rolled up from/down into may differ in quality. It is a good idea, therefore, to present an example and request a price for this system or a similar one. Expandmedia is available all over the world so that is a useful reference. Their Expand Mediascreen 1 (http://www.expandmedia.com/us/our_products_6/retractable_displays_banner_stands) is a good, stable version. However, there are any numbers of different brands.

In some countries they are called Standees, which may be worth knowing. So when describing them, write Roll-up/Standee system. And it is a good idea to send along the reference link to the Expand system.

Folder

The folder looks best if you use a slightly heavier paper for the cover – see Alternative 2.

16 pages
A5 (148 X 210 mm)
4-colour print
Staple stitched

Paper:

Alternative 1 - with the same paper through all pages:

180 to 250 g (depending on paper bulk) Silk or Matt Coated Paper, Neutral White

Alternative 2 - with cover printed on heavier paper:

Cover 4 pages: 250 to 300 g (depending on paper bulk) Silk or Matt Coated Paper, Neutral White

Text block 12 pages: 150-170 g (depending on paper bulk) Silk or Matt Coated Paper, Neutral White