

News Release

January 14, 2015

## **Ingram Construct Makes Customizing Books Easy**

*Ingram Content Group Inc. simplifies custom publishing for POD and e-books*

NASHVILLE, TN – Publishers' ability to customize content and give readers exactly what they want just got easier with **Ingram Construct**, a comprehensive, custom publishing solution for print-on-demand and e-books from **Ingram Content Group Inc.** Ingram Construct gives publishers a simple way to tailor their books to end users' needs using existing titles, going from creation to production to distribution in minutes.

"We want to help publishers better connect with customers, and Ingram Construct gives them an easy way to customize any title to best meet customers' needs," said **Brian Hogue**, Vice President of Content Systems, Ingram Content Group. "With Ingram Construct, a publisher can use existing content to create customized print or digital books within minutes. It's another way Ingram is using our technology and infrastructure to help our clients grow their business and find new streams of revenue.

Ingram Construct is flexible, scalable and web-based. Through easy-to-use tools, publishers can remix and reuse existing content, add third party material from other sources and develop custom covers for new content. Ingram Construct's features include a dashboard to organize project types, custom cover options, customized digital proofs and analytics. It can be used to create special editions, title bundles, book samplers, teasers, single chapter editions or to fulfill special requests from retailers, institutions, conferences or customers.

"Ingram's full suite of publishing services, including their CoreSource digital asset management platform, print-on-demand solutions and now their newest custom publishing options through Ingram Construct, give us relevant and easy-to-use tools that help us use our content in new ways, create incremental revenue streams and meet the changing needs of the

market and our customers worldwide," said **David Horwitz**, Vice President of Sales at SAGE Publications, Inc. "We look forward to taking advantage of all that Ingram Construct has to offer."

Integrated with Ingram's world class digital and physical manufacturing and distribution network, Ingram Construct allows publishers to create customized print or digital books for as low a production run as a single unit. The platform is fully integrated with Ingram's CoreSource, Vital Source and Lightning Source services, ensuring that custom books can be delivered to customers anywhere.

"Technology has opened the gates of possibility for custom books, and at Ingram we're committed to developing new tools to help our clients realize a book's full potential. Ingram Construct is one of the many ways publishers can take books further," said **Kelly Gallagher**, Vice President of Content Acquisition, Ingram Content Group. "From 'virtual' boxed sets of titles to class-specific editions, there are limitless opportunities for one book with Ingram Construct."

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### *About Ingram*

Ingram Content Group Inc. is a subsidiary of Nashville-based Ingram Industries Inc. The company got its start in 1964 as a textbook depository and has since grown and transformed into a comprehensive publishing industry services company that offers numerous solutions, including physical book distribution, print-on-demand and digital services.

Committed to the success of its partners, Ingram works closely with publishers, retailers, libraries and schools around the world to provide them with the right products and services to help them succeed in the dynamic and increasingly complex world of content publishing. Ingram's operating units are Ingram Book Company, Lightning Source Inc., Vital Source Technologies, Inc., Ingram Periodicals Inc., Ingram International Inc., Ingram Library Services Inc., Spring Arbor Distributors Inc., Ingram Publisher Services Inc., Tennessee Book Company LLC, Coutts

Information Services, and ICG Ventures Inc. Learn more about Ingram Content Group at [www.ingramcontent.com](http://www.ingramcontent.com).

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