

BOOK PRINTING IN SOUTH AFRICA

- We have been in contact with Martin in South Africa who proposes to self-fund the printing of the book in South Africa, so that it can be affordable locally.
- Martin wants to help carry the message in South Africa. Due to the poor currency and exchange rates, the book via Lulu and Amazon is unaffordable. Printing the book locally will bring it to the same price range as the local AA and NA books.
- Martin has over 15 months sobriety in ABA and has started face to face meetings locally. The meeting has about 20 in-person attendees and 10-15 on Zoom. He uses his two ABA books to do the readings.
- 5 local treatment facilities have heard about the program and are interested in having a copy of the ABA book.
- Martin has contacted a local printing company that came highly recommended and proposes a high quality and binding printing (better than the current quality of the Lulu books). Martin has organized a quote (full details below). Here is a link to the company's website <https://www.bookprinters.co.za/>
- This would be a self-funded project. Martin is not asking for money from the board. He is aware royalties may need to be paid to ABA.
- The Literature Committee supports the proposition of the book being printed in South Africa. In order to support this project, we suggest not charging royalties for the first 100 copies sold.

COST COMPARISON

Note: CAD 1 = ZAR 13.93

1. The cost to import the ABA Book:

- Amazon = R 1055
- Lulu = R 635 (Took almost 5 months to arrive)

2. The cost to print locally:

- Soft cover = R 170
- Hard cover = R 280

3. The proposed sell price and profit:

- Soft cover = R 200*
- Hard cover = R 310
- Profit = R 30**

*Based on 1st printing of 100 copies****

** This would bring the ABA book in line with the NA Basic Text and the AA Big Book.*

*** Profits will be used to print the next run of books.*

**** The final costs confirmed once printers have sight of the manuscript, as there may be technical work to be done to ensure the quality of the printing.*

To make this project viable, a few things will need to be clarified:

- ABA Cape Town needs to be the sole local source/publisher of the book in South Africa.
- The cost and how royalties will need to be paid to ABA.
- We sell the AA Bigg Book and the AA 12 and 12 and it seems ridiculous that we do not sell our own text.

Next Steps:

- Send the publishing format of the ABA 2nd Edition book to the printers.
- Confirm whether ABA royalties need to be paid. This cost is a major consideration given the rate of exchange.