

“ For a team that takes pride in doing everything well, the book met all our criteria: price, print quality, and overall feel.”

Chris Cameron, Team Emirates New Zealand

blurb

Team Emirates New Zealand & Blurb



Tool:

Blurb BookSmart®

Format:

Standard Landscape, ImageWrap

Size:

8x10 in (20x25 cm)

In 2013, the America's Cup will race the waters of the San Francisco Bay with 72-foot catamaran sailboats, manned by the world's best sailors and hitting speeds of 30+ knots. The stakes are high and so are the costs. So when Team Emirates New Zealand wanted a way to thank sponsors and suppliers (more than 100 organizations in all), they came to Blurb.

More Lasting than a Brochure, More Real than a Website

Why a book, rather than something simpler, as a thank you gift? Grant Dalton, the team's managing director, says, "No matter how elaborate a brochure is, it has a limited lifespan. A website is ephemeral and soon forgotten, but a well-produced book is something else. It's valued, unique, and it's relatively inexpensive but very much appreciated."

“ Everyone who received the book was thrilled. We’re currently putting the finishing touches on our next yearbook with Blurb.”

Grant Dalton, Team Emirates New Zealand



How Blurb Became the Frontrunner

The team researched a number of publishers for their project. According to Dalton, Blurb won out for practical reasons. “The free publishing tools are easy to use and short, flexible print runs with print-on-demand ease add up to a unit price that doesn’t break the budget.” The variety of high-quality books that could be made with BookSmart®, Blurb’s free downloadable tool, was also a huge plus.

An Annual Gift in its Second Year

To make production easy, the team went with a yearbook by team photographer Chris Cameron that was big on photos and short on text. Compiling content on a month by-month basis helped avoid an end-of-year rush. The team made a softcover book as a proof book, tweaked a few spreads, and then created a hardcover book to give to sponsors. The results were stellar. Win or lose in San Francisco, it’s a safe bet the Team Emirates effort will be commemorated with another Blurb book.

For more examples of business books made with Blurb, visit: [Blurb.com/business](https://blurb.com/business)

About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb’s platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.