

“ We’re evolving, business is evolving, and Blurb is evolving. Ebooks are great, but there will always be a place for print. I love it that Blurb makes it easy for a business like ours to experiment with both.”

Kathleen McCoy, Founder



Bella Notte Linens & Blurb



Tool:

Adobe® Lightroom®

Format:

Large Square, ImageWrap

Size:

12x12 in (30x30 cm)

Kathleen McCoy, founder and design visionary of Bella Notte Linens, a couture line of luxury bedding, says her company’s brand is all about “irresistible textiles and texture.” And, she says, that irresistible quality is something the company infuses in everything that Bella Notte produces—including product photography and marketing communications.

Luxury Linens Company Promotes Business with Quality Book

When the photographer with whom McCoy works created a Blurb Book based on a 2012 product shoot, McCoy was a little hesitant. “We use offset printing to produce our promotion materials. I didn’t know what to expect from a digital platform like Blurb.” As it turns out, she didn’t need to worry. “I was blown away,” she says. “I was so impressed with how our book looked—the layout, the printing, the images. Just holding it gave me a sense of pride of ownership.”

“ The printing, the paper, the binding—it instantly conveys the higher-end bracket that we’re in.”

Kathleen McCoy, Founder



Promotion Piece in Print and Ebook

Printed on Blurb's premium uncoated paper, the book is a perfect complement to the rich colors and inviting textures of Bella Notte. And while McCoy credits the photography with making the book beautiful, she's eager to point out that the book's quality is also a big factor in communicating Bella Notte's brand. The response has been so great that McCoy is now making a book after every photo shoot—not just as an archival record, but also as a limited edition piece to give as a thank you to the company's top vendors.

Flexibility Means Possibilities—Beyond the Book

And she's not stopping there. McCoy also takes an ebook version on her iPad to trade shows, and she's exploring Blurb Brochures and Blurb Magazines as a way to leverage Bella Notte's blog and other promotion efforts. "The great thing with Blurb is that we can just print one as a proof and then refine it. I love that we don't have to commit to big print runs," says McCoy. Like a lot of business owners that use Blurb, McCoy appreciates the flexibility of the platform and the range of possibilities.

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.