



Haemanthus
Publishing

From the Desk of
Brian M. P. Sproule
Editorial Director

8 July 2025

Care of: Ryan Sproule
Merit Systems
314 Kent Ave
Brooklyn, NY 11249

Regarding: *Innovation's New Engine*

Hello,

It is with great excitement that I get to share the final copies of *Innovation's New Engine: A Manifesto* with you. The work has been a labor of love, with many trials, tribulations, and learning moments along the way. When we first discussed this project, my excitement nearly led me to bite off more than I could chew. I had taken on six different roles within publishing to bring this to life: design, layouts, managing editorial, editorial proofreading, printing, and binding. Moreover, without the amazing help of you, Sam, and Emily, the product in your hand would not be what it is today.

The journey to completion proved more complex than anticipated. In late May I believed the project to be nearly complete... We had finished typography, and reincorporated my designs with Emily's enhanced typography and layouts. I had gone through three rounds of printing at FedEx, to no avail, and had finally received the professional-grade prints. After I had bound six of them, I realized that the printer had used an earlier iteration of the rough draft as the final print. Fortunately, the printers were able to rectify this, giving me another opportunity to enhance the finished product.



Haemanthus
Publishing

From the Desk of
Brian M. P. Sproule
Editorial Director

While initially deeply discouraged, this setback led to a marked improvement! The leather covers, while still bringing a vintage, artisanal aesthetic, lacked the sharp, Swiss Design principles I've come to associate with Merit Systems. To ensure you still had a clean, professional book that adhered to these standards, I created an additional set with machine, saddle-stitched binding alongside the originally discussed water buffalo leather covers. This means you now have two versions: if the leather doesn't have the professional aesthetic you were hoping for, the machine-bound copies are ready to distribute to potential clients.

That said, the leather-bound copies still certainly have their charm, and I hope they have lived up to your initial vision for the project. I'm very pleased to say these machine-bound editions did not raise our total cost, and I believe both versions will complement to Merit's storytelling, marketing, and communications going forward.

I greatly appreciated the opportunity to work on this project, and hope I was, in some small way, able to contribute to the success of the Merit System's mission. If you have any writing, design, or publishing needs in the future, I hope you will consider working with us again.

Yours sincerely,

Brian Sproule
Editorial Director, Haemanthus Publishing