



A Bible That Is Made to Last

JEHOVAH'S WITNESSES love the Bible more than any other publication. We study it regularly and use it to teach others about the good news of God's Kingdom. (Matt. 24:14) Therefore, our brothers spared no effort to ensure that the materials used to produce the 2013 revision of the *New World Translation of the Holy Scriptures* in English would be both attractive and durable.

When brothers from our printery in Wallkill, New York, U.S.A., discussed the prospective design of the new Bible with the president of a bookbinding company, he said, "The Bible you seek does not exist." He added, "It's sad but true that most Bibles are designed to look good on a coffee table or a shelf—not to be highly durable."