

Memorandum

From Manfred Werfel
Date 2015-01-30
Subj. Improved Procedure for International Newspaper Color Quality Club competition

The following paper should be sent to all INCQC participants of 2014. We would ask them to select the most appropriate version in a survey. Before, we would discuss the suggestions with a small working group of 5 printers (Hindu, FAZ, ToI, SDZ Druck und Medien, St. Galler Tagblatt).

Target would be to have a result until end of February 2015.

Currently there is a discussion among participants of the International Newspaper Color Quality Club (INCQC) and members of WAN-IFRA about INCQC procedures and areas to improve.

Some participants – according to reports – are establishing extraordinary production conditions (e.g. special materials) for the days of INCQC test printing to make sure they meet the required standards. But they are not able to meet these standards during normal production times. Based on such observations participants and members are asking to modify the contest procedure, so that production reality is matched in a better way.

Two options were discussed at WAN-IFRA, how this goal can be achieved. We present both on the next pages and ask for your comments.

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First Option:

3 x 5 workdays test printing

Registration period

01 April 2015 through 31 December 2015

9 months, overlaps with preparation period.

Comment: Same procedure as currently.

Preparation period

09 October 2015 through 31 December 2015

During this period registered participants can prepare, test and send one sample set for test evaluation (WAN-IFRA Pre-Check).

Comment: Same procedure as currently.

Contest period

04 January 2016 through 18 March 2016

Participants print the test element (Cuboid) on every workday of one week per contest months. Participants collect five copies per contest day to WAN-IFRA, which is 5 copies x 5 days x 3 months = 75 copies in total. On the last day of each contest print week WAN-IFRA will inform the participants, from which day copies are to be submitted for evaluation.

Contest print weeks are:

04 January through 08 January 2016

08 February through 12 February 2016

14 March through 18 March 2016

Participating weeklies deliver five copies from each production issue during the contest period.

In total, WAN-IFRA evaluates 3 contest days of samples for categories 1 to 3 (One contest day per month). For category 4, samples from 4 contest days are evaluated. The additional contest day for category 4 will be picked from the copies of the March 2016 contest print week. WAN-IFRA evaluates the quality of the submitted copies and returns a report to each participant three weeks after each test print week.

Comment: Procedure is similar to the current process with the exception that participants have to print the Cuboid 5 times per contest month (3 x 5 = 15 times during the whole period). More realistic test with 5 days of consecutive production per month.

Final evaluation period

18 March 2016 through 16 April 2016

The final evaluation reports are generated and distributed until 16 April 2016.¹

“General Print Quality” is evaluated by a mix of readers and experts. The criteria for evaluation are adapted from the current criteria with some changes.

Comment: Similar procedure as currently, improved GPQ evaluation.

¹ In case of the Asia Best in Print contest the evaluation is based on two print sample sets only (January and February), no “General Print Quality” (GPQ) evaluation” is required for the Asia Best in Print contest, and results are made available on 15 March 2016.

Second Option: Preparation Period + Contest Period

Registration period

01 April 2015 through 18 January 2016

9.5 months, overlaps with preparation period.

Comment: More time for information and registration.

Preparation period

09 October 2015 through 11 January 2016

During this period registered participants can prepare, test and send up to three sample sets per participating newspaper title for test evaluation by WAN-IFRA ("WAN-IFRA Pre-Check"). WAN-IFRA Pre-Check evaluation reports will be returned 10 workdays after the arrival of samples at WAN-IFRA.

Comment: Longer preparation period with Pre-Check evaluations. Currently only one Pre-Check evaluation is possible. Participants can train their staff even after the holiday season.

Contest period

18 January 2016 through 29 January 2016

Participants print the test element (Cuboid) every workday for two consecutive weeks. Participants collect five copies per contest day to WAN-IFRA before 11 February 2016. This means 5 copies x 2 weeks x 5 days = 50 copies in total. On the last day of the contest print period WAN-IFRA will inform the participants, from which days copies are to be submitted for evaluation.

Participating weeklies deliver five samples from each production issue during the month of January 2016.

WAN-IFRA picks 3 contest issues for evaluation of samples for categories 1 to 3. For category 4 samples from 4 contest issues are required.

Comment: More realistic test of 10 days consecutive production, not too difficult to affect the attractiveness of the contest, reduced contest period may even enhance attractiveness, cheating is made almost impossible. No intermediate reports any more.

Evaluation period

11 February 2016 through 28 March 2016

Three sample sets from each participant are evaluated for category 1 to 3 and for category 4, Four sample sets are evaluated.

"General Print Quality" is evaluated by a mix of readers and experts. The criteria for evaluation are adapted from the current criteria with some changes.

Evaluation reports are generated and distributed until 28 March 2016.² Only one report will be created at the end of the contest for each participating newspaper title.

Comment: Improved GPQ evaluation, but even shorter period, earlier announcement of results, more time for information on Expo and the Awards Dinner, longer period for production of brochure.

² In case of "Asia Best in Print" contest the evaluation is based on the print samples only – no GPQ evaluation – and results are made available on 29 February 2016.