

## Minutes of the meeting of the WAN-IFRA World Printers Forum Board

Tuesday, 2016-03-01, Meeting at UPM Offices in Augsburg, Germany

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### Participants of the World Printers Forum Board Meeting

<i>Board Members</i>	<i>Country</i>	<i>Representing</i>	<i>Meeting</i>
Kasturi Balaji (Chair) Director, Kasturi & Sons Ltd., Kasturi Buildings, 859 & 860, Anna Salai, Chennai 600 002, India, <a href="mailto:kbalaji@thehindu.co.in">kbalaji@thehindu.co.in</a>	India	Printer / Publisher	participated
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<i>Guests and WAN-IFRA representatives</i>	<i>Country</i>	<i>Representing</i>	<i>Meeting</i>
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Thomas Jacob WAN-IFRA COO, Rotfeder-Ring 11, 60327 Frankfurt am Main, Germany, <a href="mailto:thomas.jacob@WAN-IFRA.org">thomas.jacob@WAN-IFRA.org</a>	Germany	WAN-IFRA	participated
Manfred Werfel WAN-IFRA Deputy CEO, Executive Director, Global Events, Rotfeder-Ring 11, 60327 Frankfurt am Main, Germany, <a href="mailto:manfred.werfel@WAN-IFRA.org">manfred.werfel@WAN-IFRA.org</a>	Germany	WAN-IFRA	participated
Total number of participants			13

## Agenda

No.	What?	Who?
1	Welcome	K Balaji, R. Stunt
2	Introduction of participants	Round-table
3	Approval of the minutes, phone conference meeting on 27 Oct 2015	all
4	Report about the work of the World Printers Forum Website, Online Forum, Newsletter Reports and conference summaries International Newspaper Color Quality Club 2016–2018 World Printers Forum Conference 2015 Running projects: Paper Guide, Inkjet	K Balaji, M. Werfel
	Coffee / Tea	
5	World Publishing Expo 2016, 10–12 October, in Vienna How can the World Printers Forum support Expo 2016?	M. Werfel, all
	Lunch, 12:30	
6	UPM Mill Tour Augsburg, 13:00–14:30	W. Schaur
7	Planning the WPF Conference 2016 in conjunction with the WAN-IFRA India Conference, 21–22 September, Kolkata (Calcutta)	K Balaji, M. Werfel
8	Planning the next General Assembly: when and where?	all
9	Preparing of the election of the new WPF Board at the General Assembly	all
10	Planning the next projects Value Adding (prepress, materials, printing, mailroom) Newsprint (lower grammage, improved newsprint)	K Balaji, M. Werfel
	Coffee / Tea	
11	Other business Report about Print Power and TwoSides (Manfred Werfel)	all
12	Next meeting	all
13	Wrap-up	K Balaji, R. Stunt



## **The Minutes**

### **1 Welcome and opening of the meeting**

K Balaji and R. Stunt, chair and vice-chair of the World Printers Forum Board, welcomed the participants and called the meeting to order.

### **2 Participation**

Participants introduced themselves in a round table. See list of participants on page 1 of this document. Rick Stunt talked about the new British daily newspaper called "New Day" that just started. Rick showed a copy of the first issue. The newspaper is published by the Mirror Group and printed on 54 g/m<sup>2</sup> SCA Innovation newsprint.

### **3 Approval of the minutes, phone conference meeting on 27 October 2015**

The minutes of the third meeting of the World Printers Forum Board on 27 October 2015 (phone conference), were approved without changes.

### **4 Report about the work of the World Printers Forum**

Manfred Werfel presented the work of the World Printers Forum in its first year of existence, from January 2015 to February 2016. His slides are attached for information.

Topics of the presentation included:

- Website, Online Forum, Newsletter
- Reports and conference summaries
- International Newspaper Color Quality Club 2016–2018
- Printing Summit India and WPF Conference 2015
- Running projects: Paper Guide, Inkjet

The World Printers Online Forum was a point of discussion. The forum has about 380 active users currently and it needs more traffic. Our target should be to exceed the number of 1000 active users. Different ideas were circulated in the discussion to achieve this goal:

- Add an “open platform” area where people can put their post that do not fit into one of the regular topic areas.
- Interlink the website of the World Printers Forum with the Online Forum in a better way.
- Check the ease of registration.
- Initiate controversial discussions.
- Link to regional and existing forums.
- Optimise the Online Forum for Google.
- Focus on selected projects.
- Win 3 to 4 people who get posts up regularly.
- Consider using existing social media platforms instead of the World Printers Online Forum.

When discussing the running inkjet project participants of the meeting asked to focus on new business opportunities rather than the question of replacing offset with inkjet. Rick Stunt said that in the process of preparing for the start-up of the Jersey plant an adaptation of newsprint to the requirements of inkjet printing is considered.

Mr. Hirthammer asked if there were any possibilities of creating special effects in printing with the help of inkjet technology.

Mr. Schießl said that personalisation is the key benefit of digital printing and there has to be a workflow solution for personal data in publishing.

Thomas Isaksen asked if there shouldn't be a print related session at World News Media Congress 2016 in Cartagena (Colombia) this year. Thomas Jacob replied that recommendations for good case studies are welcome. World Printers Forum Board members should think about possible presentations and give their recommendations to WAN-IFRA.

## **5 World Publishing Expo 2016, 10–12 October, in Vienna, Austria**

World Publishing Expo 2016 will include a number of innovations:

- Two high-quality conferences, PRINT WORLD and DIGITAL MEDIA WORLD, absolutely free to Expo visitors.



- Guided Tours by WAN-IFRA Experts on a variety of topics, allowing visitors to discover the latest innovations in a short timeframe.
- Matchmaking services, whereby visitors who are looking for specific technologies or services will be matched with the appropriate vendor.
- MEDIA TECH NITE, the social event will celebrate the World Digital Media Awards and the International Newspaper Color Quality Club.
- Free on-the-spot consultations by WAN-IFRA experts.
- Complimentary visitor registration for a limited time period.

Manfred Werfel presented the plans for World Publishing Expo 2016 in Vienna, Austria. Slides are attached for information.

Topics of the presentation included:

- Integration of Conference and Expo
- WPE16 Ticket Pricing Structure
- Tech Nite
- Matchmaking
- WAN-IFRA Consultation
- Lower exhibiting cost

Jan Kasten asked WAN-IFRA to bring more US customers to the exposition.

Thomas Jacob pointed out that WAN-IFRA is currently asking many supporters to provide testimonial statements. It would be of great help if the World Printers Forum Board members could agree on testimonial statements. Maria Belém will send suggestions to the Board members. Registration for visitors is free for a limited period. Thomas Jacob asked the Board members to register and to spread the word among their peers and colleagues.

Manfred Werfel made the Board members aware of the fact that there are also printed invitations (postcards) for free registration. A number of them were available at the meeting for participants to take with them and distribute them in their companies. At the time of the meeting more than 600 participants had registered as visitors already.

## **6 UPM Mill Tour Augsburg**

Dr. Wilhelm Demharter, a colleague of Winfried Schaur, presented the structure and the activities of UPM. 60% of the business is in the area of paper making. The UPM headquarters for the paper business is based in Augsburg, Germany.

After the presentation the participants of the meeting enjoyed a mill tour that offered in-depth insights into the paper making process, starting with the raw materials and ending with the customisation of the paper reels.

## **7 WPF Conference 2016 in conjunction with the WAN-IFRA India Conference, 21–22 September 2016, Kolkata**

The participants of the meeting went through the draft program for the next World Printers Forum Conference 2016 that will be organised in conjunction with the annual WAN-IFRA India Conference.

For the first time the World Printers Forum Conference is planned to be outside of Europe this year. WAN-IFRA expects around 600 participants in Kolkata. Printing plant tours will probably be supported by the regional publishing company ABP and its CEO DD Purkayastha. Also, quite a number of visitors from Bangladesh can be expected in Kolkata, which is located close to the border.

The draft conference program is attached to the minutes. It includes the comments and proposals from the discussion during the World Printers Forum Board meeting.

## **8 Planning the next General Assembly: when and where?**

The meeting participants discussed the possible dates and venues. They decided to plan the General Assembly for the morning of **Thursday, 13 October 2016, in Vienna, Austria**. This meeting of the General Assembly will elect the new World Printers Forum Board members.

## **9 Election of the new WPF Board at the General Assembly**

The first World Printers Forum Board election will be at the next General Assembly meeting on 13 October 2016, one day after World Publishing Expo in Vienna. The new Board will take over in January 2017 at the first Board meeting in 2017.

Manfred Werfel had asked all current Board members in advance of the current meeting regarding their plans. Fortunately most of the them are available to run for a second term.

The following Board members, however, said that they - for different reasons - would not be running for a second term: Kasturi Balaji, Mohamed Hassan Mohamed Ali, Graham Macfarlane, Winfried Schaur.

The Board discussed the situation and proposed the following new Board composition:

We should invite **Sanat Hazra** from Times of India to run for the Board in October to have a representative of the Indian newspaper community.

We should invite **Andy Budiman** from PT Gramedia Indonesia, to replace Hassan as a representative of the Asian newspapers in the Board.

Mr. Schaur proposed inviting his successor **Anu Ahola**, the new Senior Vice President, Newspaper Publishing of UPM Paper ENA, running for the World Printers Forum Board. The Board agreed to his proposal.

The Board also agreed to invite **Volker Leonhardt** from Müller Martini, to run for the Board in October. This would strengthen the representation of mailroom know-how in the World Printers Forum.

Last but not least the World Printers Forum Board asked **Rick Stunt** to become the Chair of the Board after the completion of the term of our current Chair K Balaji in January 2017. Rick agreed with this proposal.

Manfred Werfel will approach the potential candidates as discussed during the next weeks and report to the Board about their reactions.

The Board agreed to invite experts as guests to the Board meeting from 2017 on. Members of the Board were asked to suggest experts who can join the meetings and can take over after the next term when many current Board members will not be able to run again. The maximum is two terms (4 years) for World Printers Forum Board members.

## **10 Planning the next projects**

The Board discussed the planned projects proposed by the World Printers Forum and handled within the framework of the WAN-IFRA Knowledge Hub initiative.

### **10.1 Value Adding (prepress, materials, printing, mailroom)**

This project can be started in May and should be finalised by September 2016.

Possible topics include:

- Prepress: Color Management, Screening, Resolution, Plate making
- Materials: Paper, Ink, Plates, Blankets
- Printing: Drying, Curing, Varnishing, Coating, Stitching, Glueing
- Mailroom (Post press): Storing, Collating, Combining, Stitching, Glueing, Trimming, Inserting, Addressing, Bundling, Packaging, Palletising, Distributing
- New Technologies: QR-Codes, AR, Printed Electronics, Printed Functionality

The Board discussed the topics and recommended to focus on the areas of print, mailroom and distribution. We could start with the questions **how to widen the product range** of the newspaper printing plant, how product production can be enhanced in the area of potential commercial print production:

- Magazines
- Catalogues
- Advertising Products
- Inserts

This should also include the possibilities of roll-to-roll coldset production.

We should consider inviting representatives from Newsprinters in the UK to speak about value adding (e.g. Steve Whitehead, Bénédicte Gercke) at the World Publishing Expo Conference.

## 10.2 Newsprint (lower grammage, improved newsprint)

This project is planned to be started in July and to be finalised in December 2016.

The Board discussion lead to the result that we should focus on two major trends: The use of improved newsprint and the use of lower grammage newsprint. Both trends should not been presented as contradicting trends but as **ways to reach different targets**, like creating high value products on the one hand side and lowering the cost of production on the other hand.

## 11 Other business

No new subjects of other business were raised. Manfred Werfel informed the Board about the membership of WAN-IFRA in the Print Power and TwoSides organisation. We should discuss in future how we can use this membership to support our goals. Slides about the history and work of Print Power and TwoSides are attached for information.

Rick Stunt mentioned that both organisations (Print Power and TwoSides) enjoy different levels of support in various European countries. In some countries TwoSides (focus on sustainability) is rather strong, but Print Power (focus on effectiveness) is weak. In other countries you find the opposite relation.

## 12 Next meeting of the Board

The Board discussed possible meeting dates and venues and decided to plan the next meeting of the World Printers Forum Board for the **evening of Wednesday, 12 Oktober 2016**, the last day of World Publishing Expo in Vienna, and the eve of the General Assembly.

During the World Printers Forum Conference 2016 in Kolkata (co-organised with WAN-IFRA India Conference 2016) the available World Printers Forum Board members should meet in an informal way. A meeting facility should be prepared.

In case of additional meeting requirements a telco meeting can be arranged in between.

## 13 Wrap-up and closing of the meeting

K Balaji and R. Stunt, chair and vice-chair of the World Printers Forum Board, thanked the participants for their valuable contribution and Winfried Schaur and his team for their hospitality and valuable insights into the paper production at Augsburg.

They closed the meeting.

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Minutes by Manfred Werfel, WAN-IFRA Deputy CEO, Frankfurt am Main, Germany, 2016-03-10.  
Minutes approved by the Chair and Vice Chair of the World Printers Forum Board on 2016-03-14.

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Attachments to the minutes:

2016-03-01 Werfel WPF Report.pdf

2016-03-01 UPM Wilhelm Demharther.pdf

WPF16 draft conf program.pdf