World Printers Forum Board
First Meeting, 26 January 2015, Frankfurt am Main

World Printers Forum
Setting a home for the print community at WAN-IFRA

Background

• Concerns of Technical Committees, October 2013, Berlin
• TCs called for a "Strategic WG", March 2014, Munich
• World Printers Forum proposed by South Asian Committee to "Strategic WG", May 2014, London
• Decisions Advisory Council, June 2014, Turin:
  1) Prepare a white paper for Expo meeting
  2) To be discussed by extended Advisory Council in October 2014 (Expo meeting)
  3) First "World Printers Forum Conference" at Expo 2014
(3) White Paper: Vision

The World Printers Forum (WPF) shall be the central point of the international news media print community, including printers, materials suppliers and equipment manufacturers.
WPF partners with other organisations working for the same objectives.

WPF to become the worldwide reference

.. for newspaper print production with regard to
• International exchange
• Research and innovation
• Standardisation of processes and materials
• Print strategy development

Mission

WPF forms the print community within WAN-IFRA
Advises WAN-IFRA in all aspects of the printed newspaper
WPF is open to all WAN-IFRA members
WPF to address all print related questions, encourage innovation and productivity & product development
Instrumental for publishers to exploit future oriented news media products
The World Printers Forum promotes

- Improving productivity and profitability
- Research and innovation
- Sustainability
- Standardisation
- Benchmarking
- The Power of Print

Objectives of the World Printers Forum are

- Exploring customer expectations
- Strategy development for newspaper printing, including new business models
- International exchange of experience: business optimisation, innovation in product development, marketing, sales and technology

WPF achieves its objectives by organising

- Working groups
- Research projects, reports and guidelines
- Standardisation and certification projects
- Benchmarking projects
- An annual "World Printers Forum Conference"
- Advising WAN-IFRA on production related events
- Online Forum for discussion, interaction and engagement
- Promotion of "Unique Selling Propositions" of print
(4a) Organisation

WPF is an integral part of WAN-IFRA
Membership is individual and free for all employees of WAN-IFRA member companies
Members register and exchange online
Members propose working items, candidates for the WPF Board
Members participate in working groups (ad hoc or long-term)

Members, Board

Members meet at the "World Printers Forum Conference"
Receive the report of the Board
Discuss the print business, projects and working items
Current TCs "Materials & Environment" and "Production" are integrated into the WPF
WPF Board: equal representation from printers/publishers and suppliers
12 Board members in the beginning

The World Printers Forum Board

Advises WAN-IFRA in questions of newspaper production
Initiates and steers projects
Elects a chair and a vice-chair
Meets regularly, at least two times per year
Term of Board members is two years with a possibility of an extension of two years
More rules & guidelines to be decided by the Board itself
Agenda

WPF organises the following activities:

- **Exchange**, curated online forum
- **Working groups** on topics of interest
- **Partner** program with other organisations
- **Research**, reports & guides
- **Standardisation**, print, profiles, data standards
- **Testing**, materials, CTP, press, mailroom etc

WPF organises the following activities

- **Certification**, print quality, materials tests
- **Awards**, Color Quality Club, Asian Best in Print Awards
- **Benchmarking** production efficiency
- **Advisory**, advise on production questions
- **Events**, program, speakers, topics
- **Training**, program, trainers, topics

Other activities to be discussed and decided

(4b) Election of the World Printers Forum Chair and Vice Chair
**Proposed Chair for the initial term (2014–2016)**

Kasturi Balaji  
Director, Kasturi & Sons Ltd.  
Kasturi Buildings,  
859 & 860, Anna Salai  
Chennai 600 002, India  
kbalaji@thehindu.co.in

**Proposed Vice-Chair for the initial term (2014–2016)**

Rick Stunt  
Group Paper Director, dmg media  
1 Surrey Quays Rd  
London SE16 7ND, UK  
rick.stunt@dmg-media.co.uk

**(5a) Building the World Printers Forum team**

Manfred Werfel, Deputy CEO,  
Frankfurt/Main, Germany  
Anand Srinivasan,  
Research Manager, Chennai, India  
anand.srinivasan@wan-ifra.org  
Now searching additional  
Research Engineer in India  
Mid 2015, second additional team member in India
World Printers Forum website, status
Website went online in December 2014:
www.wan-ifra.org/microsites/world-printers-forum
Online forum for members is under development now,
about 150 member contacts imported initially

World Printers Forum website, status
Online forum categories:
• Graphic & Type Design
• Prepress & Color Management
• Plate Making
• Offset Printing
• Digital Printing
• Paper
• Ink
• Mailroom
• Quality
• Efficiency

World Printers Forum website, example of a forum (Drupal)
(5b) WPF Conference

The second World Printers Forum Conference is planned for the World Publishing Expo 2015 in Hamburg

A Conference Committee to be established suggesting a program of topics and speakers

Should the World Printers Forum Board act as Conference Committee or do you suggest a specific group?

(5c) Working Topics

Suggested initial projects

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<tr>
<th>Description</th>
<th>TCs</th>
<th>Comment</th>
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<td>a) Project “Optimized Paper Handling and Logistics”</td>
<td>6</td>
<td>Already Running</td>
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<td>e) Standardizing production with lower grammage newsprint</td>
<td>6</td>
<td>2 steps: Interviews first (2015), then technical research report</td>
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<td>k) Developing print quality standards for digital (inkjet) newspaper printing</td>
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<td>Color chart printed on different inkjet presses, evaluation by Chennai lab</td>
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<td>d) Newspaper production trends in different countries</td>
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<td>f) How to keep print attractive for readers and advertisers?</td>
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<td>g) Recycled newsprint, difficulties during de-inking</td>
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<td>c) Production cost management and new business model for print</td>
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<td>b) Sustainability – Carbon footprint and hazardous waste management</td>
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<td>i) New newspaper color profile (“ISOnewspaper26v4”)</td>
<td>1</td>
<td>A must, 3–4 months</td>
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<td>h) Procedure of the Color Quality Club evaluation</td>
<td>1</td>
<td>A must, 4–6 weeks</td>
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<td>h) Benchmarking project to be extended to other countries</td>
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Optimized Paper Handling & Logistics

This unique cross-industry collaborative project brings together expertise from across the entire paper supply chain from the mill, through transport, storage, handling and printing. Its goal is to establish a common best practice tool and global reference for suppliers, transporters, converters and printers to improve their efficiency.

ABP, AXEL SPRINGER, BOLZONI AURAMO, EARTHPAC, GOSS INTERNATIONAL, IF, KBA, LHG, SONOCO-ALCORE, STORA ENSO, TESA SE, TIMES OF INDIA, UPM

5 associations and 14 industry partners
Project site
https://basecamp.com/2296667/projects/6414522
Project meeting 21 April 2015, WAN-IFRA, Frankfurt/Main

(j) Procedure of the Color Quality Club evaluation

Feedback from members

Winning in the competition does not represent excellence in day to day production quality

Copies evaluated only once a month, day of evaluation is decided by the participant

Two suggestions to be presented to a small group first and then to all participants of Color Quality Club:

- Print color target for a full week in each month
- Print color target for two full weeks in a row, WAN-IFRA picks 3 days for evaluation randomly
(i) New newspaper color profile, ISOnewspaper26v4

Use the chance of new ISO 12647-3 to create:

... an up-to date ICC newspaper profile

... a new ICC profile for “improved newsprint”

Demand from South Asia, Axel Springer

Swedish association would support the project:

martin.elofsson@grafiska.se

(a) Production with lower grammage newsprint

This could be a case study on Denmark and other printers’ experience (Europe, India, Japan)

Recommendations for using 40 g/m² paper, runnability and printability

Should include the effect of lower total ink coverage (TIC) on print quality

Many printers experiment with 190% TIC

We could aim for a clear recommendation

(k) Print quality standards for inkjet newspaper printing

Develop the business case for inkjet newspaper printing

Organise print tests with different makes of presses but in the same paper grade

Results evaluated by the WAN-IFRA materials lab, Chennai

Discuss the question of de-inking (se research available from FOGRA and TU Darmstadt, INGEDE)
(c) New business model for newspaper printers

WAN-IFRA report featuring 10 interesting print business models by publishers around the globe
Write about their business model, revenues based on interviews with their management
At the WPF conference 2014 there were some interesting case studies (Assaf Avrahami, Armin Elm)
How can suppliers assist printers to stay profitable in a changing business environment?