

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

Monday, 26 January 2015, WAN-IFRA, Rotfeder-Ring 11, 60327 Frankfurt am Main, Germany

<i>Board Members</i>	<i>Country</i>	<i>Representing</i>	<i>Participation</i>
Balaji, Kasturi Director, Kasturi & Sons Ltd. Kasturi Buildings, 859 & 860, Anna Salai, Chennai 600 002, India kbalaji@thehindu.co.in	India	Printer / Publisher	Yes
Betzmeier, Dieter Member of the Executive Board, Manroland web systems Alois-Senefelder Allee 1, 86153 Augsburg, Germany dieter.Betzmeier@manroland-web.com	Germany	Supplier	Yes
Hirhammer, Dr. Michael General Manager, Director Global Paste Technologies, Screen & Industrial, Sun Chemical An den Hirtenäckern 15, 63791 Karlstein am Main, Germany michael.Hirhammer@sunchemical.com	Germany	Supplier	Yes
Isaksen, Thomas CEO, DDPFF Den Danske Presses, Faellesindkøbs-Forening Skindergade 7, 1159 København K, Denmark tki@ddpff.dk	Denmark	Printer / Publisher	Yes
Kaiser, Herbert Project Manager & Senior Project Manager Engineering Newspaper Presses, Koenig & Bauer AG Postfach 60 60, 97080 Würzburg, Germany herbert.Kaiser@kba.com	Germany	Supplier	Yes
Kasten, Jan Managing Director, CTO, ppi Media GmbH Hindenburgstr. 49, 22297 Hamburg, Germany jan.kasten@ppimedia.de	Germany	Supplier	Yes
Macfarlane, Graham Board Member, Felix Böttcher GmbH & Co. KG Stolberger Straße 351-353, 50861 Cologne, Germany graham.macfarlane@boettcher.de	Germany	Supplier	Yes
Mohamed Ali, Mohamed Hassan Senior GM, Technical Services, Star Publications (Malaysia), Member of Asian Newspaper Printers (ANP) Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya hassan@thestar.com.my	Malaysia	Printer / Publisher	Yes
Schaur, Winfried Senior Vice President, Newspaper Publishing, UPM-Kymmene Georg-Haindl-Straße 4, 86153 Augsburg, Germany winfried.schaur@upm.com	Germany	Supplier	Excused
Schießl, Josef Technical Director, Süddeutscher Verlag Zeitungsdruck GmbH Zamdorfer Straße 40, 81677 Munich, Germany josef.schiessl@sueddeutsche.de	Germany	Printer / Publisher	Yes
Schumacher, Peder NOPA Chairman, President V-TAB AB Exportgatan 2-4, 405 02 Gothenburg, Sweden peder.schumacher@v-tab.se	Sweden	Printer / Publisher	Excused
Stunt, Dr. Rick Group Paper Director, dmg media 1 Surrey Quays Rd, London SE16 7ND, UK rick.stunt@dmg-media.co.uk	United Kingdom	Printer / Publisher	Yes
<i>Other participants of the meeting</i>	<i>Country</i>	<i>Representing</i>	<i>Participation</i>
Manfred Werfel, World Printers Forum Board Secretary	Germany	WAN-IFRA	Yes
Thomas Jacob, COO	Germany	WAN-IFRA	Partly
Sérgio de Oliveira, Director Exhibitions	Germany	WAN-IFRA	Partly
Ralf Ressmann, Director EMEA	Germany	WAN-IFRA	Partly
Virginia Melero, Project Manager Events	Germany	WAN-IFRA	Partly
Gordon Steiger, Marketing Manager Global Events	Germany	WAN-IFRA	Partly

Agenda

No.	What?	Who?
1	Welcome and opening of the meeting	Manfred Werfel
2	Introduction of participants (see list of board members above)	all
3	Vision and mission , discussion (see, White Paper, p. 2–3)	all
	<i>Sandwich Lunch</i>	
4	Organisation	
4a	Organisation and structure of the World Printers Forum, discussion (see White Paper, p. 3–4)	all
4b	Election of the World Printers Forum Chair and Vice Chair	all
5	Activities	
5a	Building the World Printers Forum team, website, information and status	Manfred Werfel
5b	World Printers Forum Conference 2015, themes and speakers, Program Committee	all
5c	Initial projects, proposal, discussion and decision	Manfred Werfel, all
6	Next meetings, proposals, decision (time and place)	all
7	Other business	all
8	Wrap-up and closing of the meeting	

The Minutes

1 Welcome and opening of the meeting

Thomas Jacob, WAN-IFRA COO, and Manfred Werfel, Deputy CEO, welcomed the participants (see list above). Manfred Werfel called the meeting to order.

2 Introduction of participants

Participants introduced themselves in an introduction round-table.

Thomas Jacob, COO of WAN-IFRA, gave an introduction and background information on how the concept of the World Printers Forum has developed.

Manfred Werfel expanded on the World Printers Forum and also commented on internal WAN-IFRA changes that have happened since the last year.

3 Discussion of Vision and mission, White Paper, p. 2–3

Manfred Werfel presented the white paper on “World Printers Forum” (WPF). His presentation slides are attached to the minutes.

The vision of the World Printers Forum is to be the central point of the international news media print community, including printers, materials suppliers and equipment manufacturers.

The basic objective of WPF is to explore customer expectations, develop new strategies for print business and to exchange international experience on new product development, standardisation of materials and production, business optimisation, marketing, sales and technology.

WPF will focus on key areas like improving productivity, profitability, sustainability, research and innovation, benchmarking and the power of print.

The following activities are planned to achieve the objectives of WPF

- Organising working groups to address specific issues
- Research projects, reports and guidelines
- Standardisation and certification projects
- Benchmarking projects
- An annual "World Printers Forum Conference"
- Advising WAN-IFRA on production related events
- Blog and Online forum for discussion, interaction and engagement
- Promotion of "Unique Selling Propositions" of print

4a Organisation and structure of the World Printers Forum, White Paper, p. 3-4

WPF will be an integral part of WAN-IFRA. Staff of all WAN-IFRA member companies can register to WPF free of charge. Online registration is available from the World Printers Forum website: <http://www.wan-ifra.org/articles/2014/11/30/join-the-world-printers-forum>.

WPF will collect information regarding the areas of expertise from all the members. This will help to identify the right members for working groups, which will be formed to address specific issues. The WPF members will meet once in a year during the WPF conference.

The first board of WPF was nominated by WAN-IFRA for a period of two years and at the end of the term, new board members should be identified. The board has equal representation from publishers and suppliers, 6 representatives from printers/publishers and 6 representatives from supplier companies. A chairman and vice-chairman will be elected by the board. The board meets at least twice in a year.

The members of the technical committees shall form the root for the new and bigger WPF community. The members of the technical committees, "Materials and Environment" and "Production" were integrated in WPF and became WPF members (already registered).

WAN-IFRA commits resources for developing and maintaining a WPF website, publish 3 reports in a year, organise board meetings and working group meetings, travel and communication and developing qualified input for training and consulting.

The WPF website is online since December last year (<http://www.wan-ifra.org/microsites/world-printers-forum>), the forum for communication is under development.

The White Paper was taken for discussion after the presentation. The suggestions from members are given below:

- The online forum needs curation to avoid price rigging and inappropriate content on one hand side. On the other hand you need to stimulate discussions and exchange of experience including business topics. Debates about cost and business models are OK, price discussions are to be avoided.
- Debating the future print strategy is of high interest for newspaper print plant managers. In many regions over capacities in newspaper printing are reduced.
- Newspaper publishers and print plants are looking to develop into new business areas. In this respect some are starting to act like an ad agency, providing solution oriented full services to customers, even those that include external services.
- We need to offensively promote innovation in print production. The mindset of innovation is different in different regions of the world. A specific area to work in is adding interactive features to the newspaper by using emerging technologies (like sound and response signals). Very often innovation is blocked by the attempt to achieve the lowest possible price level for materials.
- The World Printers Forum shall drive technical innovation, an innovation brainstorming and collection of case studies. An example can be the start of an exclusive group of about 50 users of latest technologies ("Innovation Leaders").
- It was suggested to develop and present guidelines for press upgrades (retrofits), providing a roadmap for project management.

4b Election of the World Printers Forum Chair and Vice Chair

Manfred Werfel suggested electing K Balaji as the Chair of the World Printers Forum Board and Rick Stunt as Vice Chair of the World Printers Forum Board for the initial term of two years. Jan Kasten seconded the proposal.

The Board members elected K Balaji as Chair and Rick Stunt as Vice Chair of the World Printers Forum Board unanimously and by acclamation. Manfred Werfel congratulated both chairpersons elected and expressed his support for a good co-operation.

5a Building the World Printers Forum team, website, information and status

Manfred Werfel informed about the status of building the World Printers Forum team that is planned existing of four WAN-IFRA employees, one based in Germany and three based in India. Currently there are two team members on board (Manfred Werfel and Anand Srinivasan), a third one is just searched and a fourth one is planned be employed by mid 2015.

He also reported about the status of the website development. The basic website is online and can be selected from the menu bar of the start page of the WAN-IFRA website:



The current website is based on blog entries and articles. Readers and users can comment blogs but cannot interact with each other without the intervention of WAN-IFRA editorial. Currently an online forum is developed by the web developing company WAN-IFRA is using. The technical environment of the development is open-source software "Drupal".

The forum is supposed to be designed and implemented during the month of February 2015 and we expect it to go online in March this year. The forum shall provide several discussion categories. The meeting participants suggested some additional categories. The final list is now as follows (newly suggested categories in **bold**):

- Graphic & Type Design
- Prepress & Color Management
- Plate Making
- Printing
 - Offset Printing
 - Digital Printing
 - **Press Control**
 - **Print Blankets**
 - **Rollers**
- Paper

- Ink
- Mailroom
- Quality
- Efficiency
- **Business Model of Print**
- **Innovations and New Ideas**

It is requested that a user can search for categories on the forum website.

Jan Kasten from PPI offered to assist with the website in case WAN-IFRA needs support. Background is that PPI is running own developments on the same technical basis (Drupal).

5b World Printers Forum Conference 2015, themes & speakers, Program Committee

Regarding the next World Printers Forum Conference in October 2015 in Hamburg (organised in conjunction with World Publishing Expo 2015) the questions were discussed: Who to attract? Do we attract printers? and: How to attract new audiences?

For this agenda topic Ralf Ressmann, Sérgio de Oliveira and Virginia Melero from WAN-IFRA attended the meeting. The following conference topics were discussed and suggested by the World Printers Forum Board:

- New Business Models of Print
- Innovations in Technology, Product Design and Product Offering
- Productivity
 - Lower Grammage Paper
 - Ink Reduction
 - Operational Re-Organisation
 - Energy Savings and Sustainability
- Case Study: International Newspaper Color Quality Club
- Regional Case Studies, reports about regional market trends, e.g. from the UK, US ("Transcontinental Printing [TC]" is expanding), India
- Debate on UV Curing (see Indian Discussion)
- The Power of Print
 - New Products, former online publications going print
 - Learning from Magazines
- Regulatory Issues: UV (again), De-Inking, Mineral Oil Penetration
- Excellence in Manufacturing
- Learning from Other Industries

- Six Sigma, Automotive Industry
- Packaging Industry
- Harbour Industries
- Beiersdorf: Tesa

The following activity was discussed: WAN-IFRA to condense the suggested topics and sessions to a basic conference program and then to contact the board for feed-back and input regarding good speakers.

5c Initial projects, proposal, discussion and decision

Suggestions for projects and initial working groups were presented as follows:

Description	Votes	Comment
a) Project "Optimized Paper Handling and Logistics"	6	Already Running
e) Standardising production with lower grammage newsprint	6	2 steps: Interviews first (2015), then technical research report
k) Developing print quality standards for digital (inkjet) newspaper printing	4	Color chart printed on different inkjet presses, evaluation by Chennai lab
d) Newspaper production trends in different countries	3	
l) How to keep print attractive for readers and advertisers?	3	
f) Updating of relevant archived WAN-IFRA Special Reports	2	
g) Recycled newsprint, difficulties during de-inking	2	
c) Production cost management and new business model for print	1	Interview based, can be done with external journalist in 2015
h) Sustainability – Carbon footprint and hazardous waste management	1	
i) New newspaper color profile ("ISOnewspaper26v4")	1	A must, 3–4 months
j) Procedure of the Color Quality Club evaluation	1	A must, 4–6 weeks
b) Benchmarking project to be extended to other countries.	0	

The table shows project topics discussed at the meeting of the Technical Committees on 11 November 2014 and their ranking created by the votes of Technical Committee members after the meeting.

The projects market in dark yellow are either already running, like "Optimized Paper Handling and Logistics" (<https://basecamp.com/2296667/projects/6414522>) or considered as "must do" projects, like "New newspaper color profile" and "Procedure of Color Quality Club evaluation". The three projects marked in light yellow were suggested to start in 2015.

The World Printers Forum Board agreed with the suggestion running the most urgent projects i) and J) and to start the new projects e), k) and c).

The project on "**Procedure of the Color Quality Club evaluation**" was discussed as well. The Board recommended to collect sample copies of the participations newspaper titles retrospectively and not asking participants to send samples of all days of the "contest print weeks" to WAN-IFRA for evaluation. Else the Board agreed with the project outline as presented (see attachment to the minutes).

Thomas Isaksen and Rick Stunt engaged to support the project on "**lower grammage**". Dieter Betzmeier and Herbert Kaiser will look to find colleagues who can support the work with the projects on "**Inkjet**" and "**Business Models**".

The **Inkjet project** should cover the following:

- The business case of inkjet newspaper production
- Print tests with different makes of presses but on the same paper (48 g/m²)
- The question of de-inking

We shall check with FOGRA and Technical University Darmstadt, what they already have in research of inkjet print quality and de-inking (database on de-inking at TU Darmstadt, INGEDE?).

Future projects (for 2016) can be on de-inking in general and on "how to keep print attractive?". We can also touch this already in the project on "new business models of print".

Based on the decisions of the World Printers Forum Board WAN-IFRA will work out a suggestion on how to proceed with the decided projects, whom to invite to the working groups and how to structure the working plan.

6 Next meetings, proposals, decision (time and place)

After a discussion the World Printers Forum Board decided to have its next meeting during the conference and expo of "WAN-IFRA India 2015" in Mumbai, India, from 2–4 September 2015.

Meanwhile Magdoom, the Managing Director of WAN-IFRA South Asia, suggested the following date, time and place for the next Board meeting:

1 September 2015

13.00–18.00 hours, followed by dinner at 19.00 hours

Courtyard Marriott Hotel, Mumbai, India

<https://www.marriott.com/hotels/travel/bomcy-courtyard-mumbai-international-airport/>

WAN-IFRA India 2015 Conference & Expo is from 2–4 September 2015, Bombay Exhibition Centre (little away from the hotel).

If required the Board will have a teleconference meeting in between. WAN-IFRA is using "Go To Meeting" software and will invite Board members if requested. Invitees do not have to purchase the software or to register.

7 Other business

Two themes were discussed and decided:

1. WAN-IFRA to link from the "About us" area on its website to the WAN-IFRA World Printers Forum microsite.
2. WAN-IFRA to update the Wikipedia entry about the association.

8 Wrap-up and closing of the meeting

Manfred Werfel thanked the participants for the lively discussions and valuable contribution. He wished all participants a safe trip home. He closed the meeting.

The following documents to the minutes are available as attachments to the minutes for your information:

2015-01-30 New Procedure INCQC.pdf

2015-01-26 WPF Board.pdf



Manfred Werfel
Deputy CEO
Executive Director, Global Events
Frankfurt am Main, 2015-01-30

Minutes taken by Manfred Werfel,
approved by the Chair and the Vice Chair of the World Printers Forum Board