**Agenda**

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<tbody>
<tr>
<td><strong>1</strong></td>
<td>Welcome</td>
<td>K Balaji, R. Stunt</td>
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<tr>
<td><strong>2</strong></td>
<td>Introduction of participants</td>
<td>Round-table</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Approval of the minutes, phone conference meeting on 27 Oct 2015</td>
<td>all</td>
</tr>
</tbody>
</table>
| **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  
|   | 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 |
**Agenda**

<table>
<thead>
<tr>
<th>7</th>
<th>Planning the WPF Conference 2016 in conjunction with the WAN-IFRA India Conference, 21–22 September, Kolkata (Calcutta)</th>
<th>K Balaji, M. Werfel</th>
</tr>
</thead>
</table>
| 8 | Planning the next projects  
Value Adding (prepress, materials, printing, mailroom)  
Newsprint (lower grammage, improved newsprint) | K Balaji, M. Werfel |
| 9 | Planning the next General Assembly: when and where? | all |
| 10 | Preparing of the election of the new WPF Board at the General Assembly | all |
| 11 | Other business  
Report about Print Power and TwoSides (Manfred Werfel) | all |
| 12 | Next meeting | all |
| 13 | Wrap-up | K Balaji, R. Stunt |

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**Paper Mill Georg Haindl since 1849**

Berthold Friedrich Brecht was a manager and since 1914 the director of the Haindl paper mill. The family lived in an almshouse of the company in Augsburg.

Bert Brecht (1898–1956) was the first son of Friedrich Brecht

B. Brecht became a writer. His “The Threepenny Opera” and the songs of “Mackey the Knife” and “Pirate Jenny” are known worldwide.
Walter Brecht

Walter Brecht (1900–1986) was the second son of Friedrich and Wilhelmine Friederike Sophie Brecht

Studied paper engineering at TU Darmstadt (1920–1923)

1931 = Professor of the Paper Institute of TU Darmstadt

1956 = Principal of TU Darmstadt
Walter Brecht

One of Walter Brecht’s students was Boris Fuchs, who later was the Research Director of IFRA
Approval of the minutes, WPF Board Phone Conf, 27 Oct 2015

Minutes taken by Manfred Werfel
Minutes distributed to the Board members on 29 Oct 2015
No comments from Board members
Report about the work of the World Printers Forum

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

What did the World Printers Forum achieve?
ISO 12647-3:2013
Quality standard for newspaper production

NEW AND EMERGING BUSINESS MODELS
of newspaper printing companies
THOMAS ISAKSEN, CEO, The Procurement Association of the Danish Press, Denmark, spoke about how the association works to keep the cost of newspapers low for readers.

The Procurement Association, known by the acronym DDPFF, is a non-profit company that handles a large portion of new acquisitions each year, and that covers nearly 100% of the Danish market.

DDPFF has a great price advantage in the Danish market, thanks to more than 75 years of co-operation with paper mills. Moreover, DDPFF operates its own ship and has a stock facility as well, which helps in keeping the cost of logistics low and also makes just-in-time delivery possible, said Isaksen, who has been CEO of the association since 2005.

The association represents 25 newspapers and independent printers. If a printer is part of the association, he has to buy newsprint only from DDPFF and cannot go to the market directly; on the other hand, DDPFF offers newsprint to all its members at the same price, irrespective of the size of the organization or the volume of purchases, Isaksen said.

Members can order newsprint online and track the entire order. An invoice is raised only after the customer receives the materials. A hotline is provided for customers to contact the association in case of problems with delivery or change in color.

Additional services and support

Apart from newsprint procurement and sales to members, DDPFF also offers several other services such as technical support to printing houses, production optimization, claims processing and redressing of complaints. It also offers solutions for environmental issues. The association has introduced new Forest Stewardship Council (FSC)-certified newsprint initiatives, said Isaksen, who is also the Chairman of the FSC, Denmark.

Apart from newsprint, DDPFF deals with other materials such as fine paper, sheets and paper rolls for advertising purposes, but not on a compulsory basis, he said. DDPFF also now collects industrial waste from newspapers and sells it to companies that use such material for their operations. Waste paper and used aluminium plates are collected and sold, Isaksen told delegates at the conference.
The newspaper industry today has high expectations on print quality and consistency, also in relation to environmental requirements. One of the biggest drivers is the fast-paced development in digital printing, which forces printing companies to continuously adapt their equipment to meet new standards.

The Star drew up an action plan and it was decided to replace the original dampening system with a digital Pagepack inking system and a Digital Pagepack coating system. They also replaced the existing Spray Bar dampening system with a Digital Pagepack system.

To start with, The Star did a complete mechanical audit of the press. They found damaged drive couplings, severe wear and tear in folders and blanket cylinders and severe wear and tear in the folder. After the audit, The Star drew up an action plan and it was decided to replace all motors and drives.

Challenges of lower gsm newsprint

From a paper manufacturer’s point of view, manufacturing lower gsm newsprint is a challenging process, mainly for 40 gsm newsprint. Newsprint grades below 45 gsm have no production challenges. Hence, the challenges in manufacturing lower gsm newsprint are: higher draw in the press section, and increased sensitivity towards sheet defects like holes, wrinkles and fibre clusters.

However, all these challenges can be mitigated by modern process control and operational focus, higher post-press machinery, said Winfred Schaur, Senior Vice President, Newspaper Publishing, UPM, Germany. This brings about lower splices, lower white paper waste and an equivalent print run, there is less roll handling. The combined effect of shorter splices, less white paper waste and an equivalent print run, cause fewer newsprint rolls are required for the same weight of the reel. Besides, there is no potential reduction of foam in the press. However, lower gsm newsprint, Schaur said. The tensile strength of paper far exceeds the tenacity of gsm newsprint. Newsprint grades from 45 gsm till 48 gsm have no production failures. There is a 4% saving from 45gsm to 42.5 gsm and another 6% from 42.5 gsm to 40 gsm. There are also savings in copy distribution, as the weight of newsprint is reduced. Importantly, there are also lower logistics and environmental benefits.

Press retrofit - a case study from The Star, Malaysia

The Star is the largest English daily newspaper with a circulation of 7,300,000 copies, 65,000 digital subscribers and a readership of 1 trillion. The group has a 1 trillion RM turnover, 70% of its revenue is from print, 23% from events and exhibitions, 6% from radio & TV and 1% each from digital and training.

Mohamed Hassan Mohammad Ali, Senior Vice President, Newspaper Publishing, UPM, Malaysia, outlined his company’s learnings from the experience.

"While considering press upgrades, we had to answer many questions," he told the audience. "What is the current condition of the press? What are the market requirements and what add-ons are required to make the press relevant for another 10 years? And importantly, what is the capital investment required?"

Audit and action plan

To start with, The Star did a complete mechanical audit of the press with the help of technical teams. They found damaged drive couplings, severe wear and tear in folders and blanket cylinders and severe wear and tear in the folder. After the audit, The Star drew up an action plan and it was decided to replace all motors and drives.

KEY FACTS ABOUT THE STAR MEDIA GROUP, MALAYSIA

- The Star is the largest English newspaper with a circulation of 7,300,000 copies, 65,000 digital subscribers and a readership of 1 trillion.
- The group has a 1 trillion RM turnover, 70% of its revenue is from print, 23% from events and exhibitions, 6% from radio & TV and 1% each from digital and training.
A new best-practice guide for Optimised Paper Handling & Logistics has been released for review, and its Editor and Project Manager, Nigel Wells, explained to participants at the World Printers Forum in Hamburg how this guide came about, why it is important and how they can take an active part in the reviewing process before the final version is published in 2016.

“The one thing we all have in common in this room is that directly or indirectly, we all make our living from paper,” said Wells, who is also Joint Managing Director and Editor, Print Process Champions best-practice group, France.

Paper handled 16 times between mill and press

Noting that “world paper production is a big subject, equal to six million tonnes/year,” Wells demonstrated that while paper is very robust, it is also very vulnerable – to water damage, damage from rolls being dropped and so on. This vulnerability is a major concern because paper is handled up to 16 times from the paper mill until it gets to the press, so there are a lot of opportunities to damage it.

In addition, there are issues such as reduced industry resources, which has been complicated by the mass retirement of those of the baby boomer generation as well as cost pressures to make everything last longer but often with reduced maintenance.

It has become essential for the industry to attack avoidable waste and damage across the value chain, Wells said. And it is from this need that the idea for the guide was born.

The unique cross-industry project combined synergies from suppliers, publishers and industry associations, including: ABP, Axel Springer, Goss, KBA, Stora Enso, The Times of India, UPM and WAN-IFRA among others.

“The subject is pretty big, so we’ve cut it up into several modules,” Wells said.
New newspaper color profile
WAN-IFRAnewspaper26v5

In line with actual ISO 12647-3, TIC 220%
Technically up to date: data format and quality
Visually compatible with ISOnewspaper26v4
Future oriented, for the next 10 years
Well accepted by users, good test results
Suppliers integrate it into software, e.g. OneVision

Image Source: http://hdwallpapersfactory.com/wallpaper/outer_space_colors_desktop_1600x1000_wallpaper-426186.jpg
World Printers Forum Website

Daily updates with new information
News from the industry
Press releases of publishers and suppliers
Interesting links
Document and tool downloads
World Printers Forum Newsletter

Every two weeks, English and German
About 20 news links in each language
About 9,000 addressees
Links to important events, advertising
Since February 2016 new responsive design
Optimised for smart phones and tablets

World Printers Online Forum

Forum open for everyone, different topics
  Business Models of Print
  Graphic & Type Design
  Prepress & Color Management
  Printing, Mailroom
  Innovations, Quality, Efficiency
**Paper Guide review**
  General Business
386 registered users
Open invitation to review the pre-publication Alpha version

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 panel of established companies shares best test and global reference for suppliers, transporters, converters, printers and institutions. The guide is intended to provide a best practice guide for the entire paper handling and logistics industry and as a result to outline, correct and complete the best practice gained through industrial research and a practical approach.

The purpose of the guide is to improve the economic and environmental performance across the supply chain from the paper maker through to the paper consumer. A general guide cannot take into account the specificity of all products, procedures, laws and regulations. We therefore recommend that this guide be used only as a complement to applicable local legal regulations always take precedence over this guide. Always check information from suppliers, whose safety, operating and maintenance procedures along with safety regulations should perform maintenance work.

IMPORTANT SAFETY NOTICE!

Handling & Logistics

Environmental & Economic Impact

Roll Cores as Process Components

Characteristics

Climate & Fibre-based Products

Best Practice

FUNDAMENTAL P

OPTIMISED P

LEAN & GREEN BEST PRACTICES

SUSTAINABILITY FOR SUCCESS

OPTIMISED PAPER

Paper Handling for Sheetfed Presses

Paper Roll Repairs

Troubleshooting & Maintenance

Splicing Tapes and T

Splice Faults and Web Breaks

Paper Handling

INTERNAL LOGISTICS FOR PRINTERS

Optimise Temperature & Humidity

FUNDAMENTAL P

P

E

Control the Clamping

Paper Handling & Logistics

SUSTAINABILITY FOR SUCCESS

VERSION

CONTENTS

Forces acting on a load

Forces and acceleration

Lashing and securing material

Loading/Unloading

Loading

Circulation & Aisles

Materials Reception/Dispatch

Bulk Paper Warehouses

MTS OF INDIA, UPM

1. How can you participate?

1: Become a reviewer of pre-publication Alpha version — identify areas to correct and repair
2: Become a company sponsor: support free participation and awareness of the project

The project includes the following companies, projects and partners: Olympian Printing, Enfolding Press, Hoober, ACP, Moeller, and others. To become a reviewer, log onto the Royal Society Online Scientific Library (RSL), and then go to “Best Practice Saner” under “Best Practice Saner” to download the different modules. For more information please visit the project on social media: HW2 Media (@H2M), Sustainabilityhawk (facebook.com), or SustainableFutures@UPM (twitter.com).


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Paper Guide online for review

“Optimised Paper Handling and Logistics”

Update of the “Orange Book”

5 associations and 14 industry partners

Project review on WPF online forum:
wan-ifra.org/PaperGuide

Guide to be launched at Drupa 2016

Next project meeting 3 March in Frankfurt
Structure of Guide, 130+ pages

Title, Credits, Introduction, Contents-Summary
1 Substrate overview
2 Inspection, diagnosis & reporting
3 Warehouse/Paper store
4 Handling equipment
5 Best practice roll & pallet handling
6 Transportation, Rail, Sea, Road, Containers
7 Paper handling to press
Glossary & Index

Inkjet applications in newspaper production

Report about current and future inkjet applications in newspaper printing. How can inkjet help to innovate production? What are business perspectives and technical opportunities? Interview with experienced users and suppliers. Summarise, compare and comment answers of users and suppliers. Measure and document the print quality range of current inkjet systems for newspaper printing.
Inkjet applications in newspaper production were identified

- Micro editions, customisation, personalisation
- Remote distribution of international newspaper titles
- Adding value
- Alternative production systems
- Replacing offset printing

Inkjet in newspaper production

- 25 interview partners were identified (users and suppliers)
- Questionnaires were developed and sent
- Print test charts were developed and sent
- So far we got feedback in writing or in a meeting from six companies
- Target to release the report in May 2016
International Newspaper Color Quality Club 2016–2018

Open to all types of newspaper production
Coldset, heatset, inkjet, flexo, tinted paper
138 participating newspaper titles
One-day tutorials in many countries in 2015

Participation over time

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<td>192</td>
<td>165</td>
<td>138</td>
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</table>

2016 WAN-IFRA | 36
Procedure and schedule

Participants to test print daily during competition week

Jury “General Print Quality”, 2–4 May 2016, Chennai

Final results in June 2016


<table>
<thead>
<tr>
<th>Test print weeks</th>
<th>WAN-IFRA informs, from which day to submit samples for evaluation</th>
<th>Samples have to be available for evaluation</th>
<th>Evaluation reports sent by WAN-IFRA</th>
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<tbody>
<tr>
<td>21–25 March 2016</td>
<td>28 March 2016</td>
<td>08 April 2016</td>
<td>05 June 2016</td>
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</table>
Maria Belém

Maria Belém joined WAN-IFRA as Sales Manager for Global Events for World Publishing Expo and World News Media Congress.

She has more than 10 years of experience in B2B sales and worked with international companies such as Groupon and Marcus Evans, in Portugal and the UK. Maria is fluent in Portuguese, English and Spanish, and holds a master’s degree in Communication from University of Minho, Portugal.
Revamped Expo Concept

Integration of Conference and Expo
Tech Nite
Matchmaking
WAN-IFRA Consultation
Lower exhibiting cost

Integrating expo and conferences
Conferences in the expo hall

PRINT WOLD conference
DIGITAL MEDIA WORLD conference
Keynote every morning
Alternating sessions
Linked to guided tours
User case studies
Research presentations
Panels with experts
### Print World conference

<table>
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<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td>09.30 – 10.00</td>
<td>Keynote</td>
<td>Keynote</td>
<td>Keynote</td>
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<tr>
<td>10.00 – 10.30</td>
<td>Power of print, innovations in print</td>
<td>Guided tour on specific topic</td>
<td>Adding value in the mailroom</td>
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<tr>
<td>10.30 – 11.00</td>
<td>Guided tour on specific topic</td>
<td>Adding value in printing</td>
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<td>11.00 – 11.30</td>
<td>Guided tour on specific topic</td>
<td>Guided tour on specific topic</td>
<td>Opportunities of low-grammage and improved newsprint</td>
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<td>Inkjet applications in newspaper production</td>
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<td>Opportunities of low-grammage and improved newsprint</td>
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<td>International Newspaper Color Quality Club case studies</td>
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### Digital Media World conference

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<td>Monetising mobile</td>
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<td>Transformation case studies</td>
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<td>Paid content 2.0</td>
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<td>Guided tour on specific topic</td>
<td>Ad blocking and smart ads</td>
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<td>12.00 – 12.30</td>
<td>Social media and platform strategies</td>
<td>Guided tour on specific topic</td>
<td>Virtual reality in storytelling</td>
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<td>12.30 – 13.00</td>
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<td>Online video</td>
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WPE16 Ticket Pricing Structure

**Entrance Tickets** 
Visitors

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<th>June 2016</th>
<th>Aug 2016</th>
<th>9 Oct 2016</th>
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<td>Expo Only</td>
<td>0 €</td>
<td>49 €</td>
<td>99 €</td>
<td>149 €</td>
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<td>Expo + Media Tech Nite</td>
<td>99 €</td>
<td>149 €</td>
<td>199 €</td>
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**Exhibitor Vouchers** 
Season Tickets

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<td>Aug 2016</td>
<td>Sept 2016</td>
<td>On-Site</td>
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<tr>
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<td>0 €</td>
<td>29 €</td>
<td>29 €</td>
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Media Tech Nite

- Evening event on Tuesday
- Tables for exhibitors
- World Digital Media Awards
- INCQC Awards, Star Club
- Dinner, Music
**Additional exhibition services**

- Matchmaking
- Highlighting exhibitors’ products in advance (catalogue+)
- Social media promotion
- Mailing service
- Book WAN-IFRA experts for free consultation
- Exhibitors’ events part of expo program

**Lowering cost of exhibiting**

- Improving expo services
- Lowering cost of exhibiting
- Modular stand building
Stand package 100 m², island
Stand package 50 m², peninsula
Available Colours

<table>
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<th>Colour Code</th>
<th>Colour Name</th>
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<tr>
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<td>1730</td>
<td>Parchment</td>
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Stand construction cost

50 m² Stand (Peninsula)
- Floor, construction
- + 2 meeting rooms
- + Furniture
- + Electricity
- + Daily cleaning

€16,750

100 m² Stand (Island)
- Floor, construction
- + 2 meeting rooms
- + Furniture
- + Electricity
- + Daily cleaning

€23,750

World Publishing Expo 2016
- More attraction: integrating of expo & conferences
- Improved marketing: additional exhibition services
- Optimise efficiency: joint customer evening event
- Lower cost: modular stand building
Summary

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

Status of World Publishing Expo

589 visitors from more than 60 countries registered for Expo 2016 until 29 February

On 29 February the number of confirmed exhibitors was 41
Target is 200+ exhibitors
**Issues**

Drupa year, shorter Drupa cycle  
Low investments in saturated markets ("not enough leads")  
Stressed marketing budgets of exhibitors  
Reorganisation in the supplier industry  
Many exhibitors are hesitant

**Our targets**

Secure World Publishing Expo as the meeting point of the newspaper industry  
Convince major exhibitors to commit to Expo  
Mobilise support of active WAN-IFRA bodies  
What can the World Printers Forum do?
Planning the World Printers Forum Conference 2016

To be organised in conjunction with the WAN-IFRA India Conference, 21–22 September, Kolkata (Calcutta)

Suggested topics

Suggested speakers

Planning the next projects

Value Adding

Prepress: Color Management, Screening, Resolution, Plate making

Materials: Paper, Ink, Plates, Blankets

Printing: Drying, Curing, Varnishing, Coating, Stitching, Glueing
Planning the next projects

Value Adding

Mailroom (Postpress): Storing, Collating, Combining, Stitching, Glueing, Trimming, Inserting, Addressing, Bundling, Packaging, Palletising, Distributing

New Technologies: QR-Codes, AR, Printed Electronics, Printed Functionality

Planning the next projects

Newsprint

Lower grammage – cost reduction

Improved newsprint – product improvement

Two contradicting trends in newspaper printing
Planning the next General Assembly: when and where?

General Assembly on the day after World Publishing Expo 2016 in Vienna, Austria: Thursday, 13 Oct 2016
Hotel near by the expo or near by the airport?
Invite all former technical committee members and all registered World Printers Online Forum users
Participants elect new board members at the meeting
(we introduce candidates and submit election cards prior to the General Assembly)

Preparing of the election of the new WPF Board

After two years new board to be elected in Oct 2016
Handover of official duties: January 2017
Most of current World Printers Forum Board members are willing to run for a second and last term of two years
Balaji and Hassan announced to step down
Suggestions for Indian and South East Asian candidates
Suggestions for guests from begin of 2017 on, who can become Board members in future
Other business

Only if there is time left:
Report about Print Power and TwoSides
(Manfred Werfel, member of the Print Power EU Board)
The Two Sides and Print Power campaigns

Two Different campaigns for largely different audiences

**Print Power** promotes the use and effectiveness of print media in a multi-channel market, to media and marketing professionals

**Two Sides** informs paper users everywhere that print and paper is an attractive and sustainable means of communication

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Target audiences

**Print Power**

- Advertising agency - account directors, strategy directors, planners, client service directors, creative directors
- Media agency - media planners, media strategy directors, media buyers
- Brand owners - marketing directors/managers, media directors, communication directors/managers, product managers

- Printers - MD/CEO
- Paper merchants - MD/CEO
- Newspaper publishers - sales staff
- Magazine publishers - sales staff
- Partners
- Members
- Other stakeholders

**Two Sides**

- Consumers
- Corporates
- NGOs
- Government
- The Print Power Primary Audience

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Two Sides and Print Power Campaigns, History and Strategy
The origins of Two Sides

- Created in 2008 by the UK paper merchant association NAPM. Quickly joined by paper manufacturers and other graphic sector players. Purpose: to combat the anti-print and paper environmental messages.
- Raised money by means of a turnover related subscription from members.
- Established as a UK non-profit business with a Management Board and various sub-committees.
- In 2011, a US campaign started and the organisation now operates in Europe, North America, South Africa, Brazil, Australia, Colombia.
- In 2012, Two Sides was approached by Print Power organisation to join forces for Europe. A Print Power campaign would focus on Effectiveness to a B2B audience whilst Two Sides would extend its activities into continental Europe, aimed at both B2B and B2C. Print Power signed a license agreement with Two Sides.

The origins of Print Power

- Originally called Print Sells; a Cepifine/Cepiprint initiative in 2006.
- Deemed to have failed because of briefness of campaign and lack of country involvement.
- Renamed in 2011 as Print Power and modelled on Two Sides strategy to involve all sectors of the graphic media chain and deliver through local teams.
- Effectiveness and Sustainability issues kept separate.
  - Print Power (B2B) and Two Sides (B2C) focus on different audiences and have different ambitions. Media decision makers interested in ROI/Effectiveness. Consumers/NGOs interested in sustainability.
  - Mixing messages would dilute the effectiveness of each.
  - Print Power has agreed in licence to maintain the Two Sides focus.
Campaign synergies

- One office with staff shared across different functions
- Shared
  - Website platform for both campaigns – ease of use
  - Newsletter and mail platforms
  - Data sources
  - Expertise
  - Legal and accounting costs
- Admin costs 24% of funds raised and spent

Recent History, 2013

- Euro-Graph funding reduced and questions asked about the effectiveness of the organisation
- Closure of the Brussels office
- Two Sides and Print Power campaigns centralised for efficiency using shared UK office
- Print Power Europe Ltd established. No permanent staff
- Newvizion appointed to run the campaigns; taking all staff and associated fixed cost risks
- Strategic changes agreed:
  - The production of marketing materials is now a central function and cost. Cash contributions to countries cover local campaign delivery.
  - Two Sides and Print Power campaigns share common web and communication platforms. Visually different
  - Countries encouraged to collect cash funding from local sources to match or exceed central funding. Excess funds for local projects.
Analysis of funding

- Centralisation has minimised administration costs. Now 24% of overall cash raised and spent
- Cash to countries is still the largest component of expenditure

Challenges for discussion

1. The organisation is called Print Power which, in Europe, runs two campaigns; Two Sides and Print Power. This can be confusing. (But is it to campaign audiences?)

2. Not all countries want to support both campaigns, or all parts of each campaign. How much freedom should be given? (Two Sides agreement with Print Power covers campaign activity across Europe)

3. Country Managers have varying enthusiasm and time for the campaigns. What to do if a country team is not delivering?

4. More central delivery of campaigns? Should some more functions be centralised if countries are unable to find the resources? (Website management/anti-greenwash campaigns etc.)

5. Local fundraising is declining with consequent reliance on central funds. Country managers can be a high proportion of local costs. Do we get value for money? What are our expectations of them?
Print and Paper
Sustainable and Effective

Print Power in:
- Austria
- Finland
- France
- Germany
- Hungary
- Italy
- Netherlands
- Norway
- Spain
- Sweden
- United Kingdom

Two Sides in:
- Europe
- Australia
- Brazil
- Colombia
- South Africa
- North America (USA and Canada)

Next Meeting of the World Printers Forum Board

Options

Tuesday, 20 September 2016, prior to WAN-IFRA India Conference, 21–22 September, Kolkata (Calcutta)

Wednesday, 12 Oktober 2016, on the last day of World Publishing Expo in Vienna, on the eve of the General Assembly
Thank you!