

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

Tuesday, 2017-02-21, Meeting at dmg, Northcliffe House, Kensington, London, UK

Participants of the World Printers Forum Board Meeting

| | |
|--|---|
| Anu Ahola, Senior Vice President, Newspaper Publishing, UPM Paper ENA, Helsinki, Finland |  |
| Kasturi Balaji, Director, Kasturi & Sons Ltd. (The Hindu Group), Chennai, India, Chair |  |
| Dieter Betzmeier, Member of the Board of Directors of manroland web systems, Augsburg, Germany |  |
| Andreas Gierth, Director of Production, Frankfurter Allgemeine Zeitung (FAZ), Frankfurt/Main, Germany |  |
| Sanat Hazra, Technical Director, Bennett, Coleman & Co (The Times of India Group), Mumbai, India |  |
| Dr. Michael Hirthammer, GM, Dir. Global Paste Tech. Screen & Ind., Sun Chemical, Eurolab, Karlstein, G |  |
| Thomas Isaksen, CEO, DDPFF Den Danske Presses, Faellesindkøbs-Forening, København, Denmark |  |
| Menno Jansen, Chairman Q.I. Press Controls BV, EAE, Oosterhout, Netherlands |  |
| Herbert Kaiser, Senior Mgr., Prod. & Project Mgmt., KBA-Digital & Web Solutions, Würzburg, Germany |  |
| Jan Kasten, Managing Director, ppi Media GmbH, Hamburg, Germany |  |
| Graham Macfarlane, Board Member, Felix Böttcher GmbH & Co. KG, Cologne, Germany |  |
| Mohamed Hassan Mohamed Ali, Senior GM, Star Publications, Menara Star, Petaling Jaya, Malaysia |  |
| Winfried Schaur, Senior Vice President, Newspaper Publishing, UPM, Augsburg, Germany |  |
| Josef Konrad Schießl, Managing Director, Süddeutscher Verlag Zeitungsdruck GmbH, Munich, Germany |  |
| Peder Schumacher, CEO, V-TAB AB, Gothenburg, Sweden |  |
| Mujo Selimović, Publisher "Oslobodjenje" newspaper, Sarajevo, Bosnia and Herzegovina |  |
| Dr. Rick Stunt, Group Paper Director, dmg-media, London, UK, Vice Chair |  |
| Guest for this meeting | |
| Carl Conrad Mäder, Manager of Research and Development, Ferag, Hinwil, Switzerland |  |
| WAN-IFRA Representatives | |
| Vincent Peyrègne, CEO, WAN-IFRA, Paris, France |  |
| Thomas Jacob, COO, WAN-IFRA, Frankfurt/Main, Germany |  |
| Manfred Werfel, Deputy CEO, WAN-IFRA, Frankfurt/Main, Germany, Secretary |  |
| Total | 12 |

Agenda

| <i>No.</i> | <i>What?</i> | <i>Who?</i> |
|------------|---|---------------------------------------|
| 1 | Welcome | Chair |
| 2 | Introduction of participants | Round-table |
| 3 | Approval of the minutes of the last meeting | all |
| 4 | Results of the WPF board election | M. Werfel, all |
| 5 | Term and re-election of board members | all |
| 6 | Election of new chair and vice-chair | |
| 7 | Report about the work of the World Printers Forum IFRA & DCX Expo World Press Trends INCQC, Star Club World Printers Forum Conference Projects: Inkjet, OPHAL Paper Guide, Newsprint | M. Werfel, all |
| 8 | Developments in markets and technology Specifics of South-East European newspaper markets Developments of the Indian newspaper market The PRIME network | M. Selimović S. Hazra M. Jansen |
| 9 | New projects US Readership in Digital/Print Value Adding (prepress, materials, printing, mailroom) Update WAN-IFRA Reel Bar Code News in Print for Children New business models of newspaper printing (update) | M. Werfel, all |
| 10 | Next meeting WAN-IFRA India Conference, Chennai, 12–14 Sept 2017 IFRA Expo, Berlin, 10–12 October 2017 | all |
| 11 | Other Business | |
| 12 | Concluding remarks | Chair |

The Minutes



(from left to right:) Menno Jansen, Sanat Hazra, Michael Hirthammer, Anu Ahola, Andreas Gierth, Carl Conrad Mäder, Peder Schumacher, Josef Konrad Schiebl, Rick Stunt, Mujo Selimović, Herbert Kaiser

1 Welcome and opening of the meeting

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

2 Introduction of Participants

After the Board election in December 2016 a number of first-time participants were present. In a round-table members introduced themselves. See the list of participants on page 1 of this document.

3 Approval of the minutes of the Meeting on 12 October 2016

The minutes of the fifth meeting of the World Printers Forum Board on 12 October 2016 were approved without changes.

4 Results of the World Printers Forum Board election

Manfred Werfel presented the results of the online election of the World Printers Forum Board. The election ran throughout the month of December 2016. The results were as follows.

| Total No. of Votes: 647 | | |
|--|-------|---------|
| Representatives from newspaper publishing and printing companies | Votes | Percent |
| Andreas Gierth, Director of Production, Frankfurter Allgemeine Zeitung (FAZ), Germany | 184 | 51,0 % |
| Josef Konrad Schießl, Managing Director, Süddeutscher Verlag Zeitungsdruck, Munich, Germany | 153 | 42,4 % |
| Mujo Selimović, Publisher "Oslobodjenje" newspaper, Sarajevo, Bosnia and Herzegovina | 126 | 34,9 % |
| Sanat Hazra, Technical Director, Bennett, Coleman & Co, Mumbai, India | 120 | 33,2 % |
| Peder Schumacher, CEO, V-TAB AB, Gothenburg, Sweden | 109 | 30,2 % |
| Dr. Rick Stunt, Group Paper Director, dmg-media, London, UK | 102 | 28,3 % |
| Thomas Isaksen, CEO, Procurement Association of the Danish Press, Copenhagen, Denmark | 100 | 27,7 % |
| Representatives from supplier companies | Votes | Percent |
| Herbert Kaiser, Senior Mgr., Product & Project Mgmt., KBA-Digital & Web Solutions, Würzburg, Germany | 381 | 65,6 % |
| Menno Jansen, Chairman Q.I. Press Controls BV, EAE, Oosterhout, Netherlands | 184 | 31,7 % |
| Anu Ahola, Senior Vice President, Newspaper Publishing, UPM Paper ENA | 128 | 22,0 % |
| Dieter Betzmeier, Member of the Board of Directors, manroland web systems, Augsburg, Germany | 119 | 20,5 % |
| Jan Kasten, Managing Director, ppi Media GmbH, Hamburg, Germany | 112 | 19,3 % |
| Dr. Michael Hirthammer, General Manager, DIC and Sun Chemical, Eurolab Karlstein, Germany | 109 | 18,8 % |
| Heiko Schröder, Managing Director, TMI Services, Ahrensburg, Germany | 83 | 14,3 % |

5 Term and re-election of Board members

At the last meeting of the Board it was decided to modify the election period of Board members, so that new members can join while also the continuity is preserved at the same time. The minutes of last meeting read as follows: "As per the initial agreement, six board members would step down after the first term, six members would continue in the board for continuity and six new members would be added every two years. This has to be implemented."

The following implementation proposal was discussed and decided.

- Election of six additional board members end 2017:
Three from publishers/printers, three from suppliers
- 12 + 6 board members for one year (2018)
- Election of six board members (instead of 12) by end of 2018
- Then, election of six board members every year
- Election of Chair & Vice-Chair every two years by the Board

The below chart illustrates the transition period.

| 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|------|------|------|------|------|------|------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

6 Election of new Chair and Vice-Chair

Manfred Werfel proposed to elect Rick Stunt, the Vice-Chair of the World Printers Forum Board, as the new Chair and to elect Herbert Kaiser as the new Vice-Chair for the next term of two years.

He asked if there were any other candidates. This was not the case. So, the Board decided in favour of the proposal and elected Rick Stunt as Chair and Herbert Kaiser as Vice-Chair per acclamation.

7 Report about the work of the World Printers Forum

Manfred Werfel reported about the work of the World Printers Forum since the last meeting in October 2016. His presentation slides are attached to the minutes. The report covered the following topics.

- IFRA & DCX Expo
- World Press Trends
- World Printers Forum Conference
- Projects: Inkjet, Optimised Paper Handling and Logistics, Newsprint

During the report the Board discussed and decided a number of questions:

- It was decided to modify and widen the Vision statement of the World Printers Forum. Currently the Vision of the WPF reads as follows: "*The World Printers Forum (WPF) shall be the central point of the international news media print community, including printers, materials suppliers and equipment manufacturers.*"

Board members were asked to suggest a modified version that underlines the relevance and sustainability of print in a digital world now and in future. Please send your suggestions to Manfred.Werfel@WAN-IFRA.org.

- It was decided to produce a brochure on the World Printers Forum that explains what it is and what it does to those who have not yet heard about us. This brochure should include the vision and mission of the World Printers Forum, its basic structure and short examples of its projects. Manfred Werfel will create a draft of the brochure (as a PDF and for print) and distribute the draft for review among the Board members.
- Sanat Hazra suggested to plan the topics for the Expo Conferences together with representatives from publishing and printing companies, who should be invited to talk about the implementation of automation and innovation projects. He also suggested using the visitor profiles of the recent Expos to learn more about the preferences of the exhibitors for creating a conference agenda with a higher relevance.
- Andreas Gierth stressed the need to identify new ideas for product innovations. This question was discussed by the participants in a number of aspects, like:
 - Which innovation for which customer segments are most required?
 - In many newspaper publishing companies there is no tradition of innovation; how to overcome this problem?
 - Even special formats of advertising (e.g. font-page ads) are debated in publishing companies.
 - How can you learn from other printing segments, like packaging printing, where the demand for innovations is much stronger than in the newspaper segment?
 - In some cases the experience was reported that publishers mostly just ask for cost reduction of print, but not for innovation in print.
 - The question was raised: What are customers looking for, what do they ask for?

- Sanat Hazra asked WAN-IFRA to avoid the clash of Expo dates with the dates of the festival season in India that starts in October to allow more participation from South Asia.
- Talking about the new Expo concept the participants discussed the positioning of the IFRA World Publishing Expo and suggested the following improvement and sharpening of the target groups: "For publishing and production experts focussing on all newspaper related print production topics."
- Talking about the World Press Trends the participants discussed the strong position of our industry compared with other media industries and ask WAN-IFRA to promote and present the power of print in conferences, publications and events.
- The World Printers Forum Board decided to organise the World Printers Forum Conference again in conjunction with the WAN-IFRA India Conference, which is planned for 12–14 September 2017 at ITC Grand Chola Hotel in Chennai (former Madras). Manfred Werfel was asked to inform the Indian WAN-IFRA colleagues.

8 Developments in markets and technology

Mujo M. Selimović presented specifics of South-East European newspaper markets and gave an overview about the position of the newspaper industries in the different countries of the Balkans. His presentations slides are attached to the minutes of the meeting.

Sanat Hazra reported about the developments of the Indian newspaper market, its special conditions and the most relevant trends. His presentations slides are attached to the minutes of the meeting for information.

Menno Jansen introduced the PRIME network of equipment suppliers to the World Printers Forum Board members. PRIME specifies standard interfaces between systems using the IFRAtrack communication language. His presentations slides are attached to the minutes of the meeting for information.

9 New Projects

The following possible new projects of the World Printers Forum were introduced by Manfred Werfel and discussed by the participants:

- US Readership in Digital/Print
Manfred Werfel reported about the status of this project. The report is ready from the content side. Currently some translation work is done and the layout process can start in about one week. The publication of the report is planned for mid of March 2017. Manfred Werfel thanked the World Printers Forum Board members who actively supported the creation of the report by providing their insider experience.
- Value Adding (prepress, materials, printing, mailroom)
This project has been decided already last year. It could be started now and the report could be published in June this year. However, the World Printers Forum Board was asked to specify the exact scope and target of the project.

The proposed research questions was "How to widen the product range of printers beyond newspapers?" To answer this questions different aspects could be analysed:

- **Materials** Special Paper, Special Ink
- **Printing** Drying, Curing, Varnishing, Stitching, Folding
- **Finishing** Collating, Stitching, Trimming
- **New Technologies** QR-Codes, Augmented Reality

The following discussion referred back the the previous questions that had been discussed earlier in the meeting (see discussion in conjunction with agenda topic 7, report about the work of the World Printers Forum).

The basic question was, if the target of the project should be to find ways for the newspaper printers to enter the commercial printing market or if the target of the project should be to find out what the end-users (readers and advertisers, but with an emphasis of the advertisers) of the newspaper products are looking for.

Sanat Hazra made a difference between innovations that require no investment in machines and equipment and those who do require such investment:

| No investment required | Investment required |
|------------------------|----------------------|
| Materials | Drying |
| SC Paper | UV Curing |
| New Technologies | Collating, Stitching |

Anu Ahola asked the question: What are the needs for innovation?

Herbert Kaiser introduced the term "Coldset Commercial" into the discussion.

Peder Schumacher suggested to focus on the requests of the customers.

Additional features were discussed, that can help to produce other products:

- Perforation (in all directions)
- Scratch-card printing in newspaper coldset
- Personalisation by inkjet imprinting
- Inserting product samples (on all pages) into the product, scented inks

Anu Ahola suggested to talk to some customers and to create a background story for the report. What do customers expect from newspaper advertising that they do not get now?

Alternatively we could run a survey among publishers about the wishes and desires of advertising customers, which are difficult to fulfil in practice (for various reasons).

Also, the question was discussed, which kind of innovations we should focus on. There are the so called "WOW effects", as Sanat Hazra said (Rick Stunt called them the "gimmick ads"), on the other hand you have innovations that are sustainable because they improve and change the workflow process. These are the "workhorse innovations".

Finally it was decided to take the Print City Report on value adding (with its production samples) as a starting point for the projects. This was the suggestion of Rick Stunt.

Manfred Werfel will summarise the Print City research results, distribute them among the World Printers Forum Board members and make a suggestion on how to go from there.

- Update WAN-IFRA Reel Bar Code

Björn Jonsson Dannetun, Supply Chain Manager at Holmen, proposed an extension of the WAN-IFRA Reel Bar Code. Björn wrote on 10 February 2017:

“The prime task would be to develop and define a unique ID for packages and for reels. This ID should then be the base for different methods of identification and tracking, like barcodes (...), two-dimensional codes (...) and RFIDs.

Package IDs should be used throughout the supply chain and logistics operations, loading, unloading, transporting, receiving, reporting, warehouse administration, logistics damage reporting and handling etc.

Reel IDs should be used in the different production processes at the mill and at the printer/pressroom, tracking in production at mill and printer, quality and performance claims/complaints, linking quality data at mill production with press performance data in the press room, consumption reporting (...).

The package and reel IDs are the link between digitally transferred information between business partners in the informational supply chain and the physical goods in the physical supply chain.

The task would be to revise the current IFRA Code and suggest two new IDs for package and for reel.”

Manfred Werfel was asked by the World Printers Forum Board to get in contact with Björn and to evaluate the proposal in terms of user benefit and feasibility.

- News in Print for Children

Aralynn McMane, WAN-IFRA Executive Director for Youth Engagement and News Literacy, proposed a project on “News in print for children, a renaissance in a digital world”. This would include publishing a report about the phenomenon of a new style of youth editions all over the world, which is very recent and quite varied. This concept includes a business plan that often calls for a separate subscription (profitable) and marketing that targets parents and grandparents (for editions targeting primary schools), in addition to targeting of educators. Aralynn already identified an Austrian researcher who could run the survey for the report. This project needs to be funded. Costs are estimated at US\$12,000.

Andreas Gierth asked for a written project outline (preferably in German language) that he could use to approach his colleagues at FAZ who work in the area of media and readership development.

- New business models of newspaper printing (update)

The report published in 2015 on this topic mainly covered the following business cases: Profit Centre, External Operation, Joint Venture, Publisher Independent Print Centre, Outsourcing, Online Printer. An update report could look at targeting (hyper-local and interest groups), personalisation, co-operation with other printers, adding market segments (e.g. direct mail), adding value in production (up-market extension).

This project was not discussed any deeper. The World Printers Forum Board may come back to these ideas later in the year. For the moment the focus should be on getting started with the project on “Value Adding”.

10 Next Meetings

The meeting participants discussed possible dates and venues. The World Printers Forum Board decided the following meeting schedule for 2017:

- World Printers Forum Board meeting: Monday, 9 October 2017 (one day before Expo), afternoon, Messe Berlin, exact time and place tbd.
- World Printers Forum General Assembly: Tuesday, 10 October 2017 (first day of Expo), about 2 hours in the afternoon, Messe Berlin, exact time and place tbd.

11 Other business

Not other business topics were raised by participants.

10 Closing comments

Manfred Werfel thanked Rick Stunt for hosting the meeting in London at the offices of dmg. The board members and participants also thanked Rick for the great hospitality, the excellent organisation and last but not least for the unforgettable dinner event on the evening before the meeting.

R. Stunt, Chair of the World Printers Forum Board, thanked the participants for their valuable contribution and for the productive meeting. He closed the meeting at 17.00 h.

Minutes by Manfred Werfel, WAN-IFRA Deputy CEO, Frankfurt am Main, Germany, 2017-02-23.

Minutes approved by the Rick Stunt (Chair of the WPF Board) and Herbert Kaiser (Vice-Chair of the WPF Board) on 2017-03-01.

Attachments to the minutes are available on the website

<http://www.wan-ifra.org/articles/2017/02/24/world-printers-forum-board>

01 WPF Meeting.pdf

02 Mujo Selimović.pdf

03 Sanat Hazra.pdf

04 Menno Jansen.pdf

05 Group Photo.jpg