WORLD PRINTERS FORUM

Manfred Werfel 2018-03-27

Board Meeting, UPM, Helsinki
<table>
<thead>
<tr>
<th>Participants</th>
<th>Meeting</th>
<th>Plant Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Rick Stunt, dmg media, London, UK, <strong>Chair</strong></td>
<td></td>
<td></td>
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<tr>
<td>Herbert Kaiser, Koenig &amp; Bauer, Digital &amp; Web, Würzburg, Germany, <strong>Vice Chair</strong></td>
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<tr>
<td>Anu Ahola, UPM Paper ENA, Helsinki, Finland</td>
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<tr>
<td>Dieter Betzmeier, Bobst, Bielefeld, Germany</td>
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<tr>
<td>Max Garrido, Corporation Bermont, Madrid, Spain</td>
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<tr>
<td>Andreas Gierth, Frankfurter Allgemeine Zeitung (F.A.Z.), Frankfurt/Main, Germany</td>
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<tr>
<td>Sanat Hazra, Bennett, Coleman &amp; Co (The Times of India Group), Mumbai, India</td>
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<tr>
<td>Dr. Michael Hirthammer, Sun Chemical, Eurolab, Karlstein, Germany</td>
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<tr>
<td>Thomas Isaksen, DDPFF, Copenhagen, Denmark</td>
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<tr>
<td>Menno Jansen, Q.I. Press Controls BV, EAE, Oosterhout, Netherlands</td>
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<tr>
<td>Jan Kasten, ppi Media GmbH, Hamburg, Germany</td>
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<td></td>
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<tr>
<td>Rainer Kirschke, Agfa NV, Belgium</td>
<td></td>
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<tr>
<td>Manuel Kosok, manroland web systems, Augsburg, Germany</td>
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<tr>
<td>Gideon Martz, MakroSolutions, Schkeuditz, Germany</td>
<td></td>
<td></td>
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<tr>
<td>Sally Pirri, The Globe and Mail, Toronto, Canada</td>
<td></td>
<td></td>
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<tr>
<td>Josef Konrad Schießl, Süddeutscher Verlag Zeitungsdruck, Munich, Germany</td>
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<tr>
<td>Peder Schumacher, V-TAB AB, Gothenburg, Sweden</td>
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<tr>
<td>Mujo Selimović, Publisher “Oslobodjenje”, Sarajevo, Bosnia and Herzegovina</td>
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<tr>
<td>Manfred Werfel, WAN-IFRA, Frankfurt/Main, Germany, <strong>Secretary</strong></td>
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</tr>
</tbody>
</table>

**Number of participants** 15 12
### Proposed Agenda, World Printers Forum Board Meeting, 27 March 2018

<table>
<thead>
<tr>
<th>No.</th>
<th>What?</th>
<th>Who?</th>
<th>When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome</td>
<td>Chair</td>
<td>9.00</td>
</tr>
<tr>
<td>2</td>
<td>Introduction of participants</td>
<td>Round-table</td>
<td>9.05</td>
</tr>
<tr>
<td>3</td>
<td>Approval of the minutes of the last meeting (13 October 2017)</td>
<td>all</td>
<td>9.30</td>
</tr>
<tr>
<td>4</td>
<td>Presentation of new UPM Head office, office tour</td>
<td>Anu Ahola</td>
<td>9.35</td>
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<tr>
<td></td>
<td><strong>Coffee Break</strong></td>
<td></td>
<td>10.30</td>
</tr>
<tr>
<td>5</td>
<td>New Board printers members present their companies</td>
<td>Max Garrido</td>
<td>11.00</td>
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<td></td>
<td></td>
<td>Thomas Isaksen</td>
<td>11.20</td>
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<tr>
<td></td>
<td></td>
<td>Sally Pirri</td>
<td>11.40</td>
</tr>
<tr>
<td>6</td>
<td>New Board supplier members present their companies</td>
<td>Rainer Kirschke</td>
<td>12.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Manuel Kosok</td>
<td>12.20</td>
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<tr>
<td></td>
<td></td>
<td>Gideon Martz</td>
<td>12.40</td>
</tr>
<tr>
<td></td>
<td><strong>Lunch Break</strong></td>
<td></td>
<td>13.00</td>
</tr>
<tr>
<td>7</td>
<td>Report on the activities of the World Printers Forum</td>
<td>M. Werfel, all</td>
<td>14.00</td>
</tr>
<tr>
<td>8</td>
<td>Projects in 2018</td>
<td>M. Werfel, all</td>
<td>14.30</td>
</tr>
<tr>
<td></td>
<td><strong>Coffee Break</strong></td>
<td></td>
<td>15.30</td>
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<tr>
<td>9</td>
<td>Next meetings, Berlin, 11 and 12 October 2018</td>
<td>all</td>
<td>15.40</td>
</tr>
<tr>
<td>10</td>
<td>Other business</td>
<td>all</td>
<td>15.45</td>
</tr>
<tr>
<td>11</td>
<td>Concluding remarks</td>
<td>Chair</td>
<td>15.55</td>
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<tr>
<td></td>
<td><strong>End of meeting, bus to Sanomala Printing Plant</strong></td>
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<td>16.00</td>
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</tbody>
</table>
3) Minutes of last meeting

Minutes of the meeting of the WAN-IFRA World Printers Forum Board
Friday, 2017-10-13, Meeting after IFRA World Publishing Expo 2017, Urania, Berlin
***************************************************************************
Friday, 2017-10-13, Meeting after IFRA World Publishing Expo 2017, Urania, Berlin

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

Participants of the World Printers Forum Board Meeting

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aru Afzal, UPM Paper ERK, Helsinki, Finland</td>
<td></td>
<td></td>
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<tr>
<td>Dieter Bettermoser, Augsburg, Germany</td>
<td></td>
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<tr>
<td>Andreas Geith, Frankfurter Allgemeine Zeitung (F.A.Z.), Frankfurt/Main, Germany</td>
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<td>Herbert Nager, Avery &amp; Bauer, Digital &amp; Web, Würzburg, G., Vice Chair</td>
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<td>Jan Kasten, QI Media GmbH, Hamburg, Germany</td>
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<td>Mujo Selimović, Publisher “Oslobodjenje”, Sarajevo, Bosnia and Herzegovina</td>
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<tr>
<td>Dr. Robert Sturt, Mimeo Media, London, UK, Chair</td>
<td></td>
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<tr>
<td>Alexander Welch, Publishing Exhibition, Hanstein, Germany</td>
<td></td>
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<tr>
<td>WAN-IFRA Representatives</td>
<td></td>
<td></td>
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<tr>
<td>Vincent Peyrègne, WAN-IFRA, Paris, France</td>
<td></td>
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<tr>
<td>Thomas Jacob, WAN-IFRA, Frankfurt/Main, Germany</td>
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<td>Hadiqatun Mahmoudi, WAN-IFRA South Asia, Chennai, India</td>
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<tr>
<td>Jagesh K. M., WAN-IFRA South Asia, Chennai, India</td>
<td></td>
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<tr>
<td>Monfrid Wehrli, WAN-IFRA, Frankfurt/Main, Germany, Secretary</td>
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<td>Total</td>
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</tbody>
</table>

Printers Forum Board Meeting, Friday, 13 October 2017

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Who?</th>
<th>When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Welcome and opening of the meeting</td>
<td></td>
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</tr>
<tr>
<td>Dr. Rick Sturt, chairman of the World Printers Forum Board, welcomed the participants and called the meeting.</td>
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<tr>
<td>2 Introduction of participants</td>
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<tr>
<td>The participants introduced themselves. Go see the list of participants on page 1 of this document.</td>
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<tr>
<td>3 Approval of the minutes of the board meeting on 21 February 2017</td>
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<tr>
<td>The minutes of the meeting of the World Printers Forum Board on 21 February 2017 were read and approved.</td>
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<tr>
<td>4 Selection of six additional board members, proposals</td>
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<tr>
<td>The board accepted the proposal of co-opting six additional board members by December 2017 from the list of ranked candidates. As soon as three of them confirm, we will stop approaching lower ranked candidates. Manfred Werfel will approach the candidates in the name of the World Printers Forum Board and invite them to participate. As soon as three of them confirm, we will stop approaching lower ranked candidates. A regular election of six new members will be planned for end of 2018.</td>
<td></td>
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<tr>
<td>4.1 Selection of three additional board members from publishers/printers</td>
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<tr>
<td>The board discussed different proposals and decided to co-opt three representatives from suppliers and/or newspaper publishers. The Board decided on the priority of approaching possible candidates. We will approach the candidates in the name of the World Printers Forum Board and invite them to participate. As soon as three of them confirm, we will stop approaching lower ranked candidates.</td>
<td></td>
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<tr>
<td>4.2 Selection of three additional board members from supplier companies</td>
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<tr>
<td>The board discussed different proposals and decided to co-opt three representatives from supplier companies. We will approach the candidates in the name of the World Printers Forum Board and invite them to participate. As soon as three of them confirm, we will stop approaching lower ranked candidates.</td>
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<tr>
<td>5 Concluding remarks</td>
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<tr>
<td>The meeting will be adjourned.</td>
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<tr>
<td>The Board raised the regular number of 12 members. When we will have the first annual re-election of half of the board members. Rather than electing them, a regular election of six new members will be planned for end of 2018. When we will have the first annual re-election of half of the board members. Rather than electing them, a regular election of six new members will be planned for end of 2018.</td>
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<tr>
<td>6 Question and answer session</td>
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<tr>
<td>All questions were asked and answered.</td>
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</tbody>
</table>

Thank you for attending.
4) UPM Presentation & Office Tour
5) New Publishers Board Members

Max Garrido (Máximo Garrido Bohorque),
Managing Director, Corporation Bermont SL, Madrid, Spain

Thomas K. Isaksen, CEO, DDPFF Den Danske Presses
Faellesindkøbs-Forening, Copenhagen, Denmark

Sally Pirri, Managing Director, Print Production,
The Globe and Mail, Toronto, Canada
6) New Suppliers Board Members

Rainer Kirschke, Marketing Manager Newspaper, Agfa NV, Belgium

Manuel Kosok, VP Technology & Development, manroland web systems, Augsburg, Germany

Gideon Martz, Managing Director, MakroSolutions, Schkeuditz, Germany
7) Report on the activities of the World Printers Forum
Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.
19 Crimes.

Declared by His Majesty to be punishable on conviction by Transportation.

2016 RED WINE
HEALTHY OPTIONS TO BEAT THE SUN

Over 'net' sensations!

Each little child should know the value of our mother earth. Talk to her and hear her answer you. Plant the seed and see her springing the surprise to you.

Place the cut newspaper in a pot and fill with soil (red or black) and wait for it to sprout.

In a couple of days you have fresh keerai farmed at home.

ASK YOUR PARENTS AND TEACHERS TO HELP YOU IN THIS KEERAI REVOLUTION

OUR EXCLUSIVE STORE
No.33, Adigas Road No.2, Near to Annappara Hotel, Bellare Colony, Gombak 641011
www.keerakadai.com | +91 70349 59005

Cut and keep to know the various healthy benefits of keerai.
CUT THIS PAPER STRIP AND PLANT IT TOGETHER, LET'S LIVE HEALTHY...
Columbia Journalism Review.

The Facebook Armageddon

The social network’s increasing threat to journalism

By Mathew Ingram

Illustration by Diego Patiño

MOST POPULAR

Apple's Tim Cook: 'I don't want my nephew on a social network'

Apple chief talks about tax affairs and overuse of tech at launch of school coding initiative
Our Love Affair With Digital Is Over

By DAVID SAX  NOV. 18, 2017

Guest Post: Could the End Be Near For Digital?

Gordon Borrell | Borrell Associates © February 15, 2018

I typically kick off the annual Local Online Advertising Conference in New York each spring with an eye-pooping revelation about local media discovered amidst the research. A few years ago, I showed how local media companies might be growing their digital revenues nicely, but in reality were hemorrhaging market share to Google and Facebook. Last year I showed that local print and broadcast media selling digital products were raking in about $12 billion in supplemental, high-margin revenue.

When I take the stage March 12, however, there might be a bit more whiplash than usual.

The latest research shows that the end of digital is near.

Before you go looking for that “Post This to Social Media” button, consider this: It’s not the end that many in the industry have been praying for, and it spells a passel of trouble for those who continue to waste time debating whether print media is better than digital.

A few facts are in order from a survey of 2,068 local newspaper advertisers conducted last summer. The results show:

U.S. Local Digital Advertising Growth Rate

Source: Borrell Associates Inc., Feb. 2018

The case for advertisers to look again at newsbrands

By Jens Torpe - 21 February 2018 10:50am

http://www.thedrum.com/opinion/2018/02/21/the-case-advertisers-look-again-newsbrands
A November 2017 study on the impact of media investment (...) found that print is responsible for 18% of all advertising-generated profit, the second highest proportion out of eleven advertising mediums (after TV), at an average ad-generated profit ROI over three years of £2.43 per pound spent.

This was found to be far ahead of online display, which delivered an average profit ROI of £0.84 over three years, contributing just 1% of total ad-generated profit.

http://www.thedrum.com/opinion/2018/02/21/the-case-advertisers-look-again-newsbrands
Global Newspaper Print Circulation

Million Copies

Countries with declining circulation

Million copies

Japan:
- 2012: 48
- 2016: 43
- Decline: -9.4%

USA:
- 2012: 46
- 2016: 41
- Decline: -10.7%

Countries with declining circulation

Million copies

<table>
<thead>
<tr>
<th>Country</th>
<th>2012</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>18</td>
<td>15</td>
<td>-16.4%</td>
</tr>
<tr>
<td>UK</td>
<td>13</td>
<td>11</td>
<td>-17.8%</td>
</tr>
<tr>
<td>Russia</td>
<td>9</td>
<td>8</td>
<td>-8.6%</td>
</tr>
<tr>
<td>Brazil</td>
<td>9</td>
<td>7</td>
<td>-18.6%</td>
</tr>
</tbody>
</table>

Countries with growing circulation

Million copies

- **Malaysia**: 3 (2012: 3, 2016: 3, +13.8%)
- **Mexico**: 6 (2012: 6, 2016: 7, +11.9%)
- **Thailand**: 8 (2012: 8, 2016: 8, +2.2%)
- **Indonesia**: 12 (2012: 10, 2016: 12, +27.4%)

Countries with growing circulation

Million copies

Global Print Circulation Revenue

Million US$

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Million US$)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>79526</td>
<td>+0.9%</td>
</tr>
<tr>
<td>2013</td>
<td>80089</td>
<td>+1.0%</td>
</tr>
<tr>
<td>2014</td>
<td>80591</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>81435</td>
<td>+0.6%</td>
</tr>
<tr>
<td>2016</td>
<td>82204</td>
<td>+0.7%</td>
</tr>
</tbody>
</table>

Global Print Advertising Revenue

Million US$

2012: 79,571
2013: 74,287
2014: 69,190
2015: 63,804
2016: 58,182

US printers & publishers fight tariffs on imported newsprint of up to 32%

Members of the US printing, publishing and paper-producing industries, which employ more than 600,000 workers, are announcing the formation of Stop Tariffs on Printers & Publishers (STOPP), a coalition to fight proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers including newsprint and other papers. These preliminary duties were assessed by the US Department of Commerce in January and March 2018.

WAN-IFRA supports the STOPP coalition. The duties, which range up to 32 percent combined, may saddle US printing and publishing businesses with increased costs and threaten jobs.

> More information
> STOPP website
IFRA & DCX Expo 2018
96 exhibitors booked 2,792 m² (2 March 2018)

Valentine’s Day promotion: 388 visitor registrations

Additional target groups in 2018

- Magazines
- Corporate Publishing / Content Marketing
- Document Management Systems
Hall Plan 2018
Expo Conferences

**IFRA Conference Stage**
Print and production topics
Conference sessions and exhibitors’ presentations

**DCX Conference Stage**
Digital business topics
Conference sessions and exhibitors’ presentations

**DCX Content Stage**
New topics: Magazines, Corporate Publishing, Content Marketing, Document Management
# IFRA Conference Stage

<table>
<thead>
<tr>
<th>Day</th>
<th>Morning Session</th>
<th>Afternoon Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>Power of Print</td>
<td>International Color Quality Club</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Print Innovation</td>
<td>Ink Optimisation</td>
</tr>
<tr>
<td>Thursday</td>
<td>Ink and Paper</td>
<td>Production in the Mailroom</td>
</tr>
</tbody>
</table>
The biennial International Color Quality Club is the only worldwide print quality competition for newspapers and magazines. It is based on objective measurement and the judgment of international industry experts. ISO printing standards are the foundation of the evaluation. The next test period will run until March 2018. Results will be announced in June 2018, and the new club members will be honoured in October 2018 at the IFRA World Publishing Expo in Berlin, Germany.

- Motivate your employees and improve the quality awareness of your workforce
- Benefit from detailed technical reports that can help optimise production processes
- Promote your print quality standards by means of club membership
- Collect “stars” and become a member of the exclusive Star Club

For the first time, the International Color Quality Club is allowing the participation of magazines. The next round of the competition is open to all newspapers and magazines:

- Newspapers that print according to standard (ISO 12647-3)
- Newspapers using dryers or UV systems
- Newspapers with exceptional production conditions (tinted or dark paper, flexographic printing, inkjet printing, etc.)
- Magazines, printed in sheetfed offset, heatset or gravure

Register now one or more publication titles to participate in the International Color Quality Club 2018–2020, and benefit from a free Pre-Check in the autumn of this year. For more information visit www.colorqualityclub.com or call Manfred Werfel +49 69 24 00 63-281 or Prabhu Natrajan +91 44 42 11 06 40.
Wir sind geneigt, Elena diese Einschätzung abzunehmen, einmal weil wir auf ihre Perspektive angewiesen sind, zum an-
Participation over time (publications / plants)

- 2018: 121
- 2016: 130
- 2014: 165
- 2012: 192
- 2010: 162
- 2008: 198
- 2006: 181
- 2004: 175
- 2002: 156
- 2000: 187
- 1998: 157
- 1996: 71
- 1994: 61
Coldset dominates

Figures from Color Quality Club 2018–2020

Coldset 91 %

Heatset/UV 3 %
Magazines 3 %
Special 4 %
Created in 2000, Publish Asia is the undisputed annual meeting place for the Asian newspaper and publishing industry. More than 400 media executives from over 30 different countries will...
11:00  **Session 6: High-value print production**

Despite having been written off countless times in the past, the printed newspaper stubbornly refuses to die. In its competition with lower-priced and faster digital news distribution channels, print retains unique advantages in terms of user experience and advertising impact.

By investing in materials and equipment for the production of higher-quality print products, publishers can strengthen this competitive edge, attract new customers, develop new products and enter new markets.

Innovation in print production can also help optimising the utilisation of existing print capacities and improving profit margins.

**Moderator**

*Manfred Werfel*

*WAN-IFRA, Deputy CEO*

**Speakers**

*Sanat Hazra*

*Technical and Production Director, The Times of India*

*Manfred Werfel*

*WAN-IFRA, Deputy CEO*

*Ian Hamilton*

*Sales Director SEA, UPM*
After a tough decade, ripples of confidence are returning to the news business. Smart, creative responses to key challenges are yielding results for publishers big and small.

In 2018 the focus is on those rethinking the way they lead, and MAKING A DIFFERENCE.
WNC 2018, Print Session

Eva Fauth, Project Mgr, Children Newspaper, VRM, Mainz
Ulbe Jelluma, MD Print Power Europe, Brussels
25 Sep 2018 to 27 Sep 2018  Hyderabad  India

WAN-IFRA India 2018 Conference
The 26th Annual Conference

South Asia's largest gathering of news publishers

WAN-IFRA India 2018 Conference & Expo
at
Hyderabad

Sponsors and Exhibitors are welcome, Please contact sureshbabu.kr@wanifra.org
Topics

1. World Editors Forum Regional Summit

2. World Printers Forum Conference
Board election 2018, electoral procedure

One-time cooptation of six additional Board Members in December 2017

Regular election of six new members by end of 2018 when we will have the first annual re-election

Begin of 2019: Six members (of 18) will step down

Result: 2019 the WPF Board will again have the regular number of 12 members
# Terms of World Printers Forum Board Members

<table>
<thead>
<tr>
<th>No.</th>
<th>Board members</th>
<th>Member since</th>
<th>End of 1st term</th>
<th>End of 2nd term</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dieter Betzmeier, Bobst, Bielefeld, Germany</td>
<td>2015</td>
<td>2017</td>
<td>2019</td>
</tr>
<tr>
<td>2</td>
<td>Dr. Michael Hirthammer, Sun Chemical, Karlstein, Germany</td>
<td>2015</td>
<td>2017</td>
<td>2019</td>
</tr>
<tr>
<td>3</td>
<td>Herbert Kaiser, Koenig &amp; Bauer, Würzburg, Germany</td>
<td>2015</td>
<td>2017</td>
<td>2020</td>
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<td>4</td>
<td>Jan Kasten, ppi Media GmbH, Hamburg, Germany</td>
<td>2015</td>
<td>2017</td>
<td>2019</td>
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<td>Josef Konrad Schießl, Süddeutscher Verlag Zeitungsdruk, Munich, Germany</td>
<td>2015</td>
<td>2017</td>
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<td>Peder Schumacher, V-TAB AB, Gothenburg, Sweden</td>
<td>2015</td>
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<td>Dr. Rick Stunt, dmg-media, London, UK</td>
<td>2015</td>
<td>2017</td>
<td>2019</td>
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<td>Anu Ahola, UPM, Helsinki, Finland</td>
<td>2017</td>
<td>2019</td>
<td>2021</td>
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<td>9</td>
<td>Andreas Gierth, Frankfurter Allgemeine Zeitung, Frankfurt am Main, Germany</td>
<td>2017</td>
<td>2019</td>
<td>2021</td>
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<td>10</td>
<td>Sanat Hazra, The Times of India Group, Mumbai, India</td>
<td>2017</td>
<td>2019</td>
<td>2021</td>
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<td>Menno Jansen, Q.I. Press Controls BV, EAE, Oosterhout, Netherlands</td>
<td>2017</td>
<td>2019</td>
<td>2021</td>
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<td>12</td>
<td>Mujo Selimović, Oslobodjenje, Sarajevo, Bosnia and Herzegovina</td>
<td>2017</td>
<td>2019</td>
<td>2021</td>
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<td>13</td>
<td>Max Garrido, Corporation Bermont, Madrid, Spain</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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<td>14</td>
<td>Thomas K. Isaksen, DDPFF, Copenhagen, Denmark</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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<td>15</td>
<td>Sally Pirri, Managing, The Globe and Mail, Toronto, Canada</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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<td>Rainer Kirschke, Agfa NV, Belgium</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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<td>17</td>
<td>Manuel Kosok, manroland web systems, Augsburg, Germany</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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<tr>
<td>18</td>
<td>Gideon Martz, MakroSolutions, Schkeuditz, Germany</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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</table>
Electoral procedure

Election of 6 new Board Members in December 2018

Will act as Board Members from 2019 on

In case of more than 6 candidates (3 printers/publishers, 3 suppliers): those with most votes will be elected

In case of exactly 6 candidates: those with 100 or more votes will be elected (quorum)

Please send proposals for candidates to M. Werfel
8) Projects in 2018
(1) OPHAL Paper Guide, printed version, translations
(2) Implications of changing to lower grammage newsprint
(3) Effectiveness of the printed newspaper
(4) Sustainability of the printed newspaper
(5) Continuation of High-Value Print Production
(6) Mechanical Press Audits
(7) Milestones in newspaper printing history (Balaji)
(8) Review newspaper printing standard ISO 12647-3
(9) New “Innovation in Print (Advertising)” award?
Optimised Paper Handling and Logistics – OPHAL

1089 downloads of free e-paper (27 Feb 2018)

Second improved edition and printed version in preparation for end March 2018

272-pages case bound, section sewn, printed offset 4-c on 135 g/m² PEFC paper

Print run 1,100; copy price €250

Translation into French, German, possible with partners
Implications of changing to lower grammage newsprint

WORLD Printers Forum REPORT
Implications of changing to lower grammage newsprint

Published on 7 February 2018

Promotion: newsletter, special mailing

Presentations at NOPA meeting, Publish Asia, World Printers Forum Conference 2018 and IFRA Expo 2018
Effectiveness of the printed newspaper

Prof. Neil Thurman from LMU Munich provided “core essay” on 26 February 2018

Interview questions for industry experts, WPF Board

Publishing planned for June 2018
Print is here to stay for a bit longer than you think: Expert

Kelly Clarke / Dubai
Filed on March 1, 2018

‘Reader figures don’t change much if a publisher converts to online-only, but ‘readership time spent’ does.’
(Judin Bernarrd)

Taking the UK’s Telegraph as an example, he said nearly two-thirds of its print audience read the paper daily.
Sustainability of the printed newspaper

Project outline drafted on 8 December 2017

Co-operation agreement with Two Sides in Jan 2018, Timothy Baker, researcher at Two Sides

Survey with 54 responses as of today
https://www.surveymonkey.de/r/32KXHSH

Draft report planned for the middle of May 2018

Publishing planned for July 2018
Sustainability of newspaper production
Nachhaltigkeit der Zeitungsproduktion

Questionnaire for WAN-IFRA research project.
Umfrage für ein WAN-IFRA-Forschungsprojekt.

In October 2017 the Board of WAN-IFRA’s World Printers Forum decided to start a project on the sustainability of newspaper production.

The aim of the project is to counter the wrong perceptions about the printed newspaper and to explain how newspapers are produced, which materials are used, how recycling works and how newspapers are distributed.
Report structure

Executive Summary
General facts about paper
  Sustainable forestry
  Paper recycling
  Energy/water consumption in paper making
Discussion of the sustainability aspects of newspapers, drawing on survey findings
  Low grammage – Typically uncoated – Widespread use of recycled – Typically coldset –
  Efficient ink coverage – Industry efforts to reduce impacts (achievements and objectives) – Subscriptions and returns – Policies – Certification

Newspapers vs. digital
  Carbon footprint (if possible, depending on data availability)
  Reader benefits (information retention etc.)

Recommendations for the industry (for example):
  Develop policies
  Implement environmental management systems
  Measure/monitor data – reduce impacts
  Examples from case studies where possible
Continuation of “High-Value Print Production”

Project outline needs to be developed until end April

Selection of about 8 practical examples, print plants

In-depth interviews and visits to create rich case studies

Please provide your suggestions for sample cases

Publishing planned for October 2018
Mechanical Press Audits

Project will be developed by WAN-IFRA South Asia

Colleagues can start after ICQC evaluation in June 2018

To be based on practical experience with consulting and training project in India

Publishing planned for December 2018
Milestones in newspaper printing history

Initiators: K Balaji and M. Werfel

Project outline developed in January 2018

Core group of experts specified in February 2018

Publishing planned for March 2019
From the project outline

This project aims to present important business and technical milestones in newspaper history.

“What can you learn from often disruptive developments in the past to better master the future of newspaper publishing?”

Choose a few outstanding developments of the past decades (1970 to now) without aiming for completeness.
Draft project structure

1. Photo typesetting replacing mechanical typesetting
2. Electronic page-make-up, full page output
3. The developments of industry standards
4. Offset printing replacing letterpress printing
5. Four-high tower press design
6. Printing substrates and other materials
7. From the mailroom to the finishing department
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<th>Author</th>
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Review newspaper printing standard ISO 12647-3

Suggested modifications of ISO 12647-3:2013

**Tone value sum:**
Should not exceed 200% and shall not exceed 220%

**Grey balance:**
- Light grey  C 10%  M 08%  Y 08%
- Medium grey C 30%  M 22%  Y 22%
- Shadow grey C 50%  M 42%  Y 42%
Review newspaper printing standard ISO 12647-3

Sampling method:
We suggest a definition regarding the sampling method for checking the conformity of print runs in ISO 12647-3

Colour register: Specify on which pages of a newspaper press the colour register has to be measured

ISO Technical Committee 130 meeting in Berlin, from 16 to 20 April 2018
New innovation award?

Worldwide award: WPF Innovation Award

Online application, online jury evaluation (using Award Force software)

Fees: 300€ for non-members, 150€ for members

First awards at IFRA Expo 2018

Report, showcasing the innovators

Presentations at WPF Conference and IFRA Expo
Award categories

Print **advertising** innovation, including print-online

Print **product** innovation, new or renewed products

Print **business** innovation, new business models
9) Next Meetings

WPF General Assembly
THU, 11 October 2018
(last day of IFRA Expo)
9.30–11.30 am
Messe Berlin
Next WPF Board Meeting

FRI, 12 October 2018
(day after IFRA Expo)

Frankfurter Allgemeine Zeitung – Berlin Office

Mittelstraße 2–4,
10117 Berlin Mitte
... on kind invitation of Andreas Gierth