<table>
<thead>
<tr>
<th>Participants</th>
<th>Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Rick Stunt, dmg media, London, UK, <strong>Chair</strong></td>
<td>✔️</td>
</tr>
<tr>
<td>Herbert Kaiser, Koenig &amp; Bauer, Digital &amp; Web, Würzburg, Germany, <strong>Vice Chair</strong></td>
<td>✔️</td>
</tr>
<tr>
<td>Anu Ahola, UPM Paper ENA, Helsinki, Finland</td>
<td>✔️</td>
</tr>
<tr>
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<td>✔️</td>
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<tr>
<td>Mujo Selimović, Publisher “Oslobodjenje”, Sarajevo, Bosnia and Herzegovina</td>
<td>✗</td>
</tr>
<tr>
<td>Alena Kluge, Publishing Solutions, Mannheim, Germany</td>
<td>✔️</td>
</tr>
<tr>
<td>Vincent Peyrègne, WAN-IFRA CEO, Paris, France</td>
<td>✔️</td>
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<tr>
<td>Thomas Jacob, WAN-IFRA COO, Frankfurt/Main, Germany</td>
<td>✔️</td>
</tr>
<tr>
<td>Magdooom Mohamed, MD WAN-IFRA South Asia, Chennai, India</td>
<td>✔️</td>
</tr>
<tr>
<td>Prabhu Natrajan, Research Engineer, WAN-IFRA South Asia, Chennai, India</td>
<td>✔️</td>
</tr>
<tr>
<td>Jaiganesh M, Research Engineer, WAN-IFRA South Asia, Chennai, India</td>
<td>✔️</td>
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<tr>
<td>Manfred Werfel, WAN-IFRA, Frankfurt/Main, Germany, <strong>Secretary</strong></td>
<td>✔️</td>
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</tbody>
</table>

**Number of participants** 22
### Proposed Agenda, World Printers Forum Board Meeting, Friday, 12 October 2018

<table>
<thead>
<tr>
<th>No.</th>
<th>What?</th>
<th>Who?</th>
<th>When?</th>
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<tbody>
<tr>
<td>1</td>
<td>Welcome</td>
<td>Chair</td>
<td>09.30</td>
</tr>
<tr>
<td>2</td>
<td>Introduction of participants</td>
<td>Round-table</td>
<td>09.35</td>
</tr>
<tr>
<td>3</td>
<td>Approval of the minutes of the last meeting (3 March 2018)</td>
<td>all</td>
<td>09.45</td>
</tr>
</tbody>
</table>
| 4   | Report on the activities of the World Printers Forum  
IFRA and DCX 2018  
ICQC 2018–2020, Star Club  
Print Innovation Awards 2018  
World Printers Forum Conference 2018 and other events  
Projects in 2018:  
Implications of changing to lower grammage newsprint  
The Sustainability of Newspapers  
Time Spent Reading News Brands  
High-Value Print Production II  
Mechanical Press Audits  
Training & Consulting co-operation of WAN-IFRA and SVZ | M. Werfel, all | 09.50 |
|     | **Tea Break** |     | 10.45 |
| 5   | New projects – proposal and discussion of topics for 2019 and concept for ICQC  
Report “Milestones in newspaper printing history”  
Report on Print Innovation Awards case studies | New format | 11.00 |
| 6   | Next meetings in 2018  
Day after IFRA Expo, Berlin, 11 October 2019 | all | 11.40 |
| 7   | Other business | all | 11.45 |
| 8   | Concluding remarks | Chair | 11.55 |

**Lunch followed by a walking tour through the heart of Berlin**

Departure of participants

12.00

14.00
3) Minutes of last meeting

The Minutes

1 Welcome and opening of the meeting

Since Dr. Rick Stunt, chairman of the World Printers Forum Board, had to cancel his participation last minute, Herbert Kaiser, vice chair of the WPF Board, welcomed the participants, thanked Anu Ahola and her team at UPM for their invitation, and called the meeting to order.

2 Introduction of Participants

In a round-table participants introduced themselves. See the list of participants on page 1 of this document.

3 Approval of the minutes of the board meeting on 13 October 2017

The minutes of the meeting of the World Printers Forum Board on 13 October 2017 were approved without changes.

4 Presentation of new UPM head office and tour through the office building

Anu Ahola introduced a representative of the architecture office that created the concept and planned the new headquarter building of UPM in Helsinki. Together with the architect the meeting participants visited different places, meeting rooms and halls on the ground floor of the building.

The headquarter building of UPM has a number of innovative features in the areas of energy, lighting concept and sound protection. The interior of the building includes the extensive use of natural materials, especially UPM products like plywood furniture, doors and ceiling applications.

Also, a colleague of Anu Ahola gave an overview about the extension of UPM’s product portfolio into a number of new areas outside the paper business. Meanwhile UPM is a strong energy company as well and creates products based on wood and fibre ingredients that range from timber to chemistry. Many of these products are able to replace mineral oil based plastic materials. A number of product samples were demonstrated and many of them surprised the audience, since participants did often not expect UPM to be active in areas like biochemicals, biocomposites, biofuels, energy, label materials, specialty papers, plywood, pulp, timber, wood sourcing & forestry.

As a demonstrative example UPM also produced a concept car and showed it at European automobile shows. UPM engineers and product designers are constantly working to discover new market niches and applications for biofore products.

From left to right: Rainer Kirschke, Menno Jansen, Max Garrido, Josef Konrad Schießl, Jan Kasten, Manfred Werfel, Andreas Geth, Sally Pirri, Herbert Kaiser, Anu Ahola, Thomas Iakksen, Michael Hirthammer, Sanat Hazra, and Gideon Martz.
4) Report on the activities of the World Printers Forum
Next Business for Publishers and Content Strategists

News and content generate business! This will be highlighted by the
8–11 October 2018, Berlin Messe

Additional target groups in 2018

- Magazines
- Corporate Publishing / Content Marketing
- Document Management Systems

New Partner: FIPP

Programme partners: EDFVR, DD, Innovation, Google DNI, Native Ad Institute DK

Networking Night

- ICQC, Star Club, Print Innovation Awards
Expo Conferences

IFRA Conference Stage
Print and production topics

DCX Conference Stage
Digital business topics

Content Stage
Exhibitors’ presentations

Content Services & Content Marketing Stage
Content marketing, document management

Start-up Stage
WPF topics at the conferences

Print engages readers, “Time Spent” report
Sustainability of print, “Sustainability” report
News about newsprint, “Newsprint” report
Innovations in print, “Print Innovation Awards”
Consistent high-quality printing, ICQC
Business models in print
CEO Panel on Printing, Koenig & Bauer, Manroland Goss, Wifag Services
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 of the world’s best newspaper printers

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

STAR CLUB
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
2018
121 participants
from 23 countries

Argentina
Austria
Belgium
Brazil
Colombia
Ecuador
Finland
Germany
Guatemala
Hong Kong
Iceland
India
Kenya
Kuwait
Norway
Switzerland
Singapore
Slovenia
South
Africa
Sweden
Taiwan
Turkey
UAE
Coldset dominates

Figures from Color Quality Club 2018–2020
ICQC 2018 results

67 publications, newspapers and magazines, produced by 54 publishing and printing companies in 20 countries have achieved membership in ICQC

13 new members are joining the Star Club “hall of fame” this year, which now counts 49 members in total
Print
Innovation Awards

Innovations in newspapers & magazines, presented by the World Printers Forum, the print community within WAN-IFRA

2018
Print Innovation Awards

Websites in German and English

System: Awards Force, for registration, jury, evaluation

54 registrations by end of August

Purely digital application and evaluation
Print Innovation Awards

Registrations came from 19 countries:

Austria, Cameroon, Colombia, Croatia, Czech Republic, France, Germany, Hungary, India, Indonesia, Liechtenstein, Malaysia, Mexico, Norway, Pakistan, Puerto Rico, Spain, Thailand, United Kingdom
Categories

- Advertising Innovation
- Product Innovation
- New Products
- Re-designed Products
- Special Editions
- Young Reader Products

Two Special Recognitions: Business Innovations
## Print Innovation Awards

### Which Jury members evaluated which entries?

<table>
<thead>
<tr>
<th>Categories</th>
<th>Jury members</th>
<th>Entry ID numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a Advertising Innovation</td>
<td>Dr. Rick Stunt</td>
<td>Andreas Gierth</td>
</tr>
<tr>
<td>1b Advertising Innovation</td>
<td>Dr. Michael Hirthammer</td>
<td>Josef Schießl</td>
</tr>
<tr>
<td>2a Product Innovation</td>
<td>Herbert Kaiser</td>
<td>Thomas Isaksen</td>
</tr>
<tr>
<td>2b Product Innovation</td>
<td>Anu Ahola</td>
<td>Peder Schumacher</td>
</tr>
<tr>
<td>3 New Products</td>
<td>Mujo Selimović</td>
<td>Rainer Kirschke</td>
</tr>
<tr>
<td>4 Re-designed Products</td>
<td>Menno Jansen</td>
<td>Max Garrido</td>
</tr>
<tr>
<td>5 Special Editions</td>
<td>Sally Pirri</td>
<td>Manuel Kosok</td>
</tr>
<tr>
<td>6 Young Reader Products</td>
<td>Jan Kasten</td>
<td>Sanat Hazra</td>
</tr>
<tr>
<td>Special Recognition: Business</td>
<td>Gideon Martz</td>
<td>Manfred Werfel</td>
</tr>
</tbody>
</table>
Learnings

54 participants (projects),
good number for the first time

Innovations in many areas

Allow physical copies

Improve time schedule

Improve concept of evaluation

Improve presentation (slides, video, short interviews)

Communication languages: English, Spanish, German
WAN-IFRA India 2018

The 26th Annual Conference
Co-sponsored by The Indian Newspaper Society

26 - 27 September, Hyderabad International Convention Centre, Hyderabad

• WORLD PRINTERS FORUM CONFERENCE
WPF Conference 2018

Thomas Isaksen, CEO, DDPFF & WPF Board member, DK
Josef Schießl, MD, Süddeutscher Verlag Zeitungsdruck

Presentation of Best In Print Asian Media Awards and International Color Quality Club awards

How did Jagati achieve big success in ICQC with all 22 printing plants?

Workshop: Innovation in printing
The Wan-Ifra India 2018 Conference was formally inaugurated in Hyderabad on 26 September
ప్రత్యేకిత అభివృద్ధి మిగిలినప్పటికీ సాంస్కృతిక సాధనాలు

ఇది ప్రాంతంలో ఉన్న ప్రత్యేకిత అభివృద్ధి మిగిలినప్పటికీ సాంస్కృతిక సాధనాలు మాత్రమే.

ప్రత్యేకిత అభివృద్ధి మిగిలినప్పటికీ సాంస్కృతిక సాధనాలు మాత్రమే.

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(2) Implications of changing to lower grammage newsprint

(3) The Sustainability of the printed newspaper

(4) Time Spent Reading News Brands

(5) High-Value Print Production II

(6) Mechanical Press Audits
Implications of changing to lower grammage newsprint
Two Sides is a global initiative promoting the responsible use of print and paper which, when sourced from certified or sustainably managed forests, is a uniquely powerful and natural communications medium.

UNFAO, Global Forest Resources Assessment 2005-2015

There are some great reasons to #LovePaper
Discover them now, twosides.info

Did you know that European forests, which provide wood for making paper and packaging materials, have been growing by over 1,500 football pitches every day!

Love paper? You’ll love it even more knowing that it’s made from natural, renewable and recyclable wood.

1,500 FOOTBALL PITCHES EVERY DAY!

UNFAO, Global Forest Resources Assessment 2005-2015

There are some great reasons to #LovePaper
Discover them now, twosides.info

WORLD PRINTERS FORUM & TWO SIDES REPORT

2018 WAN-IFRA | 31
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 contribute to sustainable development.
High-Value Print Production II

Outline and questions developed by H. Kaiser, M. Werfel
Input from S. Pirri, R. Kirschke, Jaiganesh M.

In-depth interviews and visits to create rich case studies

Expert interviews with:
  Andreas Gierth, F.A.Z., Germany
  Kurt Kribitz, Styria, Austria
  Sally Pirri, The Globe and Mail, Toronto, Canada
  Peder Schumacher, V-TAB, Sweden
  Matthias Tietz, Rheinisch-Bergische Druckerei, Germany
  Patrick Zürcher, Freiburger Druck, Germany
Mechanical Press Audits

Project developed by WAN-IFRA South Asia

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

Publishing planned for December 2018
5) New projects – 2019 topics
New format and concept for International Color Quality Club

The situation in the printing departments & companies

- Shrinking number of printing plants (Nordic, UK, North America, Europe)
- Changing priorities in printing companies
- Less qualified personnel (quality teams)
- Lower budgets
New concept for ICQC

- Simplify the process for participants, reduce the effort of participation
- Reduce participation fee
- Reduce costs and efforts for WAN-IFRA
- Enable a robust evaluation IT
- Keep a high level of evaluation quality for participants
- Get new participants
- Improve business result
Structure of ICQC in future

- Make it an annual competition
- Reduce 3 month test period to one month
- Only one test print week in March
- Participants print the “Cuboid” every day (5 times, MON through FRI)
- Participants can specify the time of the test print week
- The jury meets in April for general print quality (GPQ)
- Considerable reduction of participation fee
Structure of ICQC in future

Develop an app that participants can use locally.

The evaluation app needs to:

- be based on the ICQC procedure (instructions)
- have a simple input interface for instruments
- have an output for calculation of ranking, point accumulation etc.
- needs to provide copy protection
Milestones in newspaper printing history

Initiators: K Balaji and M. Werfel

Project outline developed

Core group of experts specified

Project meetings in June, July

Publishing planned for March 2019
Left to right: Hans Holenstein, Eric Ohls, Gerhard Raab, Manfred Werfel, Rainer Kirschke, Nils Enlund, K Balaji (26 June 2018, Frankfurt)

Left to right: Richard Patterson, Paul Foster, K Balaji, Manfred Werfel (3 July 2018, London)
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. Full colour printing, four-high tower press design
5. Newsprint and other materials
6. From the mailroom to the finishing department
7. Separation of publishing and printing
Newsprint section

Written by Terry Parry with support from Eric Ohls

Almost ready for publishing

Needs fine-tuning and additional illustrations

Will be our “master” section for the entire compilation
Report on Print Innovation Awards case studies

Promotion tool for print innovation and getting more participants next year.

3 x 6 winners = 18 case studies

2 special recognitions

20 case studies in total
International Print Competence Centre

Cooperation of SVZ and WAN-IFRA
Training, Workshops, Consulting
Prepress, Colour Management, Plates, Materials, Printing
Hands-on workshops at SVZ
On-site workshops at customer site
6) Next WPF Board Meeting

Sarajevo, Bosnia Herzegovina, 
on kind invitation by Mujo Selimović
Monday, 25 March 2019, Dinner
Tuesday, 26 March 2019, WPF Board Meeting
## Terms of World Printers Forum Board Members

<table>
<thead>
<tr>
<th>No.</th>
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<th>Member since</th>
<th>End of 1st term</th>
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<td>Mujo Selimović, Oslobodjenje, Sarajevo, Bosnia and Herzegovina</td>
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<td>Max Garrido, Corporation Bermont, Madrid, Spain</td>
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<td>Thomas K. Isaksen, DDPFF, Copenhagen, Denmark</td>
<td>2018</td>
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<td>2022</td>
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<td>15</td>
<td>Sally Pirri, Managing, The Globe and Mail, Toronto, Canada</td>
<td>2018</td>
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<td>16</td>
<td>Rainer Kirschke, Agfa Graphics, Düsseldorf, Germany</td>
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<td>Josef Konrad Schießl, Süddeutscher Verlag Zeitungsdruck, 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>
<td>2017</td>
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<td>7</td>
<td>Dr. Rick Stunt, dmg-media, London, UK</td>
<td>2015</td>
<td>2017</td>
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<td>8</td>
<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>11</td>
<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>16</td>
<td>Rainer Kirschke, Agfa Graphics, Düsseldorf, Germany</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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<td>18</td>
<td>Gideon Martz, MakroSolutions, Schkeuditz, Germany</td>
<td>2018</td>
<td>2020</td>
<td>2022</td>
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</table>
Spring Meeting, Sarajevo

Mujo Selimović proposes to invite two speakers:

**Horst Pirker**, CEO, VGN Medien Holding
Interesting approach to community publishing

**Goran Rubčić**, CEO Njuskalo.hr and Deputy head of Marketplaces cluster at Styria
Njuskalo.hr is the fast growing company in Styria
October Meetings 2019

WPF General Assembly
THU, 10 Oct 2019
(last day of IFRA Expo)
9.30–11.30, Messe Berlin

WPF Board Meeting
FRI, 11 Oct 2019
(day after Expo)
9.30–15.00