

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

Friday, 2018-10-12, at F.A.Z. Office, Berlin, Germany, on kind invitation of Andreas Gierth

| Participants of the World Printers Forum Board Meeting | Participating |
|---|---|
| Dr. Rick Stunt, dmg media, London, UK, Chair |  |
| Herbert Kaiser, Koenig & Bauer, Digital & Web, Würzburg, Germany, Vice Chair |  |
| Anu Ahola, UPM Paper ENA, Helsinki, Finland |  |
| Max Garrido, Corporation Bermont, Madrid, Spain |  |
| Andreas Gierth, Frankfurter Allgemeine Zeitung (F.A.Z.), Frankfurt/Main, Germany |  |
| Sanat Hazra, Bennett, Coleman & Co (The Times of India Group), Mumbai, India |  |
| Dr. Michael Hirthammer, Sun Chemical, Eurolab, Karlstein, Germany |  |
| Thomas Isaksen, DDPFF, Copenhagen, Denmark |  |
| Menno Jansen, Q.I. Press Controls BV, EAE, Oosterhout, Netherlands |  |
| Jan Kasten, ppi Media GmbH, Hamburg, Germany |  |
| Rainer Kirschke, Agfa Graphics, Düsseldorf, Germany |  |
| Manuel Kosok, manroland web systems, Augsburg, Germany |  |
| Gideon Martz, MakroSolutions, Schkeuditz, Germany |  |
| Sally Pirri, The Globe and Mail, Toronto, Canada |  |
| Josef Konrad Schießl, Süddeutscher Verlag Zeitungsdruck, Munich, Germany |  |
| Peder Schumacher, V-TAB AB, Gothenburg, Sweden |  |
| Mujo Selimović, Publisher "Oslobodjenje", Sarajevo, Bosnia and Herzegovina |  |
| Alena Kluge, Publishing Solutions, Mannheim, Germany |  |
| Vincent Peyrègne, WAN-IFRA CEO, Paris, France |  |
| Thomas Jacob, WAN-IFRA COO, Frankfurt/Main, Germany |  |
| Magdoom Mohamed, MD WAN-IFRA South Asia, Chennai, India |  |
| Prabhu Natrajan, Research Engineer, WAN-IFRA South Asia, Chennai, India |  |
| Jaiganesh M, Research Engineer, WAN-IFRA South Asia, Chennai, India |  |
| Manfred Werfel, WAN-IFRA, Frankfurt/Main, Germany, Secretary |  |
| Number of participants | 21 |

| Agenda, World Printers Forum Board Meeting, Friday, 12 October 2018 | | |
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| <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 (3 March 2018) | all |
| 4 | <p>Report on the activities of the World Printers Forum</p> <p>IFRA and DCX 2018</p> <p>ICQC 2018–2020, Star Club</p> <p>Print Innovation Awards 2018</p> <p>World Printers Forum Conference 2018 and other events</p> <p>Projects in 2018:</p> <p>OPHAL Paper Guide, 2nd edition, printed version</p> <p>Implications of changing to lower grammage newsprint</p> <p>The Sustainability of Newspapers</p> <p>Time Spent Reading News Brands</p> <p>High-Value Print Production II</p> <p>Mechanical Press Audits</p> <p>Training & Consulting co-operation of WAN-IFRA and SVZ</p> | M. Werfel, all |
| <i>Tea Break</i> | | |
| 5 | <p>New projects – proposal and discussion of topics for 2019</p> <p>New format and concept for ICQC</p> <p>Report “Milestones in newspaper printing history”</p> <p>Report on Print Innovation Awards case studies</p> | M. Werfel, all |
| 6 | <p>Next meetings in 2019</p> <p>Sarajevo on invitation of Mujo Selimović, March 2019</p> <p>Day after IFRA Expo, Berlin, 11 October 2019</p> | all |
| 7 | Other business | all |
| 8 | Concluding remarks | Chair |
| <i>Lunch followed by a walking tour through the heart of Berlin</i> | | |



World Printers Forum Board meeting in the patio of the F.A.Z. Berlin office

The Minutes

1 Welcome and opening of the meeting

Dr. Rick Stunt, chairman of the World Printers Forum Board, welcomed the participants, thanked Andreas Gierth and his team at F.A.Z. for their kind 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 March 2018

The minutes of the meeting of the World Printers Forum Board on 13 March 2018 were approved without changes.

4 Report on the activities of the World Printers Forum

Manfred Werfel reported about the activities of the World Printers Forum in 2018 since the last Board meeting in March. The presentation slides can be [downloaded](#) from the World Printers Forum website. The report included the following subjects and contents.

4.1 IFRA and DCX Expo 2018

Ms. Alena Kluge (Publishing Exhibition), Expo project manager, shared facts and figures of the Expo 2018. The number of visitors was almost the same as last year with 4,985. In terms of exhibition booths, total booth count has exceeded the previous year, 193 booths in year 2018 as against 181 in year 2017. But the total booth area was slightly smaller compared to the previous year. The collaboration with FIPP (world magazine association) has to be taken to next level to bring more visitors, especially more from magazine publishers.

4.2 International Color Quality Club 2018–2020, Star Club

Participation and results were presented and discussed and future approach plan for sustaining the contest was discussed as well, see topic 5.1 below.

4.3 Print Innovation Awards 2018

Different innovative print products/projects and strategies participated in the contest and some unique innovations that won innovation awards were shared with the board members. Regional spread of the participants was discussed.

4.4 Expo Conference 2018

WPF conference 2018 was well and good in most of the sessions, however many of the board members felt that the last day sessions had less audiences. Board members discussed to put up their thoughts to have two-day conferences instead of three. Few members even felt that visitors and participants were less aware of the topics and session happening in the WPF conference, some members even proposed a communicating mechanism to announce the important sessions across the Expo hall.

4.5 Projects and Reports in 2018

The status of the following projects and reports was presented:

- OPHAL Paper Guide, 2nd edition, printed version available
- Implications of changing to lower grammage newsprint, printed report available
- The Sustainability of Newspapers, printed report available
- Time Spent Reading News Brands, printed report available

- High-Value Print Production II, in progress
- Mechanical Press Audits, in progress
- Training & Consulting co-operation of WAN-IFRA and SVZ (International Print Competence Centre, IPCC). This project has been launched at Expo 2018 with a stage presentation and a brochure.

When discussing the sustainability report Anu Ahola asked the question: How could WPF influence the FSC, PEFC and Blue angel certifications to voice out and redefine the sustainable paper criteria to newsprint according to the requirements of printers and paper suppliers? The World Printers Forum Board decided to discuss this question in the next spring meeting. Members are asked to prepare the debate in the meanwhile. With Thomas Isaksen we have a member of FSC in our Board who can help to introduce our position.

It was also discussed and decided that the new high-value print production report should be aligned in the context of revenue generation for the publishers.

5 New projects – proposal and discussion of topics for 2019

Manfred Werfel introduced the following topics:

5.1 New format and concept for International Color Quality Club

It was proposed to have a yearly contest (instead of once in two years) with a test print period of 1 month instead of 3 months in present and still having an uncompromised and strict target and quality level. Participants would choose a one week slot in the month of March for the test prints (5 consecutive publishing days).

The question was discussed: should we have a yearly contest or once in two years? There was no clear opinion/decision by the WPF Board, Josef Schießl opted to keep the 2-year sequence. We should ask the WPF Board members via online survey for their opinion.

Also, the question was discussed: should we reduce the price of the contest? Again, there was no clear opinion/decision by the WPF Board, Josef Schießl said that the price has not been an issue so far. This may be different in other regions of the world, e.g. South Asia. Here we could use quantity discounts to respond to the regional requirements.

5.2 Report “Milestones in newspaper printing history”

This project aims to present important business and technical milestones in newspaper history (game changers). Research question: “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.

The project is structure in the following way:

- Photo typesetting replacing mechanical typesetting
- Electronic page-make-up, full page output
- The developments of industry standards
- Full colour printing, four-high tower press design
- Newsprint and other materials
- From the mailroom to the finishing department
- Separation of publishing and printing

Project meetings were in June and July in Frankfurt and London with a core group of project members.

Meanwhile first sections are available as drafts: From the mailroom to the finishing department (Han Holenstein), Electronic page-make-up, full page output (Gerhard Raab), Newsprint and other materials (Terry Parry), The developments of industry standards (Nils Enlund).

Publishing is planned for March 2019.

5.3 Report on Print Innovation Awards case studies

A WAN-IFRA Report on the 20 winners presenting their case studies should be made available in spring 2019 to promote print innovation and to market the next Print Innovation Awards competition in 2019.

The time schedule should be improved for next year to allow more time for the jury evaluation. A first idea was to start promotion and open registration in March. The registration period should run until end of June 2019. The Jury (World Printers Forum Board members) would use July and August for the evaluation. End of August we would announce the winners and honour them on stage during Expo in October.

Marketing of the contest can be supported by print innovation workshops that are linked to regional WAN-IFRA conferences. We can invite the winners of 2018 to present their projects at these workshops.

It was decided to enable the submission of printed sample copies. Michael Hirthammer said that some projects could only be understood when you saw the printed samples.

The current communication is in English and German languages (mailing communication, web pages). A Spanish language communication would help especially since a number of print innovations are coming from Spain and Latin America.

Evaluation and scoring metrics for the juries must be framed to have a uniform evaluation and make conference call with jurors and discuss the procedure for scoring innovation contest.



WPF Board members on sightseeing tour



Left to right: Max Garrido, Josef Schiebl, Herbert Kaiser, Michael Hirthammer, Jaiganesh Muniasamy, Rainer Kirschke, Sally Pirri, Alena Kluge, Thomas Isaksen, Manfred Werfel, Sanat Hazra, Magdoom Mohamed, Andreas Gierth, Prabhu Natrajan

6 Next meetings in 2019

The World Printers Forum Board thanked Mujo Selimović for his kind invitation to meet in Sarajevo, Bosnia Herzegovina. The suggested dates and programme ideas were accepted. Mujo Selimović proposes to invite two speakers: Horst Pirker, CEO, VGN Medien Holding, and Goran Rubčić, CEO Njuskalo.hr and Deputy head of Marketplaces cluster at Styria.

The spring meeting of the WPF Board will be in Sarajevo.

Monday, 25 March 2019, Dinner

Tuesday, 26 March 2019, WPF Board Meeting

The autumn meeting of the WPF Board will be on the day after IFRA Expo 2019 in Berlin.

Friday, 11 October 2019

Board members are asked to plan accordingly.

7 Other business

The question was raised if a reduction of Expo 2019 from 3 to 2 days would be welcomed by the participants of the meeting. The members of the Board were asked for their opinion. Most WPF Board members responded positively, including representatives from supplier companies.

Another question was: how do we plan Expo for the Drupa year 2020? There are a number of options. One of them is running DCX as usual and having an IFRA conference only, without an IFRA exposition.

8 Concluding remarks

Dr. Rick Stunt thanked the participants for their valuable contributions and the productive meeting. He thanked Andreas Gierth for his great hospitality. He closed the meeting at 11:45 am and the members were taken for a guided walking tour around the city centre of Berlin.

Minutes drafted by Prabhu Natrajan on 2018-10-19, edited by Manfred Werfel and approved by Dr. Rick Stunt, Chair, and Herbert Kaiser, Vice Chair of the WPF Board, on 2018-10-25.

The following attachment to the minutes is available on the website of the WPF:

[Meeting slides Manfred Werfel](#)

Interesting videos of Expo 2018 can be viewed here:

[Expo video with Anu Ahola](#)

[Expo video with Claus Bolza-Schünemann](#)

[Expo video with Manuel Kosok](#)

[Expo video on the Networking Night](#)

[Expo video with DD Purkayastha](#)

[Expo review video](#)