

# Asian Best in Print Awards 2019

Instructions for Participants



[www.wan-ifra.org/ama](http://www.wan-ifra.org/ama)

## Asian Best in Print Awards 2019

The Asian Best in Print Awards will be presented to newspapers deserving recognition for their excellence in standardized printing. The focus of the award is to show the ability of newspapers to print consistently high quality according to international ISO standards.

This competition is open to all newspapers in Asia. Successful participants are awarded in two classes: below circulation of 150 000 copies and above circulation of 150 000 copies.

### Registration:

Online registration opens: **01<sup>st</sup> December 2018**

Registration close by: **25<sup>th</sup> January 2019.**

## 1. General instructions

### 1.1 Who can participate?

The competition is open to all newspapers, independent of production process or types of paper used. Four different categories were created for this purpose:

- Category 1 Cold-set-offset on newsprint
- Category 2 Heat-set-offset or UV offset on newsprint (Semi-commercial)
- Category 3 Heat-set-offset or UV offset on SC or LWC paper (Semi-commercial)
- Category 4 Extra category for printing on tinted paper or using processes other than offset (e.g. flexo or digital printing) or newspapers that prefer to follow their own in-house standard, which is different from ISO/WAN-IFRA recommendations

Newspaper titles can be registered either by publishing houses or printing plants. Each newspaper title is treated as a separate participant. One company can register several titles. One and the same title, printed at different locations, can participate individually in each case. Participation fees are charged per registration.

The competition is based on the objective evaluation carried out in the "WAN-IFRA Cuboid" target printed by the participant and a subjective evaluation of the entire newspaper copy carried out by an expert Jury.

### 1.2 Time schedule for test runs

In February 2019, the cuboid must be printed on all **issue dates** in two specified weeks. The schedule is given below. Saturdays and Sundays are excluded. Weekly newspapers/magazines must print the cuboid on all the four issue dates in February. The cuboid has to be printed as part of the regular issue of your publication.

The cuboid test element for Best in Print 2019 competition can be downloaded from the website [www.colorqualityclub.org](http://www.colorqualityclub.org) from 01 December 2018. Same test element has to be used to print on both the weeks.

<b>Test element name</b>	<b>Available as download</b>	<b>Test run weeks</b>
BIP2019_Cuboid_non_scaleable.pdf	From 01 December 2018	04 to 08 February 2019 11 to 15 February 2019

### 1.3 Printed samples – submission to WAN-IFRA and reporting

As per the schedule in Table 2, WAN-IFRA will write to the participants at the end of the two print-run weeks, informing them the exact issue date(s) that we would like to evaluate. Hence, it is very important that the project manager at the participant's end checks their emails for our communication.

Five samples each from those issue dates, with at least 16 color pages must be sent to WAN-IFRA. If your edition does not have 16 color pages, please include 5 copies from the next issue date (Previous issue date, in case, we ask for the copies from Friday).

**Table 2**

Print run week	WAN-IFRA informs exact issue date for evaluation on	Send test copies to WAN-IFRA on	Copies to reach WAN-IFRA by	Report mailed on
04 to 08 February 2019	15 February 2019	15 February 2019	25 February 2019	20 March 2019
11 to 15 February 2019				

For **Category 1, 2 and 3**, we will ask for **three issue dates** in total from the two print run weeks. For **Category 4**, we will ask for **six issue dates** from the test run weeks.

The extra evaluation for category 4 is essential as we are evaluating the consistency of print quality parameters and most of the targets for category 4 are the average of the measurements in each parameter. The extra evaluations will ensure more accuracy for category 4.

**Note for Weekly newspapers:** Weekly newspapers have to send copies from all their issue dates in February and it should reach WAN-IFRA latest on or before **05 March 2019**.

Treat the Cuboid like a supplied CMYK color ad! Position the test element on any page of the newspaper title you have registered for the competition. The Cuboid is non-scaleable. The size of the Cuboid must not be changed in order to allow correct evaluation.

Print the Cuboid under standardised printing conditions as part of a regular issue of your newspaper. If you do not wish the Cuboid to appear in the distributed issue, you can exchange plates and produce a part-run including the Cuboid that is not for distribution and submit these copies for evaluation.

Printed samples not received on time cannot be included in the evaluation.

While shipping the copies, please ensure that you attach a declaration that the copies are for testing purposes and do not have any commercial value. For declaration format, refer Annexure 1.

Your evaluation reports are strictly confidential. Only you will be informed of their contents and they cannot be accessed by third parties.

The winners of the **BIP 2019** competition will be notified in March 2019 and will be awarded during **8<sup>th</sup> & 9<sup>th</sup> May** at **Publish Asia 2019, Singapore**.

Please send your newspaper copies to the following address:

**WAN-IFRA South Asia Pvt. Ltd.**

III Floor, SIET Administration Building

54 KB Dasan Road, Teynampet

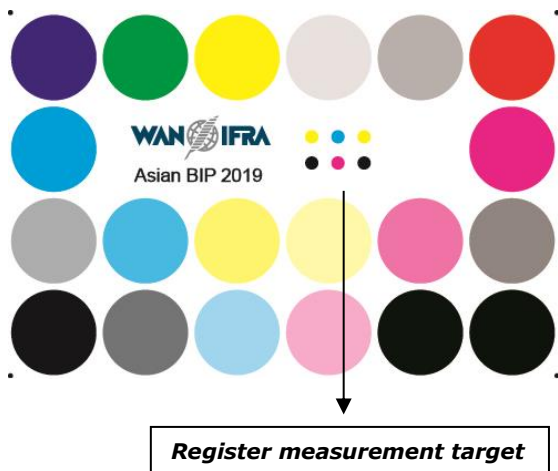
Chennai 600018, Tamilnadu, India

Tel: +91.44.4211 0640

Mob: +91. 73582 99188

Contact: Jaiganesh M, Research Engineer

**1.4 The Cuboid (version 2019)**



The Cuboid can be positioned in the same way as a four-color ad on a newspaper page. The format is 42 x 28 mm; the PDF is available in CMYK.

**The Cuboid must not be scaled!**

The Cuboid can be used in horizontal or vertical format. Avoid positioning in the fold, as otherwise the evaluation can be influenced by set-off and soiling.

The reverse of the Cuboid must be printed with newspaper-type contents. Points are subtracted for blank reverse side, deviating paper types, and different or missing pinholes.

*The figures on the left do not correspond to the original size; the colors may not be used as reference.*

CMYK color values and measuring patches of the Cuboid

		1	2	3	4	5	6
A	Cyan	100%	100%	0%	10%	30%	0%
	Magenta	100%	0%	0%	8%	24%	100%
	Yellow	0%	100%	100%	8%	24%	100%
	Black	0%	0%	0%	0%	0%	0%
B	Cyan	100%	WAN IFRA			0%	0%
	Magenta	0%				0%	100%
	Yellow	0%				0%	0%
	Black	0%				0%	0%
C	Cyan	0%	70%	0%	0%	0%	50%
	Magenta	0%	0%	0%	0%	70%	42%
	Yellow	0%	0%	70%	40%	0%	42%
	Black	40%	0%	0%	0%	0%	0%
D	Cyan	0%	0%	40%	0%	52%	44%
	Magenta	0%	0%	0%	40%	44%	38%
	Yellow	0%	0%	0%	0%	44%	38%
	Black	100%	70%	0%	0%	100%	100%

The cuboid contains two 4-Color blacks in patches D5 and D6. Patch D5 corresponds to a Total Area Coverage (TIC) of 240% and Patch D6 corresponds to a TAC of 220.

The latest revision of ISO 12647-3 standard recommends 220 TAC for coldset on newsprint. Therefore patch D6 is used to measure 4-Color Black for category 1. For Categories 2, 3 & 4, patch D5 (TIC 240%) is used.

## 1.5 Evaluation criteria for Asian Best in Print Awards 2019

Maximum total of 1116 points can be awarded for the evaluation. The participants will be classified into two groups – Those with circulation below 150,000 and those over 150,000. The top three high scoring newspapers in each group will be awarded.

### Categories 1, 2 & 3

Criterion	Max. points test run 1	Max. points test run 2	Max. points test run 3	Max. points per criterion
1: Newsshade	30	30	30	90
2: Mid-tone spread	10	10	10	30
3.1: Dot gain 40%	10	10	10	30
3.2: Dot gain 70%	10	10	10	30
4: Gray balance	30	30	30	90
5: Color space in %	11	11	11	33
6: Color conformity, $\Delta E$	49	49	49	147
7: Color register	30	30	30	90
8: General Print Quality			576	576
Maximum points per month	180	180	756	1116

### Category 4

Criterion	Max. points test run 1	Max. points test run 2	Max. points test run 3	Max. points test run 4	Max. points test run 5	Max. points test run 6	Maximum points per criterion
1: Newsshade	15	15	15	15	15	15	90
2: Mid-tone spread	5	5	5	5	5	5	30
3.1: Dot gain 40%	5	5	5	5	5	5	30
3.2: Dot gain 70%	5	5	5	5	5	5	30
4: Gray balance	15	15	15	15	15	15	90
5: Color space in %	30	30	30	30	30	30	180
6: Color conformity, $\Delta E$							
7: Color register	15	15	15	15	15	15	90
8: General Print Quality						576	576
Maximum points per month	90	90	90	90	90	666	1116

## 1.6 Evaluation process

The objective evaluation is divided into the evaluation of the colorimetric data of the printed Cuboid and of the register measurement element. We measure all test copies under standardized conditions using a calibrated measuring instrument, so that the result can be assessed in a way that is as objective and comparative as possible. The evaluation of the Cuboid permits qualified statements in relation to the conformity of the criteria newshade, mid-tone spread, dot gain at 40% and 70%; gray balance, color space, color conformity and color register precision.

Evaluation points are awarded in accordance with the degree to which the target values are satisfied. The closer the measured values are to the targets of the ISO and WAN-IFRA standards, the more points can be achieved. As long as the values lie within the tolerance range, the points will be awarded in a linear fashion to the calculated deviations. No points are awarded if the tolerance values are exceeded.

The color and density measurement of the Cuboid is carried out with the aid of the automatic X-Rite "eXact" spectro-densitometer. The color measurements are done in accordance with ISO 13655 with angle of observation  $2^\circ$ , light source D50, measuring geometry  $45^\circ/0^\circ$  or  $0^\circ/45^\circ$  and black backing. The density values are measured with status E, polarization filter ON and relative to paper. Aperture size of the instrument is 2 mm. Dot gain is calculated by the Murray-Davies formula. We use the Techkon "RMS 910" to measure color register.



*The X-Rite "eXact" color measuring instrument (left) and Techkon "RMS 910" color register measuring instrument (right)*

In order to evaluate the general printing quality, two randomly selected copies from two different issue dates are taken from the submitted sample copies. The first 16 four-color pages of each newspaper copy are assessed. The results of this evaluation are published in the final report.

## 2. Detailed evaluation and results in the individual criteria

### 2.1 Newsshade

The newsshade is measured in accordance with light source D50, measuring geometry 45°/0° or 0°/45° and black backing. The newsshade is measured on non-printed areas of the Cuboid in patch B5.

Points are allocated based on the following criteria:

*For competition categories 1 and 2:*

<i>Color values</i>	<i>Points per evaluation</i>
L* = 78 or more	10
L* = less than 78	0
a* = between -2 and 2	10
a* = less than -2 or more than 2	0
b* = between -2 and 5	10
b* = less than -2 or more than 5	0
<b>Total:</b>	<b>30</b>

*For competition category 3:*

<i>Color values</i>	<i>Points per evaluation</i>
L* = 83 or more	10
L* = less than 83	0
a* = between -2 and 0	10
a* = less than -2 or more than 0	0
b* = between -2 and 3	10
b* = less than -2 or more than 3	0
<b>Total</b>	<b>30</b>

*For competition category 4 the following process applies:*

The reference is in each case the mean value of L\*, a\* and b\* of all six test runs measured on the printed Cuboid. The newsshade of the paper that is used should be within the tolerances listed in the table throughout the competition period. Delta L\*, a\* and b\* therefore represent the maximum permissible deviation from the mean value.

<i>Deviation from the mean value of the test runs</i>	<i>Points per evaluation</i>
Delta L* less than or equal to 2	5
Delta L* more than 2	0
Delta a* less than or equal to 1	5
Delta a* more than 1	0
Delta b* less than or equal to 1	5
Delta b* more than 1	0
<b>Total</b>	<b>15</b>

## 2.2 Mid-tone spread

The patches D3, D4, C4 and C1 of the Cuboid are used to measure the CMYK mid-tone spread. Difference in dot percentage between the color with highest dot gain and the color with lowest dot gain is called mid-tone spread. Points are awarded based on the deviation from the 6% production tolerance in the 40% measuring patch specified by the standard. It is not taken into account whether the dot gain is within the tolerances of the target Tone Value Increase (TVI) curve for all the categories.

*The following applies for categories 1, 2 & 3:*

<i>Mid-tone spread</i>	<i>Points per evaluation</i>
Less than or equal to 3%	10
Corresponds to 6%	2
Greater than 6%	0

Points are awarded in a linear process between 3% and 6%. The minimum no. of points is 2.

*For competition category 4:*

<i>Mid-tone spread</i>	<i>Points per evaluation</i>
Less than or equal to 3%	5
Corresponds to 6%	1
Greater than 6%	0

Points are awarded in a linear process between 3% and 6%. The minimum no. of point is 1.

## 2.3 Dot gain

### 2.3.1 Dot gain at nominal 40%

The patches D3, D4, C4 and C1 of the Cuboid are used for measuring the CMYK mid-tone spread in the 40% area. Each color is evaluated individually.

For category 1, 2 & 3, deviation from the reference value of 2% or less brings 2.5 points per color (4 x 2.5 = 10). In the case of a deviation between 2% and 5%, points are awarded in a linear process per color up to the minimum number of 1 point. With a deviation in excess of 5% no points are awarded.

*For competition category 1, 2 & 3:*

<i>Dot gain in the 40% patch per color (C, M, Y, K)</i>	<i>Points per evaluation</i>
Deviation less than or equal to 2%	2.5
Deviation corresponds to 5%	1
Deviation greater than 5%	0

Points are awarded in a linear process between 2% and 5%. The minimum no. of point is 1.

*For competition category 1 the reference value is 26.2% dot gain in the 40% patch.*

*For competition categories 2 & 3 the reference value is 22% dot gain in the 40% patch.*

For category 4, a deviation from the reference value of 2% or less brings 1.25 points per color (4 x 1.25 = 5). In case of a deviation between 2% and 5%, points are awarded in a linear process per color up to the minimum number of 0.50 point. With a deviation in excess of 5% no points are awarded.



For competition category 4:

Dot gain in the 40% patch per color (C, M, Y, K)	Points per evaluation
Deviation less than or equal to 2%	1.25
Deviation corresponds to 5%	0.50
Deviation greater than 5%	0

Points are awarded in a linear process between 2% and 5%. The minimum no. of points is 0.50.

For competition category 4, the reference value is the average of the dot gain measurements in the 40% of all the six test run measurements.

### 2.3.2 Dot gain at nominal 70%

Patches C2, C5, C3 and D2 of the Cuboid are used for measuring the CMYK dot gain in the 70% range. Each color is evaluated individually.

For category 1, 2 & 3, a deviation from the reference value of 2% or less brings 2.5 points per color ( $4 \times 2.5 = 10$ ). In the case of a deviation between 2% and 5%, points are awarded in a linear process per color up to the minimum number of 1 point. With a deviation in excess of 5% no points are awarded.

For competition category 1, 2 & 3:

Dot gain in the 70% patch per color (C, M, Y, K)	Points per evaluation
Deviation less than or equal to 2%	2.5
Deviation corresponds to 5%	1
Deviation greater than 5%	0

Points are awarded in a linear process between 2% and 5%. The minimum no. of points is 1.

For competition category 1 the reference value is 19.8% dot gain in the 70% patch.

For competition categories 2 & 3 the reference value is 17.6% dot gain in the 70% patch.

For category 4, a deviation from the reference value of 2% or less brings 1.25 points per color ( $4 \times 1.25 = 5$ ). In case of a deviation between 2% and 5%, points are awarded in a linear process per color up to the minimum number of 0.50 point. With a deviation in excess of 5% no points are awarded.

For competition category 4:

Dot gain in the 70% patch per color (C, M, Y, K)	Points per evaluation
Deviation less than or equal to 2%	1.25
Deviation corresponds to 5%	0.50
Deviation greater than 5%	0

Points are awarded in a linear process between 2% and 5%. The minimum no. of points is 0.50.

For competition category 4 the reference value is as follows: 76% of the average value of the dot gain measurements in the 40% patch from all test runs.

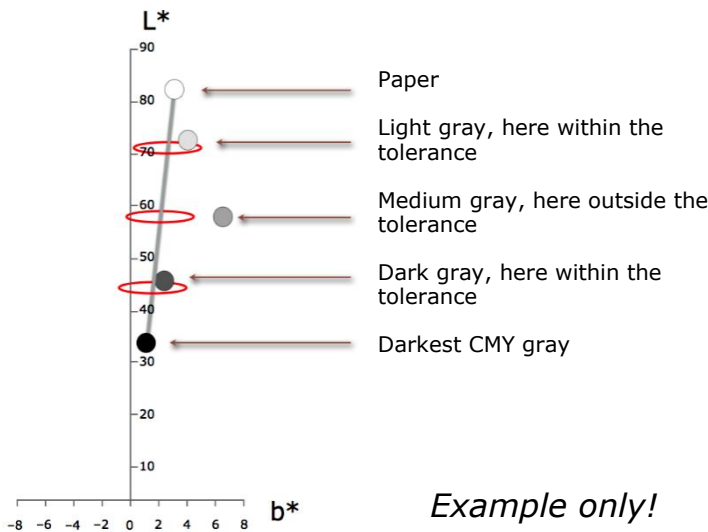
*Example: The average dot gain at nominal 40% is 25%. In such a case, the reference value for dot gain at nominal 70% is 19%, as  $25 \times 0.76 = 19$ .*

### 2.4 Gray balance in print

The patches A4, A5, C6 and D5 or D6 of the Cuboid are used for the measurement.

The reference gray ( $a^*$  and  $b^*$ ) is calculated as follows: The lightest and darkest measured values (color of the paper, patch B4, and CMYK [4c black], patch D5 or D6) are connected via a straight line. This produces a reference gray axis in the color space that is used as an individual scale for the evaluation.

Based on the individually measured brightness value  $L^*$  of light, medium and dark gray on the Cuboid concerned in each case, the color values  $a^*$  and  $b^*$  are mathematically calculated on the reference gray axis. These serve as targets for the measured  $a^*$  and  $b^*$  values of the gray patches A4, A5 and C6. We refer to the thus-calculated color difference as "Delta  $C^*$  absolute".



*The individual reference gray axis is the connection between the newsshade and CMYK (4C black).*

*The gray axis is in most cases not parallel to the brightness axis  $L^*$ , but instead at an angle to it because the typical yellow hue of newsprint becomes less in the shadows.*

*The printed CMY gray tones are compared to the reference gray axis. The deviation is referred to as "Delta  $C^*$  absolute".*

For Category 1, patch D6 is used for measuring the  $L^*a^*b^*$  values of 4-Color black. Patch D6 corresponds to a TIC of 220%.

For category 2, 3 and 4, patch D5 is used for measuring the  $L^*a^*b^*$  values of 4-Color black. Patch D5 corresponds to a TIC of 240%.

Points are awarded based on the below table.

For competition categories 1, 2 & 3:

<i>Deviation per gray patch (A4, A5, A6)</i>	<i>Points per Gray patch and evaluation</i>
Less than or equal to 1.5 "Delta $C^*$ absolute"	10
Corresponds to 3 "Delta $C^*$ absolute"	2
Greater than 3 "Delta $C^*$ absolute"	0

Points are awarded in a linear process for deviation between 1.5 and 3 Delta  $C^*$ . Minimum no. of points is 2.

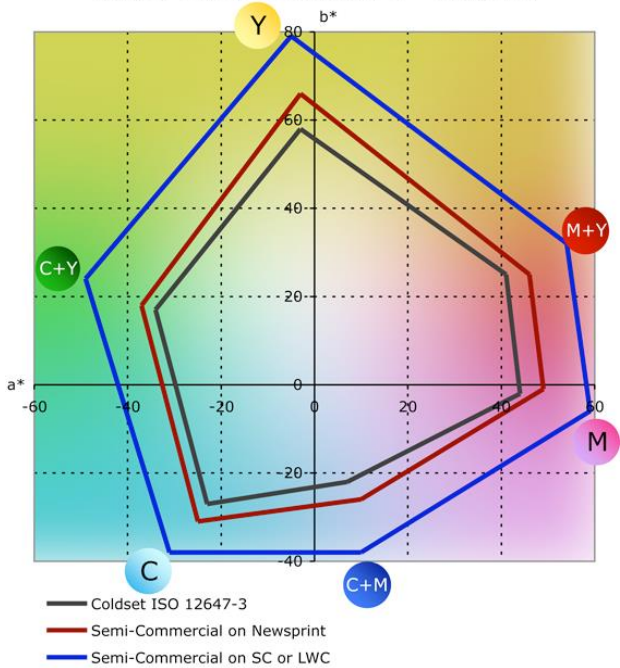
For competition category 4:

<i>Deviation per gray patch (A4, A5, C6)</i>	<i>Points per Gray patch and evaluation</i>
Less than or equal to 1.5 "Delta $C^*$ absolute"	5
Corresponds to 3 "Delta $C^*$ absolute"	1
Greater than 3 "Delta $C^*$ absolute"	0

Points are awarded in a linear process for deviation between 1.5 and 3 Delta  $C^*$ . Minimum no. of points is 1.

## 2.5 Color space

Target Colour Gamuts, a\*b\* Diagram



The L\*a\*b\* values of the patches A6, A2, A1, B1, B6, A3, B5 and D5 or D6 of the Cuboid are used for the calculation. The size of the color space range, which results from the combination of the colors CMY and RGB as well as the paper white and 4C black, can be shown as a three-dimensional entity within the L\*a\*b\* color space.

The a\*/b\* diagram shows the different target color spaces. The black color space corresponds to the standard coldset newspaper offset process in accordance with ISO 12647-3. With the aid of heatset drying or UV curing it is possible to print a larger color space range (red) on the same paper. If in addition a higher-quality paper grade (SC or LWC) is used, this will further enlarge the color space (blue).

For category 1, patch D6 (TIC 220%) is measured for the L\*a\*b\* values of 4-C Black

For category 2, 3 & 4, patch D5 (TIC 240%) is measured for the L\*a\*b\* values of 4-C Black

The following color reference values apply for the calculation of the color space and color conformity (see 2.6):

### Color reference values for competition categories 1

Colors	L*	a*	b*
Cyan	57	-23	-27
Magenta	54	44	-1
Yellow	78	-3	58
Black (K)	36	1	4
Green, Y + C	53	-34	17
Blue, C + M	41	7	-22
Red, M + Y	52	41	25
4c-Black, CMYK	34	1	2
White, newsshade	82	0	3

### Color reference values for competition categories 2

Colors	L*	a*	b*
Cyan	55	-25	-31
Magenta	51	49	-1
Yellow	78	-3	66
Black (K)	35	1	2
Green, Y + C	50	-37	18
Blue, C + M	35	10	-26
Red, M + Y	49	46	25
4c-Black, CMYK	30	1	2

White, newsshade	82	0	3
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*Color reference values for competition categories 3*

<i>Colors</i>	<i>L*</i>	<i>a*</i>	<i>b*</i>
Cyan	56	-31	-38
Magenta	50	59	-6
Yellow	83	-5	79
Black (K)	27	0	1
Green, Y + C	50	-49	24
Blue, C + M	33	10	-38
Red, M + Y	48	54	32
4c-Black, CMYK	26	0	1
White, newsshade	86	-1	2

For competition categories 1, 2 and 3, the following applies:

<i>Measured color space</i>	<i>Points per evaluation</i>
At least 90% of the reference color space	11
Corresponds to 75% of the reference color space	2
Less than 75% of the reference color space	0

If the color gamut is between 75% and 90% of the reference color gamut points will be deducted in the range from 11 to 2 points. If the color gamut is smaller than 75% no points will be applied.

In category 4 the criteria and points of this part of the section (2.5) are combined with those of section 2.6. You will find the detailed instructions hereof in section 2.6.

## 2.6 Color conformity

See 2.5 (color space) for the target color values.

*Calculation method (categories 1, 2 and 3):*

If the measured colors of the primary and secondary colors lie within a defined color distance from the reference value ( $\Delta E_{LAB\ 76}$ ), 7 points per color are awarded. Therefore a total of 49 points per evaluation can be achieved.

<i>Color distance <math>\Delta E_{LAB\ 76}</math></i>		<i>Points per evaluation</i>
Cyan	Less than or equal to 5	7
	Greater than 5	0
Magenta	Less than or equal to 5	7
	Greater than 5	0
Yellow	Less than or equal to 5	7
	Greater than 5	0
Black (K)	Less than or equal to 5	7
	Greater than 5	0
Red (M + Y)	Less than or equal to 8	7
	Greater than 8	0
Green (M + Y)	Less than or equal to 8	7
	Greater than 8	0
Blue (M + C)	Less than or equal to 8	7
	Greater than 8	0
Total		49

If the measured color distance is greater than required, it is calculated in a second step whether the measured chroma ( $C^*_{ab}$ ) is greater or smaller than the chroma of the reference color.

If the measured chroma is smaller than required, no points are awarded. If the measured chroma is greater than that of the reference color, a final check is carried out to establish whether the measured color lies within an acceptable color angle distance ( $\Delta h_{ab}$ ) from the target as well as whether the brightness is sufficiently close to that of the target color value ( $\Delta L$ ).

<i>If color distance <math>\Delta E_{LAB\ 76}</math> is exceeded, but the reference chroma achieved (in case of Black [K] unachieved), then:</i>		<i>Point per evaluation</i>
Cyan	Delta L less than 5	7
	Delta h less than 2,5	
	One of the requirements not satisfied	0
Magenta	Delta L less than 5	7
	Delta h less than 2,5	
	One of the requirements not satisfied	0
Yellow	Delta L less than 5	7
	Delta h less than 2,5	
	One of the requirements not satisfied	0
Black (K)	Delta L less than 5	7
	Delta h less than 2,5	
	One of the requirements not satisfied	0

<i>If color distance Delta E<sub>LAB 76</sub> is exceeded, but the reference chroma achieved (in case of Black [K] unachieved), then:</i>		Point per evaluation
Red (M + Y)	Delta L less than 8	7
	Delta h less than 5	
	One of the requirements not satisfied	0
Green (M + Y)	Delta L less than 8	7
	Delta h less than 5	
	One of the requirements not satisfied	0
Blue (M + C)	Delta L less than 8	7
	Delta h less than 5	
	One of the requirements not satisfied	0
Total		49

#### Calculation method for category 4

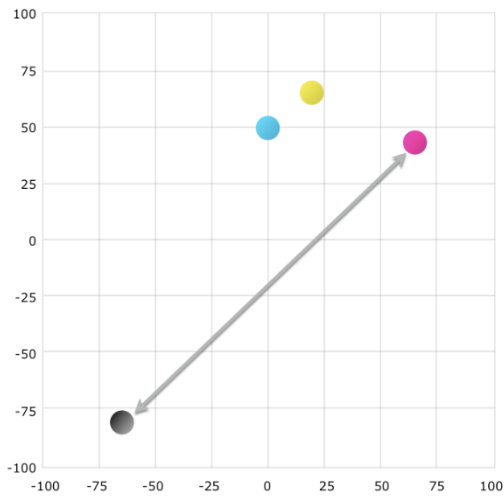
The average of the L\* a\*b\* color values of all six test runs constitutes the reference per color (C, M, Y, K, R, G, B). In this case, the color distance (Delta E<sub>LAB 76</sub>) therefore represents the distance to the average of all measurements.

Points are awarded in accordance with the following system:

<i>Color distance Delta E<sub>LAB 76</sub></i>		<i>Points per evaluation</i>
Cyan	Less than or equal to 2	4
	Greater than 2	0
Magenta	Less than or equal to 2	4
	Greater than 2	0
Yellow	Less than or equal to 2	4
	Greater than 2	0
Black (K)	Less than or equal to 2	4
	Greater than 2	0
Red (M + Y)	Less than or equal to 4	4
	Greater than 4	0
Green (M + Y)	Less than or equal to 4	4
	Greater than 4	0
Blue (M + C)	Less than or equal to 4	4
	Greater than 4	0
4c-Black, CMYK	Less than or equal to 4	2
	Greater than 4	0
Total		30

## 2.7 Color register

The Cuboid contains six small color points (patch B4) for automatic color register measurement.



*In order to measure the color register fault, the largest distance between two colors of the color set is calculated.*

*In the accompanying example (left), the greatest distance is between magenta and black*

For competition categories 1, 2 & 3:

<i>The largest color register deviation between two colors</i>	<i>Points per evaluation</i>
Less than or equal to 200 $\mu\text{m}$ (0.20 mm)	30
More than 200 $\mu\text{m}$ (0.20 mm)	0

For competition category 4:

<i>Color register deviation</i>	<i>Points per evaluation</i>
Less than or equal to 200 $\mu\text{m}$ (0.20 mm)	15
More than 200 $\mu\text{m}$ (0.20 mm)	0

## 2.8 General Print Quality

For each participant, the first 16 four-color pages of the main product from two randomly selected production runs are evaluated. If the newspaper title concerned contains fewer than 16 four-color pages per issue, the participant must submit 10 copies per competition month from an additional publication day for evaluation in order to ensure that sufficient color pages are available for the assessment per month. More details in section 1.3.

Each participating title starts out with the maximum number of 576 points. Points are deducted where deficiencies are detected. Each deficiency criterion is applied only once per page. For example, this means that "printed plate edges" result in a loss of points only once on a page, even if it is visible in several places on the page. A total of 32 pages (2 x 16) are evaluated for each participating title. A maximum of 18 points can be subtracted per page, leading to a maximum loss of all points (32 pages x 18 points = 576).

The jury responsible for evaluating the general printing quality will do so from an **"expert's point of view"**. The evaluation criteria for all competition categories are as follows:

<i>Evaluation criteria</i>			<i>Points deducted per page</i>
<i>Category</i>	<i>No.</i>	<i>Detected deficiencies</i>	
Printing process	1	Over inking or under inking, density fluctuations	1
	2	Disturbing Show-through, Strike-through, Print-through	1
Color register	3	Disturbing mis-register	1
Mechanical print quality	4	Disturbing set-off	1
	5	Impressions from draw rollers, path rollers	1
	6	Dirt stains, finger print marks	1
	7	Printing plate edges	1
	8	Printing plate scratches	1
	9	Poor lateral register, poor ribbon register	1
	10	Disturbing toning	1
	11	Paper wrinkles / Creasing	1
	12	Hickeys / Picking (Fluff accumulation)	1
	13	Pin holes in image area	1
	14	Slur / Doubling	1
Image and graphic quality	15	Deficient sharpness, low resolution, moiré	1
	16	Color cast	1
	17	Deficient contrast, brightness	1
	18	Deficient tonal reproduction (Flat, missing highlight / shadow)	1
Total			18

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This concludes our instructions. We welcome your participation in the Asian Best in Print Awards 2019 and wish you much success!

**N.B.**

Despite every effort to ensure correct calculations, errors or faults cannot be excluded. Please note the date of the Instructions at the bottom of each page, as up to the start of the competition minor changes are possible. We remain at your disposal for all queries, impulses or individual advice.

Yours sincerely

Prabhu Natrajan

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**Annexure 1: Declaration letter for Customs**

Date: \_\_\_\_\_

**Declaration**

**To Whomsoever It May Concern:**

We are sending herewith \_\_\_\_\_ number of copies of our newspaper, "**Newspaper Title**" to the following address for print quality testing:

**WAN-IFRA South Asia Pvt Ltd**  
RMTC Division  
C/O Press institute of India  
2nd Main, CPT Campus, Taramani  
Chennai- 600113, Tamilnadu, India  
Mob : +91.8792178292 / +91.7358299188  
Email : [prabhu.n@wan-ifra.org](mailto:prabhu.n@wan-ifra.org)

The copies are for evaluation purpose only and do not have any commercial value.

Yours truly,

\_\_\_\_\_  
Name of the person responsible

\_\_\_\_\_  
Designation