

## Minutes of the meeting of the WAN-IFRA General Assembly, 8 October 2015, Intercity Hotel, Hamburg, Germany

### Participants

Name	Company
Anand Srinivasan	WAN-IFRA, India
Kasturi Balaji	Kasturi and Sons, India
Dieter Betzmeier	Manroland, Germany
Martin Elofsson	Swedish Printers Association
Robert Heitzer	Süddeutsche Zeitung, Germany
Didier Havard	Goss International, France
Ralf Henninger	Palm, Germany
Michael Hirthammer	Sun Chemical, Germany
Rinus Hoebecke	Toray, Netherlands
Thomas Isaksen	Danish Newspaper Association
Herbert Kaiser	KBA, Germany
Graham Macfarlane	Felix Böttcher, Germany
Carl C. Mäder	Ferag, Switzerland
Mario Milošević	Styria Print Holding/Tiskara Zagreb, Croatia
Matthias Presotto	Axel Springer Berlin, Germany
DD Purkayastha	ABP, Kolkatta, India
Josef Schießl	Süddeutsche Zeitung, Germany
Martin Schorn	UPM, Germany
Heiko Schröder	TMI, Germany
Peder Schumacher	V-TAB, Sweden
Christian Seitz	Manroland, Germany
Bjørn K. Thomassen	Norske Skog, Sweden
Cees van der Wild	Resolute, Netherlands
Manfred Werfel	WAN-IFRA, Germany
Sedat Yaser	Sabah, Turkey
Markus Zink	Axel Springer Berlin, Germany

## Agenda

No.	Topic	
	Arrival of participants, coffee / tea	
1	Welcome	K Balaji
2	Introduction	Roundtable
3	Report about the work of the World Printers Forum World Printers Forum Organisation World Printers Forum Conference Website and Online Forum Newsletter	K Balaji, M. Werfel
	Teabreak	
4	Report about the work of the World Printers Forum Projects Optimized Paper Handling and Logistics Procedure of Color Quality Club evaluation Update of Report on print standardization, ISO 12647-3 New newspaper color profile (WAN-IFRANewspaper26v5) New business models for newspaper printers	Manfred Werfel, Anand Srinivasan
5	New projects – discussion on World Printers Forum work in future	all
6	Other business, World Publishing Expo 2016, Vienna Invitation to participate in a survey on innovative printing	all
7	Next meeting	all
8	Wrap-up	K Balaji
	Lunch	
	End	

## **The Minutes**

### **1 Welcome and opening of the meeting**

K Balaji, chairman of the World Printers Forum Board, welcomed the participants and called the meeting to order.

### **2 Introduction**

All the participants introduced themselves, see list on first page.

### **3 Report about the work of the World Printers Forum from Jan to Oct 2015**

Manfred Werfel presented the report on the work of the World Printers Forum since the first Board meeting in January. His report included the following topics:

- WPF Website: The website has a rotating carousel with latest news and events, a blog with articles and press releases, links for WAN-IFRA's important services, information about the board and other links.
- Online Forum: The forum is open to all. Registration is simple and registered members can post content. About 400 people are registered. Manfred Werfel requested the members to use the forum and encourage their colleagues to use it too. The forum can be used to post information and questions that would be answered by other peers in the industry.
- Newsletter: Fortnightly newsletter with content in English and German is being sent to 9,000 contacts. Opening rate is about 15%, which is acceptable for newsletters.
- Running or completed projects between January and October 2015:
  1. Optimised Paper Handling and Logistics: Joint project by 5 different associations and 14 industry partners. The project covers the complete logistics chain of newsprint. The book will have about 192 pages. The draft report will be progressively released to the WPF online forum for members to read, comment on and suggest changes. First chapter is already released (chapter # 7, paper on press). Other chapters will be released by January 2016. The report is expected to be publicly released during DRUPA next year.
  2. Update of Report on print standardisation, ISO 12647-3:2013. The report was published in mid June 2015. It provides complete specifications of ISO 12647-3 and also a chapter dedicated to explaining a step-by-step approach to implementation and implement a quality control mechanism.
  3. New business models for newspaper printers: The report was officially launched at WAN-IFRA India 2015 (4 September 2015). It covers eight case studies of new business models that are interesting. A survey of newspaper printers was also run by the German language trade magazine 4C (Austria). The results of the survey were presented at WPE 2015.

4. New newspaper color profile (WAN-IFRAnewspaper26v5): The new ICC profile, developed with the help of the Swedish graphic printers association was published at the same time when the ISO 12647-3 report was launched. The new profile has improved GCR and reduced Total Ink Coverage.
  5. A summary of the presentations made at the WAN-IFRA India 2015 Printing Summit is being captured in a report, which is in the final stages of editing and will be available online 15 October 2015.
- International Newspaper Color Quality Club 2016–2018: The registration for the competition is open. Procedures have been modified to make the competition more interesting and improve fairness.
  - World Printers Forum Conference, 7 October 2015: The second WPF conference program was a success. About 100 delegates attended the conference.

#### **4. World Publishing Expo 2016**

##### **4a Feedback of WPE 2015**

All the members of the forum were asked about their feedback about this year's Expo and their plans and ideas for WPE 2016.

- Reactions on expo visitor count were mixed. While some of the supplier members felt that the visitors to their booths and discussions were of acceptable levels, others felt that it was weaker this year.
- General consensus was that the last day of the expo was weak and some stalls were nearly empty.
- Many of the participants felt that Hamburg was not as a good venue as Amsterdam for international visitors
- DRUPA is a must for a number of suppliers, especially press and mailroom equipment exhibitors. Some of the larger supplier members said that they had not made up their mind about participating in WPE 2016. For them it is difficult to participate in both shows due to restricted marketing budgets.
- Visitors from South East Asia were missing at the show this year.
- There are rumours that one or the other company will not participate next year. WAN-IFRA was asked to present a clear idea of the offerings and plans for next year in the next two or three weeks to prevent companies from not participating and leading to a last minute crisis situation.
- The WPF conferences were well organised. The attendance thinned in the evening and the reason was not obvious since the expo halls were emptier too.
- Feedback should be taken from Digital Media suppliers too. One of the members felt that the visitors to Digital Media hall were lower compared to the production hall this year.

#### **4b Ideas for WPE 2016**

Members were asked to share their ideas and suggestions for the next year's WPE. The following ideas were presented by different participants.

- Vienna as a venue is good. WAN-IFRA should alternate between Amsterdam and Vienna in future. Both these places are good for international visitors. This was the general consensus.
- Reach out to suppliers of heatset (Commercial) presses, technology and materials as well. Addressing the heatset community could open up new reservoirs of revenue. Target specific suppliers of heatset materials and equipment and ask them to join the expo.
- There are several local conferences and events for heatset market. WAN-IFRA's offerings should be more attractive and then it would be possible to offer everything in one location.
- WAN-IFRA could organise a strong conference in Europe and a strong expo in South Asia or South East Asia.
- More co-operation with ASEAN Newspaper Printers to engage SE Asian printers. Suppliers active in the region can request SE Asian printers to attend WPE.
- One of the ideas proposed was to develop the WPF Conference into a "Super Conference" for "print production". This suggestion was made by Graham Macfarlane and supported by many others. Ideas for such a conference: Multiple conference tracks on specialised topics. Table tops or smaller meeting areas for suppliers around the conference. The conference to discuss technologies, trends, sustainability, business models and other pressing subjects. Topics on environmental impact of print can be interesting to heatset audiences as well. The conference to feature intense discussions about World Printers Forum objective, activities and future tasks. The conference to feature case studies mainly from publishers. Suppliers provide publishers with tools and WAN-IFRA to find a way to integrate suppliers in the conference. The conference formats should support discussions and interactions, as for example, one panel discussion after every session. Since in Vienna, conferences are probably going to be organised in a hotel across expo venue, it provides an opportunity to separate conference and expo.
- Since travel cost is quite high for printers coming from different regions for places like Hamburg or Amsterdam, WAN-IFRA could organise local conferences (in Croatia for example), WPF regional assemblies and print production trainings. Regional assemblies could become popular as both publishers and suppliers representatives in the region can attend without overnight stay.

## 5 New Research Projects

Manfred Werfel presented the following research projects that could be done for 2016. These project proposals have been discussed by the WPF Board in its meeting on 1 September in Mumbai and were forwarded to the General Assembly for further discussion.

#	Possible Research Topics, World Printers Forum
1	<b>Newsprint</b> <ul style="list-style-type: none"> <li>• Recommended standards: colour of newsprint (according ISO 12647-3), general paper properties (according DIN 19306)</li> <li>• Trend toward lower grammage: How to print on 40 g/m<sup>2</sup> newsprint? Interviews with practitioners</li> <li>• Improved (whiter) newsprint: What is most common? Can we specify one or two colour sets of improved newsprint?</li> </ul>
2	<b>Inkjet</b> <ul style="list-style-type: none"> <li>• Inkjet newspaper case studies based on interviews: Belgium, France (La Réunion), Italy, Malta, Switzerland, UK (Jersey), USA (Chicago)</li> <li>• What is the colour gamut of web inkjet newspaper presses? Print and measure standard colour charts printed on different inkjet presses</li> </ul>
3	<b>Adding Value</b> Different methods of value added printing: Stitching and trimming, heatset, UV, waterless, varnishing/coating, LC and LWC paper grades; pros and cons of different solutions
4	<b>Business Models</b> "New & emerging business models of newspaper printing companies", an update report based on survey of 4c trade magazine
5	<b>Drupa 2016</b> Newspaper production trends at Drupa 2016, a Drupa guide for visitors from news publishing companies and newspaper printing companies

The following points were discussed and agreed by members

- All members agreed that the report on digital inkjet print production (2) will add tremendous value to the industry. This report could be taken up first.
- The report on value addition (3) should be taken up. It should list all technologies and possibilities and business models associated with the value additions. Importantly, the report should list the pros and cons of all the technologies and present all facts. Like for example – the report could detail standard operating procedures when working with UV technology, maintenance procedures of UV lamps and presses using UV etc.
- The topics on newsprint may not be interesting to European markets but it is crucial for developing markets, where publishers are starting to use lower grammage newsprint. The topics related to standards for newsprint and paper shade for improved newsprint can be combined with this project.
- The update on new business models report (Survey from 4C) to be published by WAN-IFRA. The results are already available.
- Recommendation: The project of DRUPA guide not to be taken.
- The majority agreed on combining suggestion 3 and 4: Adding Value and Business Models. Also the majority agreed on prioritising topic number 2, Inkjet production.

This means the General Assembly suggestion to the WPF Board is to take up two projects for next year:

- a) Inkjet newspaper production
- b) Adding value to develop new business models

## **7 Next meeting**

The World Printers Forum General Assembly decided to have its next meeting in the morning of Thursday, 13 of October 2016, in Vienna, Austria.

## **8 Wrap-up and closing of the meeting**

K Balaji and Manfred Werfel, Chairman and Director of World Printers Forum, thanked the participants for the lively discussions and valuable contribution. They wished all participants a safe trip home. K Balaji closed the meeting.

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The following documents to the minutes are available as attachments to the minutes for your information:

- WPF activity report from January 2015 till October 2015
- List of possible research projects for 2016

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Minutes taken by Anand Srinivasan, WAN-IFRA Research Manager, and drafted on 2015-10-09 in Hamburg, Germany.

The Chair of the World Printers Forum Board approved the minutes on 12 October 2015.