Cost reduction through standards

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Why standards?
## Materials standards

<table>
<thead>
<tr>
<th>Standards</th>
<th>Areas of cost control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsshade 2003</td>
<td>Newsprint and complaint costs</td>
</tr>
<tr>
<td>Newsprint standard DIN 19306-4</td>
<td>Newsprint, waste, press time</td>
</tr>
<tr>
<td>Newsink standard ISO 2847-2</td>
<td>Newsink, waste, press time</td>
</tr>
<tr>
<td>WAN-IFRA bar code</td>
<td>Delivery errors, tracking time</td>
</tr>
</tbody>
</table>
# Print process standards

<table>
<thead>
<tr>
<th>Standards</th>
<th>Areas of cost control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coldset standard ISO 12647-3</td>
<td>Waste, press time, complaint costs</td>
</tr>
<tr>
<td>Semi-Commercial standard</td>
<td>Waste, press time, misperceptions, complaint costs</td>
</tr>
</tbody>
</table>
## Acceptance test procedures

<table>
<thead>
<tr>
<th>Standards</th>
<th>Areas of cost control</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAN-IFRA CTP acceptance test</td>
<td>CTP installation: time, costs, arguments</td>
</tr>
<tr>
<td>WAN-IFRA press acceptance test</td>
<td>Press installation: time, costs, arguments</td>
</tr>
<tr>
<td>WAN-IFRA mailroom acceptance test</td>
<td>Mailroom installation: time, costs, arguments</td>
</tr>
<tr>
<td>Interface between pres and mailroom</td>
<td>System installation: time, costs, arguments</td>
</tr>
</tbody>
</table>
## Communication and business standards

<table>
<thead>
<tr>
<th>Standards</th>
<th>Areas of cost control</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAN-IFRA Track (used by PRIME)</td>
<td>System installation time and errors, standard system interfaces</td>
</tr>
<tr>
<td>AdsML, standard electronic ad business processes</td>
<td>Errors, time, make-good, complaint costs</td>
</tr>
<tr>
<td>PDF/X, standard data format</td>
<td>Errors, time, make-good, complaint costs</td>
</tr>
</tbody>
</table>
Print quality standardisation

Make standards: ISO

Develop standards: Research

Implement standards: Consulting, Training

Improve standards: Research, ISO
Example: Large newspaper publisher

- Four national titles printed at 17 plants
- 39 sub editions
- 5.2 Million daily circulation
- Introduced standardised printing in 2000
Cost of complaint down by 62.73% in 3 years
The idea behind print standardisation

- Let’s make it as easy as possible for customers to place ads in newspapers
- Print standardisation plus colour management
  - Ad printing without surprises
  - Predictable quality
  - Consistent quality over time and across markets
- Colour management to be based on a standardised process
Standardisation projects

- Implementation of ISO 12647-3
- Organised by national associations
- Technical support by WAN-IFRA
- Start with a pilot group of newspapers
- Other publishers join over time

“Do not print better than the standard, but print better with the help of the standard!”
Why standard profiles?

- The concept
- Ad customers deliver CMYK data, colour separated with the standard ICC Colour profile
- Newspapers can use the data without any modification for printing
- Prerequisite
  - Newspapers have to calibrate their process according to the requirements of ISO 12647-3
Nationwide standardisation projects
during the last ten years

- Germany     QUIZ
- Spain       CINCO
- South America ACER
- Netherlands  KWIK
- India        ICONS
- Italy        CQ2
- Croatia      SINCOL
Countrywide standardisation

- Cover the whole process from data generation to press

- Phase 1:
  - Period of simple monthly test prints

- Phase 2:
  - Project workshop week of theory and practice
  - Hosted by a newspaper
  - Test print and hands-on prepress included
Countrywide standardisation

- **Phase 3:**
  - Participants to implement agreed standards in their printing plants
  - Provide test print samples to WAN-IFRA

- **Phase 4:**
  - WAN-IFRA creates standard newspaper colour profile

- **Phase 5:**
  - Marketing of standardisation to advertisers
Statement

“Since our implementation of standardised newspaper production based on ISO 12647-3 we are facing significant quality enhancements.”

*Uwe Lehmann, Technical Director Donaukurier, Germany*
Statement

“The quality and the consistency of the ads enhanced very much. This is because of the standardisation project of the recent years.”

Markus Schmitz, C&A Advertiser, Germany
Effects of standardisation projects

- Increased colour stability, less colour variation and deviation between different products
- Eased handling of digital ads, sent to a number of publishers at the same time
- Ad agencies can create artwork in shorter time due to reduced correction cycles
- Every Photoshop user can create correct newspaper data
Standardised newspaper printing

- Newspaper printing standard
  ISO 12647-3 released and available
  - Order e.g. from www.iso.org

- Get your standard profile from www.ifra.com
  ISOnewspaper26v4.icc
INCQC based on standards

- Adjusted concept since 2010
- Every newspaper that is printed within ISO tolerances over a period of four months becomes a member of the club
- Asian “Best in Print Awards” follow the same evaluation process
Standard newspaper sizes for lower costs and higher profits

- Small and handy formats is what readers want
- Young readers and women prefer small sizes
- Newspaper sizes can be in line with commercial sizes
- Newspaper printers can print commercial jobs
Confusing variety of formats

Newspaper formats in Europe

The Nordic (and half Nordic), Rheinisch and Berlin half formats are the predominant formats in Germany. Only the Berlin format is also used in other countries. Countless format variations exist throughout Europe, so that it is impossible to talk in terms of binding standards, not even within individual countries. Switzerland is an exceptional case in this respect, as nearly all newspapers (with minor deviation) there are published in the Swiss format, which is very slightly bigger (320 x 475 mm) than the Berlin format. In Spain, small formats are the rule and in Sweden all daily newspapers have changed to tabloid. There are many format variations in Italy, including unusually large tabloid formats. The draft DIN standard 16604:2006 (intended to replace a version dating back to 1970) deals, among other aspects, with the standardisation of the ad composition dimensions. According to this draft standard, broadsheet newspapers in the Nordic format should have eight standard columns, in the Rheinisch seven columns and in the Berlin format six columns (8 x 45 mm).

ISO paper format series: A and SRA

The international ISO paper formats form the basis for commercial printing (the ISO A series is identical to the German DIN A series). The advantage of the standard is that all formats refer to one another: The next smallest format in the series is obtained by halving the sheet. This ensures maximum utilisation of the paper. The margins show how the ISO SRA (supplementary raw format A) series compares to the A series. The SRA formats (also referred to as untrimmed paper formats) are approximately in proportion to the A formats (rounded up to the full centimetre). Machines based on these universal formats can cover a wide range of print product formats.

Newspaper formats in the U.S.A.

Newspaper formats in North America are not standardised, but have fewer variations than, for example, in Germany. According to an NAA survey in 2006, in which 340 newspapers participated, the most used common cut-offs are 22.75 inches or 22 inches respectively. Any reductions of format in recent years were usually confined to the page width. Whereas in the past (with double-width rotary press) web widths of 54 inches (corresponding to a page width of 13.5 inches or 343 mm) were commonplace, now most newspapers web widths of 50 inches are frequent, while several have changed to 48 and some are beginning to switch to 46 inches.
Size matters

- Printing the newspaper at night and printing magazines during the day requires . . .
  - Standard paper formats
  - Standard image sizes
  - Standard ad sizes
Size matters

Nordic  Rhinic  SRA3  Berliner  A3
Raw
SRA3, 320 x 450

SRA4, 225 x 320

Trimmed
A3, 297 x 420
A4, 210 x 297
Standard newspaper sizes for lower costs and higher profits

- Standardise newspaper sizes
  - All printers can print all titles
  - Reduce
- Agree on a commercial standard size
  - Newspaper printers can print commercial jobs
  - They print them faster
  - The print them cheaper
  - Integrated production loop of press and mailroom
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