

WAN  **IFRA**

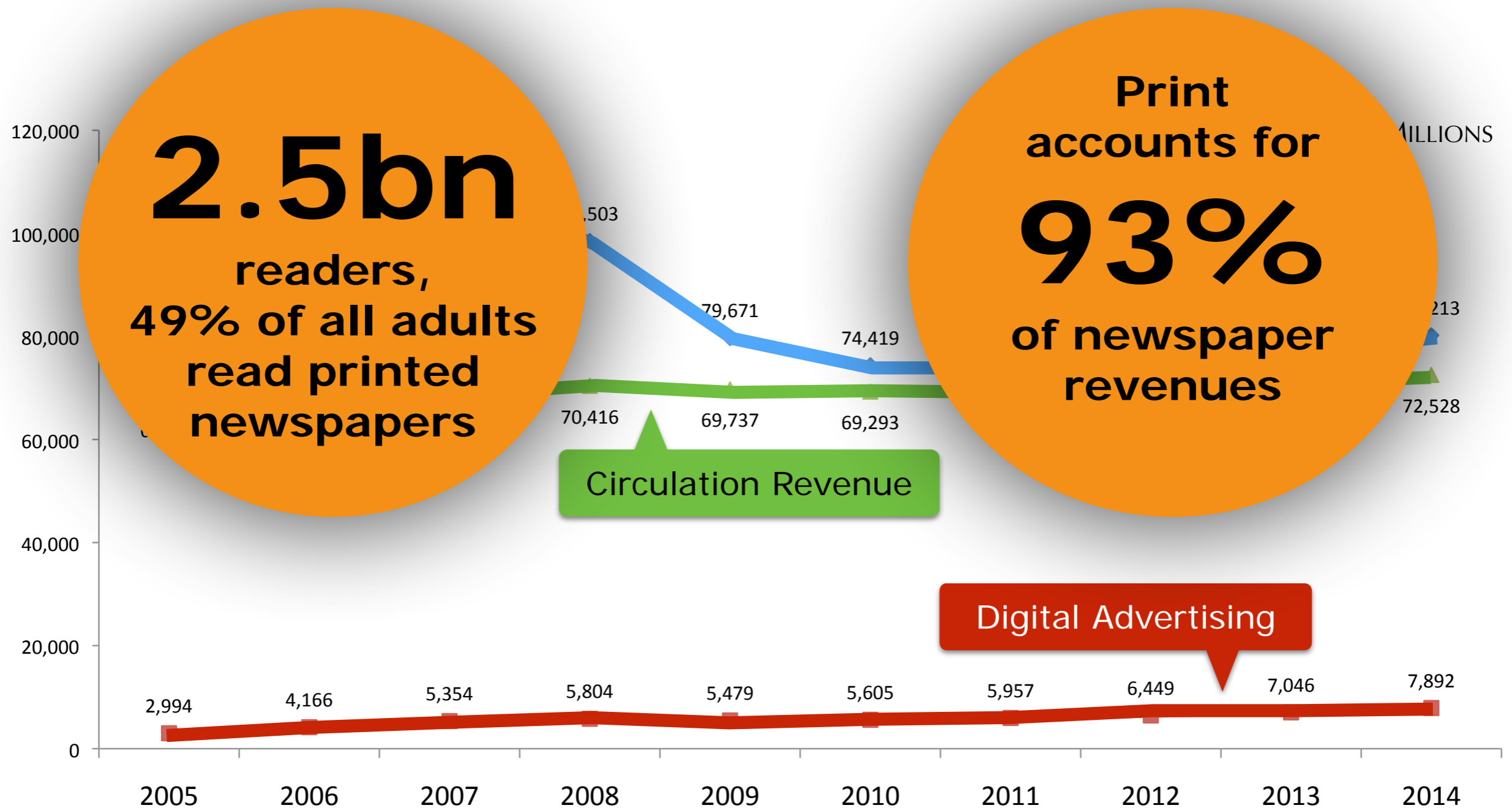


**INTERNATIONAL NEWSPAPER
COLOR QUALITY CLUB**

Anand Srinivasan, Manfred Werfel

Twenty Years Color Quality Club 1994–2014

Global newspaper revenue



Making the most of print

The printed newspaper is the USP of newspaper publishers

Print can address all senses

News publishers can offer the combination of online, broadcast, events and printed newspaper

The printed newspaper can link to digital mobile media

World Printers Forum



The print community within WAN-IFRA forms the World Printers Forum

It advises in all aspects of production and print

The World Printers Forum is open to all WAN-IFRA members who are interested in the future of the newspaper printing business

World
Printers
Forum
#WPF14

World
Publishing
Expo 2014

SPEAKERS



World Printers Forum Conference
at Expo 2014, Amsterdam

15 and 16 October

Speakers from the Americas, Europe,
Middle East and South Asia

Quality benchmarking based on proven standards

Underlying concept = quality through standards

Every newspaper title that prints consistently according
standards for a period of time is awarded



Color Quality Club open for all newspapers

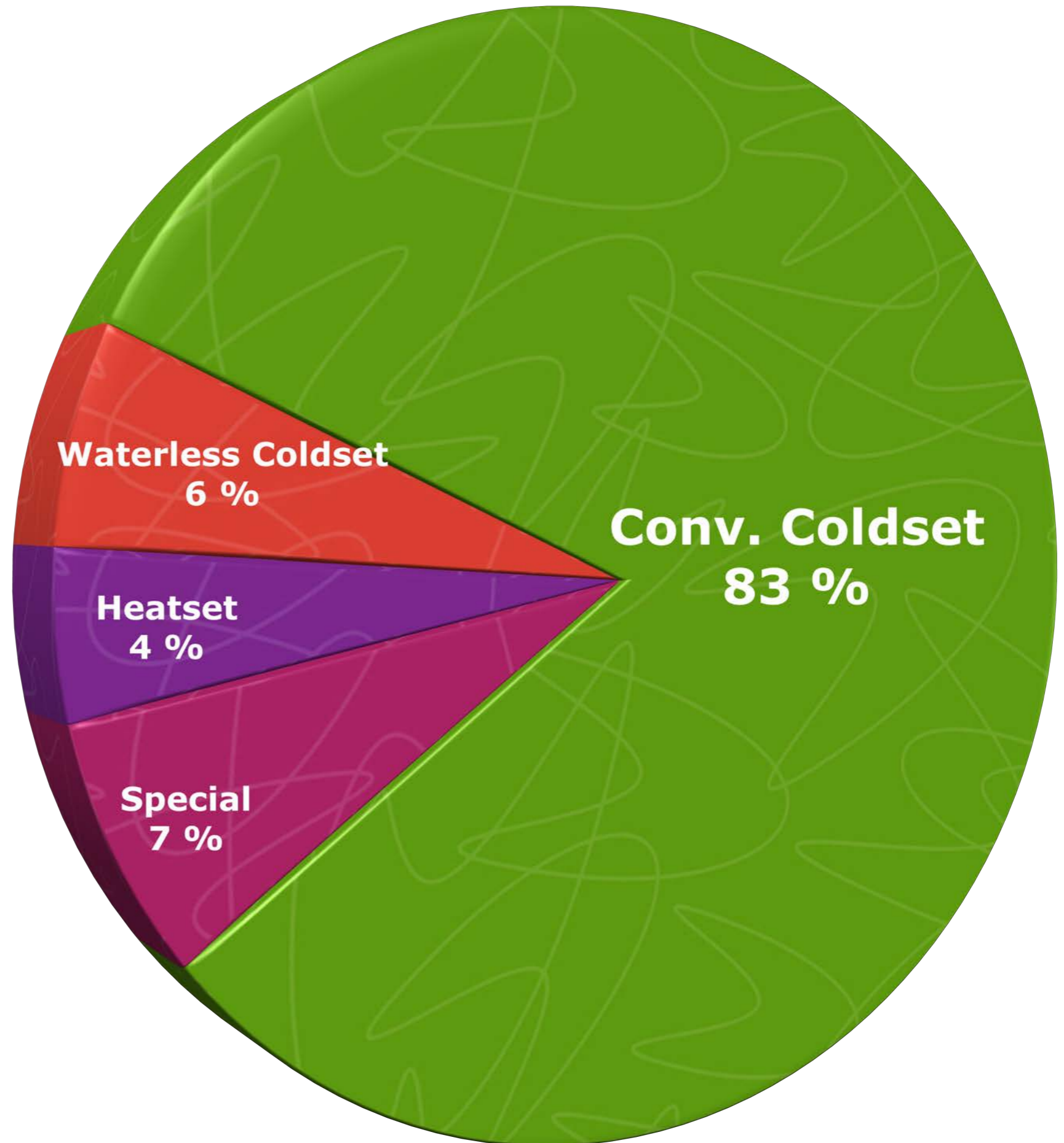
Different categories cover all technologies

1. Coldset
2. Semi-commercial on newsprint
3. Semi-commercial on SC/LWC
4. Extraordinary conditions

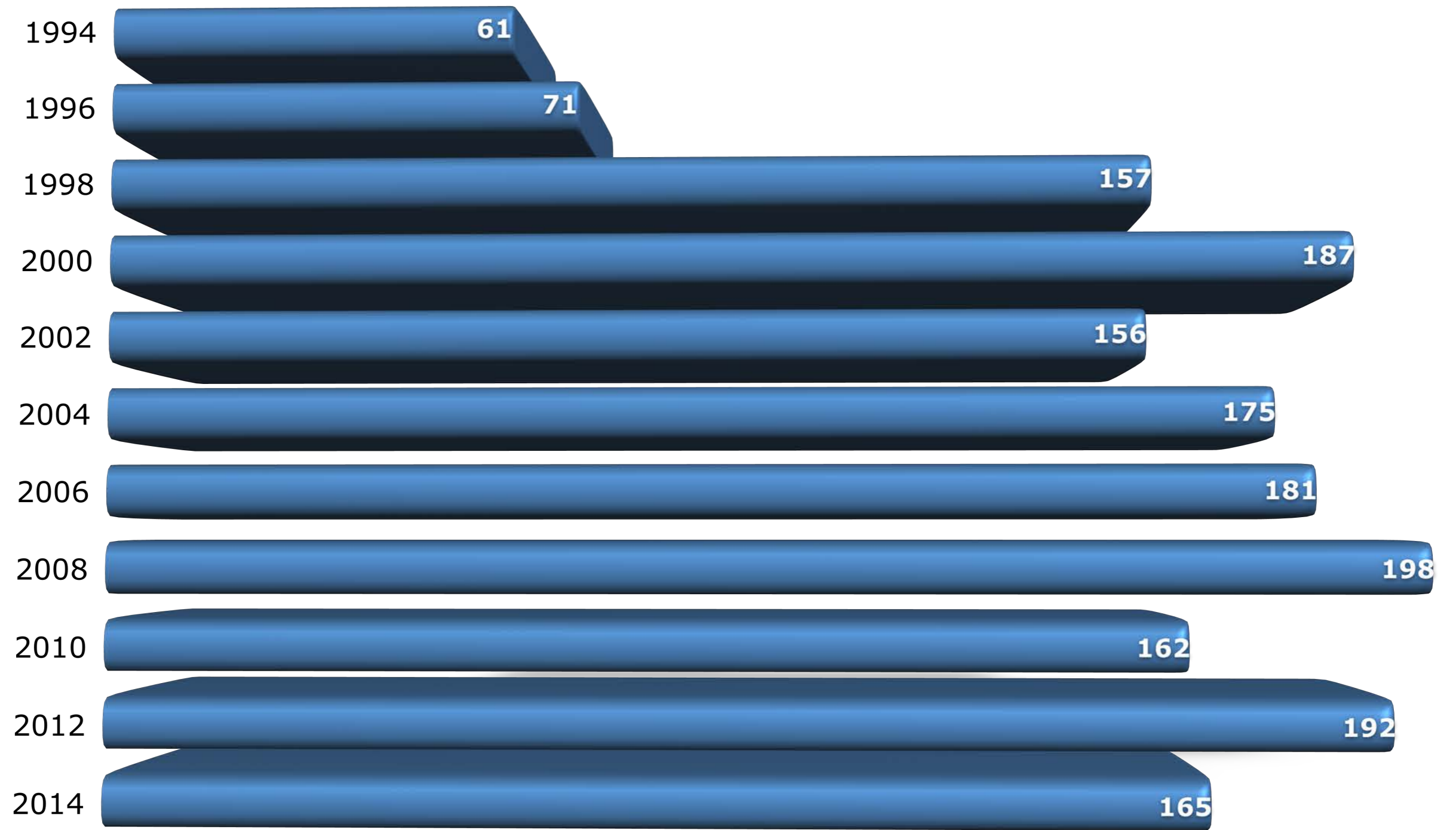


The vast majority prints in coldset

Figures from
Color Quality Club
2014–2016



Participation over time



2014

Participants from
37 countries

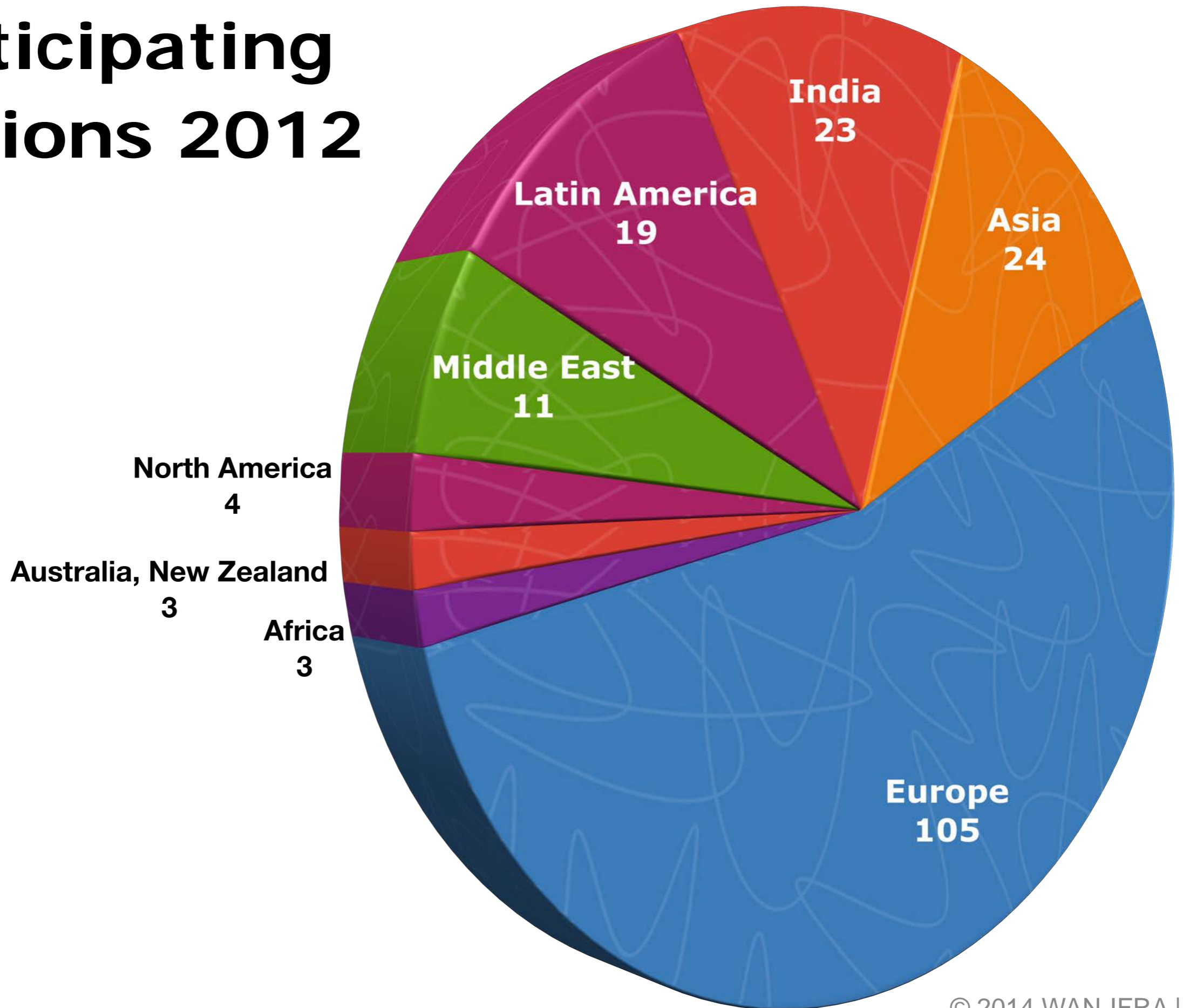
2012

Participants from
25 countries

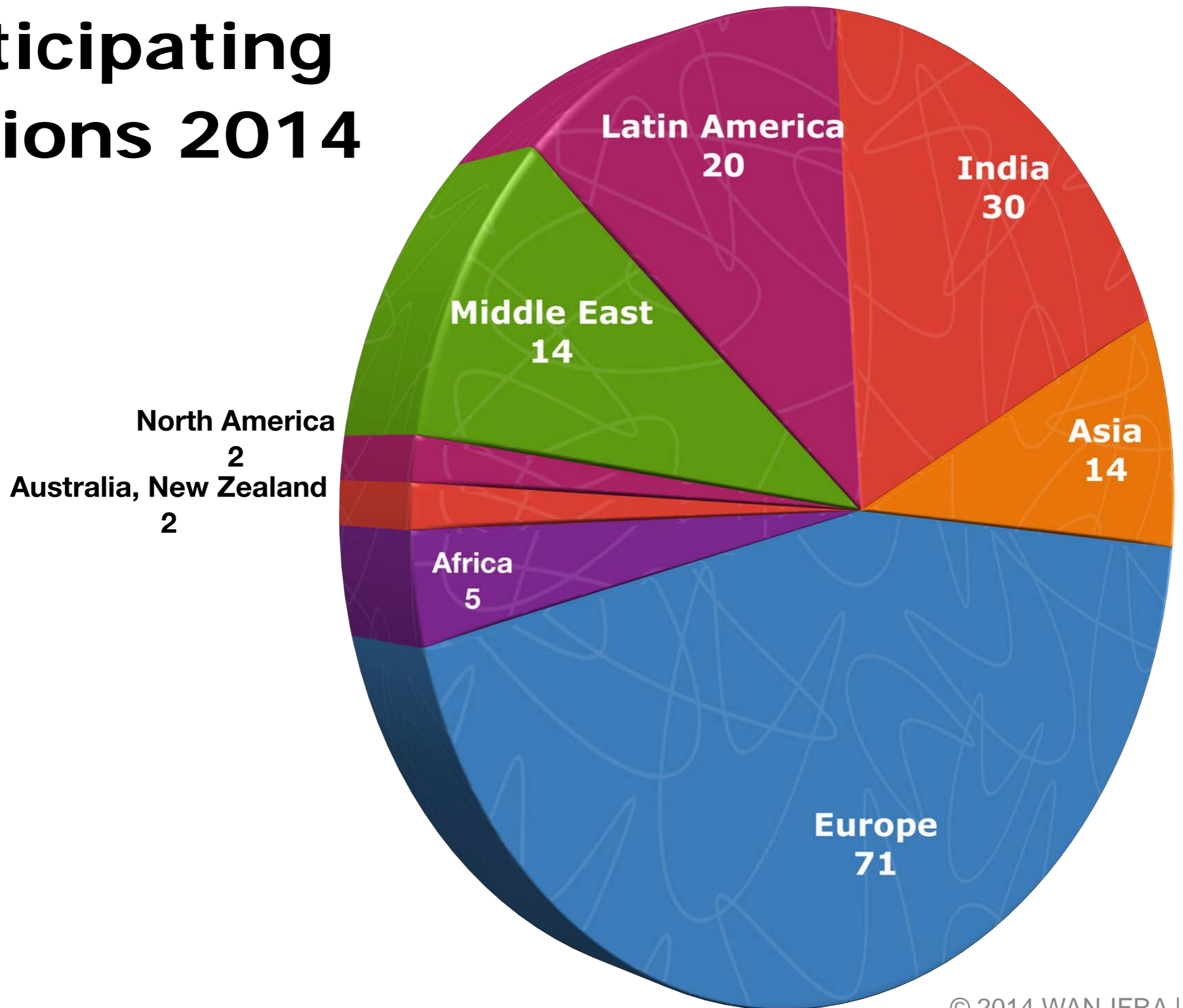


| | |
|-----------|--------------|
| Argentina | Kuwait |
| Australia | Malaysia |
| Austria | Mexico |
| Belgium | Morocco |
| Brazil | Myanmar |
| Chile | Netherlands |
| Colombia | New Zealand |
| Croatia | Panama |
| Denmark | Peru |
| Ecuador | Singapore |
| Finland | Slovenia |
| Germany | South Africa |
| Guatemala | Sweden |
| Honduras | Switzerland |
| Hong Kong | Taiwan |
| India | Turkey |
| Indonesia | UAE |
| Iraq | USA |
| Italy | |

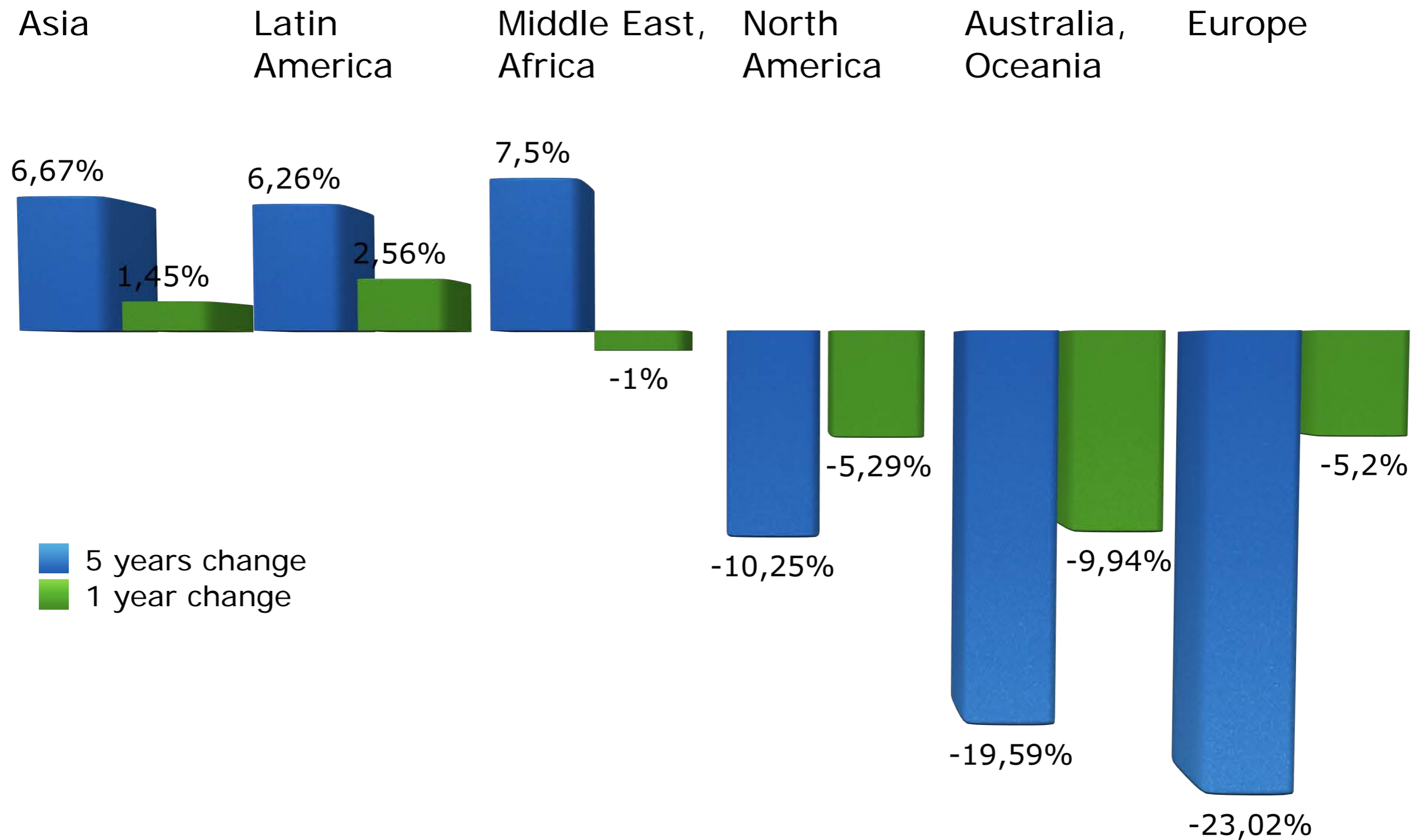
Participating Regions 2012



Participating Regions 2014



Global Daily Print Newspaper Circulation 2013 (in %)



Color Quality Club trends 2014

- Less participants compared to 2012, same as 2010
- Participants from more countries
- Smaller differences between countries
- European participation is reducing
- Growing: India, Latin America, Middle East, Africa



Download photos from flickr

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**Congratulations
to the members of the club!**



