

WHO ARE THE BEST NEWSPAPER PRINTERS?

Darmstadt, 9 March 2007 – Ifra, PANPA and NAA are once again this year seeking the world's best newspaper printers. Registration is now open for the next competition to win recognition for outstanding reproduction and printing quality, namely membership in the International Newspaper Color Quality Club (INCC 2008-2010) www.colorqualityclub.org

In this competition, newspapers wishing to benchmark their printing and reproduction quality at international level print a series of specially prepared test images, an editorial news photo as well as a digital ad. They also submit sample newspaper copies taken from their daily production. In a three-step process, the printed samples are colorimetrically measured and submitted to an international jury for critical evaluation. In addition, the quality of daily production is also appraised. A total number of points is calculated from all results for each participant.

The jury not only calculates the best results worldwide, but for the second time also the most successful regional results from North America and Asia.

The competition period is scheduled for September 2007. Interested newspapers can already start making their preparations.

Deadlines, registration and information:

Please note the following important dates for the competition:

- Mailing of the test documentation: 1 August 2007
- Deadline for registration: 1 September 2007
- Month for taking print samples: September 2007
- Deadline for submitting printed samples: 15 October 2007
- Mailing of the evaluation reports: 1 March 2008

Source : IFRA

PRINTED MATERIAL TO SURVIVE DIGITAL, SPECIALIST SAYS

The future of publishing may be digital, but that doesn't necessarily spell the demise of printed materials.

That was the message one printing industry executive delivered at the Technical Association of the Graphic Arts' annual international conference, which runs through tomorrow at the Omni William Penn Hotel, Downtown.



"The Internet has not dramatically reduced the need to print but has changed the location where printing takes place," said Dean Hornsby, director of the integrated solutions group at Matthews Marking Products, a division of Pittsburgh-based Matthews International that develops codes and labels for packaging and industrial products.

Even though consumers read their newspapers and magazines online, "they still want to print

out articles of interest, financial statements, discount coupons and kitchen recipes," said Mr. Hornsby. "People want something to hold." And many of them are printing such documents using inkjet printers -- the technology that Mr. Hornsby believes will dominate the printing industry in the future.

Inkjet printers, which many consumers have on their desktops, propel tiny drops of liquid ink from a cartridge onto paper. Large, industrial versions of inkjet printers are capable of printing 300 dots per inch, compared with only about 12 dots per inch in 1980, Mr. Hornsby said.

"The thing we see in the industry is that customers are expecting higher quality and definition. While 12 dots of resolution was acceptable in 1980, today customers want 300 dots per inch and millions of shades of color."

The printing industry generates \$161 billion in revenue annually and employs 1.2 million workers, according to the Sewickley-based Printing Industries of America/Graphic Arts Technical Foundation.

The shift to inkjet and digital technology has forced the industry to gradually eliminate jobs tied to conventional printing processes, such as multiple steps of layout, engraving and transferring engraved plates to printing presses, Mr. Hornsby acknowledged. "We can skip steps now and go from computer screen to print."

But the new technology, he said, has increased the demand for workers who have specialties, such as computer software and engineering, to develop and manage the processes. And chemists are needed to develop new inks.

Emerging opportunities for Matthews and other industrial and commercial printers will come from customers' demand for added texture, images and patterns on printed materials. The potential uses would have been considered comic book stuff only a decade ago. For example, Matthews is printing electronic game circuitry onto disposable tray table place mats for the McDonald's chain at its Australia outlets, Mr. Hornsby said.

Another potential market will come in biomedicine, where synthetic tissue eventually will be printed on-site in hospital operating rooms for trauma patients. Matthews has collaborated with Carnegie Mellon University on the tissue technology, he said.

The Technical Association of the Graphic Arts is based at PIA/GATF, a trade and research organization created through the 1999 merger of the PIA and GATF.

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