



**INTERNATIONAL NEWSPAPER
COLOR QUALITY CLUB**

1994–2012

Beatrix Beckmann, Manfred Werfel

Tenth Color Quality Club Competition



**INTERNATIONAL NEWSPAPER
COLOR QUALITY CLUB**

1994–2012

How It Started In 1994

IFRA Colour Quality Club – 16 successful newspapers

At the evening get-together held on opening day of IFRA94 in Munich, Germany, 16 from 72 participating newspapers in the IFRA Colour Quality Club received awards for their ability to produce excellent colour quality. For the first time ever, exact colorimetric data from printed samples compared to the values of the original were combined with visual evaluation of a test image and the overall quality of the newspaper. The results are to be used in two different ways. To certify the best



quality newspapers and to advise the other participants on how to improve their processes and thereby achieve better quality. In that sense there are only winners. However, only 16 of the 72 participants were publicly acclaimed.

In the selection process, all of the participating newspapers from 18 countries received two slides from IFRA – to be scanned, processed and printed on one of their newspaper pages. One of the images was an international standard image called IT8.7/1 consisting of 264 colour patches of which the L*a*b* values were known. The

same image also contains a grey scale. The other image was a real life image containing difficult highlight and shadow details and a lot of tertiary colours. Both of the images set very high criteria on the abilities of the newspapers' imaging processes to reproduce them correctly. In addition, single process colour elements and two colour overprints had to be printed.

After printing the test material the participating newspapers then sent samples from the issue containing the test material as well as from three other issues to IFRA. The IT8.7 image was measured colorimetrically and the data was used to check the colour rendition accuracy, grey balance and tonal rendition – all items that are vital for reaching high quality. From the process colours, the printable colour gamut of the newspaper was measured.

The other test image was judged by a six-man jury concentrating on highlight and shadow details, sharpness, image brightness and colour accuracy. The same jury then went through all of the four issues submitted to evaluate print quality, such as colour register, set-off, toning, print contrast and other possible print faults.

The results, combined in the Excel computer program, created a 4 MByte file. All results were converted to index values describing the newspapers' level of quality for each specific criteria that was evaluated. The results showed that reaching high quality requires a good combination of colour accuracy, pleasing images and faultless printing. The newspapers that participated in the Colour Quality Club, are obviously all very quality-conscious and all did well in one or two of the aforementioned aspects. However, to receive an award, the newspaper had to succeed in all three of them. This criteria proves that the

newspapers selected have production processes that are well-controlled and operated by knowledgeable personnel. Such processes are very likely to produce newspapers of value, both for the advertisers and the readers. More than 1000 people were present at the IFRA get-together when Fred Burkhardt, IFRA Managing Director, announced the winners. Fred, rightly so, compared the Quality Club procedure to a beauty contest where some aspects can be measured but some have to be visually evaluated. The 16 newspapers (in alphabetical order) which passed the critical examinations with flying colours are:

- «Belfast Telegraph», Belfast, U.K.
- «Berlingske Tidende», Copenhagen
- «El Correo Español», Bilbao, Spain
- «Frankfurter Rundschau», Frankfurt, Germany
- «Het Belang van Limburg», Hasselt, Belgium
- «Het Nieuwsblad», Brussels
- «Hürriyet», Istanbul, Turkey
- «La Voz de Galicia», La Coruña, Spain
- «Main-Echo», Aschaffenburg, Germany
- «Morgunbladid», Reykjavik, Iceland
- «Oberösterreichische Nachrichten», Linz, Austria
- «Salzburger Nachrichten», Salzburg, Austria
- «Stavanger Aftenblad», Stavanger, Norway
- «St. Galler Tagblatt», St. Gallen, Switzerland
- «The Scotsman», Edinburgh, U.K.
- «Vorarlberger Nachrichten», Bregenz, Austria.

These newspapers will remain members of the IFRA Colour Quality Club for two years. The competition is to be held every two years hereafter. In 1996 the selection process will be repeated and the present members will – along with others striving for recognition of their colour quality – again have to prove the consistency of their



IFRA Managing Director, Friedrich W. Burkhardt, making the introductory address at the IFRA Colour Quality Club awards ceremony on the opening day of IFRA94.

colour printing. The newspapers that did not succeed this time around will then have a chance to prove that they have improved on their weak points, listed in a detailed report that is to be submitted to them by IFRA.

IFRA believes that this formula will lead to ever-increasing quality awareness throughout the newspaper industry. As the newspapers receive concrete facts for process benchmarking at an international level, it will also lead to a general improvement of newspaper printing quality – and require even tighter standards of excellence for a newspaper to gain recognition in 1996.



Sixteen colourful titles, recognised for their ability to produce excellent colour quality.

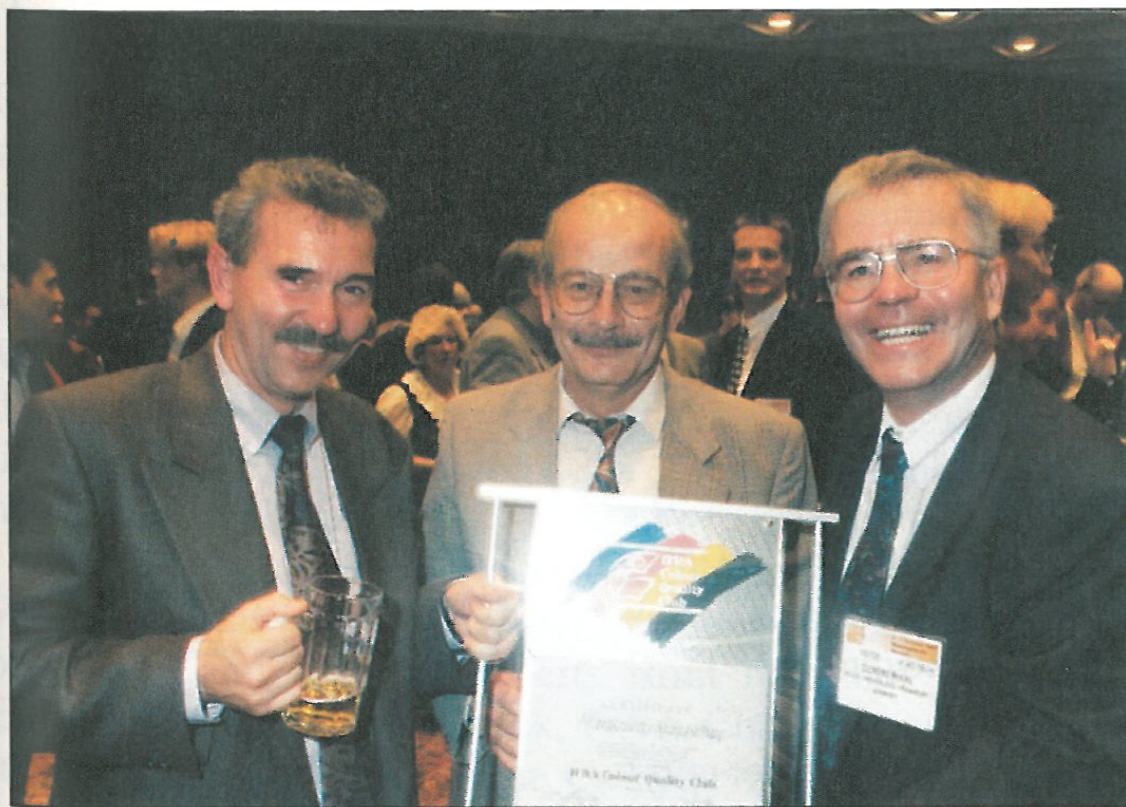


Top: Clemens Mühl (right) shows his colleagues the certificate awarded to their paper, the «Frankfurter Rundschau». Right: Hans-Jörg Stiel, «St. Galler Tagblatt» holding his paper's award certificate. IFRA Research Manager Niko Ruokosuo applauds.



- «La Voz de Galicia», La Coruña, Spain
- «Main-Echo», Aschaffenburg, Germany
- «Morgunbladid», Reykjavik, Iceland
- «Oberösterreichische Nachrichten», Linz, Austria
- «Salzburger Nachrichten», Salzburg, Austria
- «Stavanger Aftenblad», Stavanger, Norway
- «St. Galler Tagblatt», St. Gallen, Switzerland
- «The Scotsman», Edinburgh, U.K.
- «Vorarlberger Nachrichten», Bregenz, Austria.

These newspapers will remain members of the IFRA Colour Quality Club for two years. The competition is to be held every two years hereafter. In 1996 the selection process will be repeated and the present members will – along with others striving for recognition of their colour quality – again have to prove the consistency of their



Top: Clemens Mühl (right) shows his colleagues the certificate awarded to their paper, the «Frankfurter Rundschau». Right: Hans-Jörg Stiel, «St. Galler Tagblatt» holding his paper's award certificate. IFRA Research Manager Niko Ruokosuo applauds.

IFRA Managing Director, Friedrich W. Burkhardt, making the introductory address at the IFRA Colour Quality Club awards ceremony on the opening day of IFRA94.

colour printing. The newspapers that did not succeed this time around will then have a chance to prove that they have improved on their weak points, listed in a detailed report that is to be submitted to them by IFRA.

IFRA believes that this formula will lead to ever-increasing quality awareness throughout the newspaper industry. As the newspapers receive concrete facts for process benchmarking at an international level, it will also lead to a general improvement of newspaper printing quality – and require even tighter standards of excellence for a newspaper to gain recognition in 1996.



I N C A

International Newspaper Color Association

Minutes of the founding conference on January 24th, 1961.

I. Fundamental matters regarding the INCA (International Newspaper Color Association)

Dr. Walter Matuschke invited Mr. Spencer of The Liverpool Daily Post & Echo Ltd., Liverpool, Mr. Brébart of La Dernière Heure, Brussels, and Mr. Christensen of Berlingske Tidende, Copenhagen, to a meeting in Hamburg on the 24th of January, 1961. Axel Springer & Sohn was represented by the following gentlemen: H. Krüger, O. M. Lilien, and H. Ohmsen.

Dr. Matuschke welcomes the gentlemen and explains once again the purpose and aim of a future co-operation. He further mentions that only a limited number of member-firms should be allowed to join the INCA, since experiences of the ERA (European Rotogravure Association) have shown that successful co-operation is only possible within a smaller circle. Information to members is unlimited in the scientific field yet the results of joint research are not to be passed on to others than member-firms without the consent of the INCA.

Dr. Matuschke points out, also on behalf of Mr. Spencer and M. Brébart, that every firm producing ROP-Color Work will be welcomed to join the INCA under the condition that the firm has a good reputation and is willing to do research and to contribute to the finances of the Association.

Mr. Christensen of Berlingske Tidende, Copenhagen, informs the gentlemen that he has been sent only to observe the discussions and that he is not in a position to make a decision for

I N C A

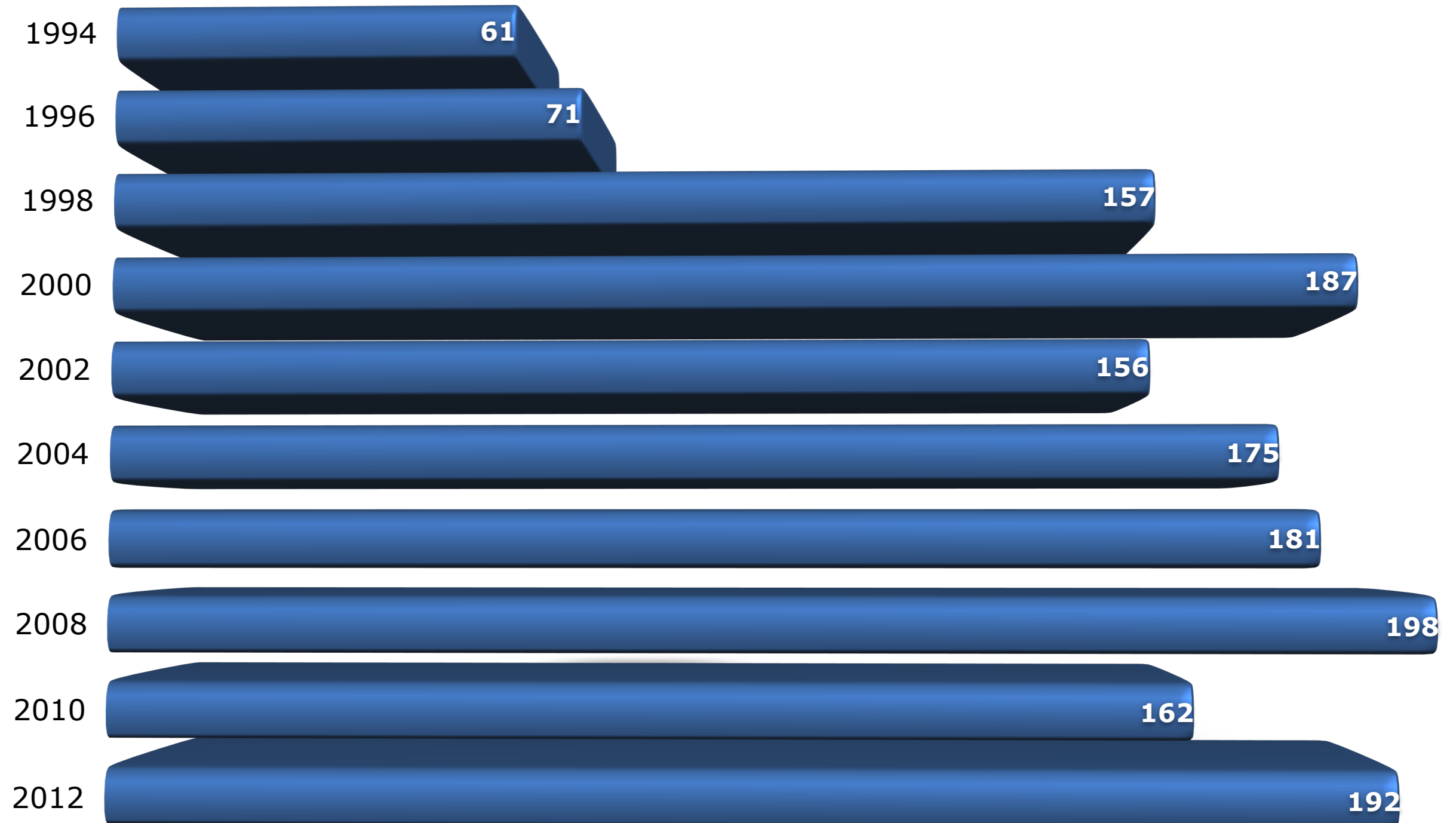
International Newspaper Color Association

Minutes of the founding conference on January 24th, 1961.

Fundamental matters regarding the INCA (International Newspaper Color Association)

Dr. Walter Matuschke invited Mr. Spencer of The Liverpool Daily Post & Echo Ltd., Liverpool, Mr. Brébart of La Dernière Heure, Brussels, and Mr. Christensen of Berlingske Tidende,

Participation Over Time



The Lifespan Of A Daily Newspaper Is Only One Day

Why is quality important for this short living product?



The User Experience Is Critical

Create an excellent reading experience

Create an excellent advertising experience





WELT am SONNTAG WOCHENENDE

WELT am SONNTAG NR. 34 21. AUGUST 2012



Schweingrippe: Risiko einer Mutation steigt

Schlehen der Schweingrippe...
Die Grippeviren...
Die Grippeviren...
Die Grippeviren...

Fast 100 Professoren der Korruption verdächtigt

Einige Hochschulen...
Die Professoren...
Die Professoren...

Todesopfer bei Absturz eines Wasserflugzeugs

Ein Wasserflugzeug...
Das Flugzeug...
Das Flugzeug...



Michelle Pfeiffer
„Wir sind zu besessen von der ewigen Jugend“



WELT am Sonntag
World's Best-Designed Newspaper

WWW.WELT.DE NR. 34

SPD und Linke nehmen Anlauf für Rot-Rot

Planspiele für Linksbündnisse im Saarland und in Thüringen - Grünen werden abgeworfen

Die Wahlkampagne...
Die SPD...
Die SPD...

Cartenarbeit

Die Familien...
Die Familien...
Die Familien...

Printing Standards

Standards have two faces

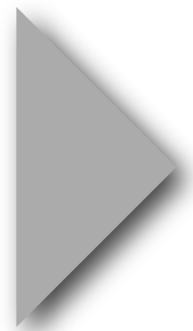
One face to the print
production process

One face to the customers



The Face To The Print Process

Standardisation based on technical conditions of the printing process



Press design

Paper & Ink

Folding & Finishing



The Face To The Customer



Reproduction standards refer to customer requirements



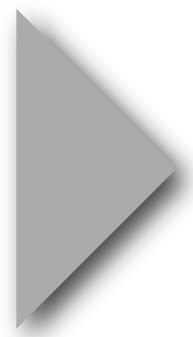
Reproduction standards manage customer expectations

What Is The Role Of Print Standardisation?

Standards specify quality levels

For the customer, for the printer

You can move to the next quality level by modifying the process parameters



Press

Materials

Finishing

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



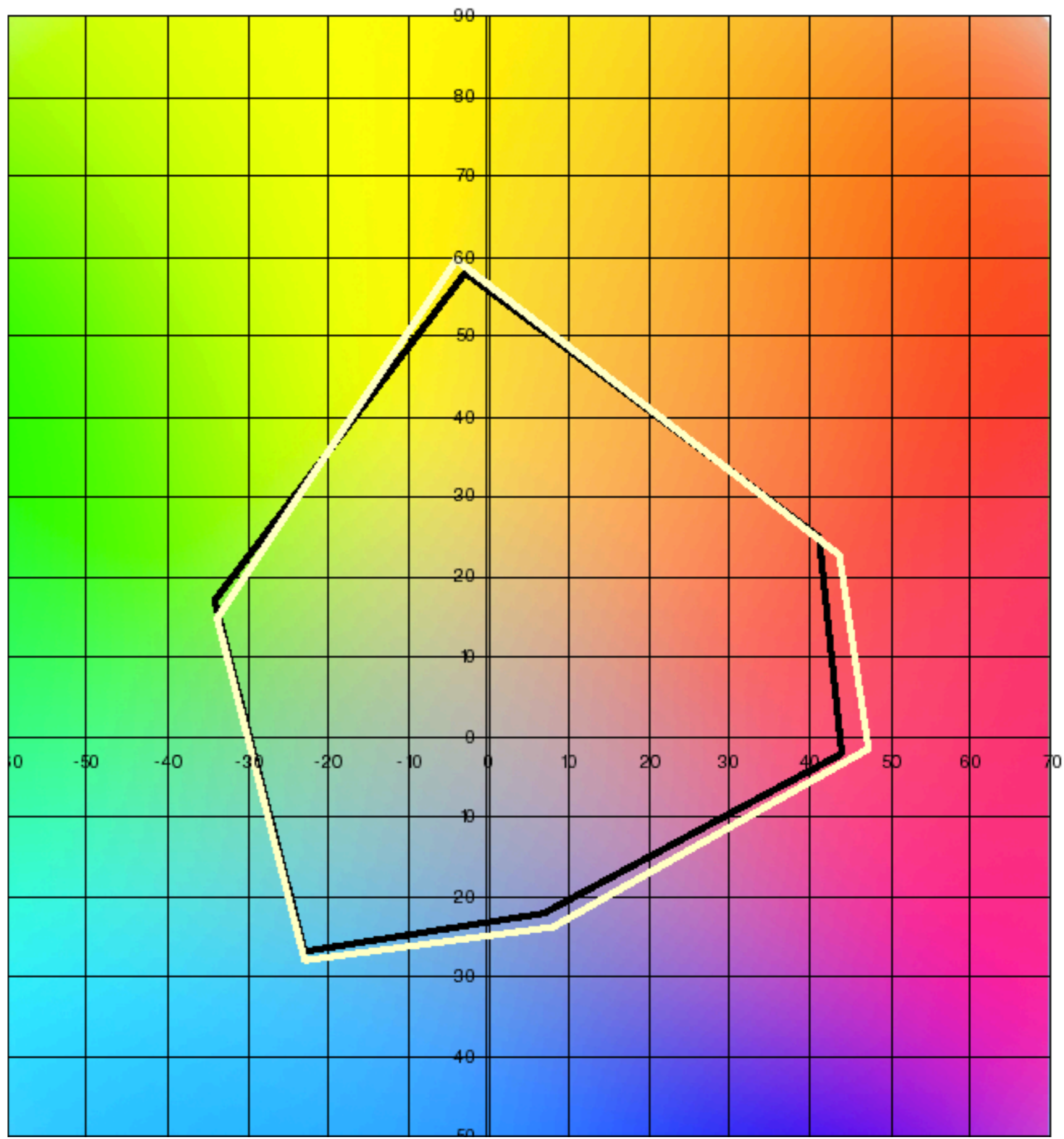
Color Quality Club Open For All Newspapers

Different categories

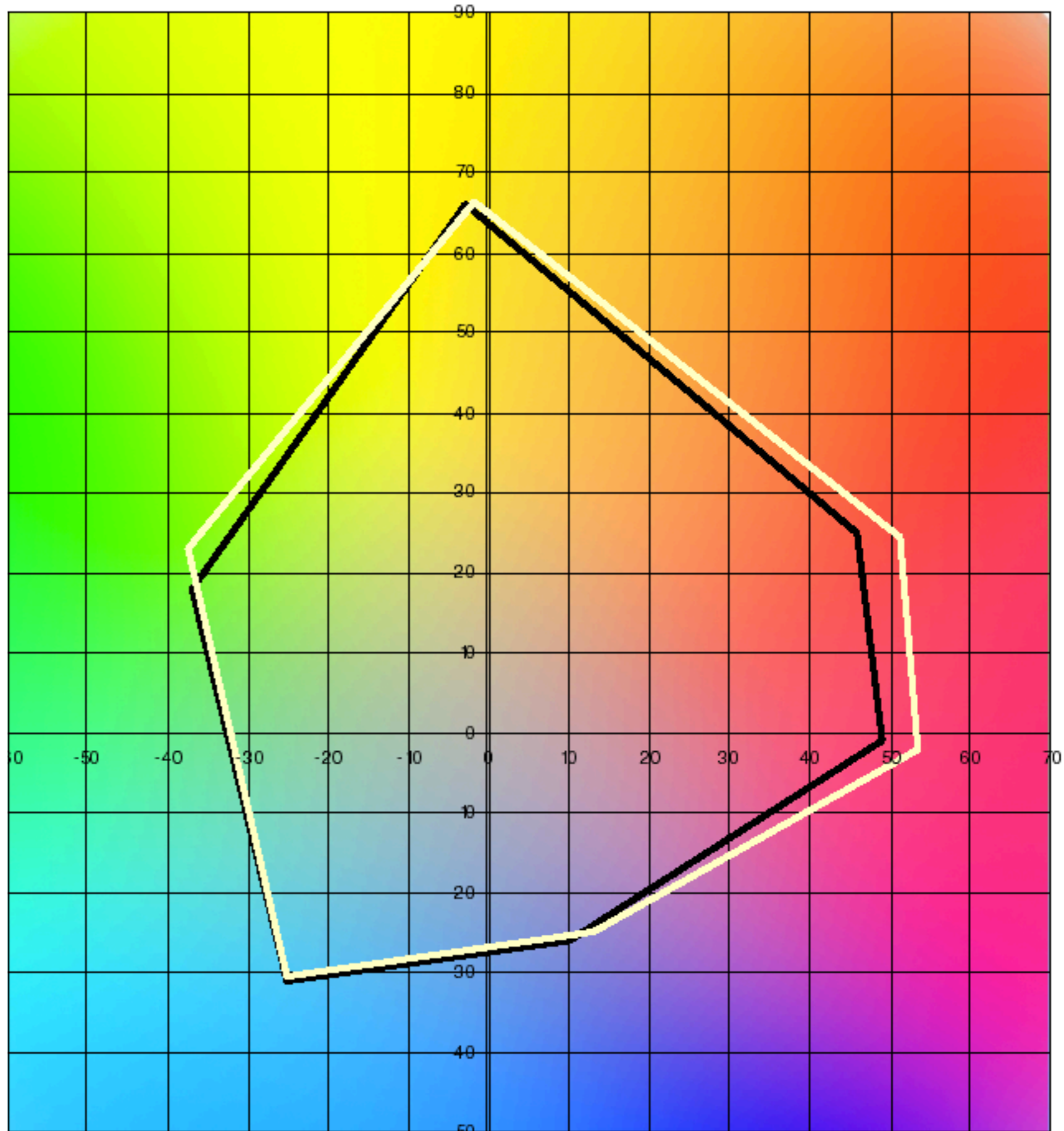
1. Coldset
2. Semi-commercial on newsprint
3. Semi-commercial on SC/LWC
4. Extraordinary conditions



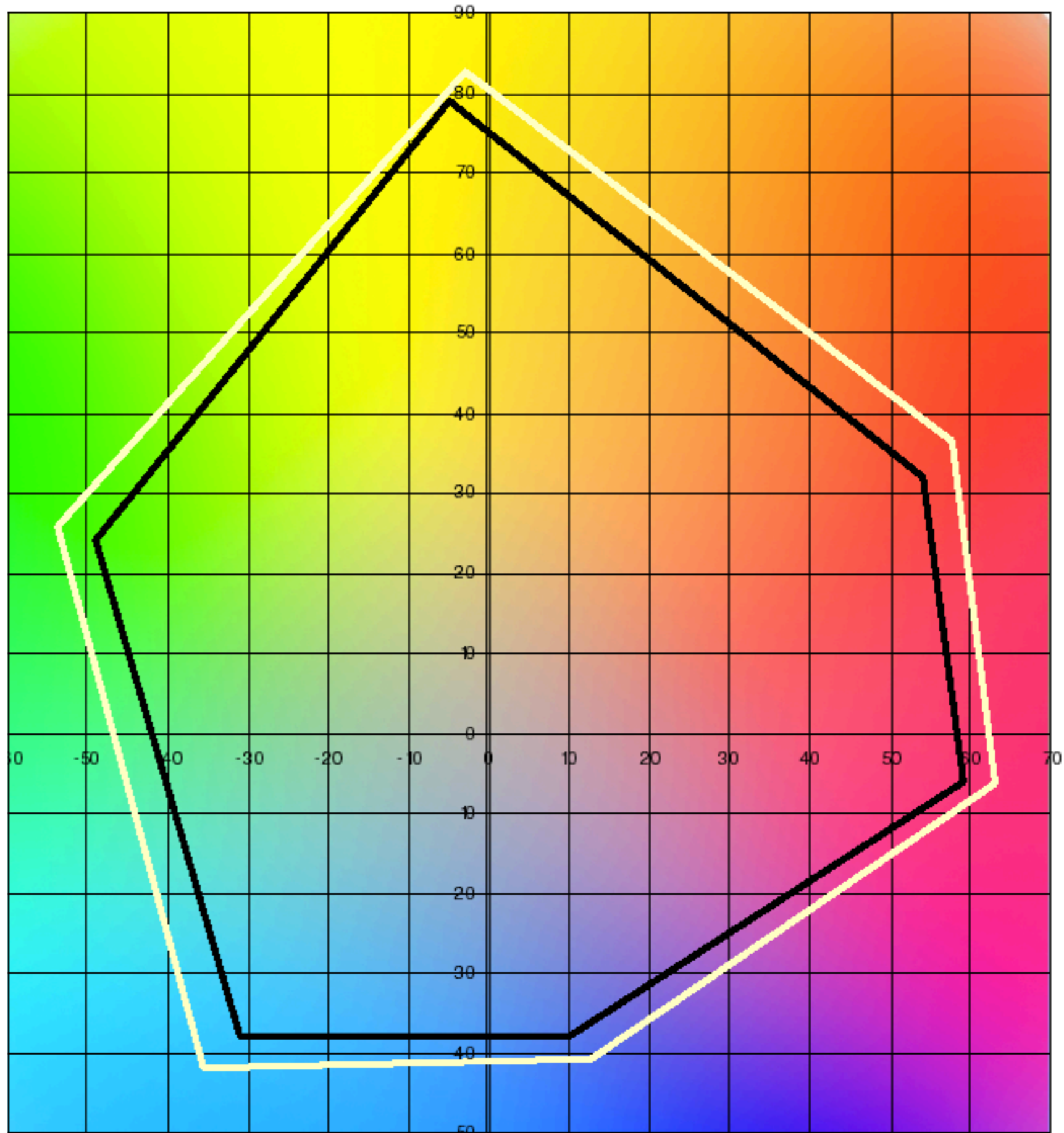
Coldset
ISO 12647-3



Semi-commercial
Heatset/UV
On Newsprint



Semi-commercial
Heatset/UV
On SC/LWC Paper



Color Quality Club Open For Extraordinary Print Conditions

Example: tinted paper

Set your standard

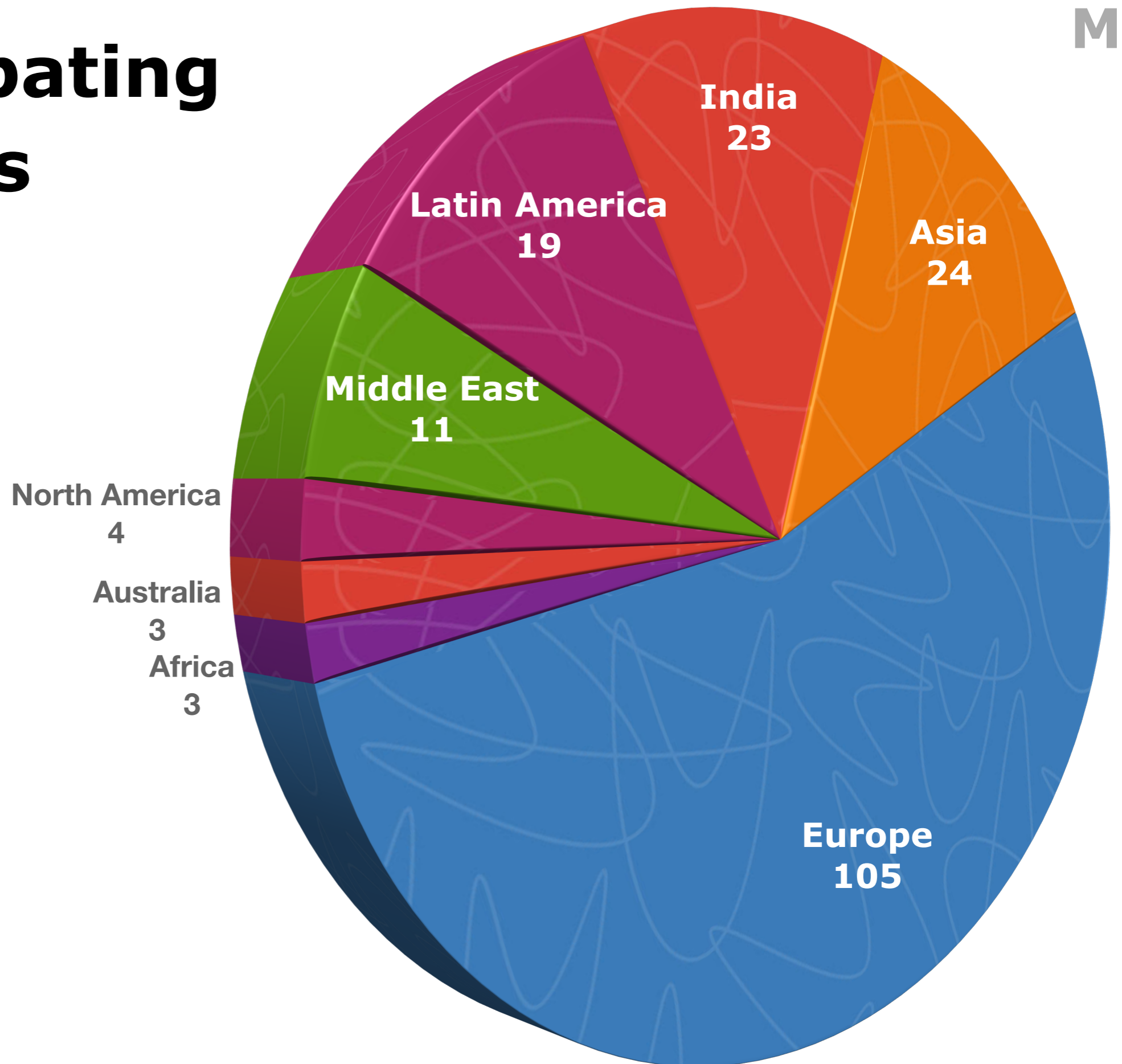
Follow your standard

Prove your standard
operating procedures

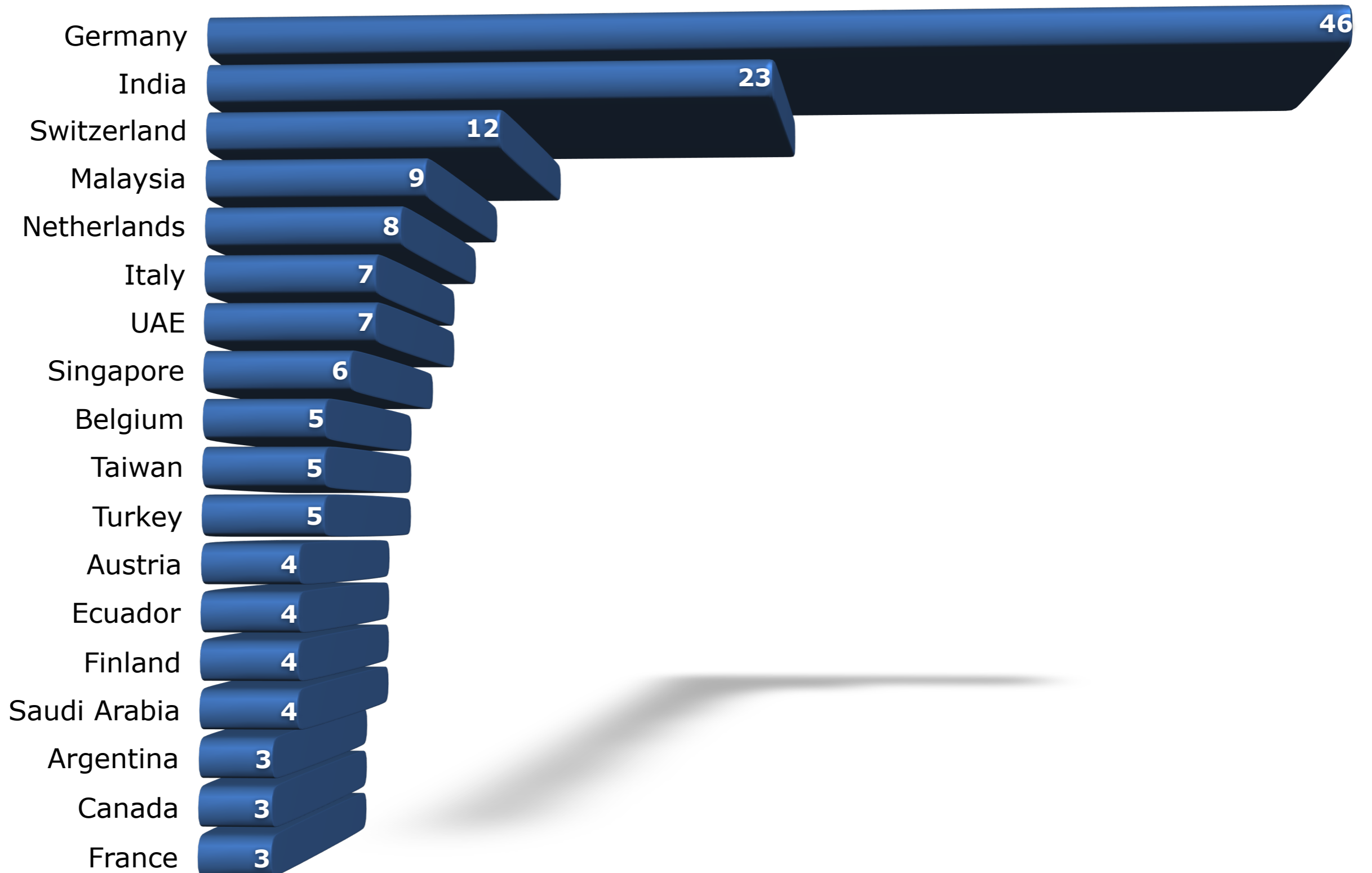


Participating Regions

M



Participating Countries



Participating Countries

Australia

Bangladesh

Brazil

Chile

Colombia

Comoros

Costa Rica

Croatia

Denmark

Gabon

Guatemala

Hong Kong

Indonesia

Japan

Latvia

Luxembourg

New Zealand

Panama

Peru

Slovenia

South Africa

Sweden

United Kingdom

USA

Venezuela

Congratulations To All Members Of The Club!



Photos on flickr: INCQC

Fotoalben zu WAN-IFRA in

www.flickr.com/photos/ifradotcom/sets/

WAN-IFRA dict.cc Currencies Twitter TwitPic TinyURL! Apple Werfel News

flickr von YAHOO!

Startseite Die Tour Registrieren Entdecken Hochladen

Fotostream von WAN-IFRA pro

Sammlungen Alben Galerien Tags Personen Archiv Favoriten Profil

World publishi xpo 20

WPE12-INCQC

World publishi xpo 20

WPE12-Opening, My Dream...

1 Foto

World publishi xpo 20

WPE12-Expo

1 Foto

World publishi xpo 20

WPE12-Conferenc es

1 Foto

World publishi xpo 20

WPE12

1 Foto

WAN-IFRA

Available in: Deutsch English Español Français

Download area

ARTICLE ID: 13070

Download area for INCQC and certification related issues.



Attachments

- ↓ INCQC Logo
- ↓ INCQC 2012 Instructions
- ↓ Cuboid 2012, 6x4, 42 x 28 mm (normal version)
- ↓ INCQC 2010 Winners book
- ↓ Target-file only for basIColor Catch Version 3.2.2 and XRite i1iO
- ↓ Settings Basiccolor
- ↓ INCQC winners 2012-14
- ↓ INCQC2012-14_memberlogo.pdf

Logos on: wan-ifra.org



WAN-IFRA

Available in: Deutsch English Español Français

Download area

ARTICLE ID: 13070

Download area for INCQC and certification related issues.



Attachments

- INCQC Logo
- INCQC 2012 Instructions
- Cuboid 2012, 6x4, 42 x 28 mm (normal version)
- INCQC 2010 Winners book
- Target-file only for basIColor Catch Version 3.2.2 and XRite i1iO
- Settings Basiccolor
- INCQC_winners_book_2012-14.pdf**
- INCQC 2012-14 membership.pdf

Book (pdf) on: wan-ifra.org



