

IFRA Press Releases - Congratulations to the international newspaper printing elite

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International Newspaper Color Quality Club 2008–2010

Darmstadt, 13 March 2008 – IFRA, NAA and PANPA are pleased to announce the world's 50 best newspaper printers and award them membership in the International Newspaper Color Quality Club 2008–2010 (INCQC – www.colorqualityclub.org). This quality benchmarking competition has been organised at two-year intervals since 1994 and this time attracted the record number of 198 registrations.

An international jury of experts met in February in Phoenix, Arizona, to select not only the best results worldwide, but also the most successful regional results from North America and Asia. The 50 newspaper titles from 18 countries that achieved the coveted international Club membership will be presented and honoured on 11 April, on the eve of Nexpo 2008, in Washington, D. C., as well as during IFRA Expo 2008 from 27 to 30 October in Amsterdam. Fifty percent of the new INCQC members are first-time members. The St. Galler Tagblatt (Switzerland) has been a member in the quality club without interruption since 1994, therefore qualifying eight times.

The individual evaluation reports will be mailed to the participants in mid-March. The book ("The Winners") accompanying the competition, containing a one-page, detailed description of each of the 50 successful INCQC members, will be published in April and can be downloaded then from www.colorqualityclub.org or ordered from IFRA – contact: Ulrike Leis-Kolb, phone +49.6151.733-772, e-Mail leiskolb@ifra.com.

Newspaper houses from all continents registered for the INCQC 2008–2010 and, with 198 nominations, entered the largest number of newspaper titles to date. Likewise the number of countries from which these titles were registered, at 43, was a record. Participation was open to all newspapers, independent of circulation, frequency of publication (daily or weekly) and IFRA, NAA or PANPA membership.

IFRA, NAA and PANPA experts were occupied from November 2007 to the end of February 2008 with the careful evaluation of the entries. As a precondition for participation, the newspapers, including many IFRA, NAA and PANPA members wanting to benchmark their printing and reproduction quality at international level, had to process and print a series of specially prepared test elements, photos and digital ads. In addition, they had to collect and submit sample printed copies taken from their daily production over a longer period.

The reproduced and printed test elements were all measured and the quality evaluated. The printing quality of copies entered from daily production was examined page by page and likewise evaluated. The third part of the overall evaluation consisted of judging an editorial image to be printed and of a digital ad. This part of the evaluation process, that was carried out anonymously, was done by a jury of experts composed of representatives of publishing houses that participated successfully in the last competition.

About the International Newspaper Color Quality Club

The International Newspaper Color Quality Club, the only worldwide quality printing competition for newspapers, was first held in 1994 and has taken place since then at two-year intervals. The organisers are IFRA (www.ifra.com), NAA (www.naa.org) and PANPA (www.panpa.org.au).

About IFRA

IFRA (www.ifra.com) is the worldwide research and service organisation for the news publishing industry. With headquarters in Darmstadt, Germany, it has acted since 1961 as the platform for decision-makers from the newspaper industry. IFRA offers its services primarily to its more than 3100 members in nearly 80 countries. A Board, comprising publishers as well as central, regional and specialised committees drawn from IFRA member companies, steers the work of the international newspaper community. IFRA's research work provides the basis for this and results in standardisation projects as well as international and regional exhibitions, conferences, seminars, workshops, study tours, training events, Newsplex consulting and international competitions. The IFRA Expo – "the annual event of the news publishing industry" – held at major European venues, is the world's most important trade exhibition for newspaper companies and their partners. IFRA Expo 2008 will be held from 27 to 30 October in Amsterdam under the motto "Get the Big Picture!" (www.ifraexpo.com). IFRA Magazine, the international magazine for newspaper strategy, business and technology, is published in several languages as both print and online versions (www.iframagazine.com).