

# Newspaper Colour Quality Club seeks new members

PARIS, FRANCE / DARMSTADT, GERMANY: The International Newspaper Colour Quality Club - the elite group of newspapers that fully exploit the enormous impact of good colour printing on readers and advertisers - is inviting newspapers world-wide to apply for membership in the club's 2012-2014 edition.



The Club is more than a contest; it's an attitude. Newspapers that make the short list of the world's best-printed colour newspapers increase their prestige among readers, pride among staff members, and - perhaps most importantly - benefits when it comes to selling ad space to fussy customers.

"Participation in the club is not an end in itself, rather an instrument for personnel leadership, standardisation and ongoing process optimisation," said Manfred Werfel, deputy CEO and executive director of Newspaper Production at the World Association of Newspapers and News Publishers (WAN-IFRA), which sets exacting standards for membership.

"Having efficient structures in place is a key factor for ensuring long-term economic success, especially in the competition with other media," he said.

Registrations for the 2012-2014 competition have been going strong, with a special bonus for early sign-ups. Those who register by 17 October 2011 will benefit from a free preliminary test evaluation. Full details and registration information can be found at <http://www.wan-ifra.org/colorqualityclub>.

## The one and only

The International Newspaper Colour Quality Club is reputed to be the only worldwide printing quality competition for newspapers. Its goal is to improve the quality of reproduction and printing in production, while also increasing competitiveness as well as training and motivating all personnel. The competition has been held every two years since 1994. Newspapers that participate with success are awarded membership for a two-year period in the exclusive club of top-quality titles. Multiple winners and participants in the WAN-IFRA certification project also have the prospect of being awarded membership in the Star Club.

## Easy participation; no special print runs

Participation in the contest can be easily integrated into a newspaper's normal production operations. Participants download a small ad-like test element and incorporate it into a page - no costly, time-consuming special print runs are required.

Club members demonstrate consistent and reliable printing in exacting worldwide standards; promote certification and gain an edge in the competition for readers and advertisers; counter customer complaints more confidently; increase quality awareness and know-how within the workforce; define goals for production personnel and motivate them to achieve those goals; and optimise materials on the basis of detailed evaluations.

## Four categories

Participation in the competition is open to all newspapers, independent of the production processes or types of paper that are used. Four categories have been defined:

- Coldset-offset printing on newsprint
- Heatset-offset printing or UV-cured offset printing on newsprint
- Heatset-offset printing or UV-cured offset printing on SC or LWC paper
- Extra category for newspaper printing on tinted paper or for printing processes other than offset (e.g. flexo or ink-jet)

Newspaper titles can be registered by publishing houses or by printing companies. Each title is considered as a separate participant. One company can register several titles. Full information can be found at <http://www.wanifra.org/colorqualityclub>.

For more, visit: <https://www.bizcommunity.com>