

Manfred Werfel, 2015-10-05

Inkjet in newspaper printing

Image Source: Chris Phutully, The Color Run, Grand Prix Edition (Melbourne 2014), Flickr

Inkjet newspaper applications

Personalised products: pass code, personal content

Customised advertising: nearest shop, updated prices,
special offers

Short run remote printing and distribution

Highly segmented fine-zoning

First European inkjet printed weekly since 2013

First European inkjet printed daily in 2015

... 2016

Web inkjet printing

Every Drupa show is another “Inkjet Drupa”

Industrial web inkjet develops rapidly

- Speed
- Web width
- Printing quality

Industrial production inkjet presses

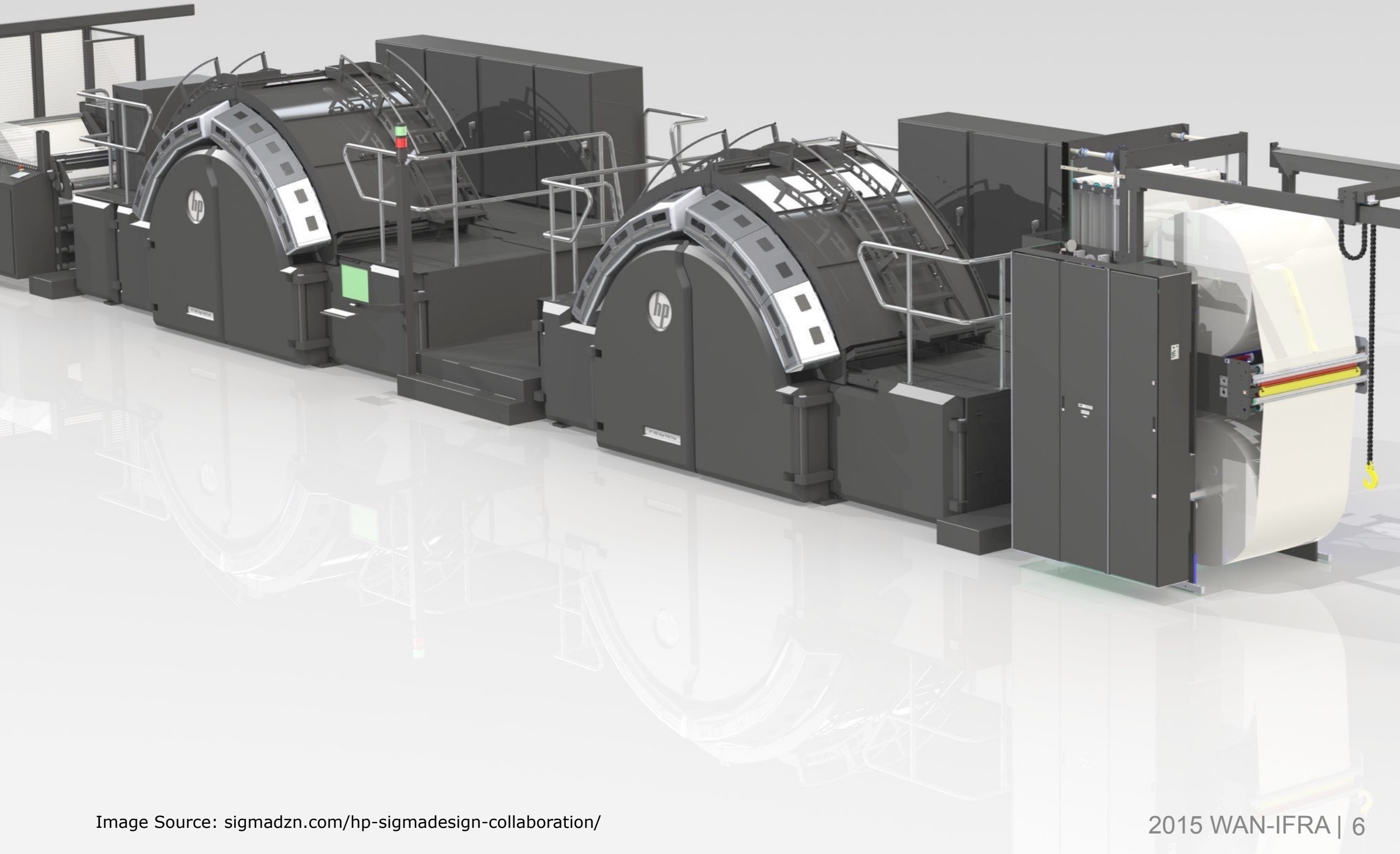
Canon Océ, JetStream Wide 5500



Fujifilm, Jet Press 540W



Hewlett Packard, T400



KBA, RotaJET 76



Kodak, Prosper 6000P



Screen, Truepress Jet520

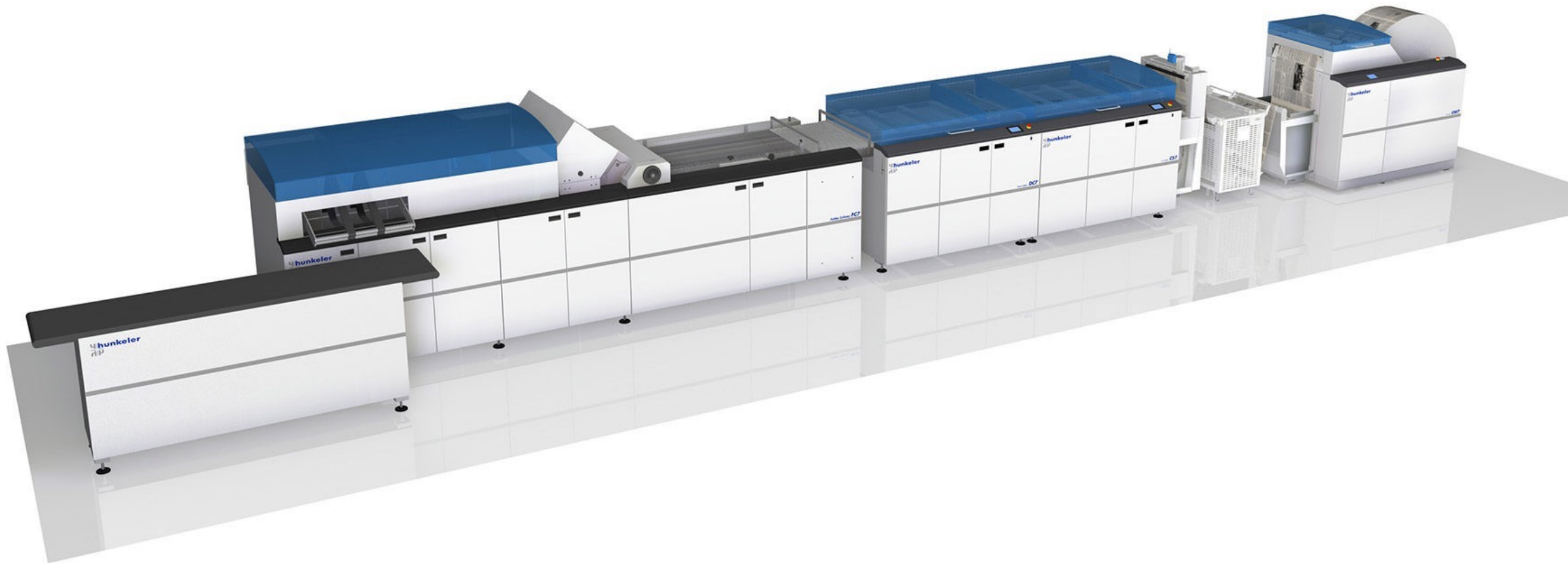


TKS JetLeader 1500



Parameters	Web Widths (mm)	Web Speed (m/min)
Low Values Inkjet	518	127
Top Values Inkjet	1,067	300
Coldset Offset	2,100	900



Hunkeler, combined solution: Broadsheet and Tabloid





Manroland Web Systems, Foldline



Coldset offset and web inkjet

Criteria	Coldset offset	Web inkjet
Start-up waste		
Job change		
Format variability		
Personalisation		
Circulation flexibility, circ. of 1		
Stability during print run		
Operation efforts		

Coldset offset and web inkjet

Criteria	Coldset offset	Web inkjet
Colour print quality		
Speed (copies/hour)		
Cost per copy		
Lower cost/copy with higher circulation		
Newsprint paper types		
Degree of automation		
Standardisation		

Coldset offset exactly meets newspaper requirements

- Good colour printing quality
- High speed, copies/hour
- Low cost per copy
- Lower cost/copy with higher circulation
- Material requirements, different types of newsprint
- High degree of automation
- High degree of process standardisation

Digital newspaper printing developed in niche markets

Remote distribution areas

Dutch newspapers on Spanish islands

English newspapers in Malta

International press in Dubai

International press in resorts and hotels

Short run printing of newspapers

Regional newspapers in the capitol city
Newspapers for island populations
Newspapers of universities, associations, companies
Newspapers for ethnic groups

“

The real growth in newspaper publishing in India is now with the regional language newspapers. Mid-term this market will develop to local and even hyper-local publishing with many local print editions. This will open opportunities for digital printing of small circulation editions, which could be combined with conventionally produced country wide news sections. We are looking into all possible technologies to support our business targets.”

Dipankar Das Purkayastha
CEO, ABP, India



Often distributors organise digital printing

Example: Newsprint Europe (Rome, Milan, Berlin), daughter company of IPS group (press distribution)

Example: Miller Distributors Limited, Malta, over 2,500 newspapers & magazines, down to a circulation of 1

Inkjet as add-on business

A large industrial inkjet web press machine is the central focus of the image. The machine is complex, with various rollers, pipes, and a large glass-enclosed section where the printing process occurs. In the background, several people are visible, some looking at the machine and others talking. The setting appears to be a trade show or exhibition hall. The machine is primarily grey and black, with some blue accents. The overall lighting is bright, typical of an indoor exhibition space.

Printing foreign newspapers

Printing periodicals on newsprint, SC and LWC

Niche products: editorial & advertising

Combined products: offset & digital, posters

– *Dario De Cian, Centro Stampa Quotidiani, Erbusco, Italy*

LA GAZETTE PAULETTE – SPECIAL EDITION FOR THE CANNES FILM FESTIVAL

Centro Stampa Quotidiani used its HP T230 to print La Gazette Paulette, a special edition of the Paulette Magazine (Paris) for the Cannes Film Festival from 15 to 26 May 2013.

This four-page product (33.5 cm x 45 cm) was printed every second day in full colour on improved 52 g/m² newsprint with a circulation of 6000 copies in each case and distributed to the visitors at central festival locations.

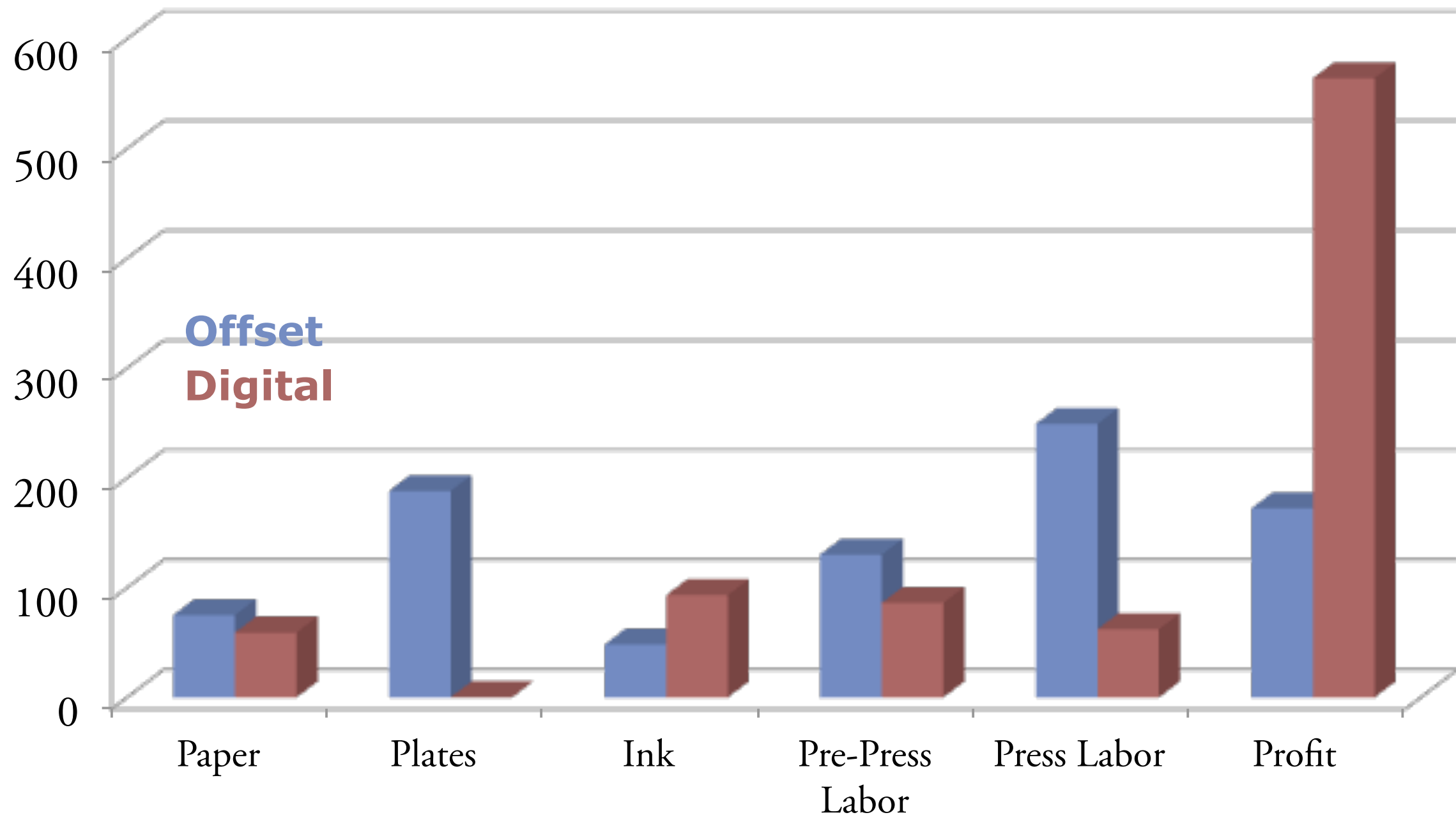
As Dario De Cian of SCQ explains, important factors for the Paulette team, whose aim it was to present the latest news and photos from the festival, were fast job processing and consistent printing quality. “Our HP T230 ink-jet press was ideally suited for this task. The Paulette people sent us the PDFs before 16.00 h and the newspapers were delivered to Cannes before 8.30 h the next morning.”

In this case, transporting the newspapers copies 430 km (from Erbusco in Northern Italy to Cannes in Southern France) did not give rise to additional costs, as CSQ daily supplies international newspapers to the French Riviera.



Inkjet as complement to offset at Newsweb in Chicago

24 page tabloid, 4/color on all plates, 1,000 copies, 30lb. 29"





Inkjet for personalised printing

Coldset + Inkjet = Hybrid Printing

BILD+

Individual "Passcode"
for digital add-on services



BILDplus Digital		4,99 € pro Monat	
BILDplus Premium		9,99 € pro Monat	
BILDplus Komplett		14,99 € pro Monat	
			2,99 € pro Monat

Bundesliga bei BILD

SUN+

links printed and digital content

hybrid printing

On the occasion of the introduction of its paywall and to carry out a new advertising campaign in The Sun (for access to exclusive online contents coinciding with the start of the British football season), News UK recently installed a total of 22 Kodak digital imprinting systems on its offset presses.



The Kodak Prosper S30 imprinting systems equipped with high-speed digital printing heads were installed on the newspaper offset presses at the three company-owned printing centres of the British newspaper publishing house in Broxbourne, Knowsley and Eurocentral (Scotland) as well as in the

commercial printing plants in Kells (Ireland) and Belfast (Northern Ireland). News UK, a News Corp subsidiary, publishes The Times, The Sunday Times and The Sun.



Hybrid printing of newspapers

Axel Springer 33 inkjet imprint units (BILD)
News International 22 inkjet imprint units (SUN)

Hybrid production

Games

Bingo

Lotteries



Lottery numbers

WELT KOMPAKT



MONTAG, 7. MAI 2012

Jetzt regnet's iPads

Täglich ein Tablet, drei iPod Touch und 16 Gutscheine für iTunes gewinnen. Wie der Code funktioniert: Hamburg, Seite 4

WELT KOMPAKT-CODE

A420962

NACHRICHTEN

POLITIK

„Schummeln geht gar nicht“

Bundesbildungsministerin Annette Schavan gerät wegen angeblicher Schampons in ihrer Dolmetscherarbeit wieder unter Druck. Seite 4

KULTUR

Rap-Revolutioner und Visionär gestorben

Die Musikwelt trauert um den Gründer der Beastie Boys. Adam Yauch starb in New York mit nur 37 Jahren an Krebs. Seite 8

So sehen Sieger aus



Inkjet imprinting at full offset speed of 15m/sec

Personalised contests

Zahlen bei den täglichen Glückszahlen in BILD vor, können Sie sich zur Verlosung für einen VW Tiguan anmelden. Rufen Sie dann unter **01379-600100*** an und geben Sie Ihre Spielkarten-Nummer, Ihren Namen und Ihre Telefonnummer an.

► GEWONNEN? DAS MÜSSEN SIE BEACHTEN!
Haben Sie ein Feld komplett (rot/gelb/blau), müssen Sie noch am selben Tag anrufen unter **01379-600100***

IHR PERSÖNLICHER SPIELSCHEIN CASH MILLION für die dritte Spielwoche

SPIEL 3 6015494163

297 424 428 528 775 789	1.000 €
187 195 216 269 324 370 406 496 545 828 894 950	6.000 €
239 277 282 388 451 476 521 531 583 664 717 768 839 853 874 899 935 974	60.000 €

CASH MILLION

Die Glückszahlen in BILD mit allen Zahlen in Spiel 3 vergleichen und übereinstimmende Zahlen markieren. Sie haben gewonnen, wenn ein Feld / Kästchen (rot oder gelb oder blau) komplett markiert ist.

DIE JUBILÄUMS-ZUSATZCHANCE
Sichern Sie sich die Chance auf den VW Tiguan nur BILD Jubiläum!

Kommt eine dieser drei Zahlen bei den täglichen Glückszahlen in Ihrer BILD vor, sollten Sie gleich die 01379/600100* anrufen!
Nennen Sie uns dann Ihre Spielkarten-Nummer, Ihren Namen und Telefonnummer.
Am Ende von CASH MILLION verlost BILD unter allen korrekten Anrufern einen VW Tiguan.

422 635 649

in Hamburg

Warum unsere Stadt ein Paradies für Alleinstehende ist

Von LAURA GEHRMANN

City - Hamburg ist DIE Single-Hauptstadt Deutschlands. In keinem anderen Bundesland leben mehr alleinstehende Menschen - in 53 Prozent aller Haushalte lebt nur eine Person. Doch wie geht es den einsamen Herzen der Hansestadt?

Die Single-Frauen und -Männer sind attraktiver als die in München, Berlin, Köln oder Frankfurt - so der neue City-Single-Index der Online-Partnervermittlungsagentur „Parship.de“.

Danach liegt die Attraktivität der männlichen Singles bei 51,2 Prozent, die der Mädels sogar bei 67,3 Prozent.

Das Nachleben kommt bei den Partnerlosen noch viel besser an: 88,6 Prozent sind begeistert von den Bars, Clubs und Restaurants. Das einzige Manko der Stadt ist die Qualität des verfügbaren Wohnraums - heißt: Es gibt kaum bezahlbare, kleine Wohnungen. Trotzdem würden 37,4 Prozent der Alleinstehenden Hamburg weiter empfehlen.

BILD hat zwei Hamburger Singles getroffen, die erzählen, wie es sich in Hamburg allein lebt.

Andi (22)
Rettungsanwärter Andi (22) aus der Sternschanze ist seit knapp zwei Jahren Single, lebt seit fünf Monaten in Hamburg. „Obwohl die Frauen hier ein wenig verschlossener sind als in meiner Heimatstadt München, habe ich schon viele kennengelernt“, sagt Andi. „Hamburg ist einfach perfekt für Party-lustige Single-Studenten.“



Inkjet imprint, monochrome

Individualised mass medium



Target group advertising

Variable bar codes

Personalised QR codes

Customer specific URLs or graphics

Content updates without press stops

Digital imprint units for targeted advertising

Grilled Lemon Herb Chicken
See our chef's recipes

SHOP & EAT AT YOUR LOCAL KREAG'S MARKET

Find it on the map below

Your local Kregg's Market

Leeds
512 Cinnamon Street
Leeds, West Yorkshire
LS12 6LX

Mon. - Fri. 8.30 - 18.30
Saturday 8.30 - 13.30

Map showing the location of Kregg's Market in Leeds, with a green arrow pointing to the store location.

Christmas raffle in BILD+



Christmas raffle



Raffle as part of the newspaper
Inkjet printed individual pattern
of symbols

Standard stencil of cardboard
delivered as a supplement

Readers with two matching
symbols win a prize

Customer specific advertising



Individual advertising code/content

New ways of customer communication for ad customers

linking print and digital

Result of advertising immediately measurable

Hybrid – the best of two worlds

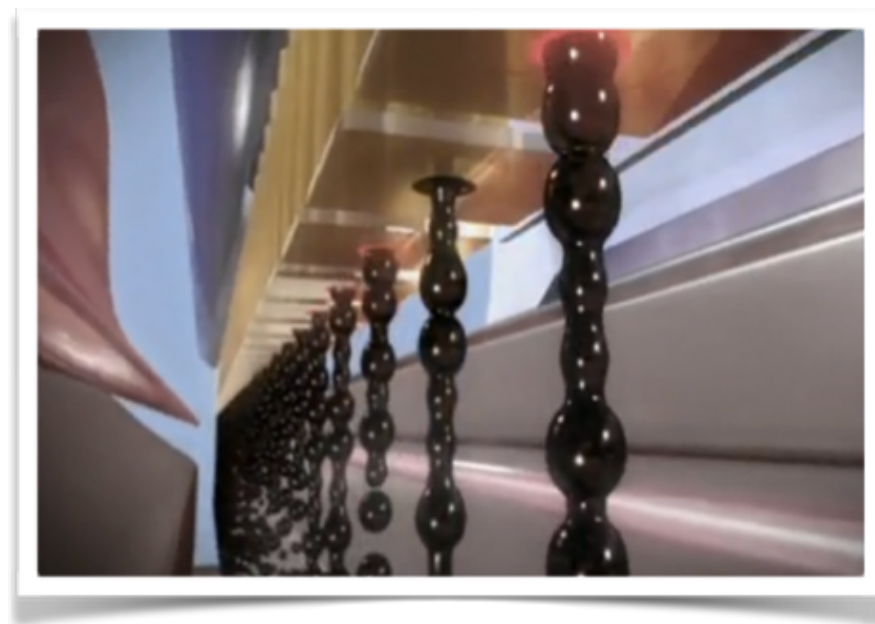
Print international and national content on offset press

Print local and hyper-local content on web inkjet press

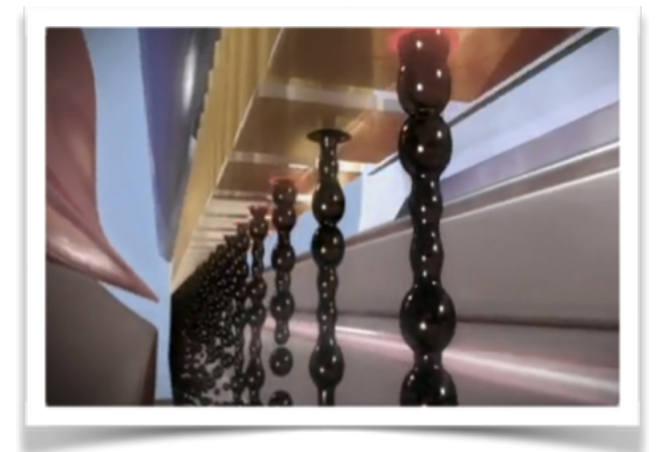
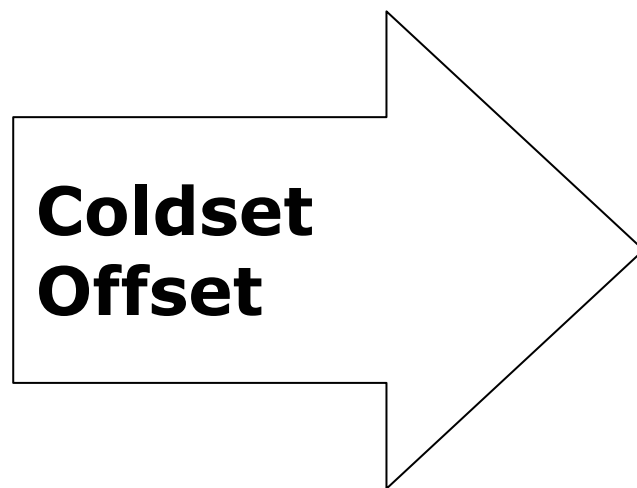
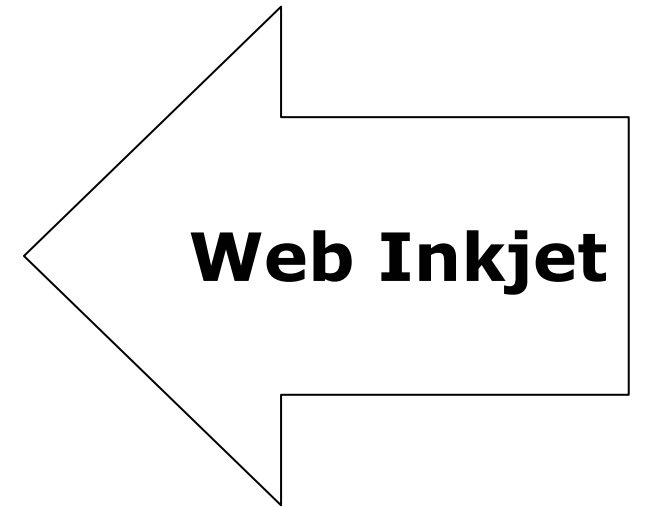
Adjust time schedules of editorial and production

Combine different parts of newspaper in the mailroom

Create new and innovative newspaper products



Sections are printed separately ...



... and combined in the mailroom

Web Inkjet

**Coldset
Offset**

General Content





How big is the potential market?

Germany: 340 dailies with circulation up to 20,000

Most of them are local editions of regional newspapers

German Association of Local Newspapers: 80 members

A man wearing a blue jacket and a dark cap is looking down at a newspaper. He is in a printing plant, with various printing equipment and stacks of paper visible in the background. The text is overlaid on a semi-transparent white box.

Newspaper printing according to distribution requirements

Belgium catholic weekly “Kerk & Leven” (Church & Life)

The first European weekly, printed entirely in inkjet

Since 2013 / 294,000 total circ. / 481 local editions (!)

Two Sections:

National & regional, ≈20 pages (circ. up to 75,000)

Local, 4 pages (small circ., sometimes just 5 copies)

Workflow

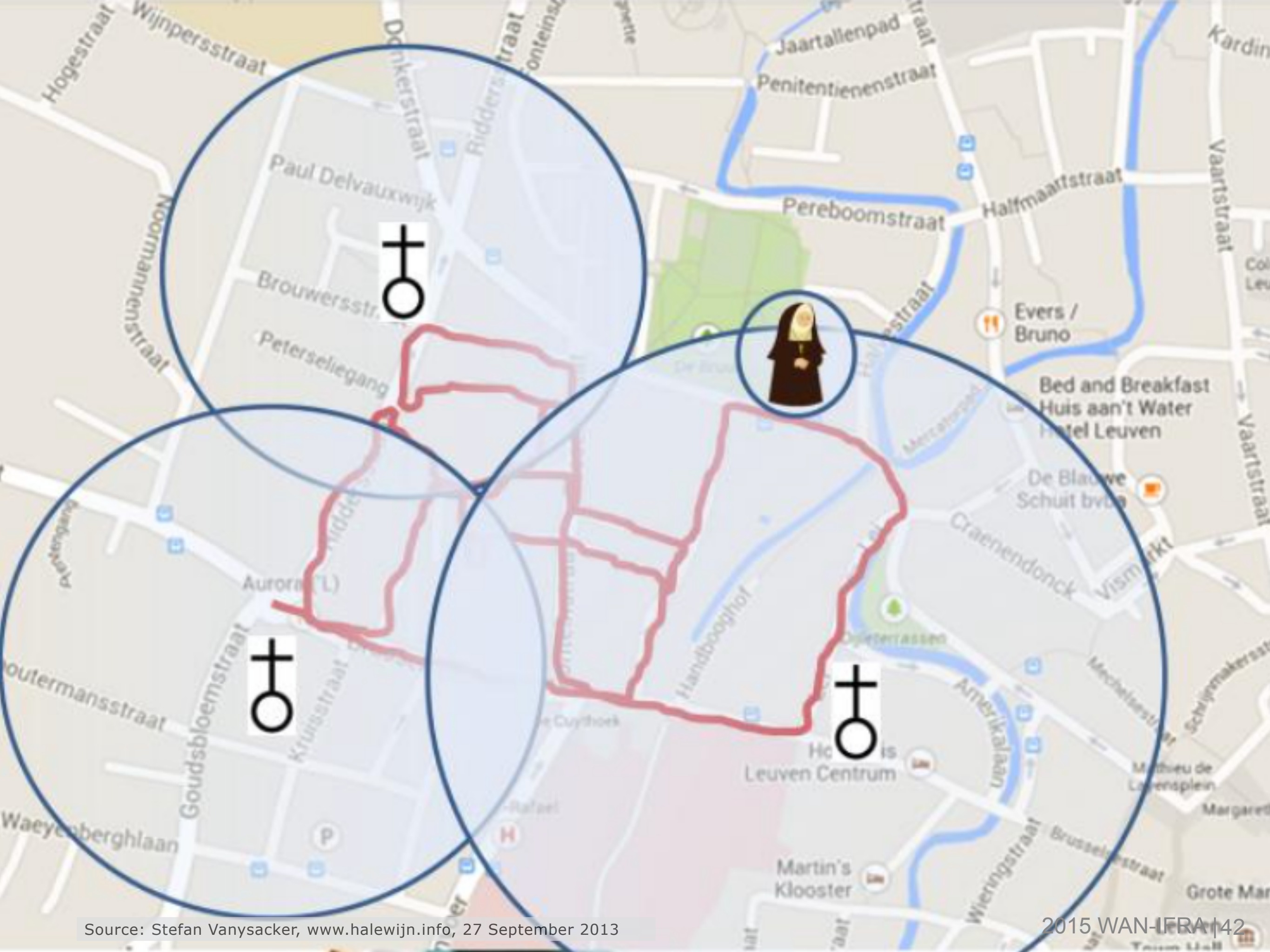
Publisher's database provides subscriber data to the Belgium Post

Post sorts and returns subscriber data in the sequence of optimal delivery tours to the publisher

Publisher's database combines the newspaper sections (two parts)

Workflow software controls print run according the requirements of optimised distribution

Océ inkjet press, Hunkeler processing line




KERK & leven
 12 **WAT IS ER AAN DE HAND MET HET VAN GODSDIENST?**
 BISDICH ANTWERPEN

Hart onder de riem
 Oekraïne: Pater (Christ) Oostromerod op bezoek bij de soldaten in de voormalige steenkoolmijn



KERK & leven
 FEDERATIE KERKE
 JONGERENWERKING

Bidden werkt



KERK & leven
 9 **DIALOOG MET BRIGADIEREN VAN DE VRIJHEID**
 BISDICH GENT

Kraantjeswater na de mis
 Schiedamschen dijk op 2 september door de afvoer van water



KERK & leven
 12 **OP ZOEK NAAR DE BEST MOGELIJKE NIEUWE PALIS**

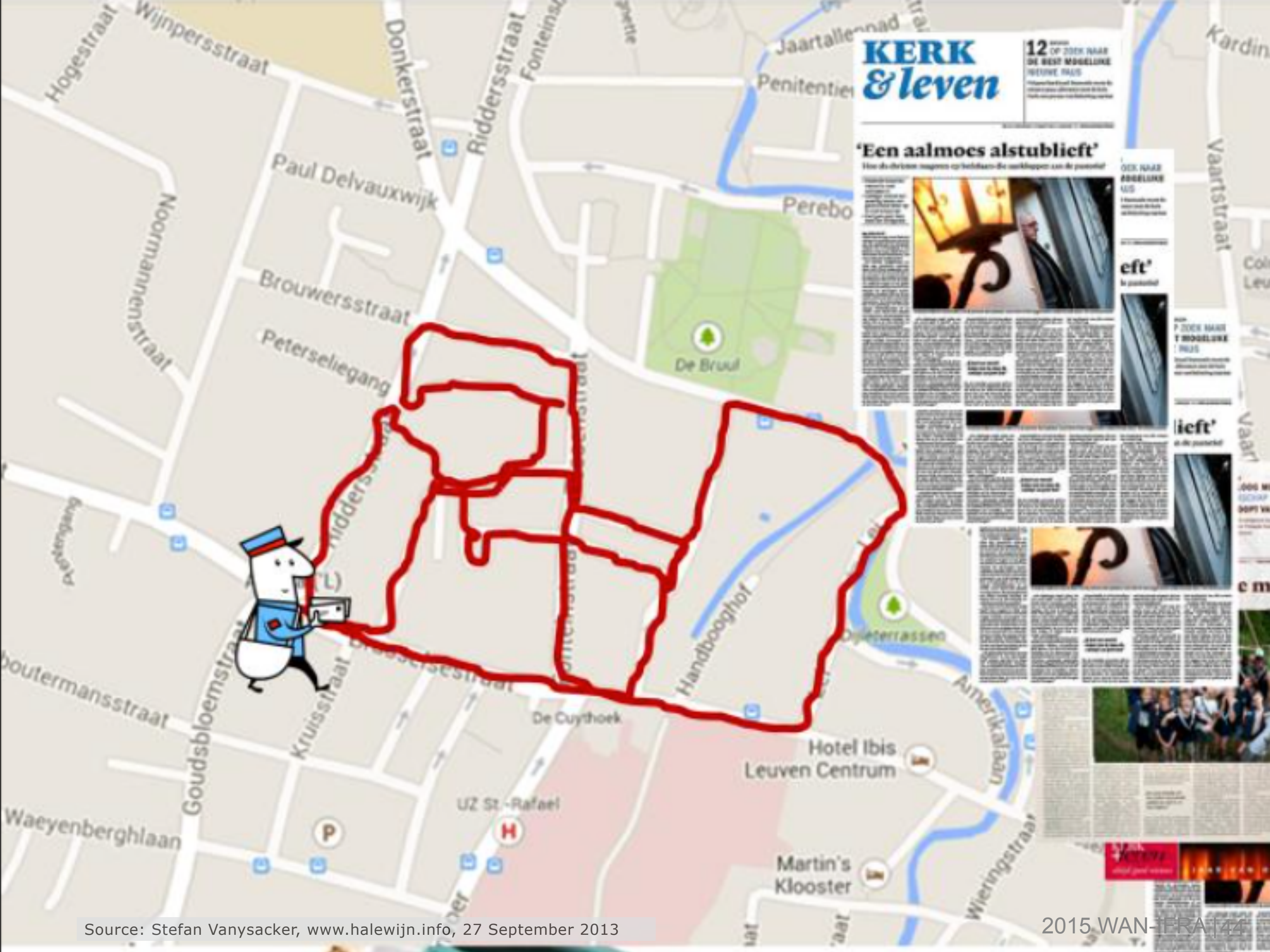
'Een aalmoes alstublieft'
 Hoe de christen magere op bedden die aankopen van de postkant



KERK & leven
 9 **DIALOOG MET BRIGADIEREN VAN DE VRIJHEID**
 BISDICH GENT

Kraantjeswater na de mis
 Schiedamschen dijk op 2 september door de afvoer van water



KERK & leven

12 OP ZOEK NAAR DE BEST MOGELIJKE NIEUWE PAUS

'Een aalmoes alstublieft'

Hoe de drie van morgen op te behouden de werklozen van de pensioen



...de drie van morgen op te behouden de werklozen van de pensioen...
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Newspaper printing as one application among others

Swiss daily "Walliser Bote" (Visp, Wallis)

The first digitally printed European daily

Since June 2015

Circulation 22,000

Broadsheet 320 x 470 mm

HP inkjet press, Manroland processing

Müller Martini mailroom

“ The variable costs in web inkjet are still higher than for an offset process, as they have always been.

You should distinguish between volume-oriented printing on the one hand and personalisation on the other.

For us, it was important to acquire a future-oriented means of production to be able to realise the envisaged possibilities ... And our calculations show that it pays off if you consider the whole intended production of the new system, rather than spotlighting just newspaper production in isolation. ”

– *Martin Seematter, Manager Mengis Druck*



Beat Lauber, Strategy and Communication; VR Delegate, Mengis Druck, Walliser Bote, Switzerland

World Printers Forum Conference
Wednesday, 7 Oct 2015
Hamburg, Germany



Digital newspaper print plant in Jersey to start early 2016

Joint venture of Kodak and publisher Guiton Group
Jack Knadjian to become MD of KP Services (Jersey)

17,000 circ. "Jersey Evening Post" + 11 UK nationals
35,000 copies per day, 24 new jobs

Old Harris press to be replaced by

Two Kodak Prosper 6000P inkjet presses

Four Hunkeler processing lines

Jersey Evening Post will go full colour after 125 years

Will inkjet replace coldset?

In traditional newspaper production inkjet covers niche applications successfully

- Remote distribution (holiday resorts, hotels)

- Small circulation newspaper products

- Printing by distributors

- Inkjet for add-on business generation

- Inkjet as a complementary business

When the newspaper changes inkjet unveils its performance

Personalisation

Hybrid: combination of coldset and inkjet

Detailed target groups

Many editions, print according distribution needs

Newspaper production as one of many applications

Variety more important than shortest production

... since the newspaper is changing, inkjet has arrived
in newspaper production

Manfred.Werfel@WAN-IFRA.org

Thank you!