

**Goss International Customer Achieves WAN-IFRA ‘Certificate for Standardised Printing’**

- *Sing Tao News Corporation becomes fourth publisher worldwide to achieve rigorous quality accreditation*

**July 8<sup>th</sup>, 2011** – Sing Tao News Corporation, a long-term Goss press user recently became the fourth publisher worldwide – and the first in Asia – to be awarded the WAN-IFRA Certificate for Standardised Printing for high-quality newspaper production.

Headquartered in Hong Kong with operations worldwide, Sing Tao operates a raft of Goss newspaper press technology. The publisher most recently invested in a new five-tower 4x2 (16-page) *Uniliner* press to complement production from a four-tower 4x2 *Uniliner* press line and a five tower 4x1 (double-width, single-circumference) *Uniliner* press line. These presses print acclaimed titles including market-leading flagship broadsheet *Sing Tao Daily*, free English newspaper *The Standard*, and the leading Hong Kong free newspaper *Headline Daily*.

The WAN-IFRA Certificate for Standardised Printing assures Sing Tao’s international customers that production is on a high-level, conforming to international newspaper standards. The certification covers product and process quality benchmarking to standards including ISO 12647-1; ISO12647-3; ISO 3664; ISO 5-3; ISO 5-4; ISO 2846-2 and ISO 12635.

In order to be awarded the certification Sing Tao had to fulfill strict test criteria which included on-site auditing of the implementation of quality assurances and a variety of print tests, which were assessed for key quality indicators such as accuracy of tone value on plate; screening; tonal range; maximum black color and the color gamut of primary, secondary and tertiary colors.

The certificate is valid for two years after which time it may be renewed by successful repeat test prints and an on-site quality audit.

According to the specialist judging body at WAN-IFRA, for publishers looking to expand and win new business or establish a reputation built on excellence, achieving the WAN-IFRA Certificate for Standardised Printing helps to differentiate printing companies from others in the marketplace.

Peter Kirwan, Goss International vice president of Asia Pacific newspaper sales said, "Testing for the award is very thorough, and the certificate can only be obtained if the results of all printing tests and the audit are positive. It is a fantastic achievement for Sing Tao to become one of only four newspaper publishers worldwide to be awarded the WAN-IFRA Certificate for Standardised Printing."

Sing Tao News Corporation Limited is a media corporation listed on the main board of Hong Kong Stock Exchange. In the past few years, the Sing Tao Group has further expanded its presence, through a number of joint ventures and strategic alliances, into the media market in mainland China. With a business network covering the major cities of China, the United States, Canada, Europe and Australia, the Group employs over 2,400 staff worldwide.

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