

Best wishes for the new year

*If your time to you is worth savin'
Then you better start swimmin' or you'll sink like a stone,
For the times they are a-changin'!*

Bob Dylan

In the above quote from a 1964 song, this year's Nobel Prize Winner for Literature expresses a basic truth. Just standing still requires constant effort. Otherwise one risks drowning as times change.

In today's world what does learning to swim mean for printers and print service providers? After all, nobody wants to sink to the bottom like a stone.

Magic words like 'Mass Customization' and 'Print Industry 4.0' were on everybody's lips at drupa 2016 and other events this year. They refer to the digital modelling of business activities throughout the length of the added value chain from receipt of order to delivery logistics, to modular production—e.g. in terms of batch sizes or hybrid production using offset and digital printing—and the networking of machines and devices. The upshot is the emergence of the much-touted Internet of Things – at least that's the theory.

Buzz words are all very well but it is important they are not just empty slogans that are here today, gone tomorrow. Rely on us, Fogra, as your partner, when it comes to making concrete plans for your future and implementing them in practice. Next year, might we, for example, offer you advice on your technical processes or optimize your energy usage? Perhaps your interests lie elsewhere? Perhaps you might want to contribute to one of our technical committees and work with your colleagues from other companies on defining the questions that should be the subject of research.

Whatever the case, we will continue to focus on our customer's goals in 2017 and to ensuring we are a partner you can rely on.

Once again, we would like to take the opportunity provided by this New Year issue to warmly thank you for all your donations and the time you have devoted to Fogra. We would of course also like to thank our members for their many years of loyalty.

We wish you every personal and professional success for the New Year! And if we can help to achieve this with our services then so much the better.



Stefan Aumüller
Chairman of the Association



Dr. Eduard Neufeld
Institute Director



Photo: Viktor Hanacek / picjumbo.com

FOGRA MEMBERSHIP

About 800 businesses from the field of printing and their ancillary industries are members of the Fogra Graphic Technology Research Association.

Fogra members are the motivation for the consistent practical orientation of our research. As a result they profit quickly and directly from the knowledge gained.

BENEFITS

You will receive a 30 % discount on almost all Fogra products and service, including the purchase of control materials and test devices, as well as any expert opinions you commission.

You have a 'hotline' to Fogra specialists: Call us, tell us your membership number and you will receive quick, competent support for minor queries free of charge on the phone.

Printed copies of our research reports and this Fogra News will be sent to you regularly and free of charge. If you are interested in back copies of our research reports we recommend that you register with the Fogra web site.

You will then be able to download the reports yourself from the Publications section. And not just you! Every employee of your firm will be able to do so.

If you are interested, you can work with us on current research projects and help to produce the results.





the famous man after whom the street is named.

The modern, four-floor building has over 4,000 m² of usable space. Besides outstandingly well-equipped laboratories, it will also feature well-lit rooms for training courses for up to 80 trainees and a complete [trial] print shop. Space is being incorporated right from the outset for innovative new technologies.



Image. Stefan Aumüller, Chairman of the Fogra Executive Committee, and Dr Eduard Neufeld, Director of the Institute and Managing Director of Fogra, take, for the time being, notional delivery of a Heidelberg Speedmaster XL75-5 from Michael Neugart, CEO of Heidelberg Druckmaschinen Vertrieb Deutschland GmbH.

The time has now come: The shell construction of the printing industry's new innovation centre is ready!

Fogra topping out ceremony

Progress on the shell of our industry's new innovation centre has been so good that on 20th September 2016 Fogra was able to celebrate the topping out ceremony for its new home in Munich-Aschheim.

An introduction of the building project by Rainer Pietzsch.

This easily accessible site on the eastern side of Munich is close to the well-known Munich-Riem exhibition centre and has direct motorway connections and excellent public transport links. Starting in the

summer of 2017 our address will be Einsteinring 1a. We are delighted with our easy to remember new address but there is no need for any concern that Fogra will be any less application focused despite



Image. Stefan Aumüller, Chairman of the Fogra Executive Committee, greets guests and tradesmen at the start of the topping out ceremony in the future press hall.



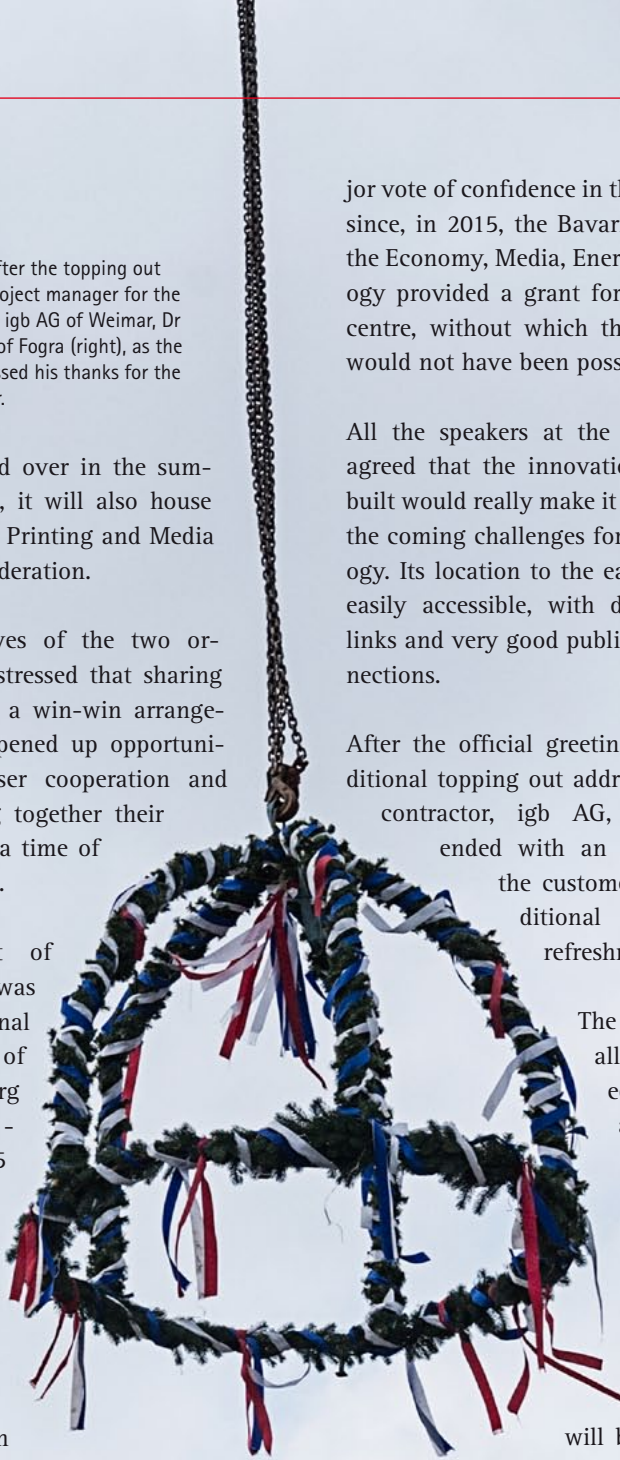
Image. Dr Eduard Neufeld (Director of the Fogra Institute) is pictured in front of the building plans with the speakers: Michael Neugart (Heidelberg Druckmaschinen), Thomas Glashauser (Mayor of Aschheim), Dr Ronald Mertz (Bavarian Economics Ministry), Stefan Aumüller (Chairman of the Fogra Executive Committee) and Hannes Riebl (Bavarian Printing and Media Federation) (left to right).

« **Image left.** After the topping out speech by the project manager for the main contractor, igb AG of Weimar, Dr Eduard Neufeld of Fogra (right), as the customer, expressed his thanks for the good work so far.

Due for hand over in the summer of 2017, it will also house the Bavarian Printing and Media Industries Federation.

Representatives of the two organizations stressed that sharing a home was a win-win arrangement that opened up opportunities for closer cooperation and for bundling together their strengths at a time of great change.

A highlight of the event was the notional handover of a Heidelberg Speedmaster XL75-5 to Fogra by Michael Neugart, CEO of Heidelberg Druckmaschinen Vertrieb Deutschland GmbH. This, however, has not been the only ma-



job vote of confidence in the new building, since, in 2015, the Bavarian Ministry for the Economy, Media, Energy and Technology provided a grant for the innovation centre, without which the entire project would not have been possible.

All the speakers at the ceremony were agreed that the innovation centre being built would really make it possible to meet the coming challenges for media technology. Its location to the east of Munich is easily accessible, with direct motorway links and very good public transport connections.

After the official greetings and the traditional topping out address by the main contractor, igb AG, the ceremony ended with an invitation from the customer Fogra to traditional Bavarian style refreshments.

The anticipation of all the employees was clearly apparent as they excitedly looked over their new work places. This new innovation centre for our industry will be the only one of its kind anywhere in the world.



Image. The shell of the printing industry's new innovation centre is ready.



Saveguard your seat!

6 / 7 April 2017 @ Airport Munich

→ www.online-print-symposium.de

Xerox Impika Evolution

PSD Certification

The Impika Inkjet Innovation Center in Aubagne, part of the Xerox Group, was awarded with the renowned Fogra PSD certification. Fogra Digital Print Expert Jean-Philipp Carivenc of ATC oversaw the certification, one of the first where the



Image. Proud of regaining the PSD certification.

new standards FOGRA51 and FOGRA52 were used. With this certification Xerox Impika impressively demonstrated their high volume digital printing solutions and their ability to meet the highest quality standards, embedded in a PSD-conform workflow. The used color management software "ORIS Press Matcher", provided by long-time Fogra Member CGS, also proved to be a key to success.

Visitors of the Innovation Center in Aubagne can now witness all advantages of Fogra ProcessStandard Digital. Fogra congratulates and is looking forward to a future even closer cooperation between our partners ATC, Xerox Impika and CGS.

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Tribute to members

Fogra would like to thank the following members for their long term commitment.

25 years of membership:

- TECNOLOGIE GRAFICHE s.r.l., San Bonifacio, Verona, Italia

15 years of membership:

- GREEN SOLUTIONS S.r.l., Pieve Fissiraga (LO), Italia
- Prisco Europe bvba, Wevelgem, Belgium

10 years of membership:

- Astuce productions, Aubervilliers, France
- Canadian Bank Note Company Limited, Ottaea, Ontario, Canada
- RADIN PRINT d.o.o., Sveta Nedelja, Hungaria
- Rotografika d.o.o. Subotica, Serbia

We welcome as a new Fogra member:



Colyer London

12 Rosebery Avenue, London EC1R 4TD, Great Britain

The company about itself:

Colyer is synonymous with amazing quality and breathtaking colour. Customers can visualise the final product look all the way through the design process with an accurate Fogra-calibrated workflow, Colyer London is qualified to check and calibrate your machines at regular intervals ensuring your printers continue to deliver your high standards.

→ www.colyer.co.uk

How to replace a legendary Fogra standard!

FOGRA39 gives way to its successors FOGRA51/52

In this series of articles we introduce print shops that successfully implemented the new FOGRA51/52 standards, share their experiences and outline the benefits as well as the challenges involved when replacing an existing system.

The first company featured, Tiskarna Radovljica⁽¹⁾, is based in Slovenia. Rok Lesjak, head of desktop publishing, will tell us about the company, reasons for introducing the new standards and the special demands of the Slovenian market.

Mr Lesjak, we would like to thank you very much for sharing your experiences with the transition towards FOGRA51/52. First of all – how long did it take to implement these new standards?

Including softproofing and proofing our offset and digital presses: about 2 months.

How does your company benefit from the new standard?

The main benefit for us and our costumers is a better proof-to-print match. Before the implementation of FOGRA51/52, verification proofs were too yellowish / reddish compared to the production print due to the optical whiteners in our offset papers; now our costumers see exactly what they get.

Since the implementation, the number of costumers' complaints has also significantly dropped.

Which challenges did you face during the transition?

The only remaining one is our „endless mission“ of teaching our customers the proper preparation of PDF files. For this purpose, we prepared a short manual which describes how to install the new profiles and load the proper job options.

Did you notice any financial impact along with the implementation?

Because of our country's current economy, there are not many companies prepared to

pay more for better quality – but because we have had practically no complaints since the implementation, we have actually been able to cut costs. We have also seen growth in our sales and production since the implementation.

Have there been any effects on your customer relations?

The fact that the majority of our costumers keep coming back is a confirmation for us that – also thanks to the new standards – they get exactly the color they want, and that recurring print jobs will look the same.

There is a saying in our Slovenian language, “A good work shall be heard all the way to the ninth village”. And this is why we can still keep our heads well above the water in this tough business environment.

Mr. Lesjak, thank you very much for this interview.

About the company

Tiskarna Radovljica is a medium sized print shop, serving costumers all over the single market (EU). Since the business started in 1963, the company has consistently introduced new standards, invested in new technology and expanded production capability. Their product portfolio includes flyers and various business forms, as well as books, calendars, brochures, manuals, notebooks, and more.

⁽¹⁾ → www.tiskarna-radovljica.si

→ www.fogra.org/standardization/

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