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Meeting Notes, Tuesday 28<sup>th</sup> January 2003 at London House

Attendees who signed in:

Jim Duggan, Headley Brothers	Mike Palmer, Atelier
John Yardley, JPY	John Sharp, Southernprint
Barney Cox, PrintWeek	Brent Martin, Dupont
Dominic Hughes, ICP	Andrew Bailles-Collins, OneVision
Tim Daly, Emap	Craig Santus, EMCEE
Marcus Kirby, TFG	Maria Machera, Creo
Antony Barrington, Admagic	Chris Batson, FT
Geoff Hall, Print Media Management	Jonathan Levy, Print Media
Gareth Perry, Eaglemoss	Alan Williams, isdn datacom
Annette Kilroy, Mack Brooks	Bill Greenwood, Gilchrist
Savio Luis, Vio	Bryan Sunderland, QCI
Chris Hair, Adfast	David Kentish, Colorbus
Ian Cooper, Cooper Clegg	Gary Voisey, Dupont
Dominic McGill, Fairs & Exhibitions	David Slaymaker, Fairs & Exhibitions
Craig Robertson, KPG	Nick Finegold, Icon Reproduction
Andrew Wilson, Unity	Chris Bunnett, AMD Group
Gio Cantarella, Lowe Broadway	Damaris Kuzminski, Lowe Broadway
Andy Psarianos, FE Burman	Andy Eakins, Hermstedt

**Dates for your Diary**

The next meeting will be held towards the end of April 2003, more information will follow in early March.

If anyone has any feedback or suggestions for future discussion topics, please email [hannah@leafagency.com](mailto:hannah@leafagency.com).

### Introduction to 2003

DAL Chairman Gio went over the DAL mission statement and current Steering Committee.

### JPY

John Yardley of DAL co-sponsor JYP gave a 5 minute update of what the company is currently up to and plans for the year.

### JDF Panel Discussion

Maria of Creo kindly hosted a very interesting discussion further the topic of JDF which was extremely well received. Panel members were John Sharp, Southernprint; Andy Psarianos, FE Burman; Tim Daly, Emap and Damaris Kuzminski, Lowe Broadway.

The following information is courtesy of PrintWeek, 31<sup>st</sup> January 2003, p5:

#### **JDF will sustain printed media against rivals**

Information exchange using JDF-based job tickets is key to the future competitiveness of printed publications against other media, this week's Digital Ad Lab meeting heard.

Its success will depend on people from magazine production becoming involved in creating the specification.

"Publishing is one of the most complicated workflows," said Martin Bailey, chief executive of CIP4, the organisation in charge of developing JDF. "We need the experts in different industries to have input to CIP4. I would be extremely happy to see the DAL, PPA or publishers get involved."

Agencies, publishers, pre-press firms and printers acknowledged the need for information exchange via JDF. But its adoption needs to fit in with existing working practices and should not need investment in new technology or non-core skills.

"Job ticketing is important and will help cut costs – if we can get it right," said Southernprint commercial director John Sharp. "It should improve accuracy and remove ambiguity."



*Sharp: job ticketing is pivotal*

## **PPA Magazine Production Conference 2002**

Brent Martin gave us a summary of the November meeting, with key observations as follows:

### ***Duncan Edwards, Direction of National Magazine Company Keynote***

His message was that there will continue to be changes in the industry. By taking the best practices from other industries, printers will become the best manufacturers. The industry must continue to drive down costs and it is through technology that this can be achieved. Environmental issues will continue, with paper wastage and cover mounts being monitored by environmental lobbies.

In conclusion, Mr Edwards believes that consolidation, financial capabilities and making a return on investments will ensure success in the future. People will be the key to this and high quality production and manufacturing personnel will be of increasing value to the publisher.

### ***Bob Marchant***

With the growth of digital photography, photographers are working with publishers, designers and advertising agencies in defining industry standards and best practice guides. With the help of Dupont, there is now an ICC profile that produces a validation proof of the file. Photographers can therefore control their images by scanning and manipulating them in RGB, then converting to CMYK.

Sarah Saunders of Image Network continued this theme by suggesting that many people are struggling with the digital image. Picture researchers are not traditionally technical people and need to see images confidently before prepress or print. For digital images and soft proofing, the devil is in the detail - standards, education and training are the key.

### ***The Next Best Thing***

Just when you thought you understood PDF, along comes JDF. Various speakers covered this subject, noting that there are over 100 members of the consortiums active in JDF developments.

### ***Press Trends***

Paul Steidle of Man Rowland gave good news, stating that print has a future. In 2002 the print industry was an 834 billion euro business, but 2005 it is predicted to grow to 949 billion euro. Web press configurations have changed from 40% of presses being 8 page in 1984 to today when 40% of sales are for presses of 24 pages or larger.

In comparing 1995 to 2001, the following has changed:

Waste has been reduced by 40%

Printing speeds have increased by 29%

Web widths have increased by 36%

Plate changing has reduced by 89%

We were not given a publisher or prepress company view on these figures, any volunteers?!

*Disclaimer: Please note that this document is merely an interpretation of what took place at the meeting and individuals are not quoted directly.*