



SWOP NEWS RELEASE

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SWOP's Affiliation with IDEAlliance Gains New Momentum

A Range of Collaborative Programs are Announced, along with GRACoL Synergies

Synopsis: *SWOP, Inc. reports that their affiliation with IDEAlliance has gained new momentum with the announcement of a range of programs targeted at coordinating development of specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks. A partnership with International Prepress Association (IPA) for the fulfillment of SWOP products on their new www.printtools.org webstore is also announced.*

SCOTTSDALE, AZ (SPECTRUM Conference) – September 19, 2004 – SWOP® (Specifications for Web Offset Publications), a leader in the graphic communications and publication printing industries charged with ensuring consistency and quality of material in publications, reported today that their affiliation with IDEAlliance has taken on new momentum with the launch of a series of new collaborative programs.

First announced in July 2004, the affiliation between SWOP and IDEAlliance was formed to address the coordinated development of specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks. This partnership represents the commitment of each of these organizations to continually raise the level of quality of publication printing through the development of industry standards to provide interoperable technology solutions to common business problems.

Both SWOP, with its focus on web offset publications and IDEAlliance's GRACoL Committee (General Requirements for Applications in Commercial Offset Lithography), with its focus on commercial offset lithography, have set their missions to improve communications and education in the graphic arts by maintaining the accuracy and relevance of their respective standards to ensure consistency and quality of material in printing and publications. New collaborative programs announced at the SPECTRUM Conference are:

- **Joint Coordinating Council**

A SWOP/IDEAlliance Coordinating Council has been formed with two representatives from SWOP and GRACoL to help facilitate the following key objectives: Coordinate the operations of both organizations, yet maintain their unique missions; streamline the utilization of resources (administrative, volunteer, member, sponsor); increase communication, outreach, and education; attain cost efficiencies for SWOP and IDEAlliance; and enhance advertising agency involvement.

- **Partnership with IPA on Product Fulfillment**

SWOP, IDEAlliance, and International Prepress Association have collaborated on building a new webstore, hosted by IPA. This new webstore represents a concerted effort to create a “one-stop shop” for “tools to improve the quality and efficiency in graphic communication.”

Tools from several print specification-related organizations will initially be offered at PrintTools.org, including SWOP® booklets, calibration kits, and new press sheets (see related press release), GRACoL® calibration kits and press sheets, and BRIDG’s publications. There are plans to grow the product offerings into a wide array of publications, services, and tools for the whole industry.

- **SWOP Planned Website Redesign**

Key to navigating all the new benefits of this new alliance will be a redesign of the SWOP website, which is now linked to the IDEAlliance website at:

<http://www.idealliance.org/activities/committees.asp#digital>. Plans include a new “Where to Go” Guide on the SWOP home page which will outline the roles, responsibilities, and contact information for administrative personnel; access information for Monterey Gloss, a SWOP approved proofing paper; and a more comprehensive overview of the SWOP Certification program. Also in the works is the upcoming publication of the SWOP 10th Edition Specification.

- **Coordination of SWOP Certification Program**

The SWOP Certification program will be under the new command of Lawrence C. Steele, taking over for George Leyda who is retiring. Larry Steele is Chief Technical Officer of RGB Metrology LLC; he has participated in many industry trade associations and standards development groups for the past twenty years, including SWOP, SNAP, GRACoL, IDEAlliance, Gravure Association of America, and the Magazine Association of Canada Technical Standards Committee. He is a Faculty Associate at Arizona State University and current Chairman of the Committee for Graphic Arts Technologies Standards (CGATS).

A long time contributor to SWOP and valued mentor to the certification process, George Leyda will continue on as SWOP Technical Committee Chair and will work with Larry and the GRACoL Committee exploring the potential for a GRACoL certification process.

“On the whole, this is a very dynamic transition for SWOP,” reported Nubar Nakashian, SWOP Chair. “The vision of creating a ‘one-stop shop’ organization to fulfill the needs of the print marketplace is becoming realized much faster than we imagined. The natural

synergies between SWOP and GRACoL are very compelling, and we hope they will generate the much-needed interest and support from advertising agencies, publishers, prepress providers, printers, and system developers, alike.”

“IDEAlliance is very pleased with our progress in collaborating with SWOP to build new valuable resources for the print community,” states David Steinhardt, IDEAlliance President and CEO. “Our ability to streamline operations to create a more effective and responsive industry organization has surpassed expectations and we look forward to an exciting year.”

About SWOP

Specifications for Web Offset Publications (SWOP) was initiated in 1975 as a response to the printing industry’s need for uniform specifications and tolerances to ensure consistency and quality of material in publications. Over the past 29 years, SWOP has become a major factor in the publication printing industry. Most recently, SWOP has become affiliated with IDEAlliance and GRACoL in an effort to build a coalition supporting the coordinated development of specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks for print media. For additional information about SWOP, Inc., visit the SWOP website at <http://www.swop.org/>

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About IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization. Its mission is to advance user-driven, cross-industry solutions for all publishing and content-related processes by developing standards, fostering business alliances, and identifying best practices. IDEAlliance has been a leader in information technology since 1966 (founded as Graphic Communications Association) having fostered the development and adoption of standards such as ADIS, GRACoL, ICE, JIFFI, Mail.dat, papiNet, PRISM, PROSE XML, SPACE XML, SGML, and XML. Learn more about IDEAlliance at www.idealliance.org.

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SPECIFICATIONS FOR WEB OFFSET PUBLICATIONS

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