



SWOP[®]
NEWS RELEASE

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SWOP Commemorates 30th Anniversary

Celebration Marks History of SWOP Achievements in Magazine Industry

New York City, New York – March 8, 2005. Specifications for Web Offset Publications (SWOP[®]), an industry leader promoting consistency and quality of advertising material in publications, kicked off its 30th anniversary celebration today at a Media Breakfast held in conjunction with the PrintMedia Conference at the Hilton New York.

At a presentation attended by the SWOP Board of Directors, representatives of allied industry organizations and invited guests from the media, Chair Nubar Nakashian and Executive Director David Steinhardt summarized SWOP's achievements and outlined exciting new directions for the organization.

SWOP – or Specifications Web Offset Publications – recommends specifications for the submission of advertising materials to all those involved in the magazine manufacturing – including advertisers, advertising agencies, publishers, prepress service suppliers and printers. Since 1975 SWOP has taken a leadership role in setting a standard of excellence in the print production of magazines, ensuring quality and consistency to the publishing industry. Now in its 10th edition, SWOP Specifications have continually raised the bar in magazine print production and serve as a compilation of all best practices achieved so far.

“The publication industry timeline is dotted with many milestones that may not have been achieved had SWOP not existed,” stated Nubar Nakashian, SWOP Chair. “From its beginning in 1975 when representatives of various graphic arts industry segments agreed to form a review committee and write specifications, SWOP’s core concept was providing an open forum for all partners in the advertising production supply chain to cooperate and work in the best interest of the entire industry. From that point on, this core group of dedicated industry experts led by SWOP’s first chair, William Sullivan that helped guide the publication printing industry through a period of sweeping technological change, while always managing to keep the focus on quality and consistency.”

“Between 1976 and 2001,” Nakashian continued, “the SWOP Specifications were updated 9 times, chronicling the emergence of computer-to-plate technology and conversion to a

100% digital workflow, while at the same time documenting a marked decrease in the number of 'make good' ads. Throughout its history, the SWOP seal has been associated with quality, widely recognized in publishing circles and often used as a model for other international initiatives, with many new certified proofing systems vying for the SWOP stamp of approval."

Next, David Steinhardt, SWOP Executive Director and IDEAlliance CEO gave his outlook on SWOP's future. "In 2004 SWOP formed a coalition with IDEAlliance – responding to industry leaders to better align independent groups – to support and create print media synergy through the coordinated development of standardized specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks," Steinhardt reported. "As a specification-making working group under IDEAlliance, SWOP's momentum has accelerated significantly and in just under a year, SWOP has achieved some major milestones under IDEAlliance's leadership."

In the past year, SWOP has:

- Made a transition to Monterey Gloss, a new SWOP approved proofing stock
- Completed a certified press run using Monterey Gloss and updated all SWOP products, including SWOP Digital Calibration Kits and Certified Press Sheets
- Launched the www.printtools.org website – with another industry partner, IPA – providing a common industry distribution tool across print market segments for improving quality and efficiency in graphic communication
- Published the 10th Edition SWOP Specification
- Partnered with BRIDGS, providing a unified publishing program to better inform and educate the industry

To support the coordination of industry specification groups SWOP will be working with the newly launched IDEAlliance Print Properties Committee to align initiatives within North America and provide an industry forum for diversified market segments, such as GRACoL and SWOP, to create synergies and eliminate duplication and thereby more effectively utilize volunteer and financial resources. An example of this effort is SWOP's recent collaboration with GRACoL® to develop a certification program for commercial printers and broader industry needs to develop "digital" proofing specifications.

In addition, SWOP is developing several innovative new programs to increase the awareness of SWOP and acceptance of its specifications. First is a redesign of the SWOP website, www.swop.org to make it more useful and easier to navigate. The new website navigation will feature "SWOP 1-2-3," a tutorial which will give agencies an easy step-by-step guide on how to prepare SWOP-compliant ads. The SWOP Proofing Database is another program designed to help agencies find a recommended prepress providers who can produce a SWOP proof on short notice. Also on the horizon is a SWOP Digital Calibration Kit "webinar" and SWOP Speakers Bureau.

SWOP is also partnering with the IDEAlliance Digital Ad Lab and DDAP Association to advance best practices as part of a larger effort to supplement the IDEAlliance mission "to advancing user-driven, cross-industry specifications and best practices for all publishing and content-driven enterprises." Additional information on all these programs may be accessed from the IDEAlliance website at: www.idealliance.org.

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 30 years, SWOP has become a major factor in the publication printing industry. In 2004, SWOP became 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 www.swop.org/

*SWOP is a registered trademark of SWOP, Inc.
GRACoL is a registered trademark of IDEAlliance.*

About IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization that has been a leader in information technology and publishing since 1966. IDEAlliance advances core information technology to develop standards and best practices to enhance efficiency and speed information all facets of publishing – creation, production, management, and delivery of knowledge-based content – digitally and in print. IDEAlliance members represent a unique convergence of the leading publishers, printers, and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in publishing. See www.idealliance.org for more information.

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