

# The Aims and Functions of INCA

"An association where there prevails a frankness, honesty and earnest desire for progress and co-operation, where technical and commercial experiences are freely exchanged and all feelings and consideration of competition are forgotten."

ON these words of Dr. Walter M. Matuschke the International Newspaper Colour Association was founded on the 24th January, 1961, between Dr. Walter M. Matuschke (Axel Springer & Sohn, Hamburg), Mr. James R. Spencer (Liverpool Daily Post & Echo, Liverpool), Mr. Maurice Brebart (La Dernière Heure, Brussels).

Dr. Walter M. Matuschke, who is acknowledged throughout the world for his technical genius, guides and directs the INCA in his office as President.

In order to allow the association to determine its immediate problems and to find a concrete basis to work upon, bearing in mind that INCA is to make individual studies of its members' problems and that real rapid progress could only be obtained by an intimate active but small group, it was decided not to publicise the association with the only view of increasing membership.

Applications for membership have always been welcomed by INCA and information and assistance are readily passed on to non-members. However, as is the policy of other associations, information or research under conduct are restricted to members. A non-member is most welcome to visit the plants of any of the INCA-members, where they will find the same willingness and co-operation pertaining information and guidance as exists between INCA-members. To avoid duplication of work, INCA realised the importance and necessity for a co-operation and exchange of information between fellow associations. INCA's attempts to establish this connection did not meet with favourable results.

## Two Group Membership

INCA-membership is divided into two groups:

### Full members

### Associate members

At present INCA comprises 18 Full members and three Associate members and applications on hand will double this figure within the next 12 months. The combined publishing strength of INCA is 149 newspapers with a total circulation of 65,353,433 copies per day.

The qualifications needed for membership are that the applicant is engaged in, or intends to occupy himself within two years, with newspaper colour production. The applicant must possess a sincere desire to openly interchange economical and technical information, banning all feelings or thoughts of competition.

INCA studies the economical and technical questions of all known methods of producing colour in the newspaper, i.e. letterpress, offset, gravure.

The aims of the association are:—  
to achieve the introduction of colour into the newspaper by means of systematic research and interchange of experience and knowledge;  
to find the most economical and suitable method of producing colour in the newspaper;  
to find the most advantageous technological means of producing colour in the newspaper;  
to establish methods of control regarding



Dr. Walter M. Matuschke

economy, production, quality, reliability and speed.

- to rationalise existing working methods,
- to investigate and develop working methods hitherto not in use for newspaper production,
- to co-ordinate the products of other printing procedures into the body of newspapers,
- to investigate present available raw materials and to specify, determine and standardise suitable requirements.

The economical question is not only that of £ s. d., but also that of publishing policy, political and economical influences of a country, general marketing, opposition or competition and advertising habits. INCA promotes newspaper colour for advertising purposes by holding general meetings between its members and the advertising circles of that country. During these meetings the advertising agents are fully informed as to the possibilities of their resident newspaper publishers. INCA also studies the effect and trend of colour on its pertaining public.

We are confident that the technical problems of colour production and scientific research involved need not be detailed as it is self-evident to anybody who is concerned therewith and lighted by the many various graphic associations all founded with the aim to study and modernise these principles of production.

## How INCA Works

Although the final product is a newspaper, the production method varies vastly from "shop" to "shop." This variation is not only in the

machinery and equipment employed, but as strong in the personal "know how" and mentality of each plant.

Because of this major factor INCA studies each and every plant individually. Firstly the Technical Committee studies the equipment employed by the pertaining member. Then the staff undergoes certain production tests, whereby all personal "know how" techniques and mentality are revealed. These tests also serve as a basis for the work undertaken by the INCA Economic Committee.

From this study the Technical Committee then draws up a "Staff Training Programme" to suit the pertaining plant, and the staff is then trained into the most exact and economical method of colour production hitherto known to us.

Under the strict supervision of the INCA Technical Committee the training is effected in the plant of Messrs. Axel Springer & Sohn.

Technical problems are presided over by the

In our issue of April last, the Production Journal carried a full report of the Newspaper Society's Web Offset Conference held in London. The Chairman of that Conference, R. T. Crabtree, in his closing speech, made reference to the membership and the public relations work of the International Newspaper Colour Association. The Secretary of this organisation took exception to this statement, and also said it could be harmful to their plans to develop a research centre.

In view of this, Mr. Crabtree asked us to say that he regrets if any misunderstanding has arisen regarding the excellent research work of INCA following his remarks, and, at his request, we have given this space to the Secretary of INCA to present details of its constitution, aims, objects, achievements, and the membership qualifications of this organisation.

necessary commissions to study the problem or contract a research organisation to deal therewith.

## Twice Yearly Meetings

Twice a year INCA holds a general meeting where all aspects of colour are discussed and reported on in a frank, friendly atmosphere, and understanding. A new introduction is a half-yearly meeting for the heads of the various departments (engraving, photography, press room, etc.). INCA found it most beneficial to gather these men under one roof and to let them exchange their opinions, experiences and difficulties.

Once a month INCA issues a "Monthly Newsletter." This newsletter incorporates information gathered from our Technical Committee, Economic Committee, Equipment Manufacturers, Graphic Journals, and other Graphic Trade Associations. This newsletter includes—besides all our technical data and information—a colour print produced by one of our members together with a full realisation report concerning the time involved, costs, methods employed, production procedure, etc., etc.

To list INCA achievements would be rather a difficult task, considering that the INCA studies each plant individually and its production methods are changed and applied to suit the pertaining plant. This in itself doubles and changes each of the numerous technical developments achieved in the various departments.

It has been learnt, and you will agree, that a standardised and generalised method is far from flexible and cannot be successfully applied by all.

The INCA was instrumental to successfully introduce ROP-Colour into France, Holland, Austria, South Africa and India after training the staffs of the pertaining members.

A long and close co-operation between an ink manufacturer and INCA saw the development of the "Glycol" ink now successfully in use all over the world.

A slight modification to a linotype made it possible for INCA to cast in zinc.

## Plans for the Future

In order to solve and cope with the many problems that have arisen and keep abreast with the rapid scientific development, taking into consideration that the individual plant is fully occupied with daily demands, INCA has decided, and is now in the process of establishing a proper Research Centre.

The Research Centre is located in Darmstadt (Germany) and will be equipped with the most modern and necessary machinery and equipment, Engineers and relevant staff, so that experiments could be conducted under "shop conditions." The Research Centre is to contain letterpress, gravure and offset rotary presses, with all the preliminary processing departments. The equipment will be donated by or on loan from the various manufacturers.

The Research Centre will be working in very close harmony with the Technical University of Darmstadt with its special institutes for Printing Machinery and Process and Paper Technology. It is to put at the disposal of the University facilities for graduates and post-graduate work on problems of newspaper and magazine production under production conditions. Close co-operation will be attained by leading press manufacturers from all over the world.

The INCA Research Institute is, however, to be completely independent of the Technical University and is to work as an industrial training and research centre.

## Wider Association Intended

INCA's original idea and planning was to erect a Research Centre solely for the purposes of INCA, but the plans have in the meantime raised widespread interest outside its membership, and approaches to participate in such a project were received from the supply industry, press manufacturers, ink makers and the paper industry and several fellow Associations.

Taking into account that several Associations are considering to either form a laboratory of some kind or build a documentation centre, and to avoid duplication of such projects of similar aim, the suggestions and offers received were re-evaluated and the plans of an "Inter-Association Research Centre" for reel-fed printing emerged.

Negotiations between the INCA, F.I.E.J., and various other associations have now been entered into in order to consider the possibility of establishing this Research Centre on a broader basis.

F.I.E.J. has proposed to locate the documentation centre, which forms the first part of the Research Centre planned by them, in Darmstadt as part of the combined Research Centre.

## INCA MEMBERSHIP

### FULL MEMBERS

Fritz Molden Grosdruckerei und Verlagsgesellschaft mbH  
Vienna, Austria.

La Dernière Heure  
Brussels, Belgium.

Le Dauphiné Libéré  
Grenoble, France.

Le Figaro  
Paris, France.

OUEST—France  
Rennes, France.

Les Dernières Nouvelles d'Alsace  
Strasbourg, France.

The Liverpool Daily Post and Echo Ltd.  
Liverpool, England.



Andrew F. Kutzner

Thomson Allied Newspapers  
London, England.

Hazell Sun Limited  
London, England.

Nieuwe Rotterdamse Courant N.V.  
Rotterdam, Holland.

N.V. Drukkerij de Spaarnestad  
Haarlem, Holland.

Bennett, Coleman & Co. Ltd.  
Bombay, India.

Rizzoli Editore  
Milan, Italy.

Argus South African Newspapers  
Johannesburg, South Africa.

Buchdruckerei Berichthaus  
Zurich, Switzerland.

Knight Newspapers Inc.  
Miami, Fla.

Evening and Sunday Bulletin  
Philadelphia, Pa.

Axel Springer & Sohn  
Hamburg, Germany.

### ASSOCIATE MEMBERS

The Ottawa Citizen  
Ottawa, Canada.

The Asahi Shimbun  
Tokyo, Japan.

Trenton Times Newspapers  
Trenton, N.J.



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