

Creative Newspapers



Creative Newspapers

confidence: to question without fear

observations: seeing challenges/ideas

humility: knowing you don't know everything

mindfulness: conceive how to consider

curiosity: research with trial and error

resourcefulness: something to fiddle around with

energy: explore and tinker

action: don't just think. **do it**

what causes

CREATIVITY

Case Studies:

**Value-Added
Newspaper
Production**

Newspapers Can Appeal to the 5 Human Senses

See

Touch

Smell

Hear

Taste





1. Self-Advertisements of Newspaper Printers

Value-Added Newspaper Production: Self-Advertisements



Value-Added Newspaper Production: Self-Advertisements





2. Hybrid Production Offset / Digital

Value-Added Newspaper Production: Inkjet Integration in Newspapers



- Integration of press control and inkjet control
- Same high speed as offset press
- Flexible position of inkjet imprint inside the newspaper



Installation at Axel Springer,
Ahrensburg, Germany

Value-Added Newspaper Production: Insert Digital Pages into Pre-printed Offset Sections

The advantage of the hybrid concept allows printers to marry offset and digital including the finishing :

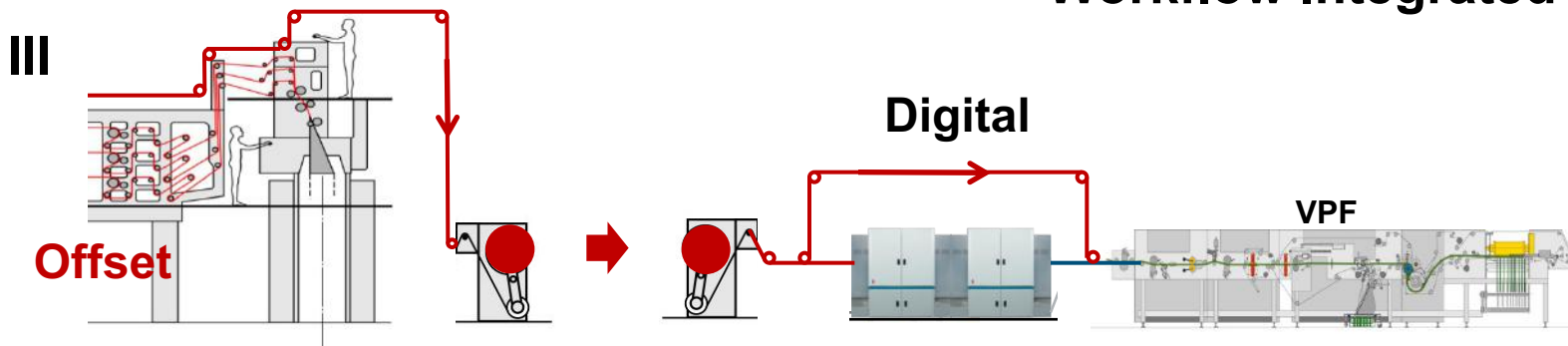
- High volume preprint in offset
- Final product will allow digital imprints and final finishing

Criteria:

Process Stability



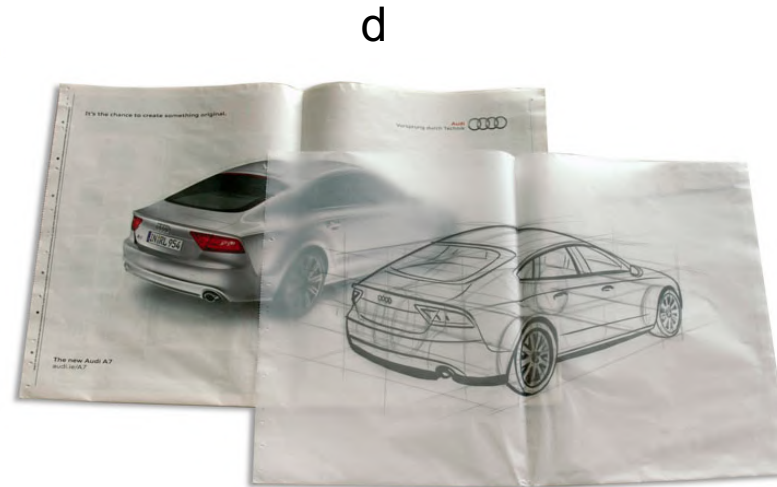
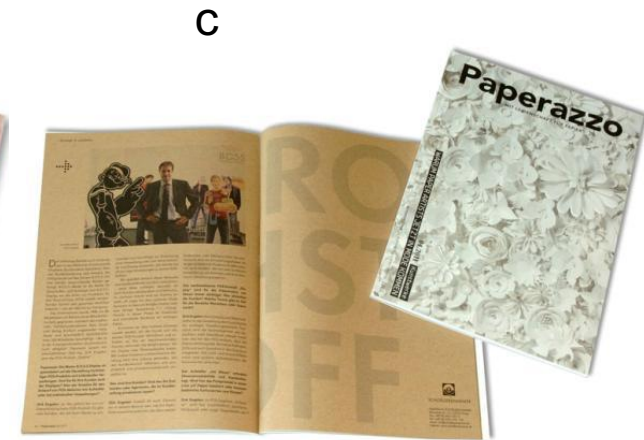
Workflow Integrated





4. Creative Materials: Paper

Value-Added Newspaper Production: Paper



Value-Added Newspaper Production: Paper HS



f





5. Creative Materials: Inks

Value-Added Newspaper Production: Inks

Neon & Metallic

a



b



Scented:

c



d



e



Value-Added Newspaper Production: Inks

- UV-sensitive ink (activated by sunlight)
- Thermochromic ink (activated by touch)

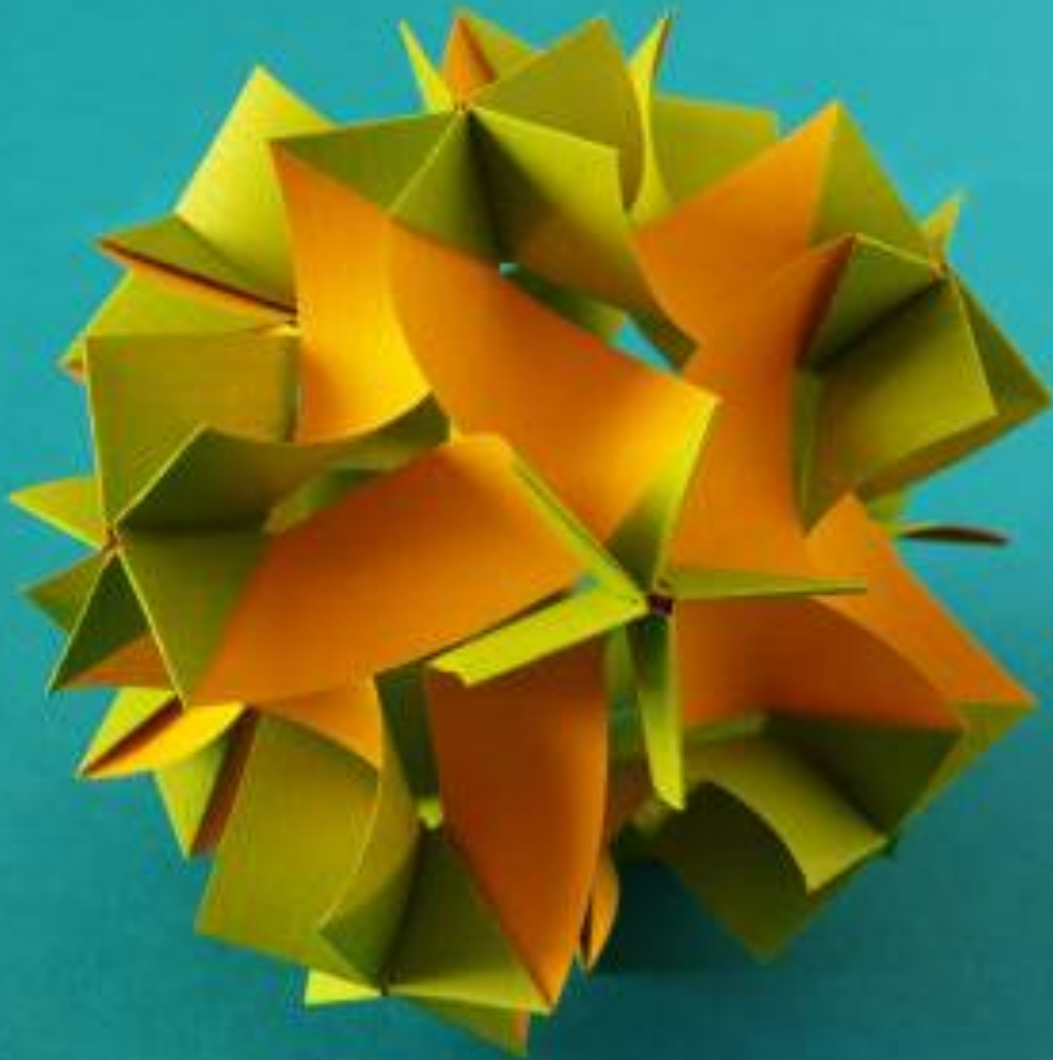
a



b



Fingerprint
indicates
how to use it



6. Creative Folding: Newspaper Origami

Halfcover Variations

- Double-spread halfcover

a



- Cascading halfcover



b

- Cascading ad with horizontal image change

c



Half-Cover Booklet Variations

- Flying page & Nano-booklet



a

c

b

Plowfold Variations

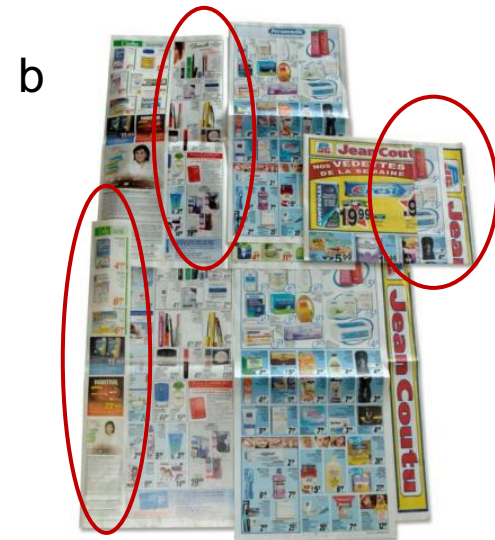
- Super Panorama



- Zig-zag & N-Fold



Mini-Plow Variations



Gatefold

- Combination of halfcover (left side) and plow fold (right side)





7. Gluing

Value-Added Newspaper Production: Gluing

- Glued gatefold



- Half superpanorama



Front



Back

Value-Added Newspaper Production: Gluing

- Superpanorama

a



b





8. Add-Ons: Presents for the Reader

Value-Added Newspaper Production: Add-Ons

- Coupons (glued)

a



- 3D

c



- Samples (glued)

b



- Edible paper

d



- Laminated

f

e



Thank you very much for your Attention!



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