

MEDIA release



West Australian Newspapers wins IFRA Colour Quality Award for the third year in a row

West Australian Newspapers has again won the industry's most prestigious award for quality, sponsored by WAN-IFRA, the world's leading organisation for newspaper and media publishing.

As a result, *The West Australian* has been admitted into the exclusive International Newspaper Quality Club for 2014 - 2016.

The West Australian is among the mastheads worldwide to receive such an honour.

The objective is to print a series of test elements and submit newspapers from throughout the production runs over a three month period.

The IFRA International Newspaper Colour Quality Club (INCQC) is the only worldwide quality benchmarking test for newspaper printing.

It is well established in the market and accepted worldwide as the benchmark for quality-oriented newspaper printing operations.

A newspaper title achieves INCQC membership for the next two years by verifiably producing consistently high-quality colour newspaper printing.

The West Australian's General Manager Group Operations & Information Technology Liam Roche said the result was a tribute to the production team who have the printing plant operating at a high level of excellence.

"This world-class printing facility delivers a major benefit to our advertisers and our readers," he said.

"For our readers, the print quality enhances the visual impact of our award-winning photography. Similarly, the reproduction quality of advertisements in the publications generates excellent results for our advertisers."

West Australian Newspapers will receive the award in October at a ceremony in Amsterdam in conjunction with the WAN-IFRA newspaper trade expo.

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Start talking

The West Australian

