

INFOSECURA

Copenhagen!
It was great last
time.
It will be even
better in 2019!

A magazine for the security printing industry worldwide, published four times a year by Intergraf in Brussels and mailed to named members of the security printing community, such as security printers, their suppliers, banknote issuing, government and postal authorities as well as police forces in more than 150 countries.

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THE MAN BEHIND THE MAGAZINE: MANFRED GORETZKI



Manfred Goretzki, perhaps a little too happy at the Guinness reception at the last Security Printers Conference in Dublin.

To mark the 20th anniversary of Infosecura, Intergraf asked Alison Grace, Intergraf's Communications & Social Affairs Officer, to interview the editor of Infosecura

Infosecura would not exist today without the hard work of Manfred Goretzki, this publication's editor and security printing industry expert. To celebrate 20 years of Infosecura, Intergraf has taken the opportunity to interview Manfred, the journalist behind your quarterly industry news.

Tell us about your role at Intergraf

I have worked for Intergraf since 1973, after studying in Berlin and working for a daily Berlin newspaper, editing films in Canada and later, in England, working as a designer. At the time, Intergraf (then called IMPA, the International Master Printers Association) was based in London. I was hired because I knew about printing and spoke English, French and German. At Intergraf, I am unofficially a member of the Committee and I contribute whatever I can. For Infosecura, I do everything: research, write, edit, sub-edit, page design, picture editing, layout and photography. I'm a one-man-band!

What was your first Security Printers event?

The first – and my first – conference was in 1976 in Milan with around 70 delegates. Intergraf had decided to start organising an event for security printers because they had a lot to talk about, but nowhere to talk.

What was your best/most memorable conference?

Hard to say, but Montreux in 2003 was important for Infosecura because I gained more freedom to design the magazine. It was also the beginning of growth for delegates – from 553 at the previous event to 797. This conference also marked closer cooperation with suppliers.

How has the event changed?

The conference itself has changed a lot; from being an opportunity to talk to colleagues and to the competition, to an event where people expect good content and to really learn something.

How has the industry changed?

Private banknote printers have become a lot more important, although banknote printing is still primarily a state endeavour. The industry has changed from banknotes being relatively simple – i.e. intaglio and offset printing with the inclusion of a watermark – to there now being dozens of different security features. It used to be that the paper and printing were the most important features, but this

is no longer the case. Now what is really important – part of the added value – is the whole array of security features. The development of this over the last 15-20 years has been really staggering. ID documents have followed the same trajectory, but later.

Visas always had watermarks, etc., but what has really changed in IDs is the data page. The passport I had when I came back from Canada in 1972 is amazing. It had a black and white photograph stapled in and an old rubber stamp. Security = zero! What you have now is very sophisticated. This has changed enormously.

What developments have most surprised you?

The way the banknote and ID document sectors try to make their products fun. Take the Swedish passport, for example, which includes day and night-light effects. In general, however, developments have been gradual and incremental. There was no light-bulb moment.

What developments have most impressed you?

Impressed or frightened? The advance of non-cash payments. It is a part of our Western 'convenience' culture, and being a cultural thing, it is hard to change. Whatever you think about, if you have got something that is functional and convenient it will win over everything. It is more important than aesthetics. It is more important than what it does to the economy. If it works, and if it's convenient it wins. This is totally different in, say, India.

How do you see the future of the industry?

It will be a fight against everything going electronic. The industry has to ensure two things: (1) trust and (2) communicating information. The public needs to trust that a €10 note is really worth €10, which when you look at the thing as such, it is not. It is only a symbol of value. We also have to inform the public more about what physical money and documents do and why they are worth keeping. The industry has to work to promote the benefits of these products. We are fighting back, but it's not going to be easy.

What is your wish for the future of the industry?

To hold on! And to increase the trust of people in physical money and documents.

What should Infosecura readers know about Intergraf?

They should get to know more about Intergraf as an organisation. It has always been treated as something separate from the event, but has a lot more to offer. Intergraf's certification scheme, for instance. This has been a very important and positive development, which shows that Intergraf really works for the benefit of the industry. ■