



Printing Industries
of OHIO • N. KENTUCKY

2012 PRINT EXCELLENCE AWARDS CALL FOR ENTRIES

INSPIRED
School Program

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NOVEMBER, DECEMBER 2010 EVENTS

wexner center for the arts

Six Solos

MORRISON

MORRISON

MORRISON

2009-2010 REPORT TO THE COMMUNITY

2009-2010 REPORT TO THE COMMUNITY

2009-2010 REPORT TO THE COMMUNITY

The
New
GOLD
Standard
of University Performance

The
University
of Akron

ELIGIBILITY

Limited to those companies and organizations with print or print-related manufacturing capabilities. Companies with multiple locations should submit their entries from the site at which they were manufactured. Only Printing Industries of Ohio • N.Kentucky members are eligible for Best of Region and Best of Show awards.

ENTRY MATERIALS ELIGIBILITY

All entries are limited to material produced by any printing process from the period of November 1, 2010 to October 28, 2011. Reprints are acceptable if they have not previously been entered in a Printing Industries Print Excellence Awards Contest. The firm entering a piece must have performed the majority of the printing and/or finishing work.

CLASSIFICATION OF ENTRIES

You may enter a piece using any printing method except where specifically noted. Each ink, varnish and coating used must be counted as a color to qualify for a certain category. Finishing processes, such as embossing, foil-stamping, die-cutting, etc., should NOT be counted as a color. For example: a two-color printed piece that has an aqueous coating and is embossed and die-cut would enter as a three-color entry. Each piece must be entered in the highest qualifying category possible. Entries that fail to meet all requirements for a particular category will be reclassified or disqualified.

CHOOSING A CATEGORY

To help identify the appropriate categories in which to enter your piece, consider:

- the print production process
- how the entry is used
- the equipment used
- the size of the entry
- the materials used
- the number of colors - count the number of ink colors, including varnish. Do not count the paper or substrate or any type of foil.

Remember: a piece may fit more than one category. You are welcome to submit the same piece in more than one category.

ENTRY REQUIREMENTS

Completed samples ONLY may be entered. Letterheads, envelopes and business cards may be entered as a set, as one entry. A series of pieces cannot be accepted as a group with the exception of Campaigns. Each piece must be entered and judged individually. Where appropriate, the same piece may be entered in multiple categories upon payment of an entry fee for each category entered.

Entries cannot be mounted on a background or matted for judging or display. Any marked or otherwise identified samples will be disqualified from the judging unless the committee can cover or remove the identifying markings, with the exception of Printer's Self-Advertising pieces.

Submit two identical copies of each piece entered with the exception of oversized Point-of-Purchase displays or Posters. This is to ensure an unspoiled piece for judging and display during award ceremonies. All pieces submitted will become the property of Printing Industries and will not be returned unless a specific request is made at the time of entry. Entry forms are enclosed with the Call for Entries. A PDF file of the entry form is available online at www.pianko.org. Each entry form must be completed in its entirety to qualify.

ENTRY DEADLINE

All entries, applications, fees and proper identification tags must be received by the Printing Industries office in Westerville by 5pm, Friday, Oct. 28, 2011. A \$25 late fee will be charged for all entries received after this deadline.

ENTRY FEE

\$35 per entry for Printing Industries members. \$75 per entry for nonmembers. Those companies that participated in the Print Contest last year will receive 50% off the \$35 entry fee for any entries beyond the number they submitted last year. To find out how many you submitted last year contact the Printing Industries at (888) 576-1971.

Those companies that did not participate in the Print Contest last year will receive \$10 off the \$35/\$75 entry fee for the first five entries they submit. Regular fees apply for entries beyond five. All entries must be accompanied by a check made payable to The Printing Industries of Ohio • N.Kentucky. Entries along with payment may be mailed to:

Printing Industries of Ohio • N.Kentucky
88 Dorchester Square, Westerville, OH 43081

JUDGING

Judging will take place in November 2011. Judges have the right to re-categorize entries if they do not fit the category in which they were originally entered. Each entry in this competition will be judged based upon its own merit.

PANEL OF JUDGES

A panel of three out-of-state experts from national industry organizations with a minimum of 10+ years in the graphic arts industry and a thorough knowledge of printing will judge entries. One judge will be carried over from the prior year.

3-TIERED CONTEST

1. Regional Competition - Each category will be judged at a regional level. Gold, Silver and Bronze honors will be awarded to winning entries. Each region's Gold winners from the designated "printing categories" will be split by division (see Divisions below) and judged for the Best of Region awards. Only entries submitted by Association members are eligible to compete for the Best of Region awards. All Gold winners from each region will be judged by attendees at the regional Printing Week Banquets for the regional People's Choice awards.
2. Association-wide Competition - All of the Gold winners from the three regions compete for Best of Category. All of the Best of Category winners will be judged for the Judges' Awards and judged by attendees at the Grand Ceremony for the association-wide People's Choice award. Those Best of Category winners in the designated "printing categories" will be split by division (see Divisions below) and judged for the Best of Show awards. Only entries submitted by Association members are eligible to compete for the Best of Show awards.
3. National Level - Each Best of Category winner will be given one free entry into the Printing Industries of America Premier Print Awards Competition.
4. Rising Star Award - All companies entering the competition for the first time will have their pieces automatically entered to win this special award.

DIVISIONS

The Print Excellence Awards has introduced divisions for the Best of Region and Best of Show Awards this year so that like-size printers can compete against one another. These divisions match those of the Printing Industries of America Premier Print Awards.

- Printers with 20 employees or less
- Printers with 21-50 employees
- Printers with 51-100 employees
- Printers with 101 and above employees

CRITERIA FOR JUDGING

- Register, clarity, and neatness of impressions
- Sharpness of halftones and line drawings
 - Definition in material requiring detail
 - Attention to symmetry of margins and columns
 - Richness and tonal qualities of color
 - Effective contrast or softness as required by design or purpose of piece
 - Quality of binding, stitching, punching, die-cutting, inserting, and folding
 - Unusual spacing, size, shape
 - Construction and format
 - Clarity and readability
 - Effective execution of color
 - Overall visual impact

NOTIFICATION

After judging is complete, the Gold, Silver and Bronze winners will be notified of their award(s). Best of Region and regional People's Choice Award winners will be announced at that region's Printing Week Banquet. Best of Category winners will be notified of their award(s) in the Spring of the following year. Judge's Award, Rising Star, association-wide People's Choice and Best of Show award winners will be announced at the Grand Ceremony during the 2012 Leadership & Management Conference.

AWARD CEREMONIES

Gold, Silver and Bronze award-winning entries will be presented and on display at their region's Printing Week Banquet in January/February 2012. The Best of Category, Best of Region, Judge's Award, Rising Star and Best of Show award-winning entries will be on display at the Grand Ceremony during the Leadership & Management Conference.

CATEGORIES

(*Designates "non-printing categories" which will not be eligible for Best of Region and Best of Show awards)

1. Announcements and Invitations

Any item other than a poster designed to make known a social or business function, or request to be present or participate.

- A. Less than Four Colors B. Four Colors or More

2. Annual Reports

A publication that is printed yearly which outlines various financial data and usually details corporate progress during the previous period.

- A. One or Two Colors
B. One or Two Colors with Multi-Color Cover
C. Three or Four Colors
D. Five Colors or More
E. Any Report Produced by Web Offset

3. Booklets - Any Size Produced by Web Offset

A bound volume, any finished size, heatset or non-heatset process.

- A. Less than Four Colors B. Four Colors or More

4. Booklets - 6" x 9" or Smaller

A bound volume, usually saddle stitched, consisting of no more than 72 pages, self-cover or separate cover.

- A. Less than Four Colors B. Four Colors or More

5. Booklets - Larger than 6" x 9"

A bound volume, usually saddle stitched, consisting of no more than 72 pages, self-cover or separate cover.

- A. Less than Four Colors B. Four Colors or More

6. Books - Hardbound

A set of printed sheets, more than 24 pages, bound together with a rigid cover.

7. Books - Other than Hardbound - 6" x 9" or Smaller

A set of printed sheets, more than 72 pages, bound together. May have self-cover or flexible cover, printed separately, saddle stitched, spiral bound or glued.

- A. Less than Four Colors B. Four Colors or More

8. Books - Other than Hardbound - Larger than 6" x 9"

A set of printed sheets, more than 72 pages, bound together. May have self-cover or flexible cover, printed separately, saddle stitched, spiral bound or glued.

- A. Less than Four Colors
B. Four Colors or More
C. Perfect Bound - Any Size or Number of Colors

9. Brochures - Multi-Page

Multiple sheets of paper, printed on both sides and folded such as 4-page/6-page/flyers/double gates/etc.

- A. Less than Four Colors B. Four Colors or More

10. Brochures/Catalog Sheets - Single Sheet

A single sheet of paper printed on both sides - can be folded or not.

- A. Less than Four Colors B. Four Colors or More

11. Calendars

A printed system for referencing days of the week to dates of the month in an orderly fashion.

- A. Less than Four Colors B. Four Colors or More

12. Campaigns

Several pieces with the same theme for a corporation or organization. All pieces should be submitted as a single entry.

13. Catalogs - Informational & Institutional

A list of items arranged systematically with a brief description. Includes educational, charitable, non-profit organizations, service-oriented companies, etc.

- A. Less than Four Colors
B. Less than Four Colors with Multi-Color Cover
C. Four Colors or More

14. Catalogs - Product

Directed at consumer or specialized markets. Usually contains a list of tangible goods or items, arranged systematically with a brief description. Must be four or more pages.

- A. Less than Four Colors
B. Four Colors
C. Five Colors or More

15. Corporate Communications

Those printed pieces directed at special groups that promote the company, identify new markets served, or generally acquaint their audience with a firm's activities. Category does not include annual or interim reports, product catalogs or employee newsletters.

- A. Less than Four Colors B. Four Colors or More

16. Digital Printing

Materials produced using digital technologies. (Examples: Chromapress, Indigo, NexPress, Xerox, etc.) Entrants in subcategories A, B and C (and F where appropriate) should submit multiple printed samples displaying their variable data capabilities. Please include a one-paragraph (4-5 sentences only) explanation for judges on all digital pieces entered. Please do not include company name on this explanation.

- A. Variable Data Digital Printing - Black Only
Multiple samples must be provided
B. Variable Data Digital Printing - Color
Multiple samples must be provided
C. Hybrid - Combination of Digital and Traditional Printing - typically a pre-printed "shell" personalized with a toner-based machine.
D. Static - Black.
E. Static - Color.
F. Campaigns - Multiple pieces produced for a single purpose or promotion. All pieces submitted must have been produced on a digital press (using any of the above technologies/ processes). All pieces should be submitted as a single entry. Individual pieces should be placed in envelopes.

17. Direct Mail

Marketing communications delivered directly to a prospective purchaser via the U.S. Postal Service or a private delivery company.

- A. Business to Business Pieces
B. Business to Consumer Pieces
C. 3 Dimensional Pieces

18. Environmentally Sound Materials

Submit an entry and a paragraph (without company name noted) describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified.

Entries must use at least two of the following:

- Recycled, FSC, PEFC, SFI or PCW certified papers
- Soy or vegetable-based inks
- Direct-to-plate
- Other environmentally sound product not mentioned above

19. Flexographic Printing

Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line. Please include a one-paragraph (4-5 sentences only) explanation for judges on all flexographic pieces entered. Please do not include company name on this explanation.

20. Large Format Printing

Materials in one or more colors with at least one dimension measuring in excess of 60 inches. Submit with a paragraph describing the production process used.

21. Magazines and Publications

A periodical containing miscellaneous pieces such as articles, stories, and advertising, usually illustrated.

- A. Monthly
B. Periodic Issues

22. Newsletters and House Organs

A printed sheet, pamphlet, or other incorporated communication containing news or information of interest to a special group; a periodical distributed by a business among its employees and customers.

- A. Less than Four Colors B. Four Colors or More

23. Packaging

Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unit.

24. Pocket Folders

A single sheet of paper folded to form one or more pockets, glued or unglued.

- A. Less than Four Colors - Folder Only
B. Four Colors or More - Folder Only
C. With Loose Inserts - Any Number of Colors
D. With Stitched Inserts - Any Number of Colors

25. Point-Of-Purchase

Any piece used to promote a product or installed near merchandise to aid sales. Examples include cartons, displays, easels, action pieces and banners.

- A. 3D Point-of-Purchase Displays
B. Flat Point-of-Purchase Displays



For Official Use Only
Entry # _____

2012 Print Excellence Awards

Each entry MUST contain the following items:

1. One completed entry form attached to the piece.
Forms must be filled out in their entirety to qualify.
2. Two samples of the printed piece.
3. Entry fee (\$35 per entry members/\$75 per entry non-members).
If you are submitting multiple entries you may submit one check for all entries.

If the same piece is entered into more than one category, include a separate entry form, two additional samples and the entry fee.

To download an editable PDF of the entry form, go to www.pianko.org.

Questions? Call the Printing Industries at (888) 576-1971.

All entry materials must be received in the Westerville HQ by:
5:00pm, Friday, October 28, 2011

COMPANY INFORMATION

CONTACT PERSON

COMPANY SUBMITTING PIECE

COMPANY ADDRESS

CITY, STATE, ZIP

PHONE

FAX

Division (check/click to the left of the appropriate division)

- 20 Or Fewer Employees
 21-50 Employees
 51-100 Employees
 101+ Employees

ENTRY INFORMATION

CATEGORY NUMBER & NAME (E.G. #2 - ANNUAL REPORTS)

SubCategory (check/click to the left of the appropriate letter)

- A
 B
 C
 D
 E
 F
 G
 H
 I
 J

TITLE OF ENTRY

MANUFACTURING PRINTER

CLIENT NAME

FOR OFFICIAL USE ONLY

Category/SubCategory

Entry #

Division: 1 2 3 4 AWARD _____

26. Posters

Large billboard or display sign for posting in a public place, usually decorative or pictorial.

- A. Small - Up to 20" x 26"
- B. Medium - Up to 28" x 40"
- C. Large - Over 28" x 40"

27. Printer's Self-Advertising

A printed notice to call public attention to a printer's capabilities. This does not include credit lines on work produced for other customers.

- A. Posters and Banners
- B. Brochures and Folders
- C. Campaigns
- D. Other Forms of Self-Advertising

28. Programs

A printed outline of an event, performance or occasion.

- A. Less than Four Colors
- B. Four Colors or More

29. Screen Printing

This category includes materials produced using the screen printing, silk screening, serigraphy, digitally controlled, thermal transfer or other printing process. Printing can be done on a variety of materials such as textiles, ceramics, wood, paper, glass, metal, and plastic. Includes CDs and DVDs, decals, garments, specialty items, etc.

- A. Less than Four Colors
- B. Four Colors or More

30. Specialties

Any printed item which does not fit conveniently into other categories.

- A. Greeting/Holiday Cards
- B. Art Reproductions
- C. Specialty Sets (Trading Cards, etc.)
- D. Color Swatches/Reproductions
- E. Printing on Fabric or Plastic
- F. Envelopes
- G. Envelope Stuffers
- H. Publication Inserts
- I. Menus
- J. Stationery

31. Specialty Finishing*

Entries in this category may also qualify for other categories, but are judged on the unusual graphic or design properties of the finishing of the piece.

- A. Die-Cutting
- B. Embossing
- C. Foil or Film Stamping
- D. Special or Unusual Folding
- E. Special or Unusual Binding
- F. Combination of Techniques

32. Tags, Labels and Decals

Identification or product labels may be flat stock or pressure sensitive. Decals must be transferable to another surface.

- A. Tags
- B. Labels
- C. Decals/Stickers

33. Vendors (Entered in conjunction with printer as a joint entry)*

Submit an entry and a paragraph (without company name noted) describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified.

- A. Best Use of Ink
- B. Best Use of Paper
- C. Other

34. Web Press Printing

- A. One, Two or Three Colors - Coated Paper
- B. One, Two or Three Colors - Uncoated Paper
- C. Four Colors or More - Coated Paper
- D. Four Colors or More - Uncoated Paper

**Not Sure what Category your entry fits in?
Call Your Business Development Director at
888-576-1971**