

THE PRINTING & IMAGING ASSOCIATION OF GEORGIA

is pleased to announce the

two thousand ten

PRINT EXCELLENCE

COMPETITION

CALL FOR ENTRIES

The Print Excellence Competition awards the stupendous and dazzles the public by showcasing today's finest technology and craftsmanship in print, imaging, and finishing!

Enter your best work from 2009 and compete for a variety of coveted awards and honors. Your customers are watching, so the dandier the better! Grow relationships with important clients by celebrating your wins together at PIAG's Annual Celebration of Print May 14th, 2010.

Best of Category winners enter Printing Industries of America's Premier Print Awards competition (national level) FREE!

ENTER BY

February 12, 2010

HOW TO ENTER

Submit two identical copies of each piece entered. All business cards, stationery or small series entries must be mounted. An entry form must be completed, and the appropriate entry stub must be attached via tape or glue to the back side on the right top corner of both copies of each entry. Do not attach the entry stubs in any way that will damage or detract from the entered piece. If entries are too small or attaching the entry stub would detract from judging the piece, place both copies in a plastic sleeve and tape both entry stubs to the outside of the sleeve.

Duplicate copies are not required for oversized entries. Large paper entries should be submitted in mailing tubes or flats.

A single piece may be entered into multiple categories. If you enter a piece into more than one category, you must submit a separate piece and an entry form/fee for each category in which you enter the piece.

Entries limited to Georgia-produced work only. A minimum of 75% of every entry piece must have been produced at a PIAG member facility within the state of Georgia.

Entries must be classified by Category Codes as follows:

1st by PROCESS
2nd by PRODUCT
3rd by COLOR

This coding is required for each entry on the Entry Form and on the Summary of Entries form. When determining the number of colors for an entry, count varnish and ink colors. Do not count aqueous coating, paper color, or any type of foil. Your company's entries must be submitted with a completed Summary of Entries form. Summary of Entries forms may be duplicated as needed and are available online at piag.org/printexcellence.

Make sure all forms are complete, legible and spelled correctly. PIAG will not be responsible for incorrect awards caused by unclear or unspecified information/copy on entry forms.

All entries, except limited edition prints and point-of-purchase entries, become the property of PIAG. If your entry falls into one of these exceptions, it will be returned if you check the appropriate box on the entry form. There is a \$20 handling fee charge for each entry returned.

ENTER YOUR BEST WORK BY

February 12, 2010

ENTRY INFORMATION

Judging

Entries are judged by a panel of out-of-state printing specialists using an impartial point system.

- Winners' notification:
Starting April 5th, 2010
- Awards Ceremony during the
Celebration of Print on
Friday, May 14th, 2010

Who can Enter?

PIAG printer & finisher members only

Date of production

Entries must have been produced between January 1, 2009 and December 31, 2009.

Deadline for Entry

February 12th, 2010 - 5 pm

Fee for Entry

\$25 per entry before 5 pm
February 12th, 2010

\$35 per entry after 5 pm February 12th, 2010
Due to preparation for judging, all entries must be received by February 19th.

Payment Method

All entries must be accompanied with credit card information or a check made payable to: PIAG/PEC

Deliver Entries to

PIAG, Attn: Print Excellence Competition
5020 Highlands Parkway
Smyrna, GA 30082

The criteria for judging:

Registration
Visual Impact
Illustration & Halftone Detail
Finishing
Richness & Tonal Qualities of Color
Degree of Difficulty
Paper & Ink Selection
Ink Consistency

Divisions

Division 1 (1 - 9 employees)
Division 2 (10 - 25 employees)
Division 3 (26 - 50 employees)
Division 4 (51 or more employees)
Division 5 (Finishers)
Division 6 (Schools)

Awards

Best of Category
Award of Excellence
Top Gold

Top Gold Awards

Best of Show Division I
Best of Show Division II
Best of Show Division III
Best of Show Division IV
Best Annual Report
Best Art Reproduction
Best Brochure/Booklet
Best Calendar
Best Catalog
Best Digital Printing
Best Execution of Ink
Best Execution of Print Finishing
Best Nonprocess Color
Best Printer's Self Promotion
Best Process Color
Best Web Printing
Best Creative Use of Paper
Best "Green" Process
They Said It Couldn't Be Done
The Print Excellence "Top Notch" Award
(Awarded for the most *Best of Category* awards combined for each division - 1 through 4. In the event of a tie, the award goes to the company with the most total awards.)

100 ENTRIES MAXIMUM *per* COMPANY



ENTRY CODES



1. Classify by PROCESS

- A Sheetfed Offset Printing
- B Small Sheetfed Offset Printing
(Press size less than 14" x 18")
- C Web Offset Heatset Printing
- D Web Offset Nonheatset Printing
- E Combination of Sheetfed and Web Printing
- F Digital Printing/Variable Data
(This is for entries produced using toner-based or ink-jet production process)
- G Digital/Large Format Devices
- H Flexography
- I Stochastic

- J 100% Printing and Finishing
(Entries in these categories are judged on the quality of both the printing and the finishing and must be submitted by a printer who completed both the printing and the finishing inhouse)
- K Miscellaneous
(Printing process other than those described above; Note: The judges are subject to assign these entries to a particular category)

Print Finishing Categories

Entries in these categories below must be submitted by the print finisher who completed the process being judged or by a printer with finishing capabilities inhouse who completed the process being judged. Only the print finishing is judged in this category. Print quality carries no weight.

- L Diecutting
- M Embossing / Debossing
- N Engraving
- O Stamping
- P Any Combination of Print Finishing *(Categories L through P)*

2. Classify by PRODUCT

- 100 Announcements and Invitations: Flat or Folded
- 105 Announcements & Invitations/ Bound Booklet or Multiple Pieces
- 110 Annual Reports
- 120 Art Prints *(Exact reproductions of works of art, free of information or typography—no books)*
- 125 Binders *(If pages are contained, only the binder will be judged)*
- 130 Booklets: Small Format or Digest Size *(A bound volume of 32 pages or less, includes cover and text; Finished size is 6" x 9" or smaller.)*
- 135 Booklets: Large Format *(A bound volume of 32 pages or less, includes cover and text; Finished size is larger than 6" x 9")*
- 140 Books: Hard Bound *(A bound volume of more than 32 pages, includes cover and text.)*
- 145 Books : Soft Bound *(A bound volume of more than 32 pages, includes cover and text)*
- 150 Brochures: Small Format *(A folded, single sheet of paper that is 11" x 17" or less when flat)*

- 155 Brochures: Large Format *(A folded, single sheet of paper that is larger than 11" x 17" when flat)*
- 160 Business Cards *(Must be mounted; If printed on both sides, please mount both sides individually)*
- 165 Business Forms
- 175 Calendars
- 180 Cards *(Holiday or greeting cards, not postcards)*
- 185 Catalogs: 32 Pages or Less Including Cover *(Printed for business/consumer or service industries; May include products or may be listings for exhibits, educational or member institutions, etc.; May or may not include prices)*
- 190 Catalogs: More Than 32 Pages Including Cover *(Printed for business/consumer industries or service industries; May include products or may be listings for exhibits, educational or member institutions, etc.; May or may not include prices)*
- 195 Certificates, Awards and Diplomas
- 200 Circulars, Publication Inserts and Broadsheets *(Minimum of 4 pages, including cover; Designed for advertising purposes, intended to insert into another publication such as a newspaper)*

- 205 Corporate Identity Packages *(Three or more printed pieces, i.e., stationery, business cards, presentation folders, sell sheets, bill stuffers, etc., designed to be used together to present a unified look or identity; Note: Matched stationery, letterhead and envelope count as only one item)*
- 210 Covers
- 215 Direct Mail
- 230 Directories, Manuals, or Technical Publications
- 240 Sustainable Printing *(Entries must use at least three of the following: recycled papers, soy or vegetable-based inks, direct-to-plate, aqueous coating, energy curable inks and coatings, or other environmentally sound products not mentioned here; Submit entry with a paragraph describing the materials and processes employed; Entries submitted without an accompanying description will be disqualified)*
- 245 Flyers/Inserts/Single Product Sheets *(Single sheet that does not fold; printed on one or two sides)*

(codes continue on next page)

Classify by **PRODUCT** (Continued)

260	Magazines: Web	350	Pocket Folders (Single sheet of paper folded with no content)	475	They Said It Couldn't Be Done (This category is for those jobs that come in and push your presses to their limits and your staff to their wit's end, when your sales rep already told the customer "no problem." The pieces turn out fantastic. This category is judged based on the challenge and reward of the project. A paragraph explaining what makes this your "They Said It Couldn't Be Done" job must accompany the entry. An entry for this category may be considered for other awards.)
265	Magazines: Sheetfed	360	Pocket Folders With Contents		
270	Magazine Series (Entry should consist of multiple issues—at least three—of the same magazine title during a one-year period; Work will be judged on consistency of printing in the series)	365	Postcards		
275	Maps	370	Posters		
280	Menus	385	Point-of-Purchase: Window		
285	Miscellaneous (Entries that do not fit into any other category; Note: The judges are subject to assign this to a particular category)	390	Point-of-Purchase: Counter		
290	Newsletters: Coated	395	Point-of-Purchase: Free-Standing		
295	Newsletters: Uncoated	430	Printer's Self-Promotion		
300	Newspapers	440	Printing on Unique Substrates		
315	Packaging	455	Programs (Printed outline of an event)		
		460	Sales Campaigns (Series of three or more companion pieces that promote a product or brand)		
		470	Stationery Package (Letterhead, envelopes, business cards, etc.; Must be mounted as a set; If printed on both sides, please mount both sides individually)		

3. Classify by **COLOR**

When determining the number of colors for an entry, count varnish and ink colors. Do not count aqueous coating, paper color, or any type of foil.

Classify your entries into:

- A 3 or fewer colors throughout
- B 4 colors throughout
- C 5 colors or more throughout

If your entry consists of a cover and inside pages, please refer to the codes below.

- 1 Text: 3 or less, Cover: 3 or less
- 2 Text: 3 or less, Cover: 4 or more
- 3 Text: 4 or more, Cover: 3 or less
- 4 Text: 4 or more, Cover: 4 or more

RECEIVE YOUR AWARDS AT THE

2010 Celebration of Print

ON

MAY 14, 2010

JOIN US TO CELEBRATE
PIAG'S 115TH ANNIVERSARY!

