



WHAT WILL } YOU BE KNOWN FOR?

FREE ENTRY

Everyone receives one FREE entry into the competition, so start pulling your best work from 2011 and get ready to compete!

DEADLINE FOR ENTRY

Early Bird Entries: Friday, March 2 prior to 5pm
All Entries: Friday, March 9 prior to 5pm

2012 PRINT EXCELLENCE COMPETITION

Each year, The Print Excellence Competition awards the best combinations of technology and craftsmanship from within Georgia's printing, imaging, and finishing community.

Winners will benefit all year long from a rich mix of PR and marketing opportunities, including:

- Recognition at The Celebration of Print in May 2012
- Inclusion in the 2012 Print Excellence awards annual, mailed to hundreds of hand-selected media specifiers
- Announcement of winners across various media channels
- 1 complimentary set of printed award certificates for display at your facility

PIAG MEMBERS ALSO RECEIVE

- 3 FREE entries into national-level Premier Print Awards (\$300 value)*
**Best of Category and higher winning entries only*
- Publicity kit with sample press releases and customer letters to help you market your win

How TO ENTER

Submit two identical copies of each entry. An entry ticket must be completed, and the appropriate entry ticket stub must be attached via tape or glue to the backside of both copies. Do not attach the entry ticket stubs in any way that will damage or detract from the entered piece. If entries are too small, or attaching the entry ticket stub would detract from judging the piece, place both copies in a plastic sleeve and tape both entry ticket 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. To enter a piece into more than one category, you must submit additional copies for judging and an entry form/fee for each category in which you enter the piece.

Continued →

Entries limited to Georgia-produced work only. A minimum of 75% of every entry must have been produced within 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 ticket 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. All competition forms may be duplicated as needed and are available for download at: www.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 become the property of PIAG. However, if you wish to have an item returned to you, you may check the appropriate box on the entry form. A \$20 handling fee for each entry returned will be billed to your company.

ELIGIBILITY

All printing, imaging, and print finishing facilities within the state of Georgia may enter The Print Excellence Competition.

DATE OF PRODUCTION

Entries must have been produced between January 1, 2011 and December 31, 2011.

DEADLINE FOR ENTRY

Early Bird Entries: Friday, March 4 prior to 5pm
All Entries: Friday, March 9 prior to 5pm

ENTRY FEES

PIAG Members

1st Entry Free / \$25 Early Bird Entries / \$35 All Other Entries

Non Members

1st Entry Free / \$50 Early Bird Entries / \$70 All Other Entries

PAYMENT METHOD

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

DELIVER ENTRIES TO

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

JUDGING

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

Judging: March 29-30, 2012

Winners' Notification: Starting April 9, 2012

Awards Ceremony: The Celebration of Print in May 2012

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)

**Divisions 1-4 are defined as the total number of employees located in Georgia.*

AWARDS

Award of Excellence

Best of Category

Best of Show

Awarded in Divisions 1-4 to an entry that exceeds all others in its division in overall quality

Top Notch

Awarded in Divisions 1-4 to the company with the most Best of Category awards

Top Gold

Most Innovative **NEW!**

Best ROI Case Study* **NEW!**

Best Color

They Said It Couldn't Be Done

Best Self Promo

Best Execution of Ink

Most Creative Use of Paper

Best Digital Printing

Best Web Printing

Best Print Finishing

Best Fine Art Reproduction

Best Brochure/Booklet

Best Calendar

Best Catalog

Most Environmentally Sustainable

*See entry codes for Best ROI Case Study entry requirements.

Continued →

1. Classify by PROCESS***PRINTING & IMAGING CATEGORIES**

A	Sheetfed Offset Printing
B	Small Sheetfed Offset Printing <i>Press size less than 14"x18"</i>
C	Web Offset Heatset Printing
D	Web Offset Nonheatset Printing
E	Combination of Sheetfed & Web Printing
F	Digital Printing: <i>Toner-based or ink-jet</i>
G	Wide Format Device
H	Flexography
I	Stochastic
J	100% Printing & Finishing <i>Must have been completed in-house</i>
K	Miscellaneous <i>Specify process on Summary of Entries</i>

PRINT FINISHING CATEGORIES

Only the print finishing is judged in this category. Print quality carries no weight. Only the company who completed the process being judged may submit entries into the categories below.

L	Diecutting
M	Embossing / Debossing
N	Engraving
O	Stamping
P	All Bindery Techniques
Q	A Combination of Print Finishing

2. Classify by PRODUCT

100	Announcements and Invitations: Flat or Folded
110	Announcements & Invitations: Bound Booklet or Multiple Pieces
120	Annual Reports
130	Art Prints: <i>Exact reproductions of works of art, free of information or typography—no books</i>
140	Binders: <i>Even if entry contains content, only the binder will be judged in this category</i>
150	Booklets: Small Format or Digest Size <i>Bound volume of 32 pages or less; includes cover and text; Finished size = 6"x9" or smaller</i>
160	Booklets: Large Format <i>Bound volume of 32 pages or less; includes cover and text; Finished size = larger than 6"x9"</i>

170	Books: Hard Bound <i>A bound volume of more than 32 pages; includes cover and text</i>
180	Books: Soft Bound <i>A bound volume of more than 32 pages; includes cover and text</i>
190	Brochures: Small Format <i>Folded, single sheet of paper that is 11"x17" or less when flat</i>
200	Brochures: Large Format <i>Folded, single sheet of paper that is larger than 11"x17" when flat</i>
210	Business Cards
220	Business Forms
230	Calendars
240	Cards: <i>Holiday or greeting cards</i>
250	Catalogs: 32 Pages or Less Including Cover
260	Catalogs: More Than 32 Pages Including Cover
270	Certificates, Awards and Diplomas
280	Circulars, Publication Inserts and Broadsheets <i>For insertion into another publication</i>
290	Corporate Identity Packages <i>At least 3 printed pieces (i.e. stationery, business cards, pocket folders, sell sheets, etc.) designed to present a unified look or identity</i>
300	Covers
310	Direct Mail
320	Directories, Manuals, or Technical Publications
330	Environmentally Sustainable Printing <i>Include a document that describes the sustainable materials and processes employed; 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; Entries submitted without an accompanying description will be disqualified.</i>
340	Flyers/Inserts/Single Product Sheets <i>Single sheet that does not fold; one or two sides</i>
350	Magazines: Web
360	Magazines: Sheetfed

- 370 Magazine Series
Entry should consist of multiple issues—at least 3—of the same magazine title during a 1-year period; Work will be judged on consistency
- 380 Maps
- 390 Menus
- 400 Miscellaneous
Entries that do not fit into any other category
- 410 Newsletters: Coated
- 420 Newsletters: Uncoated
- 430 Newspapers
- 440 Packaging
- 450 Pocket Folders: No Contents
- 460 Pocket Folders: With Contents
- 470 Postcards
- 480 Posters
- 490 Point-of-Purchase: Window
- 500 Point-of-Purchase: Counter
- 510 Point-of-Purchase: Free-Standing
- 520 Programs
- 530 ROI Case Study **NEW!**
This category considers one of the most important elements of a modern day marketing/communications program—measured results. Entry may consist of a single printed piece or of a multimedia campaign containing at least one printed item. All entries must include a document that describes the following in detail: strategy and goal(s) of the entry (including metrics used to define success); a report of the results achieved. Campaigns incorporating other media should also include a description and sample of all media used to achieve reported results.
- 540 Sales Campaigns
Series of three or more companion pieces that promote a product or brand
- 550 Self-Promotion

- 560 They Said It Couldn't Be Done
This category considers the challenge of a project that pushed your equipment (and your staff) to the limit but turned out fantastic. A paragraph explaining what makes this your "They Said It Couldn't Be Done" job must accompany the entry.
- 570 Unique Substrates

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 foil.

FLAT OR FOLDED ENTRIES

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

ENTRIES WITH A COVER AND TEXT PAGES

- D Cover: 3 or less colors / Text: 3 or less colors
- E Cover: 4 or more colors / Text: 3 or less colors
- F Cover: 3 or less colors / Text: 4 or more colors
- G Cover: 4 or more colors / Text: 4 or more color



ALL ENTRIES DUE BY MARCH 9 / 1ST ENTRY IS ALWAYS FREE / 100 ENTRIES MAX
WINNERS TO BE HONORED AT THE 35TH ANNUAL CELEBRATION OF PRINT ON MAY 18