

# Call for Entries

*42nd Annual  
PICA Awards*

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## Rules and Regulations

Entries must have been produced, or reprinted between November 1, 2007 and October 31, 2008.

Entries are segregated by shop-size divisions:

- |                              |                                |
|------------------------------|--------------------------------|
| <b>A. Up to 9 employees</b>  | <b>C. 26 to 50 employees</b>   |
| <b>B. 10 to 25 employees</b> | <b>D. 51 or more employees</b> |

The printer submitting the entry must have performed the majority of the press work in the category being judged, and must have sold the job to an ad agency or to the end customer. Trade shops are eligible to enter pieces in categories relating to the production process provided.

Companies may enter as many pieces as they wish in any category. Individual pieces also may be submitted in more than one category.

Examine each sample thoroughly for hidden flaws that might cause disqualification during the judging, and carefully pack each entry for shipment. If an entry arrives damaged, you will be contacted immediately and asked to submit another sample.



## Process for Submitting Entries

Fill out the first 3 sections on the enclosed Entry Form. Photocopy the form for the total number of entries to be submitted. Complete Section 4 for each specific entry. The information in Section 4 will appear on your award certificates. Be sure it is complete, legible, and correct. Additional charges will apply if award certificates must be re-done to correct errors caused by inaccurate, illegible or unspecified information.

Complete the Entry ID Tag, and tape it securely to the **back** of the entry. **DO NOT USE PAPER CLIPS**, which can damage samples. Place the entry form on top of the entry, and pack samples securely so they will not slip in transit. Ship entries to: PICA Awards, 3601 Rose Lake Drive, Charlotte, NC 28217.

**Entry Fees: The first 2 entries are FREE. For 3 or more, the entry fee is \$30 each.**  
**Send payment, by check or credit card, with entries.**

**Entry Deadline: October 31, 2008.** Entries must be received at the PICA office by 5 PM that day. Judging will be held the weekend of November 21st, and entrants will be notified of their results by mail no later than December 1st.



## Judging

An impartial panel of graphic arts executives and technicians from out-of-state will carefully review and examine each entry. Judges will evaluate the quality of printing, degree of difficulty and technical expertise, including registration, ink coverage, density of solids, dot structure, paper usage, finishing techniques, and overall visual appearance.

# CATEGORIES



## 1 Announcements & Invitations

- 1A Announcements & Invitations**  
(1, 2, or 3 colors)
- 1B Announcements & Invitations**  
(4 or more colors)

## 2 Annual Reports



Best Annual Report

Entries must include financial data

- 2A Annual Reports**  
(1, 2, or 3 colors)
- 2B Annual Reports**  
(4 or more colors)
- 2C Annual Reports**  
(process color cover with 1, 2, or 3 color text, or vice-versa)

## 3 Art Reproductions

## 4 Book Covers/ Jackets

Please submit covers and jackets with books for presentation

- 4A Book Covers/ Jackets**  
(1, 2, or 3 colors)
- 4B Book Covers/ Jackets**  
(4 or more colors)

## 5 Books

A bound volume of more than 32 pages, including cover and text.

- 5A Books – Hard Cover**
- 5B Books – Soft Cover**

## 6 Booklets

Booklets are 32 pages or less, including cover and text, and may be bound in any manner.

- 6A Booklets - Large**  
(over 6" x 9")
- 6B Booklets - Small or Digest Size**  
(6" x 9" or smaller)
- 6C Booklets - Web**  
(all sizes)

## 7 Brochures & Broadsides



Brochures are folded (not saddle stitched) from flat sheets up to 11" x 17".  
Broadsides are folded (not stitched) from flat sheets larger than 11" x 17".

- 7A Brochures**  
(1, 2, or 3 colors)
- 7B Brochures**  
(4 or more colors)
- 7C Broadsides**  
(1, 2, or 3 colors)

- 7D Broadsides**  
(4 or more colors)
- 7E Web Brochures and Broadsides**
- 7F Self Mailer**  
(1, 2, or 3 colors)
- 7G Self Mailer**  
(4 or more colors)

## 8 Single Sheet Fliers

- 8A Single Sheet Fliers**  
(1, 2, or 3 colors)
- 8B Single Sheet Fliers**  
(4 or more colors)

## 9 Calendars

- 9A Calendar Posters**
- 9B Multi-Page Calendars**

## 10 Campaigns

- 10A Sales Campaigns**  
Three or more companion pieces that promote a product or brand.
- 10B Corporate Identity**  
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 identity.

**NOTE:** Stationery, letterhead & envelopes count as one item.

## 11 Cards

- 11A Rack Cards**
- 11B Individual Greeting Card / Notecard**
- 11C Series of Greeting Cards / Notecards**
- 11D Postcards**

## 12 Catalogs



Best Catalog

Printed for business, consumer or service industries. May include products or listings for exhibits, educational or member institutions, etc. May or may not include prices.

- 12A Sheetfed Catalogs**  
(up to 32 pages, including cover)
- 12B Sheetfed Catalogs**  
(more than 32 pages, including cover)
- 12C Web Catalogs**  
(up to 32 pages, including cover)
- 12D Web Catalogs**  
(more than 32 pages, including cover)
- 12E Catalog Inserts**
- 12F Combination**  
(web & sheetfed)

## 13 Digital Printing



Best Digital

- 13A Variable Data Digital Printing**  
Entries must include at least two different samples and a snapshot of PURL, if applicable. Submit printed sample and a paragraph describing the VDP process changes.

**NOTE:** Descriptions are for JUDGING PURPOSES ONLY

and will not be displayed at the banquet.

- 13B **Digital Booklets**  
(32 pages or less)
- 13C **Digital Books**  
(33 pages or more)
- 13D **Digital Brochures and Broadsides**
- 13E **Digital Cards**
- 13F **Digital Tags and Labels**
- 13G **Digital Posters**
- 13H **Digital Menus**
- 13I **Miscellaneous**

**14 Inkjet Wide Format Printing**

**15 Directories & Source Books**

**16 Environmental Printing**

*Entries must use at least two of the following: recycled papers, soy or vegetable-based inks, direct-to-plate, aqueous coating, energy-curable inks and coatings, or other environmentally sound methods not mentioned here. Submit entry with a paragraph describing the materials and processes employed.*

*(Entries without accompanying description will be disqualified.)*

- 16A **Environmentally Sound Materials**  
(see above)
- 16B **Environmental Certification**  
(must have FSC, SFI or PEFC certification.)

**17 Finishing & Binding Techniques**



**Best Finishing**

- 17A **Coating & Film Lamination**
- 17B **Diecutting**
- 17C **Embossing & Debossing**
- 17D **Foil Stamping**
- 17E **Specialty Folds & Assembly**  
(includes, but not limited to pharmaceutical, map, other specialty folds)
- 17F **Combination Finishing Techniques**
- 17G **Case Binding**
- 17H **Turn Edge Binding**
- 17I **Unique Binding & Assembly**
- 17J **Other Binding Techniques**

**18 Internal Communications**

*Produced for a single company or organization's internal use only.*

- 18A **Internal Communications**  
(1, 2 or 3 colors)
- 18B **Internal Communications**  
(4 or more colors)

**19 Magazines & Publication Inserts**

- 19A **Sheetfed Magazines**
- 19B **Web Magazines**
- 19C **Publication Inserts**  
(over 40 lb. stock)
- 19D **Publication Inserts**  
(up to 40 lb. stock)

**20 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.*

- 20A **Sheetfed Magazine Series**
- 20B **Web Magazine Series**

**21 Menus**

- 21A **Menus**  
(1, 2 or 3 colors)
- 21B **Menus**  
(4 or more colors)

**22 Miscellaneous, Specialty, Novelty**

*Materials which do not fit criteria for other categories, such as: matchbooks, DVD/CD covers, maps, playing cards, decals, and holograms.*

**23 Newsletters**



**Best Newsletter**

- 23A **Newsletters**  
(1, 2 or 3 colors)
- 23B **Newsletters**  
(4 or more colors)

**24 Packaging**



**Best Packaging**

- 24A **Cartonboard**
- 24B **Corrugated**
- 24C **Plastic**  
(flexible or rigid)
- 24D **Retail Ready**
- 24E **Branded Product Line Packaging**  
(three or more different

items reflecting brand awareness and integration)

- 24F **Prototype**  
(describe production and end result)
- 24G **Unique Packaging and Assembly**

**25 Tags & Labels**

- 25A **Letterpress Tags and Labels**
- 25B **Offset Tags and Labels**
- 25C **Flexographic Tags and Labels**

**26 Point-of Purchase Displays**

- 26A **Point-of-Purchase Displays**  
(1, 2 or 3 colors)
- 26B **Point-of-Purchase Displays**  
(4 or more colors)

**27 Posters**

- (printed one side only)
- 27A **Posters**  
Up to 11"x17"  
(1, 2 or 3 colors)
- 27B **Posters**  
Up to 11"x17"  
(4 or more colors)
- 27C **Posters**  
Over 11"x17"  
(1, 2 or 3 colors)
- 27D **Posters**  
Over 11"x17"  
(4 or more colors)

**28 Presentation Folders & Kits**



Folders have no loose leaf or saddle-stitched inserts. Kits include inserts.

- 28A Presentation Folders**  
(1, 2 or 3 colors)
- 28B Presentation Folders**  
(4 or more colors)
- 28C Presentation Kits**  
(1, 2 or 3 colors)
- 28D Presentation Kits**  
(4 or more colors)

**29 Printer's Self-Promotion**



Best Self-Advertising

- 29A Individual Pieces**  
*May include multiple items distributed as a single package.*
- 29B Campaigns**  
*Must include a minimum of 3 coordinated pieces that were individually distributed.*

**30 Programs**

- 30A Programs**  
(1, 2 or 3 colors)
- 30B Programs**  
(4 or more colors)

**31 Specialty Printing Techniques**

- 31A Engraving**
- 31B Specialty Inks**  
*Submit printed sample and a paragraph describing the ink specialty.*

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- 31C Thermography**

**32 Stationery**

- 32A Letterheads**  
(1, 2 or 3 colors)
- 32B Letterheads**  
(4 or more colors)
- 32C Envelopes**  
(converted)
- 32D Envelopes**  
(non-converted)
- 32E Business Cards**  
(1, 2 or 3 colors)
- 32F Business Cards**  
(4 or more colors)
- 32G Stationery Package**  
(1, 2 or 3 colors)
- 32H Stationery Package**  
(4 or more colors)

**33 Stochastic Printing**

**34 Pro-Bono**

*This category is judged based on the printing and reward of the project. Entries must have been printed at no cost to an organization in your community. Submit entry with a paragraph describing the organization and why your company chose to print this piece at no cost. (Entries submitted without a description will be disqualified.)*

**35 Our Favorite Job of the Year**



Printer's Choice Award

*This category is judged based on the challenge and reward of the project. A paragraph explaining what makes this your "favorite job" must accompany your entry. (Entries submitted without a description will be disqualified.)*



**PICA Additional Sponsored Awards**



Best of Show



Best Printing  
(51 or more employees)



Best Printing  
(26 to 50 employees)



Best Printing  
(10 to 25 employees)



Best Printing  
(up to 9 employees)



Best Process Color Printing



Most Creative Use of Paper



Most Best of Category Awards



Student Achievement  
(High School & Collegiate)



*42nd Annual Presentation of the Printing Industry of the Carolinas*



## Recognizing Excellence in Graphic Arts

The Printing Industry of the Carolinas proudly presents the call for entries in the 42nd Annual PICA Awards — the most prestigious symbol of printing excellence throughout North and South Carolina. Whether it's Best of Category, Special Judges' Award or Award of Excellence, a PICA Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees you are proud of the work they produce.

### **The benefits of winning include:**

- Increased name recognition within the industry and with potential customers
- 2008 Best of Category winners are eligible for **free or substantially reduced** entry fee in PIA/GATF's Premier Print Awards next spring. To qualify, PICA must submit the entries on your behalf. The first 100 PICA entries will be complimentary. For each entry over 100, a \$10 entry fee will apply. Entries submitted direct to PIA/GATF by member firms will be charged the 'early-bird' rate of \$82, or \$94 per entry.
- Press releases will be sent to your local media
- Exclusive use of 2008 PICA Awards logo to use on your invoices, letterhead and promotional materials
- Free publicity on the PICA website [www.picanet.org](http://www.picanet.org)
- Employee recognition
- Handsome plaques and certificates available for each award

### **Awards Banquet**

Join your colleagues Saturday evening, March 21st, at The Grandover Resort and Conference Center in Greensboro, NC, for the PICA Awards reception, banquet and Sponsored Award presentations. Back by popular demand, come Friday and take part in an exciting 2-day vendor exhibit and educational complex — our second annual **PICAExpo '09**. Exhibits... plus 15 educational programs for management, production, and sales & marketing personnel. PICAExpo '09 will offer something for everyone!