

4 5 T H A N N U A L

PICA
Awards

call for entries

A Celebration of Print
2 0 1 1



RULES AND REGULATIONS

All entries must have been produced, or reprinted between November 1, 2010 and October 31, 2011 in the state of *North Carolina or South Carolina ONLY*.

Entries are segregated by shop-size divisions:

- A. Up to 9 employees**
- B. 10 to 25 employees**
- C. 26 to 50 employees**
- D. 51 or more employees**

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 they 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

To Submit Entries

1. Fill out the first 3 sections on the enclosed Entry Form.
2. Photocopy the Entry Form for the total number of entries you are submitting.
3. Complete Section 4 for each specific entry. The Section 4 information will appear on your award certificates. Make sure it is complete, legible, and correct. PICA will not be responsible for incorrect awards caused by unclear or unspecified information.
4. Fill out the Entry ID Tag. Cut it out and tape securely to the back of the entry. **DO NOT USE PAPER CLIPS** as they can damage the entry piece.
5. Finally, put the entry Form on top of each entry, when you have completed all your forms, pack carefully for shipment to: PICA Awards, 3601 Rose Lake Drive, Charlotte, NC 28217.

Entry Fees must accompany entries. (See Entry Form for details) Make checks payable to PICA or **fill out and return enclosed credit card authorization form.**

Entry Deadline: October 31, 2011. Entries must be received at the PICA office by 5 PM that day. The judging will be held weekend of November 18, 19 and 20, and award recipients will be notified by mail no later than November 30th.



JUDGING

An impartial panel of graphic arts executives and technicians from out-of-state will carefully review and examine each entry. Judges will evaluate:

- | | | |
|--|--|--|
| <ol style="list-style-type: none"> 1 The quality of printing, 2 Degree of difficulty and 3 Technical expertise, including: | <ul style="list-style-type: none"> • registration • ink coverage • density of solids • dot structure | <ul style="list-style-type: none"> • crossovers • paper usage • finishing techniques • overall visual appearance |
|--|--|--|

PICA Awards

45th 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 45th 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
- **PICA MEMBERS ONLY:** 2011 Best of Category winners submitted by PICA are eligible for free or substantially reduced entry fee in Printing Industries of America Premier Print Awards next spring. To qualify, PICA must submit the entries on the member's behalf. The first 100 PICA entries will be complimentary. For each entry over 100, a \$10 entry fee will apply. Entries submitted direct to the National Program by member firms will be charged either the **'early-bird rate of \$87** or normal rate of \$99 per entry. *(Potentially a \$99 savings per entry).*
- Press releases will be sent to your local media
- Exclusive use of 2011 PICA Awards logo for your invoices, letterhead and promotional materials
- Free publicity on the PICA website **www.picanet.org**
- Employee recognition
- Handsome plaques and certificates available, customized with a photo of your winning entry.

Save the Date: March 3, 2012

Join colleagues and friends for a gala celebration of the Carolinas' printing excellence. The 45th Annual PICA Awards Banquet will be held again this year at the Embassy Suites Concord Golf Resort and Spa.

PICA Awards

2011 ENTRY CATEGORIES

Sponsored Awards are identified by blue category numbers.

- 1** **Announcements & Invitations**
- 1A** **Announcements & Invitations**
(1, 2, or 3 colors)
- 1B** **Announcements & Invitations**
(4 or more colors)
- 2** **Annual Reports**
- 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**
- Such as: Marketing/Sale Sheets, Call Sheets, Flat Sheets, etc.*
- 8A** **Single Sheet**
(1, 2, or 3 colors)
- 8B** **Single Sheet**
(4 or more colors)
- 9** **Calendars**
- 9A** **Calendar Posters**
- 9B** **Multi-Page Calendars**
- 9** **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:** Letterhead & envelope count as one item.
- 11** **Cards**
- 11A** **Rack Cards**
- 11B** **Individual Greeting Card / Notecard**
- 11C** **Series of Greeting Cards / Notecards**
- 11D** **Postcards**
- 12** **Catalogs**
- 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**
- 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. Press name and manufacturer is required.*
- 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** **Digital Sales Campaign**
- Three or more companion pieces that promote a product or brand.*
- 13J** **Offset/Digital Hybrid**
- 13K** **Miscellaneous**
- 14** **Inkjet Wide Format Printing**
- 14A** **Point-of-Purchase Displays**
- 14B** **Signs/Banners**

- 14C **Display Graphics**
- 14D **Other Ink Jet Wide Format Printing**

Such as: Posters, Install Graphics, Art Reproductions, Vehicle Graphics, Specialty Substrates, etc.

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

- 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**
Include a description of techniques employed.

- 17G **Case Binding**

- 17H **Turn Edge Binding**
- 17I **Unique Binding & Assembly**
Include a description of techniques employed.

- 17J **Other Binding Techniques**

- 17K **Presentation Kit Assembly**
(single piece)

- 17L **Presentation Kit Assembly**
(multiple pieces)

18 Internal Communications

Produced for a single company/ 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)

- 19E **Web Periodicals and Publications**

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

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

- 23B **Newsletters**
(4 or more colors)

24 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 **Bags/Gift Bags**

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

- 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.

(Entries without accompanying description will be disqualified.)

NOTE: Descriptions are for JUDGING PURPOSES ONLY and will not be displayed at the banquet.

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 Letterpress

34 Pro-Bono

Judged on the printing and reward of the project. Entries must have been printed at no cost to an organization.

Submit entry with a paragraph describing the organization and why your company chose to print this piece at no cost.

(Entries without accompanying description will be disqualified.)

35 They said it couldn't be done!

Judged not only on printing but also the timing and technical challenges such as: workflow, scheduling, degree of difficulty, etc.

Description is required and used for judging.

(Entries without accompanying description will be disqualified.)

PICA 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 Printing
Collegiate Division



Best Printing
High School Division



Most Creative
Use of Paper



Best Process Color
Printing



Best Self Advertising



Best Brochure



Best Catalog



Best Digital



Best Finishing



Best Newsletter



Best Presentation Kit



PICA Gutenberg Award
Most Best of Category



Gwen Doster
Judges' Choice Award

