

NEW CATEGORIES FOR 2019

Special effects in labels
and packaging
&
Self-promotional print



ENTRY FORM

DEADLINE

30 AUGUST 2019

AWARDS CEREMONY 7 November

'Winning the Digital Printer award for Best marketing collateral in both 2016 and 2018 is a huge accolade for Eazyprint.co.uk.

The award has helped to get us noticed and taken more seriously by both new and existing customers and underlined our ability to produce truly unique print that delivers results!'

Sacha Pretot, sales executive, eazyprint.co.uk

Supreme award
sponsor



Sponsors

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FLYERALARM
made to impress



KONICA MINOLTA
1200dpi LABEL PRESS

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imagine. change.

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Be a winner at the industry's leading digital printing awards

The Digital Printer Awards get bigger and better every year. Join us to celebrate in style at the industry's only comprehensive digital printing awards by putting your best work up against the rest.

Showcase your creativity in concept and design, as well as your quality, innovation and impact. The Digital Printer Awards 2019 will celebrate the standout digital print that achieved great results.

Confirm your status as an industry leader with a Digital Printer Award.

There are 16 categories to enter, as well as an overall Supreme award.

Why enter?

1. Attract new business

Just being nominated improves brand awareness and promotes your business to new customers.

2. Free marketing and invaluable media coverage

You have the opportunity to gain extensive media attention through coverage in the winner's issue, the website and promotional emails. You can also use the award for your own PR activities in the local and business press. This exposure helps to attract new customers and increase respect from existing clients.

3. Employee motivation

Everyone likes being part of a winning team. Achieving recognition in the awards will have a positive effect on staff morale, motivation and retention.

4. Networking opportunities

Attending the awards gives you the opportunity to build contacts, meet and network with other award participants, businesses and potential customers and partners.

5. Raise your company profile

Winning at the Digital Printer Awards significantly raises your company profile and earns respect from your peers.

6. Acknowledge staff and customer loyalty

Attending the awards is an opportunity to thank and reward staff for their contribution to the business, thank customers for their loyalty and impress prospects with your hospitality.

'Winning the Variable data category at the Digital Printer Awards 2018 was a fantastic achievement for us, and proves that our team's hard work truly pays off. It was brilliant bringing the award back and seeing the smiles on everyone's faces.'

John Scardarella, director, Colourgraphic Arts

How to enter

Please complete one entry form (photocopies are acceptable) and provide at least one sample (we require three samples for Designed for digital print and variable data categories) of the campaign you are entering PER CATEGORY entered, along with a supporting statement.

Up to three entries per category are FREE of charge and £25 per entry thereafter. Entries into multiple categories are also allowed. Payment must be made by cheque, made payable to Whitmar Publications Ltd, with the entries.

Supporting statement (print categories)

Please include a typed statement of 500 words maximum explaining why your entry merits an award. This should outline the following:

- ▶ Background
- ▶ Objectives
- ▶ Strategy
- ▶ Implementation and creativity
- ▶ Results and evaluation

SME initiative supporting statement

Please supply written supporting materials as hard copy answering the questions below. Submissions should be kept as brief as possible (1000 words maximum).

- ▶ Outline the challenge the business faced
- ▶ How did you identify and define that?
- ▶ What steps were taken to address it?
- ▶ What were the results and benefits?

Returning entries

Whitmar Publications is unable to return entries except by prior arrangement. We require you to arrange collection.

Please tick here if you would like your entries returned.

Nominated finalists will be announced prior to the awards presentation in the October issue of Digital Printer. Nominated entries will be on show at the awards lunch where the winners will be presented with their award by the category sponsor.

A day to celebrate

The awards ceremony will be held on 7 November 2019 at the Marriott London Grosvenor Square, W1K 6JP. A limited number of tables are available, each for 10 guests, at £2250+VAT per table and individual places £225+VAT. Tables and tickets are now available to book.

Email: chloe.w@whitmar.co.uk

Rules

- ▶ Entries must have been produced by the printing company entering the awards using digital equipment. Any outwork should be acknowledged and credited. Print equipment manufacturers and suppliers are not eligible to enter.
- ▶ Entries are for commercial work undertaken by the printing company entering the awards.
- ▶ All entries must be produced in the 12 months prior to 30 August 2019.
- ▶ Whitmar Publications reserves the right to use any entries received for marketing and promotional purposes in its magazines and on its websites.
- ▶ Entrants must have obtained the permission of their customers to enter their work into the awards.
- ▶ Whitmar Publications cannot accept responsibility for entries submitted.
- ▶ The decision of the judges is final and no correspondence will be entered into.
- ▶ Entries received after the deadline will be subject to a £50 late fee.
- ▶ Entries may be moved to a different category at the discretion of the judges.

Any questions?

For further information and clarification on any issue regarding the Digital Printer Awards 2019 please contact **Chloë Ward** on **01892 779599** or email: chloe.w@whitmar.co.uk

Send entries to:
Digital Printer Awards 2019
30 London Road
Southborough
Tunbridge Wells
Kent
TN4 0RE

Closing date
30
August 2019

Supreme award

One category winner will be crowned overall Supreme winner. This is the best of the best. The judges will choose what they believe exemplifies the pinnacle of digital print performance.

Categories

△ Adding value

Printed products that clearly show the benefit of digital print to enhance profitability and/or effectiveness. Please provide evidence of how digital production increased effectiveness, highlighting the benefits to your clients and their customers. These can include financial performance/measurable ROI, raised awareness, better response or other elements that clearly demonstrated added value.

△ Books

Any digitally printed book is eligible. Monochrome or colour, printed on demand, of any run length, personalised or not. The judges will be looking at the production quality including repro, print and binding. Additionally they will be considering challenges and advantages for the producer or the customer by using digital print.

△ Creative use of substrates

Examples of jobs where the physical attributes of the materials used are fundamental to their appeal and success. This includes printing onto challenging substrates and sympathetic design, print and finishing to highlight the tangible and tactile qualities of the materials used.

△ Designed for digital print

This award will be given to the job that best demonstrates the capabilities and strengths of digital print and finishing. This may include extended gamut printing, using additional colours, fluorescent or clear inks or toners, personalisation/variable data capability (at least three samples will be required to confirm this), printing on unusual substrates, digital embellishment (each item potentially different) or other special effects techniques.

△ Digitally-printed labels

Labels that use digital printing to deliver additional benefit to the customer. That may include making high-quality products available for micro and small businesses in addition to providing agile supply chains and reduced inventory and waste.

△ Green company of the year

We are looking for print companies that can demonstrate an ongoing commitment to sustainability through their policies and working practices. This may range from choice of substrates, inks and print technologies to waste management, recycling and carbon offsetting initiatives plus employee engagement and recognition programmes. The 500-word 'job' description here should outline these and supporting documents such as policies, environmental certifications or awards may be submitted, along with a sample of any job that you feel particularly demonstrates these values.

△ Finishing

The use of post-press processes to add value and differentiation. Judges will be looking for evidence that the finishing processes provided clear benefits. These may be through the format, feel and appearance of the job, or reduced time, cost and material usage.

△ Innovation

Any digitally printed job, regardless of process or format, that offers something beyond the current normal practice. Whether it is the printing or finishing processes employed, the substrate used, the product format, use of data or the business model. The judges will be looking at innovations in production, service and delivery. Please provide a clear description of the challenges faced, innovative approaches taken to meet them and evidence of the benefits.

△ Marketing collateral

Marketing materials printed digitally, including personalised campaigns. The judges will be looking at the print and finishing quality, the materials used and the choice of format to provide impact and effectiveness. Details of how digital production improved the offering along with supporting data will be considered.

△ **SME business initiative**

The SME business initiative category rewards any activity that has driven your firm forward. Examples include training, sales and marketing, diversification, developing new products, efficiency improvements, adoption of standards or other certification and/or environmental initiatives. The entry is a written submission outlining the challenge faced, the steps taken to address it and the results. Results include increased turnover and/or profitability, new business, additional customers and improved market visibility. This award is open to all firms with a turnover up to £6.5 million who operate digital printing equipment.

△ **Transactional and direct mail**

Examples of digitally-printed personalised marketing, transactional and customer communication mailings that deliver clear benefits. The judges will consider the aims of the client and how those have been met. Consideration will be given to format, the design of the campaign, use of materials and return on investment, response rates and effectiveness.

△ **Variable data and multi-channel campaigns**

Marketing campaigns based on or including variable/personalised print when used in combination with online channels to improve relevance and response. Please describe the aims of the project, how well they were achieved and how the use of variable data contributed. Please submit three different samples of printed products and evidence of effectiveness. For multi-channel campaigns, please provide details of all the non-print channels used (e.g. email, SMS, websites, social media, TV, radio), any relevant engagement statistics or other evidence of campaign success, as well as three different samples of a printed element.

△ **Web-to-print**

The aim of this category is to recognise web portals and e-commerce sites that have delivered value to printers and their customers, including specialised web-to-label and web-to-pack operations. Whether the site is a private business-to-business portal or consumer-facing, you'll need to be able to demonstrate that it has increased sales, reduced costs or improved customer acquisition and/or retention. Entries must include both a description from the printer of the aims and achievements of the project and a supporting testimonial from one or more customers/users of the site who agree to be contacted independently for verification. Please include the URL for publicly-accessible sites; screengrabs or other supporting documentation for private portals may be submitted.

△ **Wide and super wide-format**

This broad category encompasses the full gamut of wide-format production, from posters and banners, through displays, exhibition and event graphics to retail and vehicle and building wraps, on any substrate. Samples that are too big to be submitted by post can be illustrated by photography and supporting written submissions. Please provide details of the challenges faced and your response including design, production and installation factors.

New for 2019

△ **Special effects in labels and packaging**

This new category will showcase work in digitally-printed labels and packaging that benefits from additional finishing effects designed to add shelf appeal or to enhance brand value. This goes beyond those required to meet basic product performance and may include special colours, foiling and embossing, coating, lamination and varnishing for tactile/visual effect, holographic effects and security features, or any other novel process that helps a product attract attention or perform better.

△ **Self-promotional print**

This category is reserved solely for work that printers have produced and displayed or delivered in order to promote their own businesses. Entries may be of any size (please supply photos of anything too large to post) and on any substrate, as long as they were printed digitally. They may be one-off items or part of a series of marketing campaign elements; multi-channel campaigns may be entered but there must be an essential print element and this is what will be judged.

Judges and judging criteria

Judging will be by a panel headed by a chairperson. Judges are independent industry professionals picked for their relevant sector expertise and knowledge.

Production quality is fundamental and the printer's skills in prepress, printing and finishing are key criteria. However, a number of the categories require evaluation of the role and success of a print project or service within the broader business or environmental context so the supporting written submission will be critical, especially in those categories that do not stipulate that a print sample must be supplied. Please read the above category criteria carefully; the judging panel will not be able to request further information or clarification.

Please complete the form below

Name:.....Company name:.....

Company address:.....

.....

Postcode:.....Telephone:.....

Email:.....

Category entered:.....

Job name:.....

Customer:.....Permission from customer obtained:

Run length/volume:.....Designer:.....Date produced:.....

Software used:.....

.....

Press/printer used:.....

.....

Finishing equipment used:.....

.....

.....

Substrate(s):.....

.....

Web-to-print category only

Please supply details of customers you have included in your entry:

Name:.....

Company name:.....

Telephone:.....Email:.....

Digital Printer Awards 2019
30 London Road
Southborough
Tunbridge Wells
Kent
TN4 0RE



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#DPAwards19