



## Print Excellence Competition

PIA MidAmerica's Annual Graphic Excellence Competition (GraphEx) was created in 1989 to recognize the outstanding abilities of print producers to transform paper and ink into outstanding forms of communication. Since the industry is comprised of very diverse companies, the competition has over 100 categories in three different divisions. The categories reflect products such as: brochures, letterheads, newsletters, direct marketing, presentation folders, cross media campaigns, flexo packaging, wide format, screen printing, foil stamping, and much, much more.

Divisions are determined by size of company.

- Division I – 1-25 employees
- Division II – 26 – 75 employees
- Division III – 76+ employees.

Entries winning Best of Category receive free submission into Printing Industries of America's (PIA National) Premier Print (Bennys) Competition.

Winners will be announced in April at our Graphic Excellence Awards Galas in Dallas/Fort Worth and in Kansas City.

Your list of Categories are on the following pages along with an explanation of the entire competition process.

If you have any questions please contact us at 800-788-2040, extension 101, 104, or 304.

We truly appreciate your participation.

Your PIA MidAmerica Staff



*Category List* ➔

# Categories

## **Announcements & Invitations**

- 10 Announcements & Invitations (1, 2 or 3 colors)
- 11 Announcements & Invitations (4 or more colors)

## **Annual Reports**

- 20 Annual Reports
- 21 Annual Reports (combination) (process color cover with 1, 2, or 3 color text, or vice-versa)

## **Art Reproduction and Posters**

- 30 Art Reproductions (reproduction of fine art for use as decoration)
- 31 Posters (wall posters, truck or window posters, car cards, or calendar posters intended for use as a decoration or promotion)

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

- 40 Booklets: Large Format (over 6 x 9)
- 41 Booklets: Small Format (6 x 9 or smaller)
- 42 Booklets: Web

**Books** *A Book is a bound volume of more than 32 pages, including cover & text.*

- 50 Books - Hard Cover
- 51 Books - Soft Cover

**Broadsides** *Broadsides are folded (not stitched) from flat sheets larger than 11" x 17".*

- 60 Broadsides (1, 2 or 3 colors)
- 61 Broadsides (4 or more colors)

**Brochures** *Brochures are folded (not stitched) from flat sheets up to 11" x 17".*

- 70 Brochures (1, 2 or 3 colors)
- 71 Brochures (4 or more colors)

## **Calendars**

- 75 Calendars – Flat
- 76 Calendars - Booklet

## **Campaigns**

- 80 Sales Campaigns (*Three or more companion pieces that promote a product or brand.*)
- 81 Corporate Identity Campaigns (*Three or more printed pieces designed to be used together to present a unified identity. Such as: stationery, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. (Letter head & envelope count as one item.)*)
- 82 Direct Mail Campaign

## **Cards**

- 90 Rack Cards
- 91 Individual Greeting Card / Notecard
- 92 Series of Greeting Cards / Notecards
- 93 Postcards

**Catalogs** *Printed for business, consumer or service industries. May include products or listings for exhibits, education, or member institutions.*

- 100 Catalogs - Sheetfed (Up to 32 pages, including cover)
- 101 Catalogs - Sheetfed (Over 32 pages, including cover)
- 102 Catalogs - Web (Up to 32 pages, including cover)
- 103 Catalogs - Web (Over 32 pages, including cover)
- 104 Web & Sheetfed Combination Catalogs
- 105 Catalog Inserts

**Digital Printing** *Digital entries must have been produced using digital print technology*

- 110 Digital Printing: Booklets (32 pages or less)
- 111 Digital Printing: Books (over 32 pages)
- 112 Digital Printing: Broadsides
- 113 Digital Printing: Brochures
- 114 Digital Printing: Cards
- 115 Digital Printing: Menus
- 116 Digital Printing: Offset / Digital Hybrid
- 117 Digital Printing: Posters
- 118 Digital Printing: Sales Campaign (*Three or more companion pieces that promote a product or brand.*)
- 119 Digital Printing: Tags & Labels
- 120 Digital Printing: Variable Data\* (*Entries must include at least two different printed samples and if applicable a snapshot of PURL and ROI data. Submit with a paragraph describing the VDP process.*)
- 121 Digital Printing: Packaging
- 122 Digital Printing: Miscellaneous

**Note:** *Digital entries must all have type/make of digital press used. See space on entry form.*

## **Sustainable Printing**

- 140 Environmentally Sound Materials\* (*Entries must use at least TWO of the following: Recycled papers, Soy or vegetable based inks, 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.*)
- 141 Environmental Certification (*Entries must have FSC, SFI or PEFC certification*)

## **Flexo Packaging**

- 150 Flexo Cartons and Containers
- 151 Flexo Film
- 152 Flexo Greeting Paper
- 153 Flexo Labels and Wraps, Rolled Products/ Pressure Sensitive
- 154 Flexo Tags & Labels
- 155 Flexo Other

**Internal Communications** *(Produced for a single organization's internal use only.*

- 160 Internal Communications (1, 2 or 3 colors)
- 161 Internal Communications (4 or more colors)

**Magazine Series** *(Entries should consist of at least three issues of the same magazine title during a one-year period. Work will be judged on consistency of printing in the series.)*

- 170 Sheetfed Magazine Series
- 171 Web Magazine Series

## **Magazines & Publications**

- 180 Sheetfed Magazines
- 181 Publication Inserts (over 40 lb. stock)
- 182 Publication Inserts (up to 40 lb. stock)
- 183 Web Magazines, Periodicals & Publications

### **Miscellaneous**

- 189 Specialty, Novelty Printed materials which do not fit criteria for any other categories, such as: book covers or jackets, decals, DVD / CD covers, games, holograms, maps, matchbooks, menus, playing cards, etc.

### **Newsletters**

- 190 Newsletters (1, 2 or 3 colors)  
191 Newsletters (4 or more colors)

### **Newsprint**

- 195 Newsprint (1,2, or 3 colors)  
196 Newsprint (4 or more colors)

### **Packaging**

- 200 Bags / Gift Bags  
201 Branded Product Line Packaging (Multiply Pieces)  
203 Corrugated Packaging  
204 Flexible Packaging  
205 Folding Carton  
206 Plastic Packaging  
207 Retail Ready Packaging  
208 Tags & Labels: Letterpress  
209 Tags & Labels: Offset

### **Point-of-Purchase**

- 210 POP Counter / Shelf  
211 POP Hanging / Wall / Window  
212 POP Floor / Stand Alone  
213 POP Other

### **Presentation Folders & Kits**

- 220 Presentation Folders (1, 2 or 3 colors)  
221 Presentation Folders (4 or more colors)  
222 Presentation Kits (1, 2 or 3 colors)  
223 Presentation Kits (4 or more colors)

### **Printer's Self-Promotion**

- 230 Printer's Self Promotion: Individual Pieces  
231 Printer's Self Promotion: Campaigns

### **Programs**

- 240 Programs (1, 2 or 3 colors)  
241 Programs (4 or more colors)

### **Self-Mailers**

- 250 Self-Mailers (1, 2 or 3 colors)  
251 Self-Mailers (4 or more colors)

### **Single Sheet**

- 260 Single Sheet (1, 2 or 3 colors)  
261 Single Sheet (4 or more colors)

### **Stationery & Office Materials**

- 270 Single Stationery Item (business card, letterhead, labels, etc) (1, 2 or 3 colors)  
271 Single Stationery Item (business card, letterhead, labels, etc) (4 or more colors)  
272 Envelopes (Converted)  
273 Envelopes (Non-Converted)  
274 Stationery Packages (1, 2 or 3 colors)  
275 Stationery Packages (4 or more colors)

### **Wide Format**

- 280 Wide Format Printing POP  
281 Wide Format Printing Signs / Banners  
282 Wide Format Printing Display Graphics

- 283 Wide Format Printing Special Installation\* (*Entries in this category must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.*)

- 284 Wide Format Interior/Exterior Scapes\* (*For those one-of-a-kind or too large to transport. Entries in category must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.*)

- 285 Wide Format Printing Other

### **Specialty Techniques**

- 290 3-D Printing Print requiring 3-D glasses to see image  
291 3-D Printing Additive manufacturing  
292 Engraving  
293 Hi-Fidelity Printing Print using more than 4-colors (i.e., touch plates) in halftone areas to enhance images & graphics.  
294 Lenticular  
295 New Technology \* (*Print using new technology not listed in this category. Entry must include description of technology and methods used.*)  
296 Screen Printing  
297 Specialty Inks\* (*Submit printed sample and a paragraph describing the ink specialty.*)  
298 Spot UV  
299 Stochastic  
300 Thermography

### **Binding and Finishing**

- 310 Binding, Case  
311 Binding, Comb, Spiral, Wire-O or Coil  
312 Binding, Perfect  
313 Binding, Tape  
314 Binding, Turn Edge  
315 Coating & Film Lamination  
316 Diecutting  
317 Foil Stamping, Embossing or Debossing  
318 Specialty Coatings, Fragrances, Invisible Inks, Scratch off, etc. \* (*Please provide brief description of process used and project.*)  
319 Unique folds, pop-ups, assembly techniques involvement devices  
320 Combination Finishing Techniques\* (*Please provide brief description of process used.*)  
321 Product Packaging Assembly  
322 Other Binding & Finishing Techniques\* (*Please provide brief description of process used.*)

### **340 They Said It Couldn't Be Done \***

This category is for "over the top" production. Entries into this category will [require production notes](#), clearly explaining how the piece was produced. A brief summary of the project scope and expectations by the client and how your print team found the solutions to meet those needs. Note specific unforeseen challenges experienced throughout the production process and how they were resolved. What if any, aspect of the finished piece was a direct suggestion by your team that really "made" the piece successful?

### 350 Integrated Marketing\*

Entries in integrated marketing must show printed material plus any combination of involvement in at least three areas of a broad spectrum of creative services, such as: website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or online Marketing Campaigns, QR codes, purls, etc. Entries are judged on overall quality and consistency in cross-media compliance and identification. Description required of integrated methods used in this campaign. Please include any analytical statistics to support promotion success if available. Entries submitted without accompanying description will be disqualified.

### 400 Case Study Marketing\*

Entries in Case Study Marketing must show printed material plus any combination of involvement of other venues to market. Description required of campaign objectives, campaign strategy, campaign summary with response and methods used in this campaign. Please include any analytical statistics to support promotion success if available. Entries submitted without accompanying description will be disqualified.

\*Entries without accompanying description will be disqualified.

## *The Process*

### CATEGORIES AND AWARDS

A piece may be entered in more than one category.

**Three (3)** copies of each entry, accompanied by an entry form, must be submitted in each category in which the piece is entered.

In the 2017 competition there are three divisions.

- Division I (Firms employing 1 to 25 employees)
- Division II (Firms employing 26 to 75 employees)
- Division III (Firms with more than 75 employees)
- Student (See qualifying rules for student entries)

Each division will have identical categories. Entries which are considered exceptional within the category will be recognized with an "Award of Excellence," with the single best entry receiving a "Best of Category." Within each division, "Best of Category" winners will compete for "Best of Division." The top four winning entries in each division will compete for the prestigious "Best in Show" awards, the top awards of the competition. Except by special request in advance of the judging, all entries become the property of the 2017 GraphEx Graphic Excellence Awards Competition.

### CERTIFICATE RECOGNITION

Winners of "Best of Division" and "Best of Category" will receive one framed certificate at no charge, which will be awarded at the 2017 Graphic Excellence Awards Gala. Winners of "Awards of Excellence" may purchase framed certificates for \$49 each. Additional framed certificates may be purchased for clients. A certificate order form will be available to each winner, confirming the wording on the certificate.

### PIA PREMIER PRINT AWARDS

All "Best of Category" winners in the 2018 Graphic Excellence Awards Competition are eligible for a **free of charge** entry in the international Printing Industries of America Premier Print Awards. This prestigious international competition offers extensive promotional coverage for the winner. Printing Industries of America (PIA National) will extend the invitation to the 2018 winning companies by mail following the gala in April.

**NEW:** PIA MidAmerica staff will automatically submit your Best of Category winning entry into the international Premier Print Awards Competition (commonly known as "The Benny's"). **IF YOU DO NOT** wish to have your piece entered; check the box provided on the Entry Form.

### MEDIA RECOGNITION

News releases announcing the major winners will be sent to national, regional, and local trade magazines and business publications. Selected local newspapers will also receive news releases relating to local award winners.

### ANNOUNCEMENT OF AWARD WINNERS

A letter of notification will be mailed to all "Best of Category" and "Award of Excellence" winners immediately following the judging. Division and Major Award winners will be announced at the 2017 Graphic Excellence Awards Galas to be held during the month of April in both Dallas and Kansas City.

### JUDGING

To ensure a fair and unbiased competition, all entries will be judged by a team of printing experts from outside Texas, Oklahoma, Kansas, and Missouri. The judges will be instructed to base their decisions first on technical complexity and the quality of printing, then on design features and overall appearance. Entries with visible or technical flaws will be eliminated from the competition.

### AWARD HIERARCHY

Best of Show Recognition  
Division Awards  
Special Awards  
Best of Category  
Award of Excellence

### PACKING UP ENTRIES

**NEW!** - Please **send 3 copies** of each entry piece. This will ensure minimal wear on each entry, thereby showing best at both Dallas/Fort Worth and Kansas City Galas.

**Fill out ONE** Entry Form for each entry.  
(**Three samples & One** entry form.)

**Attach** Entry Forms Carefully

**Don't** use cellophane tape, heavy duty clamping clips, or paper clips that can scratch pieces. Do - Utilize plastic bags to group pieces in - Use light tack artist tape to attach entry forms to the back of pieces.

**Consider** using photographer's gloves for handling pieces, as finger prints and soil do not come off.

**Enclose** a check for the total number of entries times the entry fee.

**Package/ship** in sturdy box/container so that entries do not get damaged in transit.