



ENTRY FORM

EXTENDED
DEADLINE
7 September

AWARDS CEREMONY
15 November

'Winning the Digital Printer Supreme Award was a highlight for CPI in 2017. As a result we saw an increase in digital work from our customers.'

Kelley Farrell, marketing manager, CPI Colour

Supreme award sponsor



Sponsors



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 2018 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 'Books' category at the Digital Printer Awards 2017 has meant an increase in business as well as staff being even more motivated and passionate about what we do!'

Lynsey Evans, marketing manager, Bonacia

How to enter

Please complete one entry form (photocopies are accepted) and provide at least one sample (we require three samples for Design 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 15 November 2018 at the Marriott London Grosvenor Square, W1K 6JP. A limited number of tables are available, each for 10 guests, at £2150+VAT per table and individual places £220+VAT. Tables and tickets are now available to book.

Visit: digitalprinterawards.co.uk or alternatively 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 31 August 2018.
- ▶ 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 2018 please contact **Chloë Ward** on **01892 779599** or email: chloe.w@whitmar.co.uk

Send entries to:
Digital Printer Awards 2018
30 London Road
Southborough
Tunbridge Wells
Kent
TN4 0RE

Closing date

7

September 2018

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 customer and their clients. These can include financial performance, raised awareness, better response or other elements that clearly demonstrated added value.

△ Books

Any digitally printed book is eligible. Monochrome or colour, on demand, short run and personalised. 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 material used are fundamental to 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 exemplifies the capabilities and strengths of digital print and finishing. This may include extended gamut printing, using additional colours, fluorescent or clear inks or toners, variable data capability (at least three samples will be required to demonstrate this), printing on unusual substrates, "digital embellishment" (each item potentially different) or other special effects techniques.

△ Environmental/sustainability 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 state of the art. Whether it is the printing or finishing processes employed, the substrate used, 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.

△ 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.

△ Marketing collateral

Marketing materials produced 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.

△ **Multi-channel communication**

Stand out examples of multi-channel campaigns that include a printed component. Please provide details of all the channels used (eg email, SMS, web), and how print was integrated. As far as possible provide the objectives for the campaign and for each channel, and evidence that objectives were met.

△ **SME business initiative**

The SME business initiative category rewards any activity that has driven your firm forward. It is about steps taken to improve your business. Examples include training, sales and marketing, diversification, developing new products, efficiency improvements, adoption of standards or other certification and 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.

△ **NEW FOR 2018 – Soft signage and textiles**

Soft signage has long been a staple in wide-format production but new applications of textiles are proliferating fast, from high quality backlit display to wallcoverings, garments and interior décor. This award is for an outstanding example of innovation in the way that digital textile printing can create new opportunities or solve existing challenges. As this sector is so varied, sample work is only required for smaller projects; good quality photographs or video of larger installations should be supplied, along with details of their location if publicly accessible.

△ **Transactional and direct mail**

Examples of 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**

Clever use of data to customise or personalise print to improve relevance and response. Please describe the aims of the project, how well they were met and how the use of variable data contributed to that. Include details about the data that was available for the campaign, the aspects that were personalised/ customised, number of variants and the impact. Details of any specific challenges in data, design, production and distribution should be documented along with how those challenges were overcome.

△ **NEW FOR 2018 – Web-to-print**

The aim of this new award category is to recognise web portals and e-commerce sites that have delivered value to printers and their customers. 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; screenshots 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. 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.

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 pre press, 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:.....

Software used:.....

Press/printer used:.....

Finishing equipment used:.....

.....

Substrate(s):.....

Run length/volume:.....

Designer:.....

Date produced:.....

Web-to-print category only

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

Name:.....

Company name:.....

Telephone:.....

Email:.....

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