

2022
Call
for
Entries

Now accepting entries
for the **2022 Print**
Excellence Competition



Printing & Imaging
Association of Georgia



About the Competition

The Printing & Imaging Association of Georgia is excited to kick off the 2022 Performance Excellence Competition.

Each year, the Excellence Competitions (made up of Print Excellence and Performance Excellence) award the best combinations of technology and craftsmanship within Georgia's dynamic printing, imaging, and finishing community. Enter those unique projects you have produced between January 1, 2021 and December 31, 2021, and realize the value of having a marketing tool that recognizes the superior work produced by your company. The 2022 Excellence Competitions are open to all printing, imaging, print equipment, print finishing, and design facilities within the state of Georgia.

Past winners have found that winning an Excellence Competition award can be a powerful marketing tool in helping grow their business. Receiving an award in one of the largest, most prestigious graphic communication competitions in the Southeast tells your customers and prospects that your company produces some of the finest work available in our field. In the age of social distancing, mask wearing, and virtual environments, enter those unique projects you created in 2021 that showcase how adaptable & resilient the printing industry is.

Winners will benefit all year long from a rich mix of public relations and marketing opportunities, including recognition at [imPRESS 2022](#); inclusion in the 2022 Excellence Awards Annual; announcement of winners across various media channels; and one complimentary set of printed award certificates for display at your facility. The promotional possibilities are endless, and your employees will appreciate recognition for their top-notch work.

Additional information & registration for the Print Excellence Competition can be found at www.piag.org/pec. Please reach out to me at jennie@piag.org or (770) 433-3050 if you have any questions or concerns.



Jennie Thomas

Director, Marketing & Engagement

Deadlines

Early Bird — February 28, 2022

Regular — March 31, 2022

Late — April 15, 2022

Thank you to Scott Lithographing for donating the printing of this publication and for their continued support of PIAG.



Eligibility

All printing, imaging, print equipment, print finishing and design facilities within the state of Georgia may enter the Print Excellence Competition. Entries are limited to Georgia-produced work only. A minimum of 75% of every entry must have been produced within Georgia.

Date of Production

Entries must have been produced between January 1, 2021 and December 31, 2021.

Divisions

Division 1 (1 - 9 employees)*
Division 2 (10 - 25 employees)*
Division 3 (26 - 50 employees)*
Division 4 (51 or more employees)*
Division 5 (Schools)

*Divisions 1-4 are defined as the total number of employees located in Georgia.

Entry Information

To enter the competition, the entry information must be submitted online at www.piag.org/pec, available through April 15, 2022. Along with the online submission, you will need to mail or deliver a copy of each entry.

Categories

Entries must be classified by category codes shown on the following pages. This coding must be used when entering the pieces online. PIAG reserves the right to re-categorize any entry if it is determined that the entry may be judged more fairly by being placed in a different category.

Multiple Categories

A single piece may be entered into multiple categories for a discounted price for each additional category entered. First entry for the piece will be at full price (see Fee Schedule). To enter a piece into more than one category, you must submit an additional copy for judging, pay an entry fee for each category in which you enter the piece, and include each category as a separate line item on the online entry form.

Fee Schedule

PIAG Member Rates

First Entry = Free
Early Bird (until 2/28) = \$25/entry
Regular (until 3/31) = \$35/entry
Late (until 4/15) = \$45/entry
Multiple Categories = \$20/additional category

Non Member Rates

Entries = \$75/entry
Multiple Categories = \$40/additional category

Payment Method

Payment for entries can be done online when submitting entries. If you wish to pay by check, please indicate it on the form and place your check payable to PIAG in with your entry delivery. Payment must be received prior to judging.

Labeling of Entries

We ask that you place your company name and entry number on a sticky note or temporary label that you place on each entry and not apply a permanent label directly to the entry.

Deliver Entries To:

Printing & Imaging Association of Georgia
Attn: Print Excellence Competition
5020 Highlands Parkway
Smyrna, GA 30082

Judging

Entries are judged by impartial, out-of-state printing specialists.
Judging: May 2022
Winners' Notification: June 2022
imPRESS 2022: August 2022

Criteria for Judging

Registration, Visual Impact, Illustration & Halftone Detail, Finishing, Richness & Tonal Qualities of Color, Degree of Difficulty, Paper & Ink Selection, and Ink Consistency

Awards

Certificates will be awarded for "Best of Category" winners and for "Awards of Excellence" signifying those entries that deserved recognition for their work. The following may also be recognized at imPRESS 2022.

Best of Division: One for each Division (1-5) for an entry that exceeds all others in overall quality.

Top Notch: One for each Division (1-5) for the company with the highest percentage of Best of Category awards (with a minimum of 10 entries)

Top Gold: Among all entries, awards may be given for Most Innovative, Best Color, They Said It Couldn't Be Done, Best Self Promo, Best Execution of Ink, Most Creative Use of Paper, Best Digital Printing, Best Web Printing, Best Print Finishing, Best Fine Art Reproduction, Best Combination of Print & Finishing, Best Brochure, Best Booklet, Best Calendar, Best Catalog, Most Environmentally Sustainable, Best Design, Best Collaborative Project, and Best Annual Report at the judges' discretion.

QUESTIONS?

Email jennie@piag.org or
call (770) 433-3050

PEC 2022

A Presentation Folders/ Portfolios & Binders

Presentation folders/portfolios with pockets and loose-leaf binders (Entries submitted with inserts will be judged as a unit).

A-1 Presentation Folders/Portfolios

A-2 Binders (Loose-leaf)

B Brochures, Broadsides, Booklets, & Flyers

B-1 Brochures & Broadsides,
Small

Piece that is folded from a sheet 11x17" or smaller and is not stapled or bound.

B-2 Brochures & Broadsides,
Large

Piece that is folded from a sheet larger than 11x17". and is not stapled or bound.

B-3 Booklets (1-3 colors)
72 pages or fewer, bound

B-4 Booklets (4+ colors)
72 pages or fewer, bound

B-5 Flyers
Flyers are a single, unfolded sheet printed on one or two sides.

B-6 Booklets or Brochure Series
A series consists of two or more booklets, brochures, or a combination of the two, of any size, bound or not, related by content or intended audience.

C Catalogs

C-1 Product/Service Catalogs
Catalog for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

C-2 Product/Service Catalogs (Cover-sheetfed; Interior-web)
Catalog for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

D Book, Book Jackets, & Diaries

D-1 Juvenile Books
Does not include school textbooks. For digitally printed juvenile books, see also N-5.

D-2 Hard-Cover Trade Books, Journals, and Other Books
Scientific, professional, fiction, or non-fiction; hard-cover only.

D-3 Soft Covers

D-4 School Textbooks
Elementary through college

D-5 Book Jackets
Please submit jacket with book for presentation purposes. Only the book jacket will be judged.

D-6 Novelty Books
That which is new and unusual. For digitally printed novelty books, see also N-6.

D-7 Diaries and Desk Calendars

D-8 Specialty Books
Books that are not listed as a specific category. This can include school yearbooks, coffee table books, cookbooks, travel books, photography, art books, etc.

E Magazine & Magazine Inserts

E-1 Fashion/Popular Culture Magazines
Magazines focused on fashion, health, and popular culture.

E-2 Architectural/Art/Travel/ Other Magazines

E-3 Magazine Sheetfed

E-4 Magazine Web

E-5 Magazine Sheetfed and Web
Cover-sheetfed; Interior-web

E-6 Magazine Series
Entry must consist of multiple issues of the same magazine title during a one-year period. Work will be judged on consistency of printing and design in the series. At least three different issues must be submitted in order to be eligible for judging.

F Internal Communication Pieces

Publications produced exclusively for the internal communication needs of a single company or organization.

F-1 Internal Communication Pieces

G Newsletters

G-1 Newsletters

H Reports

H-1 Business & Annual Reports

I Point-of-Purchase Materials

- I-1 Large Point-of-Purchase Materials**
Includes any in-store promotional materials, such as floor displays, or large hanging displays.
- I-2 Small Point-of-Purchase Materials**
Includes any in-store promotional materials, such as take-1s, counter cards, shelf displays, etc.

J Posters, Art Prints & Other Art Reproduction

Entries must be the actual poster or print; do not send photographs or slides. If possible, ship entries flat.

- J-1 Posters**
Wall posters, truck or window posters, car cards, or calendar posters intended for use as promotion or decoration.
- J-2 Fine Art Prints**
Reproductions of fine art intended for use as decoration, no books or brochures.

K Cards

Christmas cards, greeting cards, postcards, and blank notes.

- K-1 Cards (Printers)**
Printers include companies whose print exceeds 50% of production.
- K-2 Cards (Finishers)**
Finishers include companies whose finishing exceeds 50% of production.

L Invitations & Programs

- L-1 Invitations (1-3 colors)**
- L-2 Invitations (4+ colors)**
- L-3 Invitations (Finishing)**
- L-4 Programs (1-3 colors)**
- L-5 Programs (4+ colors)**

M Calendars

Calendars designed to be posters may be entered in both category M and category J-1. Desk calendars should be entered in category D-7.

M-1 Calendars

N Digital Printing

Piece produced using a toner-based or inkjet production process.

- N-1 Digital Printing - Brochures and Booklets**
72 pages or fewer, bound (saddle stitched, perfect, Wire-O, not case bound).
- N-2 Digital Printing - Brochures and Booklets**
More than 72 pages, bound (saddle stitched, perfect, Wire-O, not case bound).
- N-3 Digital Printing - Flyers**
Flyers are a single, flat sheet printed on one or two sides.
- N-4 Digital Printing - Packaging**
High-quality packaging on a variety of formats and materials on digital presses.
- N-5 Digital Printing - Juvenile Books**
Does not include textbooks.
- N-6 Digital Printing - Novelty Books**
That which is new and unusual.
- N-7 Customized/Personalized/Variable-Data Digital Printing**

Personalized or customized product (Piece may be a "shell," produced in quantity using offset lithography or other print process.) Entries must include at least two different pieces from the run and a brief description (a sentence or two) of the project, the system, and technique used to produce the entry. Entries submitted without an accompanying description will be disqualified.

O Post-Press & Finishing Techniques

- O-1 Foil Stamping**
- O-2 Digital Enhancement Printing**
- O-3 Embossing/Debossing**
- O-4 Die-Cuts & Pop-Ups**
- O-5 Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks**

Entries must include a brief description (a sentence or two) of the project, the ink, and technique used to produce the entry. Entries submitted without an accompanying description will be disqualified.

- O-6 Folding**
Any piece which demonstrates the following characteristics: squareness, lineup consistency, lack of cracking and wrinkles, gussets, smudging, marking, and scuffing. Examples of entries—gatefolds, miniature folding, map folding, special, unique, or difficult folds.
- O-7 Binding**
Includes adhesive binding (perfect binding, notch binding, Smythe-sewn glued covers, side wire stitched glued-on covers), case binding (pages are arranged in signatures, sewn together and hard covers are attached), and mechanical binding (single or double wire, Plasticoil and plastic binding).
- O-8 Other Special Finishing Techniques**

Includes stitching, gluing, hand work, or any other finishing technique not covered in the categories above. Entries must include a brief description (a sentence or two) of the project and technique used to produce the entry. Entries submitted without an accompanying description will be disqualified.



Alternative Printing Methods

- P-1 Hi-Fidelity Printing**
Print using more than 4 colors in halftone areas to enhance images and graphics.
- P-2 Stochastic Printing**



Directories & Source Books

- Q-1 Directories and Source Books**
Publications listing names, addresses, etc., of individuals or companies.



Stationery & Office Materials

- Individual pieces of your entry should be placed into separate envelopes.*
- R-1 Letterhead**
- R-2 Business Cards**
- R-3 Envelopes**
Includes all sizes of envelopes.
- R-4 Stationery Packages**
Includes letterhead, envelopes, and business cards.



Environmentally Sound

- S-1 Environmentally Sound**
Entries must use at least two of the following:
- Recycled papers
 - Soy or vegetable-based inks
 - Direct-to-plate
 - Aqueous coating or energy-curable inks and coatings
 - Other environmentally sound products not mentioned above

Submit an entry and a paragraph describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified.



Packaging & Labels

- T-1 Cartons, Containers, Boxes, and Totes**
Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unit with one entry fee.
- T-2 Media Packaging**
Record Covers, DVDs, Blu-Ray discs, and video games.
- T-3 Labels and Wraps**
Includes single labels and wraps or an integrated series. It is strongly recommended that the entry submitted be adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.
- T-4 Flexographic Printing**
Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.



Print/Graphic Arts Self Promotion

- Entries may include more than one item if the material was mailed as a single unit or was part of a campaign. If the entry includes more than one item, please submit the entry in an envelope.*
- U-1 Print/Graphic Arts Self-Promotion (Printer)**
- U-2N Print/Graphic Arts Self-Promotion (Non-printer)**
Prepress companies, finishing, advertising, and other graphic arts firms



Web Press Printing

- V-1 Web Press Printing**
(1-3 colors, coated/uncoated paper)
- V-2 Web Press Printing**
(4+ colors, coated/uncoated paper)
- V-3 Web-Sheetfed Press Printing**
Combination - Sheetfed and Web - One component of the entry must be printed fully in-house.



Marketing/ Promotional Materials

Entries in categories W-1 through W-5 must include more than one piece. Entrant should have printed substantially all parts of the finished package. Individual pieces of your entry should be placed into an envelope.

- W-1 Promotional Campaigns, Business-to-Business**
A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.
- W-2 Promotional Campaigns, Consumer**
A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.
- W-3 Direct Mail Campaigns, Business-to-Business**
Uses mail as its exclusive means of distribution; objective is to promote to another business.
- W-4 Direct Mail Campaigns, Consumer**
Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.
- W-5 Media Kits**
A single package of promotional or informational materials packed into a folder or carrier for distribution.
- W-6 Single Promotional Self-Mailer**
- W-7 Cross-Media Promotion**
Entries in Cross-Media Promotion must show a combination of involvement in at least three areas of a broad spectrum of creative services. Campaign must include print plus any combination of collateral, website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or Online Marketing Campaigns ("OMC"). Entries are judged on overall quality and consistency in cross-media compliance and identification. Entries submitted without an accompanying description will be disqualified.



Specialty Printing

X-1 Large-Format Printing

Materials in one or more colors with at least one dimension measuring in excess of 40 inches, but less than 60 inches. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that judges do not have an accurate sense of the piece).

X-2 Large-Format Printing

Materials in one or more colors with at least one dimension measuring 60 inches or more. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that judges do not have an accurate sense of the piece). Option to send pictures or video.

X-3 Exceptionally Large-Format Printing

Extraordinarily large displays that are either not practical to ship or are of a "one and done" nature. These entries must be accompanied by photographs and/or video (less than three minutes in length), and/or written details (less than one typed page) that describes the project.

X-4 Screen Printing

X-5 Decorative Printing

Wallpaper, wrapping paper, displays

X-6 3D Printing

X-7 Fabric/Textile Printing

Metal decorating, printing on textiles, fabrics, or vinyl. Example: T-Shirts, bags, turnedge materials

X-8 Functional Printing

This refers to the ability of a printed substrate to perform a function. Examples can include: bottle caps, printed electronics and RFID, highway signs, measuring tape, and circuit boards.

X-9 Miscellaneous Specialties - Other

Materials that do not fit the criteria for any other category. Examples: banners; menus; matchbooks; maps; playing cards; decals; and holograms. Entries must include a brief description (a sentence or two) of the project and technique used to produce the entry. Entries without a description will be disqualified.



Special Innovation Awards

Examples include new, expanded, or unique use of technology or an innovative mix of existing technologies. Entry must include a paragraph or brief description of the project and the processes used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

Y-1 Special Innovation Awards - Printing

Y-2 Special Innovation Awards - Others



Collaborative Project

This category recognizes a project on which more than one printer was involved in the work. Please provide documentation on collaboration, including who was involved and which areas of the project they completed.

Z-1 Collaborative Project



They Said It Couldn't Be Done

This category is for printers who exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, and a paragraph describing the challenges of the job and how they were overcome. **Entries not containing all required elements will be disqualified.**

S-A They Said It Couldn't Be Done



Design

Pieces will be judged on architecture, design principles, design complexity, graphic design and overall design effectiveness.

S-B Design



Performance Excellence Competition

A sub-competition of the annual Print Excellence Competition, the Performance Excellence Competition recognizes and awards the equipment manufacturer that had the most Top Gold and Best of Division winning entries printed on their equipment.

The 2022 Print Excellence Competition is open to all printing, imaging, print equipment, print finishing, and design facilities within the state of Georgia, however as a manufacturer, you play a key role in this competition as well. While the Performance Excellence Award is awarded to the equipment manufacturer, it's important that you encourage your customers to enter this year's competition.

Realize the value of having a marketing tool that recognizes the superior work produced on your equipment. Receiving an award in one of the largest, most prestigious print competitions in the Southeast tells your customers and prospects that your company's equipment produces some of the finest print available. Winners will benefit all year long from a rich mix of public relations and marketing opportunities, including recognition at [imPRESS 2022](#); inclusion in the 2022 Awards Annual; and, announcement of winners across various media channels.

Additional information and registration of entries can be found at www.piag.org/pec. Please reach out to Jennie Thomas at jennie@piag.org or (770) 433-3050 if you have any questions or concerns.



5020 Highlands Parkway
Smyrna, GA 30082

(770) 433-3050 | www.piag.org

2022 Call for Entries

Now accepting entries for the
2022 Print Excellence Competition

PIAG.ORG/PEC

