



**Printing & Imaging**  
Association of Georgia

★ ★ ★ ★  
2 0 **PRINT**  
2 **EXCELLENCE**  
3 **COMPETITION**  
★ ★ ★ ★

Call for Entries

# About the Competition

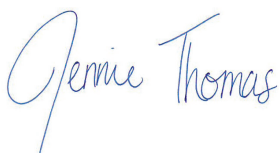
The Printing & Imaging Association of Georgia annually hosts the Print Excellence Competition (PEC), which awards the best combinations of technology and craftsmanship within Georgia's print and graphic communications community. The Print Excellence Competition is open to all print and design firms in Georgia. Entries must have been produced between January 1, 2022 and December 31, 2022.

Winning a PEC award can be a powerful promotional tool, demonstrating your capabilities to current and potential customers while recognizing your employees' skill and talent. Winners can benefit from a mix of marketing opportunities including:

- Recognition at [imPRESS 2023 Celebration of Print](#)
- Inclusion in the 2023 Excellence Awards Annual
- One complimentary set of printed award certificates for display at your facility, with option to purchase additional custom certificates to give to your customers
- Announcement of winners across various channels, including PIAG's website, email, and *PrintQueue* magazine
- Press release announcing your company as an award recipient
- Publicity kit to guide your marketing efforts

Entries must be submitted by April 14, 2023. PIAG members' first entry is free, and a discounted rate is available if submitted by the Early Bird Deadline. Judging will be held in May 2023, with winners being notified for Best of Category and Award of Excellence in June. Best of Show, Best of Division, Top Notch, and Top Gold winners will not be announced until the imPRESS Celebration of Print in August.

Additional information and entry submission for the Print Excellence Competition can be found at [www.piag.org/pec](http://www.piag.org/pec). Please reach out to me at [jennie@piag.org](mailto:jennie@piag.org) or (770) 433-3050 if you have any questions or concerns.



**Jennie Thomas**  
Director, Marketing & Engagement

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

## Deadlines

**Early Bird – March 3, 2023**

**Regular – April 14, 2023**

**Items Due to Office - April 21, 2023**

## Eligibility

All printing, imaging, print finishing and design facilities located within 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, 2022 and December 31, 2022.

## 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](http://www.piag.org/pec), available through April 14, 2023. Along with the online submission, you will need to mail or deliver a copy of each entry. Additional samples for each entry are not required, but can be included if desired.

Entries may be returned to you after imPRESS, if requested. Participant will be responsible for return shipping and handling costs.

## 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 3/03) = \$30/entry
- Regular (until 4/14) = \$40/entry
- Multiple Categories = \$20/additional category
- Schools = Free

### Non Member Rates

- Entries = \$90/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. Please do 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 2023

Winners' Notification: June 2023\*

imPRESS: August 2023

\*High Honor (Best of Show, Best of Division, Top Notch, and Top Gold) award recipients will not be revealed until imPRESS.

## 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 High Honor awards will be recognized at imPRESS 2023.

**Best of Show:** The entry that is judged as the most outstanding in the competition.

**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 select categories, subject to the judges' discretion. Examples include: Most Imaginative, Best Use of Color, Most Creative Use of Paper, Best Digital Printing, Best Combination of Print & Finishing, Best Brochure, Best Booklet, Best Calendar, Best Campaign, Best Catalog, Most Environmentally Sustainable, Best Design, and/or Best Annual Report.

## QUESTIONS?

Email [jennie@piag.org](mailto:jennie@piag.org) or  
call (770) 433-3050

# PEC 2023

## 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 point 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.

## 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.
- 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 a 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.

**P** 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**

**Q** Directories & Source Books

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

**R** 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.*

**S** 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.*

**T** 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.*

**U** 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*

**V** 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.**

**W** 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 must include a brief description (a sentence or two) of the project and technique used to produce the entry.*



## 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.



## 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.

### 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 the a paragraph describing the challenges of the job and how they were overcome.

### 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 2023 Print Excellence competition is open to all printing, imaging, print finishing, and design facilities in 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 the Performance Excellence Award tells your customers and prospects that your company's equipment produces some of the finest print available. Winners can benefit from a mix of marketing opportunities, including recognition at imPRESS 2023, inclusion in the 2023 Awards Annual, and announcement of winners across various media channels.



## Americas Print Awards

PIAG is proud to participate in the second annual Americas Print Awards, a national competition hosted by the Americas Printing Association Network (APAN), a group of state and regional associations. PIAG will submit top PEC winning entries to this national competition, at no cost to the participant. Additional information on Americas Print Awards can be found at [www.americasprintawards.com](http://www.americasprintawards.com).



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