

# *Making a Splash*



**2025** PRINT  
**EXCELLENCE**  
**COMPETITION**

Call for Entries



Printing & Imaging  
Association of Georgia

# Make a Splash in 2025

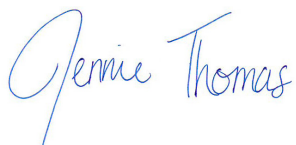
The Printing & Imaging Association of Georgia (PIAG) annually hosts the Print Excellence Competition (PEC), which awards the best combinations of technology and craftsmanship within Georgia's print and graphic communications community. The PEC is open to all print manufacturing, finishing, and design firms in Georgia. A minimum of 75% of each entry must have been produced within Georgia between January 1, 2024 and December 31, 2024 by the participating company.

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 PIAG's [imPRESS Celebration of Print](#)
- Inclusion in the PEC Awards Annual
- One complimentary set of printed award certificates for display at your facility with the option to purchase additional custom certificates to present 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 assist in your marketing efforts

Entries must be submitted via the online form by April 25, 2025. PIAG members' first entry is free, and a discounted rate is available if submitted by the Early Bird Deadline. Judging is scheduled for May 2025, with winners being notified for Best of Category and Award of Excellence in June. Best of Show, Best of Division, and Top Gold winners will be announced at the imPRESS Celebration of Print scheduled for August.

Additional information and the entry submission form 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 with any questions or concerns.



**Jennie Thomas**  
Director, Marketing & Engagement

## Deadlines

**Early Bird - March 14, 2025**

**Regular - April 25, 2025**

**Samples Due to Office - May 1, 2025**



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

# Rules and Regulations

## Eligibility

Print manufacturing, print finishing, and design facilities located within Georgia may enter the Print Excellence Competition. Entries are limited to Georgia-produced work only.

**Finishing** companies are eligible to enter pieces in category O.

**Design** companies are eligible to enter pieces in category SB.

**All other categories are printing categories.**

**A minimum of 75% of each entry must have been produced within Georgia by the participating company.**

## Date of Production

Entries must have been produced between January 1, 2024 and December 31, 2024.

## Entry Submission Process

Entries must be classified by category codes shown on the following pages and submitted online at [www.piag.org/pec](http://www.piag.org/pec) by April 25, 2025.

Companies may enter as many pieces as they wish in any eligible category.

Along with the online submission form, you will need to mail or deliver a sample of each entry to PIAG. Additional samples for each entry are not required, but can be included if desired.

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.

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

## Multiple Categories

A single piece may be entered into multiple categories. First entry for the piece will be at full price with a discounted price for each additional category entered (see Fee Schedule below).

A separate sample should be provided for each category entered. Please include each category as a separate line item on the online entry form.

## Labeling of Entries

Please place a sticky note or temporary label on each entry with its respective entry number. Please do not apply a permanent label directly to the entry.

## Deliver Entries To:

PIAG  
Attn: Print Excellence Competition  
5020 Highlands Parkway  
Smyrna, GA 30082

## Divisions

Entries are divided by company size:

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.*

## Fee Schedule

### PIAG Member Rates

First Entry = Free

Early Bird (until 3/14) = \$35/entry

Regular (until 4/25) = \$45/entry

Multiple Categories = \$25/additional category

Schools = Free

### Non Member Rates

Entries = \$95/entry

Multiple Categories = \$45/additional category

Payment can be submitted online or via check. Payment must be received prior to judging.

## Judging

Entries are judged by impartial, out-of-state printing specialists.

Judging: May 2025

Winners' Notification: June 2025\*

imPRESS: August 2025

*\*Best of Show, Best of Division, 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 2025.

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

**Best of Division:** One for each division for an entry that exceeds all others in overall quality.

**Top Gold:** Among all entries, awards may be given for select categories, subject to the judges' discretion. Examples include: Best Brochure, Most Imaginative, Best Use of Color, Most Creative Use of Paper, Best Finishing, Best Booklet, Best Calendar, Best Campaign, Best Catalog, Best Design, and/or Best Annual Report.

## QUESTIONS?

Contact Jennie Thomas at  
[jennie@piag.org](mailto:jennie@piag.org) or  
(770) 433-3050

# 2025 Entry Categories

A minimum of 75% of every entry must have been produced within Georgia by the participating company.

**Finishing** companies should enter in category O and **Design** companies should enter in category SB.  
**All other categories are printing categories.**



Presentation folders/portfolios with pockets. Entries submitted with inserts will be judged as a unit.

**A-1 Presentation Folders/Portfolios**

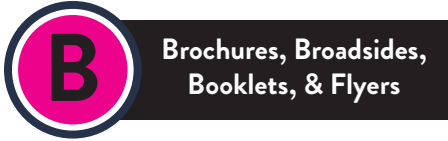


**C-1 Product/Service Catalogs**  
*Consumer, business, specialized markets, art exhibits, museums, schools, or service-providing commercial firms.*



Publications produced exclusively for the internal communication needs of a single company or organization. For self-promotion, see category U-1.

**F-1 Internal Communication Pieces**



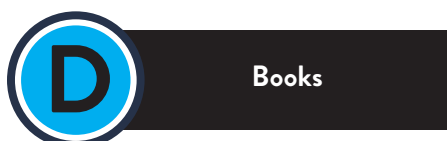
**B-1 Brochures & Broadsides, Small**  
*Piece that is folded from a sheet 11x17" or smaller and is not stapled or bound.*

**B-2 Brochures & Broadsides, Large**  
*Piece that is folded from a sheet larger than 11x17" and is not stapled or bound.*

**B-3 Booklets**  
*48 pages or fewer, including cover and text, bound in any manner.*

**B-4 Flyers**  
*Single, unfolded sheet printed on one or two sides.*

**B-5 Booklet/Brochure Series**  
*Entry must consist of at least three different issues that are related by content or intended audience and produced during the same calendar year. Work will be judged on consistency of printing and design in the series.*



Books are over 48 pages, including cover and text, and bound in any manner.

**D-1 Hard Cover Books**

**D-2 Soft Cover Books**

**D-3 Book Jackets**  
*Please submit jacket with book for presentation purposes. Only the book jacket will be judged.*



**G-1 Newsletters**



**H-1 Business & Annual Reports**



**E-1 Magazines**

**E-2 Magazine Series**  
*Entry must consist of at least three different issues of the same magazine title produced during a one-year period. Work will be judged on consistency of printing and design in the series.*

**E-3 Magazine Inserts**



**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.*

*\*Entries submitted without an accompanying description will be disqualified.*



## 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. If you prefer to create a miniature of the project (from the same materials), please include details and pictures of the piece after installation so judges can fully understand the project.

**J-1 Posters**  
*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.*



## Cards

Includes holiday cards, greeting cards, postcards, and blank notes.

**K-1 Cards**



## Invitations & Programs

**L-1 Invitations**

**L-2 Programs**



## Calendars

Calendars designed to be posters may be entered in category M-1 and/or J-1.

**M-1 Calendars**

**M-2 Desk Calendars**



## Personalized/Variable Data

**N-1 Personalized/Variable Data \***

*Entries must include at least two different pieces from the run and a brief description of the project, the system, and technique used to produce the entry.*



## Post-Press & Embellishment Techniques

For categories O-1 through O-9, a minimum of 75% of post-press production for each entry must be completed by participating company.

**O-1 Foil Stamping**

**O-2 Digital Enhancement Printing**

*Enhancement must be digitally produced; the piece itself may be printed digitally or offset.*

**O-3 Embossing/Debossing**

**O-4 Die-Cuts & Pop-Ups**

**O-5 Specialty Inks or Coatings, Spot UV, Fragrances, or "Invisible" Printing Inks \***

*Entries must include a brief description 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 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 of the project and technique used to produce the entry.*

**O-9 Combination Finishing Techniques \***

*Entries must include a brief description of the project and techniques used to produce the entry.*



## Fabric/Textile Printing

**P-1 Fabric/Textile Printing**

*Includes screen printing and dye sublimation*



## Directories & Source Books

**Q-1 Directories and Source Books**

*Publications listing names, addresses, etc. of individuals or companies.*

**\*Entries submitted without an accompanying description will be disqualified.**

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## Stationery & Office Materials

- R-1 Letterhead**
- R-2 Business Cards**
- R-3 Envelopes**  
*Includes all sizes of envelopes.*
- R-4 Stationery Packages**  
*Must include a minimum of three pieces to be eligible. Example: letterhead, envelope, and business card.*



## 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  
*Entries must include a paragraph describing the materials and processes used.*



## 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 Plastic Packaging**  
*Produced on hard plastic substrates*

- 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 Miscellaneous/Other**



## 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 Self-Promotion**



## Specialty/ Miscellaneous

- V-1 Hi-Fidelity Printing**  
*Print using more than 4 colors in halftone areas to enhance images and graphics.*
- V-2 3D Printing**
- V-3 Miscellaneous Specialties - Other \***  
*Materials that do not fit the criteria for any other category. Entries must include a brief description of the project and technique used to produce the entry.*



## Marketing/ Promotional Materials

Entries in categories W-1 through W-3 must include more than one piece. Entrant should have substantially printed all parts of the finished package. Please place all pieces for one entry into the same envelope.

- W-1 Promotional Campaigns**  
*A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution. Must include more than one piece.*
- W-2 Direct Mail Campaigns**  
*Uses mail as its exclusive means of distribution. Must include more than one piece.*
- W-3 Media Kits**  
*A single package of promotional or informational materials packed into a folder or carrier for distribution. Must include more than one piece.*
- W-4 Single Promotional Self-Mailer**  
*A brochure or card that can be mailed without enclosing in an envelope*
- W-5 Cross-Media Promotion \***  
*Entries 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. Entry must include a brief description of the project and the processes used to produce the entry.*

**\*Entries submitted without an accompanying description will be disqualified.**



## Large Format

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). Extraordinarily large displays that are either not practical to ship or are of a “one and done” nature should 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-1 Banners
- X-2 Posters
- X-3 Vehicle Wraps
- X-4 Signage
- X-5 Miscellaneous/Other



## Environmental Graphics

- Y-1 Floor or Window Graphics
- Y-2 Wallpaper
- Y-3 Miscellaneous/Other



## Meeting, Tradeshow, & Conference Displays

- Z-1 Event or Display Graphics



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

- SA-1 They Said It Couldn't Be Done \*



## Design

For categories SB-1 through SB-7, a minimum of 75% of design work for each entry must be completed by participating company.

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

- SB-1 **Publication**  
*Includes brochure, magazine, catalog, etc.*
- SB-2 **Direct Mail**
- SB-3 **Promotional**  
*Includes announcements, invitations, apparel, etc.*
- SB-4 **Large Format & Environmental Graphics**  
*Includes signage, banners, wallpaper, floor and window graphics, etc.*
- SB-5 **Campaign**  
*Must include more than one piece. Entrant should have substantially designed all parts of the finished package.*
- SB-6 **Packaging**
- SB-7 **Miscellaneous/Other**  
*Includes style guide, menus, etc.*



## Special Innovation Awards

Examples include new, expanded, or unique use of technology or an innovative mix of existing technologies, including the use of AI. Entry must include a brief description of the project and the processes used to produce the entry.

- SC-1 Special Innovation Awards \*



## Americas Print Awards

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

## DEADLINES

- Early Bird - March 14
- Regular - April 25
- Samples Due to Office - May 1

## ENTER ONLINE

[www.piag.org/pec](http://www.piag.org/pec)



*\*Entries submitted without an accompanying description will be disqualified.*



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**5** COMPETITION



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