



PrintWeek 2016 Awards

PRINT IN THE SPOTLIGHT

ENTRY INFO

Key dates

18 July 2016	Extended entry deadline
15 July 2016	Samples delivery deadline
August 2016	Judging
September 2016	Shortlist announced
17 October 2016	Ceremony

Contents

Introduction	2
How to enter	3
Performance Awards	3
Quality Awards	3
Return of printed samples	3
The categories	4
Further reasons to enter	5
FAQs	6
Testimonials	7



Introduction

Describing the PrintWeek Awards as the greatest print awards bar none is no idle boast. The value of winning or being shortlisted for a PrintWeek Award can't be overstated, both in terms of raising the profile of your company in the minds of clients, current and potential, and boosting the morale of your staff.

However, winning a PrintWeek Award isn't easy – it's not meant to be, it's the highest accolade in UK print, after all. But there are some simple steps you can take to give yourself the best possible chance.

Firstly, you need to enter. Obvious, I know, but you'd be surprised at the number of printers who like to complain that they 'never win', but at the same time have never entered.

Secondly, for the Quality Awards, you need to ensure that you send us only the very best examples of your work. Start setting aside pristine examples of jobs so that you have the best of the bunch to choose from when you come to submit your entry.

Remember, you're judged on a body of work, not just one single piece of print. It's one of the strengths of the PrintWeek Awards, and you should aim to demonstrate your prowess in as wide a variety of skills as possible.

Thirdly, read the rules carefully and make sure that you have submitted all the relevant documentation, because if we don't have enough information to go on, you might not make it to the shortlist. If you have any questions regarding the criteria or what exactly we need, please contact our events team, who will be more than happy to help.

Finally, remember who's judging the entries: your clients.

We assemble an august line-up of big-name print buyers for our Quality Awards covering all of the major print disciplines and this is your chance to sell to them and their peers. Make sure your supporting citations explain exactly what makes you and the work you do so special.

Once you've done all this, you can sit back with confidence and wait for the shortlist in September.

Good luck!

Darryl Danielli Editor and publisher, *PrintWeek*





How to enter



There are two types of Award: the Quality Awards, which judge the quality of output from different sectors, such as labels, glossy magazines, catalogues and posters; and the Performance Awards, which are judged on financial performance, strategy, capital investment and training programmes. Within those awards types, there are 24 categories in all and you can enter as many as you wish (although only once in each category).

The PrintWeek Awards are open to any UK-based print business directly involved in the production of print, equipment manufacturers are not eligible. If you have any queries relating to your business's eligibility – please contact the awards team.

First of all, decide which category or categories you wish to enter by clicking on the 'Categories 2016' link at www.printweekawards.com and when you are ready to make your entry, click on the 'Enter Now' button. You will be asked to fill in your contact details to register your entry. You can then select which category/ies you wish to enter. Once registered, you may log out and sign in again at a later date to complete your entry.

We ask entrants to send in a range of work to ensure that we can measure the consistency as well as the quality of the output and not judge a company by one job. The PrintWeek Awards also values qualities like financial performance, business strategy, training and investment, as well as production excellence.

Performance Awards For the Performance Awards categories, you are required to write a 500 word summary through the online system. Depending on the category, you will also be required to supply supporting material separately. Your summary is to include a brief introduction to the company and the challenges involved and goals achieved, plus a set of accounts that cover the period specified. You will also need to upload a detailed client testimonial that describes aspects such as bottom-line impact, response rates, ROI, sustainability, data collection, and any other metrics that you believe appropriate. For the performance awards, you may supply samples of printed work but it is not required.



Quality Awards For the Quality Awards categories, you are required to send in one copy of four different samples of printed materials, and write a 250-word production summary for each sample. Please ensure these four samples represent a variety of the work you do. Once you have uploaded all your documents, you will receive a confirmation email. When you receive this, print it off and send it with your samples to the address below. Please DO NOT mark up your samples with company logos, sticky labels or anything that could identify you to the judging panel. For some categories, we will also require PDF proofs for use in graphics at the awards ceremony. This will be detailed in the category criteria.

Posting your samples Send your samples to Lucy Allen, PrintWeek Awards, The Mark Allen Group, St Jude's Church, Dulwich Road, London SE24 0PB. If your entry is especially large, for the PoP category, for example, please call Lucy on 020 7501 6782 or email lucy.allen@markallengroup.com to arrange delivery. Before sending your entry, take a photo of your sample and email that to lucy.allen@markallengroup.com. This, and your printed email confirmation will help us marry up your sample with your summary documents. Please can you also send a PDF of the cover image of each of your samples as a record of your sample.

Return of your printed samples Supporting material will not be returned, but collection may be arranged by applying to the event manager at the time of entry. Support material will be held until 18th November 2016, and disposed of afterwards unless collection is organised. Please note entries to the Poster Printer of the Year category cannot be returned.



Go to www.printweekawards.com to enter

The categories

Full criteria is available by visiting www.printweekawards.com/#Categories and clicking on the relevant category

The two types of Award

Performance Awards These are the business awards, which are typically judged on hard evidence (financial results, response rates, etc). The categories are:

PrintWeek Company of the Year

SME of the Year

Cross-media Company of the Year

Customer Service Team of the Year

Environmental Company of the Year

Marketing Campaign of the Year

Trainee of the Year*

*Free entry to this category



The Quality Awards are awarded for the work you produce and are judged on real jobs for real clients that you have produced. The categories are:

Industrial Digital Printer of the Year

Book Printer of the Year

Catalogue Printer of the Year

FMCG Packaging Printer of the Year

Label Printer of the Year

Magazine Printer of the Year

Point-of-Purchase Printer of the Year

Social Stationery Printer of the Year

Bespoke Digital Printer of the Year

Brochure Printer of the Year

Direct Mail Printer of the Year

Fine Art Printer of the Year

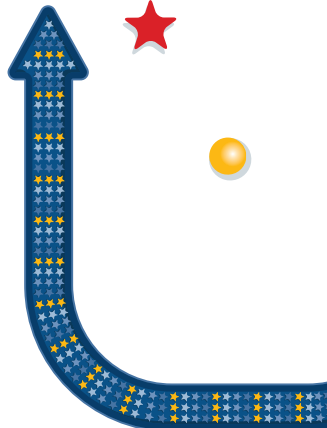
Luxury Packaging Printer of the Year

Newspaper Printer of the Year

Post-Press Company of the Year

Report & Accounts Printer of the Year

Out-of-Home Printer of the Year



Further reasons to enter

The PrintWeek Awards are the industry's leading Awards scheme bar none – ask anyone

- I know everyone says that, but it's true – we have 1,000-plus guests at the Awards Dinner and it's held in the Great Room at the Grosvenor House.
- Ask your customers which industry awards carry the most cachet.

Our Awards are the most credible awards scheme in the industry because...

- They are independently judged by more than 20 leading print buyers (Last year for example, the print buying heads of Toyota, Marks & Spencer, Tesco, Boden, the Imperial War Museum and Penguin were all judges).
- People have to submit a body of work (four examples) not just one.
- Sponsors are not allowed to have any input in the judging process or result, unlike every other awards scheme.

The benefits of entering

- It will boost morale among staff to know that their employer is proud of the work they produce and expects to be counted among the best in the industry.
- Customers and prospective customers will know that they are working with a company that aspires to the highest standards.

The benefits of being shortlisted

All of the above plus:

- Your name is published in the PrintWeek shortlist online and in print and seen by thousands of potential customers.
- You can use the PrintWeek Awards shortlisted company logo on marketing material online and in print.



The benefits of being highly commended

All of the above plus:

- Your company name, a write-up on your entry and your contact details are published in PrintWeek Awards Brochure and also online – which singles out your company to thousands of potential customers as one of the leading companies in your field.
- You can use the PrintWeek Awards 'Highly Commended' company logo on marketing material online and in print.



The benefits of winning an Award

All of the above plus:

- You are beyond any doubt recognised as the leading company in your field bar none.
- Receive one of PrintWeek's hallowed 'Prism' trophies.
- You can use the PrintWeek Awards Winner logo on marketing material online and in print.



FAQs

Please see answers to some frequently asked questions below. If your question is not answered here, please get in touch with the awards team on 020 7501 6782, who will be happy to help.

When is the closing date for entries?

Early bird entry deadline: Friday, 10 June 2016.

Standard entry deadline: Friday, 1 July 2016.

*Please note – Friday 1 July is the deadline for your online submission – your physical samples must reach us by Friday, 15 July.



How much does it cost to enter?

Early bird deadline rate: £130 + VAT per entry

Standard deadline rate: £165 + VAT per entry

Standard deadline rate after 1st July: £200 + VAT per entry

Who is eligible to enter?

The PrintWeek Awards are open to any UK-based print business directly involved in the production of print, equipment manufacturers are not eligible. If you have any queries relating to your business's eligibility – please contact the awards team.

What is the eligibility period?

Performance Awards – April 2015 to the end of March 2016

Quality Awards – entries must have been printed since 1 July 2015

Can the same entry be entered into more than one category?

Yes, you can enter the same work into as many relevant categories (only one entry per category though). Remember, each category has different criteria so your written submission will need to be amended accordingly.

My company is based outside the UK. Can I enter the PrintWeek Awards?

No, the PrintWeek Awards only celebrates the UK print industry.



Do we need to submit a paper copy of our submission?

No, upload your written entry and send in the printed material, including a print-out of your confirmation email, to:

Lucy Allen

PrintWeek Awards

St Jude's Church

Dulwich Road

London SE24 0PB



Does my uploaded summary have to be submitted in Microsoft Word?

No, PDF documents can be submitted as long as the entry does not exceed 5MB.

How many copies of my samples should I send?

Just one copy of each sample.

Should I label up my samples?

No. Please do not mark your samples in any way. That includes company logos, sticky labels or anything that could identify you to the judging panel.

FAQs



Which category should I enter? How do I know if it is suitable?

If you would like to discuss which category to enter, please contact Lucy on 020 7501 6782 or lucy.allen@markallengroup.com.

Will I be able to collect my supporting material after the Awards?

Supporting material will not be returned, but collection may be arranged by applying to the event manager at the time of entry. Support material will be held until 18 November 2016, and disposed of afterwards unless collection is organised. Please note entries to the Poster Printer of the Year category cannot be returned.

Will I be penalised if my entry exceeds the word limit?

The word limit for the Performance Awards is 500 words, and 250 words for the Quality Awards. You won't be penalised for exceeding the word limit, but it is advised you try to stick within the limits as much as you can!

How do I amend an existing entry?

If you wish to add another entry to an existing booking, please go to www.printweekawards.com and click on 'Enter Now'. Please have your email address and password ready. You will come to a page that has your details displayed. Click on the 'edit' button on the bottom left hand side of the page (under the payment option) and you will be able to amend or add an entry. You will be able to do this until the closing date.

When will the final shortlist be announced?

The final shortlist will be announced in the first September issue of PrintWeek. Emails will also be sent out to notify entrants of the shortlist.



Can I withdraw my entry?

Yes, entries may be withdrawn up until the closing date. Entry fees will not be refunded.

What is your confidentiality policy for entries?

All material will remain confidential to the judges. Winning entries will be published in the Awards booklet, handed out at the event. Please highlight on your entry any sensitive information that should not be reproduced.

When will the judging take place?

The judging will take place in August 2016.



When will the results be announced?

The results will be announced at the Awards dinner on Monday 17 October. It will be held in the Great Room at Grosvenor House, Park Lane, London W1K 7TN. To book your places, click on 'Dinner Bookings'.





PrintWeek 2015 Awards

Testimonials



If you want to win an award then it is a PrintWeek Award that you want to win because so many businesses enter them. Being able to show prospective new clients that you have won awards gives another reason for that business to start to trust you and give you that first chance. And it is just a great evening as well!

Sam Neal Managing director, Geoff Neal

The Awards are a great way of publicising and providing independent endorsement of the exceptional standards our team have achieved in service, quality and environmental management. A nomination or win gives recognition and a thank-you to our team for the skill, hard work and commitment which has been fundamental in enabling us to reaching these standards.

Alison Branch Managing director, Park Communications



Being recognised as PrintWeek's Out-of-Home Printer of the Year was a great accolade for our business and has without doubt helped us to drive forward both brand and employee engagement since. The credibility of the PrintWeek Awards has also provided a level of recognition and positivity shared equally by our employees and customers.

Mike Freely Managing director, Octink



Winning one of Printweek's prestigious awards has a positive impact both on employees and clients alike. For the team at Screaming Colour it is recognition of the creativity, hard work and determination that everyone puts in throughout the whole year. For clients and potentials clients it helps differentiate Screaming Colour as a company who consistently produce work that is of a quality and specification well beyond the norm.

Iain Moring Managing director, Screaming Colour

