



ENTRY INFORMATION

Key dates

Friday 8 June 2018	Early bird deadline
Friday 6 July 2018	Deadline
Friday 20 July 2018	Samples delivery deadline
August 2018	Judging
September 2018	Shortlist announced
22 October 2018	Ceremony

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INTRODUCTION

Welcome to the 2018 PrintWeek Awards, the greatest and most sought after awards in the print industry.

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 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, 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 information, 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 a 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. Overall there are 25 categories 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 2018' 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 and upload a 500-word summary. Depending on the category, you will also be required to supply supporting material. Your summary should include a brief introduction to the company, 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. 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 printed samples, and write and upload a 250-word production summary for each. 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.

Posting your samples Send your samples and confirmation email to Sam Dewey, PrintWeek Awards, Mark Allen Group, Unit C1, Dinton Business Park, Catherine Ford Road, Dinton, Salisbury, Wiltshire SP3 5HZ. We will marry up your sample with your summary documents. If your entry is especially large, please call Sam on 020 7501 6782 or email sam.dewey@markallengroup.com
NOTE: PoP samples should not be sent to the above address. Please contact Sam Dewey for information on your sample delivery

Return of your printed samples Supporting material will not be returned, but collection may be arranged by contacting the events team. Samples will be held until 16 November 2018 and disposed of afterwards unless collection is organised. Please note entries to the Point-of-purchase 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 judged on hard evidence (financial results, response rates, etc). The categories are:

- Company of the Year
- SME of the year
- Cross-media company of the year
- Customer service team of the year
- Marketing campaign of the year
- Trainee of the year

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:

- Bespoke digital printer of the year
- Bespoke magazine printer of the year
 - Book printer of the year
 - Brochure printer of the year
 - Catalogue printer of the year
 - Direct mail printer of the year
 - Fine art printer of the year
- FMCG packaging printer of the year
- High-volume magazine printer of the year
- Industrial digital printer of the year
 - Label printer of the year
- Luxury packaging printer of the year
 - Newspaper printer of the year
 - Out-of-home printer of the year
- Point-of-purchase (POP) printer of the year
 - Post-press company of the year
- Report & accounts printer of the year
- Social stationery printer of the year





REASONS TO ENTER

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

- Our awards boast the highest number of guests within the industry.
- 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 (over the last few years for example, the print buying heads of Waitrose, Arcadia, Burberry, Santander, Toyota, Penguin, BskyB, Argos, Burberry, Toyota, National Trust, Marks & Spencer, British Gas, Tesco, Boden, the Imperial War Museum and Penguin were all judges).
- People have to submit a body of work (four examples) instead of just one.
- Sponsors are not allowed to have any input in the judging process or result, unlike other award schemes.

The benefits of entering

- It will boost morale among staff to know 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 as well as 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?

Extended deadline: Monday 16 July 2018

Please note – Samples must reach us by Friday 20 July 2018

How much does it cost to enter?

Entry rate: £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 2017 to the end of March 2018

Quality Awards – entries must have been printed since 1 July 2017

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 your supporting material/ samples, including a print-out of your confirmation email, to:

PrintWeek Awards

Mark Allen Group

Unit G1

Dinton Business Park

Catherine Ford Road

Dinton

Salisbury

Wiltshire SP3 5HZ

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 50MB.

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.

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

Contact Sam Dewey on sam.dewey@markallengroup.com / 0207 501 6782

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 16 November 2018, and disposed of afterwards unless collection is organised. Please note entries to the Point-of-purchase 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 2018.

When will the results be announced?

The results will be announced at the Awards show on Monday 22 October. It will be held in the Great Room at Grosvenor House, Park Lane, London W1K 7TN. To book your places, please visit <http://www.printweekawards.com/#Ceremony>. Bookings will be open in July once the entry deadline has passed



TESTIMONIALS

Entering the Print Week Awards is a high point of the year allowing us to look back at the best of our work, the story behind it and our reason for entering. The aim is always to win something, even just to be short listed puts us amongst the top players and winning is the icing on the cake. Everyone in the business takes pride in knowing when they hear that we have come away with a gong. The awards are Printing UK's equivalent of the Olympics. You have to take part!

Alan Padbury Managing Director, The Westdale Press

I would encourage people to enter the awards because it showcases your company's talents to the wider audience – not only within the trade but customers as well. Winning the 'Cross-media company of the year 2016' pulled the team further together and helped galvanise the company's vision for everyone. The Print Week Awards are seen as the industry's premier awards and are most recognised by the wider audience.

Nick Lee Director, ESP Colour

Winning an award keeps motivation and pride exceptionally high and staff focused on delivering peak performance at all times. Buy-in to the awards culture becomes a massively powerful driving force and source of inspiration to the whole team. Chefs and Michelin stars...say no more.

David Houghton Joint Managing Director, D2 Printing

I would encourage people to enter the Print Week awards and really try to push our industry forwards, in terms of what it offers from a quality perspective. It has been great for us winning an award two years on the bounce for our luxury packaging division and has helped us raise our profile in this area of our business. Being tested against other great companies, by people who know what they are looking at, is a very good measure of where you are at.

Fenton Smith Managing Director, Boss Print

