



## Entry form

Deadline for completed entries: **Friday 6 July 2007**

## Welcome

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Winning a PrintWeek Award isn't easy – it's not meant to be, they are the highest accolades 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. There's nothing worse for a judge than seeing a beautiful brochure or book blighted by a hickey. Start setting aside pristine examples of jobs 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, 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. You don't want to be eliminated from the competition on a technicality. For instance, when we ask for a full set of accounts for our Performance categories, do please send them to us. We won't publish them but our team of accountants need them in order to be able to make a sound judgement on the health of your business. If we don't have enough information to go on, you won't make it to the shortlist.

Finally, remember who's judging! Your customers. 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. 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, *PrintWeek*

With thanks to our 2007 sponsors:



## Why should I enter?

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If you win a PrintWeek Award, you win more than just the respect of your colleagues. The power of these Awards is that they give you a unique marketing advantage over your competitors. For example, as a direct mail printer, you can market yourself as 'The Direct Mail Printer of the Year 2007'. No other awards offers this cachet.

## What makes these awards so special?

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We don't think it's fair to judge a company by one job. So 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. What's more, the PrintWeek Awards also value and recognise qualities like financial performance, business strategy, training and investment, as well as production excellence.

## How do the Awards work?

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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. The 'Performance' Awards judge companies on a wider range of criteria, including 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. Once you've filled in the entry form, and put together all accompanying information required, the entry should be sent to the Awards office where it is classified, checked and cross referenced.

## Address for Entries

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The PrintWeek Awards  
174 Hammersmith Road  
London W6 7JP

## Awards Helpline

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If you are unsure which categories you should enter, or have any other queries, call the Awards Helpline on **020 8267 4145**.

## When should I enter?

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**All entries must be in by 6 July 2007.**

## How much does it cost?

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For each entry there is a fee of £100 + VAT (17.5%) payable. Cheques should be made payable to 'The PrintWeek Awards'.

## Who judges the entries?

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We think the most demanding judge is your customer, so *PrintWeek* uses a team of expert print buyers to form the judging panel. The panels are then split to allow each judge to concentrate on categories within his or her chosen field of print buying. The Performance Awards are judged separately (see rule 10). The shortlisted companies will be published in the 13 September issue of *PrintWeek*.

## What about the big night?

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The PrintWeek Awards will be held on Monday 22 October, 2007 at Grosvenor House, Park Lane, London W1. Even if you don't enter or don't make the shortlist, you can still come along to the action-packed evening, which includes cabaret, top presenters, music and of course, the chance to meet up with old friends.

## Tickets

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A table for 10 is £1800 + VAT and individual places are £190 + VAT. To book your tickets, contact

Liz Lockard,  
The PrintWeek Awards,  
174 Hammersmith Road,  
London W6 7JP

Telephone 020 8267 4145  
Fax 020 8267 4331

Email: [printweekawards@haymarket.com](mailto:printweekawards@haymarket.com)

## The Performance Awards

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Here the judges are looking at the business performance of the entering companies. These categories take into account the quality of the balance sheet and profit and loss accounts; investment in technology and people; and other achievements such as the winning of new contracts, or the overcoming of exceptional circumstances. This means that we need to see real substantive evidence, including report and accounts, but we guarantee the confidentiality of sensitive information (see item 10 in rules).

**The financial year under review is April 2006 to the end of March 2007.**

### **PrintWeek Printing Company of the Year**

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The ultimate accolade in this industry. This award recognises outstanding achievement, based as it is on the financial and business performance of a company. Please supply any information which helps to substantiate your achievement, including report and accounts and a 500-word summary on why you should win this award. Other information, such as letters of commendation from customers and samples of work will also be considered.

### **Student of the Year**

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**Sponsored by Heidelberg**

The Heidelberg bursary of £2,000 is open to any student, full or part time, on a print-related course at a recognised UK college, who is planning on, or is already, making a career in the printing industry. There is no limit to the number of students any college may nominate. Entries should be submitted by a lecturer or a department head, and should include a brief report on why each student is nominated, together with examples of his or her work. Please note that students must be available to attend the Awards ceremony to collect the bursary.

### **Customer Service Team of the Year**

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This award recognises the importance of world-class customer service, and that successful companies have to provide much more than 'just ink on paper'. It will be awarded to the customer service team that can demonstrate exemplary performance in offering innovative customer service solutions to customers. This could involve solving a specific problem(s) or thinking proactively on behalf of the customer. Please support your entry with a 500-word summary on why your company should win, along with specific customer service case studies. Clients may remain anonymous if required. Please mark your entry accordingly.

### **Environmental Company of the Year**

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**Sponsored by KBA UK**

This award will go to the company that has done the most to improve its environmental performance during the period under review. The judges will be looking for evidence of the programmes or changes implemented, and of the measurable results of these changes. Please supply all relevant information that will substantiate your environmental achievement, including a 500-word summary and a copy of your company's environmental policy.

### **Pre-Press Company of the Year**

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Repro houses are evolving faster than ever as they adapt to the market place, and it is the combination of outstanding financial performance and development in a fast-changing environment that this award seeks to recognise. Please supply any information that helps to substantiate your achievement, including report and accounts and a 500-word summary on why you should win this award. Other information, such as letters of commendation from customers and samples of work will also be considered. As well as trade shops and bureaux, entries from in-house pre-press operations or subsidiaries will also be accepted provided they are run as separate businesses with their own set of accounts.

### **SME Company of the Year**

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**Sponsored by Close Print Finance**

This category is for small- to medium-sized enterprises (SMEs) and is designed to recognise the achievements of printers with up to 50 employees and/or a turnover of less than £5m. Please supply any information that helps to substantiate your achievements, including report and accounts and a 500-word summary on why you should win this award. Other information, such as letters of commendation from customers and samples of work will also be considered.

### **Please note**

Entrants in the categories for Pre-Press, SME and Printing Company of the Year, must provide full profit and loss and balance sheet information (management accounts are acceptable for periods falling outside your financial year-end). Any submission without this supporting evidence will be disqualified. Please pay special attention to the 500 word summary where requested as this helps the judges to judge your entry.



# The Quality Awards

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Here the judges are looking at the quality of the work produced. All entries (except innovative) need to **include a single copy example of four different jobs printed since 1 July 2006**, in order to demonstrate consistent production excellence. Please note that printers' own promotional material is not eligible. For each sample a 250 word summary must accompany the work to back up the examples, explaining how the job was completed and the challenges it posed etc. Please remember to give details of equipment used to carry out the job on the entry form. It is important to remember we need four different samples per category entry. We also request that you supply, as part of your entry, a CD of all images you wish to be considered as your support material.

## Post-Press Company of the Year

Sponsored by Friedheim International

For the first time, the Post-Press category falls into the quality section of the awards, better reflecting the changing shape of the sector. The award is open to both trade finishers and in-house finishing departments. The judges will be looking for the use of a finishing process (or a combination of processes) that genuinely adds value to a printed product. Entrants must submit four different jobs that demonstrate the breadth of their capabilities.

## Label Printer of the Year

Judges will be looking for the best examples of labels printed using any process. Of particular interest will be the use and application of special colours and finishes, and printing on difficult or unusual substrates. Please supply four different label jobs.

## Consumer Magazine Printer of the Year

Sponsored by UPM

In this category, we are looking for the best examples of 'glossy' magazines printed using the gravure, web offset or sheetfed process, with equal emphasis placed on printing and finishing. Entrants must submit four different publications.

## Business Magazine Printer of the Year

Sponsored by Premier Paper

The judges will be looking for high standards of print and finishing, but in this category, they will take into account any production constraints. Business magazines are defined as those aimed at a specific profession or trade. Specialist consumer or customer magazines should be entered in the Consumer Magazine category. Please supply four different publications.

## Social Stationery Printer of the Year

This category covers printers of all social stationery (note cards, postcards, invitations, letterheads etc) as well as greetings cards. All aspects of production will be taken into consideration including foiling, embossing, debossing and die-cutting. Please send examples from four different stationery and/or greetings cards ranges. Sample books are not eligible.

## Book Printer of the Year

Judges will be looking for the highest quality of printing married to precision in binding. Entrants must submit four different books either case bound or paperback or both. Where the binding has not been done in-house, the trade bindery/ies used must be declared on the production sheet.

## Packaging Printer of the Year

Sponsored by Mercury Search & Selection

This award encompasses all types of printed packaging including cartons, flexible packaging and other containers. The judges will be looking for all-round excellence in packaging printing and will take into account the use of difficult substrates and other production constraints. Please supply four different samples.

## Catalogue Printer of the Year

Sponsored by Goss International

Entrants should submit four different catalogues printed using the web offset process. Although high-quality printing is essential, this category will take into account both the high paginations, length of runs, and production constraints often imposed in catalogue work.

## Brochure Printer of the Year

Sponsored by Ricoh

The judges are looking for the most outstanding examples of colour brochures printed using the sheetfed printing process. Please supply four different examples of your work.

## Direct Mail Printer of the Year

Sponsored by EBB Paper

The full range of printing and finishing techniques will be judged in this category, including folding, perforating, personalisation, die-cutting and pop-ups. Entrants should send in four different jobs.

## Newspaper Printer of the Year

Sponsored by Agfa

We are looking for the newspaper printer that demonstrates outstanding colour printing on newsprint-based products. Judges will take into account the pressures of daily production. Entrants must submit four different newspapers. Newspaper supplements and products printed on improved newsprint can be included as part of an entry, but are not eligible on their own. If necessary, joint entries can be made in this category.

## Fine Art Printer of the Year

For this category, judges will be looking for prints, fine art books or art catalogues that demonstrate the very highest levels of origination and print. Limited editions are eligible. Please supply four different examples of your work.

## Poster Printer of the Year

This category recognises high-quality large-format poster printing using either screen, litho printing or large-format digital printing. Please supply four different jobs. The minimum size of poster eligible is six-sheet format. Proofs of each poster must be supplied.

## Report & Accounts Printer of the Year

Sponsored by HSBC

Judges will be looking for consistent quality of repro, print and finishing across four different report and accounts. Report and accounts printed either sheetfed or web offset may be entered and judges will take into account the differing production implications.

## Digital Printer of the Year

Sponsored by Xerox

Judges will be seeking out the company that best demonstrates a combination of good quality colour results, with innovative applications. Please supply four different jobs. Note: Large-format digital print work should be entered into the Poster category.

## Innovative Printer of the Year

Sponsored by Antalis

Judges will look for the innovative combination of man and machinery to achieve a unique product. The innovation could be in any or all of the disciplines: pre-press, printing, post-press or an electronic media. Please supply up to four samples.

## Creative Repro Company of the Year

Judges will be looking for excellence in the use of retouching, masking and colour correction. We need to know why the jobs are special. Any evidence to support the transformation of the job will greatly help the judges in their decision. Please supply four examples.

## Point-of-Purchase (PoP) Printer of the Year

This award will recognise those companies that demonstrate excellence throughout the display stand lifecycle. We'll be looking for innovation in construction and manufacturing techniques, in-situ effectiveness (compliance and sales improvement statistics should be included if applicable/available) and outstanding customer service. Please submit one sample from four different campaigns.

## Checklist

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- 1 Closing date for entries is 6 July 2007.
- 2 Quality and Performance Awards entrants must complete Part 1 of the entry form. **Please supply three copies of the completed entry form, photocopies are acceptable.**
- 3 Quality Awards entrants must include a 250-word summary for each of the four examples entered, complete the production details section of the entry form and, importantly, supply four different examples of work.

**For the Quality Awards please also complete Part 2 of the entry form for each of the four different samples.**

*For example: If you were entering "Consumer Magazine of the Year" and were using Hello, Vogue, FHM and OK! as samples – you would provide three copies of Part 2 of the entry form and three copies of your 250-word summary with **each** magazine.*

- 4 Enclose all relevant supporting material, please supply all images on CD, clearly labelled.
- 5 Make sure you supply only the number of different samples requested.
- 6 Enclose correct entry fee, £100 (+ VAT) per entry. Cheques should be made payable to 'The PrintWeek Awards'.

Note: the entry fee does not apply in the Student of the Year category.

## Awards Helpline

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If you have any queries, please call the Awards Helpline on 020 8267 4145.

Entries need to be sent to:

Liz Lockard,  
PrintWeek Awards,  
174, Hammersmith Road,  
London W6 7JP

## Please note

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- 1 Whilst every care is taken with entries, *PrintWeek* and Haymarket Business Media cannot accept responsibility for loss or damage, whatever the cause. Please pack your entries carefully so they arrive in good condition.
- 2 Entries will not be returned. They will be held until 9 November 2007 for you to arrange collection. Contact the Awards team on 020 8267 4145 to arrange. Please make sure you indicate on your entry form if you wish to collect your entries.

## Rules

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- 1 Entries must be commercial production runs and must have been printed or produced since 1 July 2006. Private and limited editions eligible.
- 2 Each entry must be accompanied by completed entry forms. In the case of the Quality Awards, production details must be given for each job submitted. For example, if you enter the labels category, we need four different label jobs, with the production details outlined for each of the four jobs. Photocopies are acceptable. In the case of the Performance Awards, you only need to fill in Part 1 of the entry form but please supply three copies of the completed entry form.
- 3 If you are entering one of the 'Quality Awards', please submit three copies of your 250-word summary for each of the four samples entered. This is to be submitted on a separate sheet. Please do not supply on letterhead paper. Note: Entries without this summary may be marked down accordingly.
- 4 Any entry that does not comply with category criteria may be disqualified. Please supply only the number of samples requested.
- 5 You may enter as many different categories as you wish, however, you may only enter the same category once. The cost per entry is £100+ VAT. For example, if you enter for Label Printer of the Year, Packaging Printer of the Year, and SME Company of the Year, the cost will be £300 + VAT.
- 6 All material should be clearly labelled. If you enter the same jobs in more than one category, we will need a full set of examples and supporting material for each category entered.
- 7 The decision of the judges is final and no correspondence will be entered into.
- 8 Confidentiality: all material will remain confidential to the judges, but winning case studies may be written up and published in *PrintWeek* based on the material provided. In the case of the Performance Awards, the judging panel will consist of the editor, deputy editor and two chartered accountants, each of whom will, should you require, sign an agreement in order to guarantee the confidentiality of financially sensitive information. Entrants may mark various sensitive parts of their entry, such as information contained in their balance sheet and profit and loss account as 'Not for Publication'.
- 9 All work entered must have been produced in the UK.

## PrintWeek Awards 2007 Entry form

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Part 1 of this entry form must be completed in full by ALL entrants. Part 2 (overleaf) must also be completed by those entering one of the Quality Awards.

### (Part 1) Please use BLOCK CAPITALS

Please complete this form for each category you enter and send three copies of it together with your entry fee and all supporting material, including your CD of images, to:

**The PrintWeek Awards, 174 Hammersmith Road, London W6 7JP.**

If you have any queries, please call the Awards Helpline on **020 8267 4145**.

### Closing date for entries 6 July 2007

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Job title \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Total entry fee enclosed: £ \_\_\_\_\_

Please tick if you wish to collect your entries after 23 October 2007. Please note that if you do not arrange collection before 9 November, entries will be disposed of.

Cheques should be made payable to **The PrintWeek Awards**. Details about the cost of entry are provided under 'Rules' on the previous page.

## Category

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Please tick the single box relevant to this entry only.

### Performance Awards

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- PrintWeek Printing Company of the Year
- SME Company of the Year
- Pre-Press Company of the Year
- Environmental Company of the Year
- Customer Service Team of the Year
- Student of the Year

#### For Performance Awards please provide:

- Three copies of Part 1
- The latest full set of accounts including Profit & Loss and Balance Sheets. The year under review runs from 1 April 2006 to end of March 2007. Management accounts will be required for any months of this period that are not covered in the entrant's latest set of audited accounts
- Samples of work and customer letters will also be considered
- 500-word summary where requested

### Quality Awards

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- Post-Press Company of the Year
- Label Printer of the Year
- Consumer Magazine Printer of the Year
- Business Magazine Printer of the Year
- Social Stationery Printer of the Year
- Book Printer of the Year
- Packaging Printer of the Year
- Catalogue Printer of the Year
- Brochure Printer of the Year
- Direct Mail Printer of the Year
- Newspaper Printer of the Year
- Fine Art Printer of the Year
- Poster Printer of the Year
- Report & Accounts Printer of the Year
- Digital Printer of the Year
- Innovative Printer of the Year
- Creative Repro Company of the Year
- Point-of-Purchase (PoP) Printer of the Year

#### For Quality Awards please provide:

- Four different samples of work
- Three copies of Part 1 and
- Three copies of Part 2 of the entry form for each of the four samples submitted
- Three copies of your 250-word summary for each of the four samples submitted

## PrintWeek Awards 2007 Entry form

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To be completed by all entrants to the Quality Awards. You must fill in the production details of each job on this page for each entry you submit. Please supply three copies of this form per sample. Any entry supplied into the Quality Awards without production details for each example may be disqualified (you may make photocopies of this form). Please do not put your company details on this form.

### Please note

For each of the four samples entered please supply three copies of your 250 word summary. This summary will enable the judges to appreciate what makes this job special and will be taken into account and should be noted on separate sheet(s) of plain paper. Please do not submit on letterhead paper (see item 3 in rules). Please supply three copies of this form with each production sample.

Please check that each entry contains the following, and then tick the relevant box.

All boxes must be ticked.

**Sample one**

- Three copies of Part 2 entry form (including production details)
- Three copies of 250-word summary

**Sample three**

- Three copies of Part 2 entry form (including production details)
- Three copies of 250-word summary

**Sample two**

- Three copies of Part 2 entry form (including production details)
- Three copies of 250-word summary

**Sample four**

- Three copies of Part 2 entry form (including production details)
- Three copies of 250-word summary

### (Part 2) Please use BLOCK CAPITALS

Title of entry \_\_\_\_\_

Customer \_\_\_\_\_

Length of run \_\_\_\_\_

### Pre-press

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- In-house     External supplier (tick as appropriate)

Please give details of equipment used (eg scanner, platesetters, proofing plates) and any special techniques or production constraints

\_\_\_\_\_  
\_\_\_\_\_  
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### Printing

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Please give details of the press(es) used, number of colours, type of paper, ink and any special techniques or production constraints

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\_\_\_\_\_  
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### Post-press

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- In-house     External supplier (tick as appropriate)

Please give details of finishing equipment used and any special techniques or production constraints

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\_\_\_\_\_  
\_\_\_\_\_