2021 CATEGORIES

DIGITAL & OFFSET PRINTING

ANNOUNCEMENTS & INVITATIONS
10   Announcements & invitations — offset (1, 2 or 3 colors)
11   Announcements & invitations — offset (4 or more colors)
12   Announcements & invitations — digital
13   Announcements & invitations — combo (specialty: screen printing, combo printing methods, non-paper substrates)

ANNUAL REPORTS
20   Annual reports — offset
21   Annual reports — offset (combo, process color cover with 1, 2, or 3 color text or vice-versa)
22   Annual reports — digital

ART REPRODUCTION
Reproduction of fine art for use as decoration
30   Art reproductions — offset
31   Art reproductions — digital

BOOKLETS
Bound, in any manner; 32 pages or less, including cover and text
40   Booklets, small format — offset (6 x 9 or smaller)
41   Booklets, small format — digital (6 x 9 or smaller)
42   Booklets, large format — offset (over 6 x 9)
43   Booklets, large format —digital (over 6 x 9)
44   Booklets — web

BOOKS
Bound volume of more than 32 pages, including cover & text
50   Books, hard cover — offset
51   Books, hard cover — digital
52   Books, soft cover — offset
53   Books, soft cover — digital

YEARBOOKS
Bound volume used to document students at schools or universities
54   Yearbooks — offset
55   Yearbooks — digital
56   Yearbooks — offset/digital combo
57   Yearbook supplements

BROCHURES
Not stitched, folded from flat sheets 11" x 17" or smaller
60   Brochures — offset (1, 2 or 3 colors)
61   Brochures — offset (4 or more colors)
62   Brochures — digital

BROADSIDES
Not stitched, folded from flat sheets 11" x 17" or larger
65   Broadsides — offset (1, 2 or 3 colors)
66   Broadsides — offset (4 or more colors)
67   Broadsides — digital

CALENDARS
70   Calendars, flat — offset
71   Calendars, flat — digital
72   Calendars, booklet — offset
73   Calendars, booklet — digital

CAMPAIGNS
Two or more companion pieces that promote a product or brand.
80   Sales campaigns — offset
81   Sales campaigns — digital
82   Direct mail campaign — offset
83   Direct mail campaign — digital
84   Corporate identity campaigns — offset (2 or more printed pieces designed to be used together to present a unified identity. Such as: stationery, brochures, business cards, presentation folders, sales sheets, bill stuffers, etc. Letterhead & envelope count as one item.
85   Corporate identity campaigns — digital (see #84 for description)

CARDS
90   Rack cards — offset
91   Rack cards — digital
92   Individual greeting card / notecard — offset
93   Individual greeting card / notecard — digital
94   Series of greeting cards / notecards — offset
95   Series of greeting cards / notecards — digital
96   Postcard — offset
97   Postcard — digital
98   Postcard series — offset
99   Postcard series — digital

CATALOGS
Printed for business, consumer or service industries. May include products or listings for exhibits, education or member institutions.
100   Catalogs — sheetfed (Up to 32 pages, including cover)
101   Catalogs — sheetfed (Over 32 pages, including cover)
102   Catalogs — web (Up to 32 pages, including cover)
103   Catalogs — web (Over 32 pages, including cover)
104   Catalogs — digital (Up to 32 pages, including cover)
105   Catalogs — digital (Over 32 pages, including cover)
106   Web & sheetfed combination catalogs
107   Web/sheetfed & digital combination catalogs
108   Catalog inserts

DIRECTORIES & SOURCE BOOKS
Publications listing names, addresses, etc., of individuals or companies
110   Directories & source books — offset (1, 2 or 3 colors)
111   Directories & source books — offset (4 or more colors)
112   Directories & source books — digital

INTERNAL COMMUNICATIONS
Produced for a single organization's internal use only.
115   Internal communications — offset (1, 2 or 3 colors)
116   Internal communications — offset (4 or more colors)
117   Internal communications — digital

MAGAZINES, PERIODICALS & PUBLICATIONS
120   Magazines, periodicals & publications — sheetfed
121   Magazines, periodicals & publications — web
122   Magazines, periodicals & publications — digital
123   Combination magazines (sheetfed cover, web interior)
124   Web/sheetfed & digital combo magazines
125   Publication inserts — offset (up to 40 lb. stock)
126   Publication inserts — offset (over 40 lb. stock)
127   Publication inserts — digital

MAGAZINE SERIES
(Entries should consist of at least three issues of the same magazine title during a one-year period. Work will be judged on consistency in series.)
130   Magazine series — sheetfed
131   Magazine series — web
132   Magazine series — digital

MENUS
135   Menus — offset
136   Menus — digital

DIGITAL & OFFSET PRINTING (CONT.)

NEWSLETTERS
140 Newsletters — offset (1, 2 or 3 colors)
141 Newsletters — offset (4 or more colors)
142 Newsletters — digital

NEWSPRINT
145 Newsprint (1, 2, or 3 colors)
146 Newsprint (4 or more colors)

POSTERS
All posters, truck or window posters, car cards, or calendar posters intended for use as a decoration or promotion
150 Posters — offset
151 Posters — digital

PRESENTATION FOLDERS & KITS
160 Presentation folders — offset (1, 2 or 3 colors)
161 Presentation folders — offset (4 or more colors)
162 Presentation folders — digital
163 Presentation kits — offset (1, 2 or 3 colors)
164 Presentation kits — offset (4 or more colors)
165 Presentation kits — digital

PRINTER'S SELF-PROMOTION
170 Printer's self promotion — offset (individual pieces)
171 Printer's self promotion — digital (individual pieces)
172 Printer's self promotion — offset / digital combo (individual pieces)
173 Printer's self promotion — offset (campaigns or multiple pieces)
174 Printer's self promotion — digital (campaigns or multiple pieces)
175 Printer's self promotion — offset / digital combo (campaigns or multiple pieces)

PROGRAMS
180 Programs — offset (1, 2 or 3 colors)
181 Programs — offset (4 or more colors)
182 Programs — digital

SELF-MAILERS
183 Self-mailers — offset (1, 2 or 3 colors)
184 Self-mailers — offset (4 or more colors)
185 Self-mailers — digital

SINGLE SHEET
190 Single Sheet — offset (1, 2 or 3 colors)
191 Single Sheet — offset (4 or more colors)
192 Single Sheet — digital

STATIONERY & OFFICE MATERIALS
200 Single stationery item — offset (business card, letterhead, labels, etc) (1, 2 or 3 colors)
201 Single stationery item — offset (see items above) (4 or more colors)
202 Single stationery item — digital (see items above)
203 Envelopes — offset (converted)
204 Envelopes — digital (converted)
205 Envelopes — offset (non-converted)
206 Envelopes — digital (non-converted)
207 Stationery packages — offset (1, 2 or 3 colors)
208 Stationery packages — offset (4 or more colors)
209 Stationery packages — digital

MISCELLANEOUS
210 Specialty, novelty or misc. printed materials — offset (which do not fit criteria for any other categories, such as: book covers or jackets, decals, DVD / CD covers, games, holograms, maps, matchbooks, menus, playing cards, etc.)
211 Specialty, novelty or misc. printed materials — digital
212 Specialty, novelty or misc. printed materials — digital/offset hybrid
213 Specialty, novelty or misc. printed materials — flexo

PACKAGING PRINTING
220 Bags / gift bags
221 Branded product line packaging (multiple pieces)
222 Corrugated packaging
223 Flexo printed packaging
224 Flexible film packaging
225 Container — offset (containers are open, lidless)
226 Container — digital (containers are open, lidless)
227 Container — flexo (containers are open, lidless)
228 Folding carton — offset (cartons fully closed)
229 Folding carton — digital (cartons fully closed)
230 Folding carton — flexo (cartons fully closed)
231 Plastic packaging
232 Retail-ready packaging
233 Rigid box (paper & board only)
234 Rigid box (combo or non-paper substrates)
235 Tags & labels — flexo
236 Tags & labels — offset
237 Tags & labels — digital
238 Tags & labels — letterpress
239 Wraps, rolled products & pressure sensitive
240 Wrapping paper
241 Flexo/hot stamp — in-line finishing combination
242 Flexo/cold stamp — in-line finishing combination

POINT-OF-PURCHASE & SIGNAGE
250 POP (40" or less) counter / shelf — offset
251 POP (40" or less) counter / shelf — digital
252 POP (40" or less) hanging — offset
253 POP (40" or less) hanging — digital
254 POP (40" or less) wall / window — offset
255 POP (40" or less) wall / window — digital
256 POP (40" or less) floor / stand alone — offset
257 POP (40" or less) floor / stand alone — digital
258 Wide format (40" or more) POP — offset
259 Wide format (40" or more) POP — digital
260 Wide format (40" or more) signs / banners — offset
261 Wide format (40" or more) signs / banners — digital
262 Wide format (40" or more) display graphics — offset
263 Wide format (40" or more) display graphics — offset
264 POP fabrication (includes heat bending, wood work, etc.)
265 Wide or grand format, special installation* (Entries must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.)
266 Wide or grand format, interior/exterior scapes* (For those one-of-a-kind or too large to transport. Entries in category must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.)

SPECIALTY PRINTING TECHNIQUES
270 3-D printing, print requiring 3-D glasses to see image
271 3-D printing, additive manufacturing
272 Engraving
273 Hi-fidelity, print using more than 4-colors (i.e. touch plates) in halftone areas to enhance images & graphics.
274 Lenticular
275 New technology* (Print using new technology not listed in this category. Entry must include description of technology and methods used.)
276 Screen printing
277 Specialty inks* (Submit printed sample and a paragraph describing the ink specialty.)
278 Spot UV
279 Stochastic
280 Thermography
281 Dye-sublimation

IMPORTANT NOTE *Entries without accompanying description will be disqualified.

SUSTAINABLE PRINTING

290 Environmentally sound materials*
(Entries must use at least TWO of the following: Recycled papers, Soy or vegetable based inks, Aqueous coating, Energy-curable inks and coatings, or other environmentally sound methods not mentioned here. *Submit entry with a paragraph describing the materials and processes employed.)

291 Environmental certification (Entries must have FSC, SFI or PEFC cert.)

VARIABLE DATA PRINTING

Must all have type/make of digital press used. See space on entry form.

300 Variable data* (Entries must include at least two different printed samples and if applicable a snapshot of PURL and ROI data. Submit with a paragraph describing the VDP process. Variable foil should be entered in Binding & Finishing categories.)

BINDING AND FINISHING

309 Binding, Smyth-sewn
310 Binding, case
311 Binding, comb, spiral, wire-o or coil
312 Binding, perfect
313 Binding, tape
314 Binding, turned edge
315 Diecutting
316 Foil stamping — traditional
317 Foil — digital enhancements
318 Embossing or debossing
319 Lamination coating & film (including cast and cure)
320 Specialty coatings, fragrances, invisible inks, scratch off, etc.* (Include description of project & process)
321 Specialty coatings — digital* (Include description of project & process)
322 Binding & finishing techniques, combinations* (Include description)
323 Binding & finishing techniques, other* (Include description of project & process)

324 Unique folds, pop-ups, assembly techniques involvement devices
325 Product packaging assembly
326 Binders
327 Tip-on

OTHER

350 THEY SAID IT COULDN'T BE DONE*
This category is for "over the top" production. Entries into this category will require production notes. clearly explaining how the piece was produced. A brief summary of the project scope and expectations by the client and how your print team found the solutions to meet those needs. Note specific unforeseen challenges experienced throughout the production process and how they were resolved. What if any, aspect of the finished piece was a direct suggestion by your team that really "made" the piece successful?

400 INTEGRATED MARKETING*
Entries in integrated marketing must show printed material plus any combination of involvement in at least three areas of a broad spectrum of creative services, such as: website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or online Marketing Campaigns, QR codes, purls, etc. Entries are judged on overall quality and consistency in cross-media compliance and identification. Description required of integrated methods used in this campaign. Please include any analytical statistics to support promotion success if available.

410 CASE STUDY MARKETING*
Entries in case study marketing must show printed material plus any combination of involvement of other venues to market. Description required of campaign objectives, campaign strategy, campaign summary with response and methods used in this campaign. Please include any analytical statistics to support promotion success if available.

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graphex
PIA | MIDAMERICA
GRAPHIC EXCELLENCE AWARDS

JUDGING & AWARDS PROCESS

PACKING UP THE ENTRIES

- Please send 3 copies of each entry piece. This will ensure minimal wear on each entry, thereby showing best at both Dallas/Fort Worth and Kansas City Galas.
- Fill out ONE Entry Form for each entry. (Three samples & one entry form.)
- Attach entry forms carefully.
- Don't use cellophane tape, heavy-duty clamping clips or paper clips that can scratch pieces. Do utilize plastic bags to group pieces. Use light tack artist tape to attach entry forms to the back of pieces. Consider using photographer's gloves for handling pieces, as finger prints and soil often do not come off.
- Enclose a check for the total number of entries times the entry fee.
- Package/ship in sturdy box/container so that entries do not get damaged in transit.

CATEGORIES AND AWARDS

Pieces must have been printed in 2020 and may be entered in more than one category. Three (3) copies of each entry, accompanied by an entry form, must be submitted in each category in which the piece is entered. In the 2021 competition there are three divisions.

- Divison 1, Small Firm (Companies employing 1 to 20 employees)
- Division 2, Medium Firm (Companies employing 21 to 100 employees)
- Division 3, Large Firm (Companies with more than 101 employees)
- Student (See qualifying rules for student entries)

Each division will have identical categories. Entries which are considered exceptional within the category will be recognized with an "Award of Recognition," with the single best entry receiving a "Best of Category." "Best of Category" winners will compete first for the most prestigious "Best of Show" honors, then "Best of Division" and then "Specialty Awards." Top winners cannot compete for more than one top award. Except by special request in advance of the judging, all entries become the property of the 2021 GraphEx Graphic Excellence Awards Competition.

JUDGING

To ensure a fair and unbiased competition, all entries will be judged by a team of printing experts from outside Kansas, Missouri, Oklahoma and Texas. The judges will be instructed to base their decisions first on technical complexity and the quality of printing, then on design features and overall appearance. Entries with visible or technical flaws will be eliminated from the competition.

AWARD HIERARCHY

- Best of Show
- Division Awards
- Specialty Awards
- Best of Category
- Award of Recognition

ANNOUNCEMENT OF AWARD WINNERS

A letter of notification will be mailed and emailed to all "Best of Category" and "Award of Recognition" winners immediately following the judging. Division and Major Award winners will be announced at the 2021 Graphic Excellence Awards Galas to be held during the month of April in both Dallas and Kansas City.

WINNER RECOGNITION

Winners of "Best of Category" will receive one framed certificate at no charge, which will be awarded at the 2021 Graphic Excellence Awards Gala. Winners of "Awards of Recognition" may purchase framed certificates for $49 each. Additional framed certificates may be purchased for clients. A certificate order form will be available to each winner confirming the wording on the certificate, which can be customized on duplicate awards.

MEDIA RECOGNITION

News releases announcing the major winners will be sent to local, regional and national trade magazines and business publications. Select local newspapers will also receive news releases relating to local award winners. Event photos will be available at piamidam.org/graphex.