

ANNOUNCEMENTS & INVITATIONS

- 10 Announcements & invitations (1, 2 or 3 colors)
- 11 Announcements & invitations (4 or more colors)
- 12 Announcements & invitations (specialty)

ANNUAL REPORTS

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

ART REPRODUCTION (NEW)

Reproduction of fine art for use as decoration

- 30 Art reproductions
- 31 Art reproductions — specialty (unique substrates, finishing techniques)

BOOKLETS

Bound, in any manner; 32 pages or less, including cover and text

- 40 Booklets, small format (6 x 9 or smaller)
- 41 Booklets, large format (over 6 x 9)
- 42 Booklets — web

BOOKS

Bound volume of more than 32 pages, including cover & text

- 50 Books, hard cover
- 51 Books, soft cover

YEARBOOKS

Bound volume used to document students at schools or universities

- 54 Yearbooks
- 55 Yearbook supplements

BROCHURES

Not stitched, folded from flat sheets 11" x 17" or smaller

- 60 Brochures (1, 2 or 3 colors)
- 61 Brochures (4 or more colors)

BROADSIDES

Not stitched, folded from flat sheets 11" x 17" or larger

- 65 Broad­sides (1, 2 or 3 colors)
- 66 Broad­sides (4 or more colors)

CALENDARS (NEW)

- 70 Calendars, flat
- 71 Calendars, booklet
- 72 Calendars, specialty

CAMPAIGNS (NEW)

Two or more companion pieces that promote a product or brand

- 80 Sales campaigns
- 81 Direct mail campaign
- 82 Corporate identity campaigns — (2 or more printed pieces designed to be used together to present a unified identity. Such as: stationery, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. Letterhead & envelope count as one item.)
- 83 Campaigns including fulfillment / kitting
- 84 Variable data mailing campaign
- 85 Variable data campaign with 3 or more variables
- 86 B2B marketing campaign

CARDS

- 90 Rack cards
- 91 Individual greeting card / notecard
- 92 Series of greeting cards / notecards
- 93 Postcard
- 94 Postcard series

CATALOGS

- 100 Catalogs (Up to 32 pages, including cover)
- 101 Catalogs (Over 32 pages, including cover)
- 102 Catalogs — web (Up to 32 pages, including cover)
- 103 Catalogs — web (Over 32 pages, including cover)
- 104 Catalog inserts

DIRECTORIES & SOURCE BOOKS

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

- 110 Directories & source books (1, 2 or 3 colors)
- 111 Directories & source books (4 or more colors)

INTERNAL COMMUNICATIONS

Produced for a single organization's internal use only

- 115 Internal communications (1, 2 or 3 colors)
- 116 Internal communications (4 or more colors)

MAGAZINES, PERIODICALS & PUBLICATIONS

- 120 Magazines, periodicals & publications
- 121 Magazines, periodicals & publications — web
- 125 Publication inserts (up to 40 lb. stock)
- 126 Publication inserts (over 40 lb. stock)

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
- 131 Magazine series — web

MENUS

- 135 Menus

NEWSLETTERS

- 140 Newsletters (1, 2 or 3 colors)
- 141 Newsletters (4 or more colors)

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

PRESENTATION FOLDERS & KITS (NEW)

- 160 Presentation folders (1, 2 or 3 colors)
- 161 Presentation folders (4 or more colors)
- 162 Presentation folders specialty
- 163 Presentation kits (1, 2 or 3 colors)
- 164 Presentation kits (4 or more colors)

PRINTER'S SELF-PROMOTION (NEW)

- 170 Printer's self promotion (individual pieces)
- 171 Printer's self promotion (large format)
- 172 Printer's self promotion (campaigns or multiple pieces)
- 173 Printer's self promotion — miscellaneous

PROGRAMS

- 180 Programs (1, 2 or 3 colors)
- 181 Programs (4 or more colors)

SELF-MAILERS

- 182 Self-mailers (1, 2 or 3 colors)
- 183 Self-mailers (4 or more colors)

SINGLE SHEET

- 190 Single Sheet (1, 2 or 3 colors)
- 191 Single Sheet (4 or more colors)

STATIONERY & OFFICE MATERIALS (NEW)

- 200 Single stationery item (business card, letterhead, labels, etc) (1, 2 or 3 colors)
- 201 Single stationery item (see items above) (4 or more colors)
- 202 Envelopes (converted, 1, 2, 3 colors)
- 203 Envelopes (non-converted, 1, 2, 3 colors)
- 204 Envelopes (converted, 4 or more colors)
- 205 Envelopes (non-converted, 4 or more colors)
- 206 Stationery packages (1, 2 or 3 colors)
- 207 Stationery packages (4 or more colors)

MISCELLANEOUS (NEW)

- 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.)

PACKAGING PRINTING (NEW)

- 220 Bags / gift bags
- 221 Branded product line packaging (multiple pieces)
- 222 Container (containers are open, lidless)
- 223 Corrugated packaging
- 224 Flexible film packaging
- 225 Flexo/cold stamp — in-line finishing combination
- 226 Flexo/hot stamp — in-line finishing combination
- 227 Folding carton (cartons fully closed)
- 228 Packaging — conventional flexo
- 229 Packaging — digital flexo
- 230 Packaging (miscellaneous)
- 231 Plastic packaging
- 232 Retail-ready packaging
- 233 Rigid box (combo or non-paper substrates)
- 234 Rigid box (paper & board only)
- 235 Adhesive label (flat or sheet)
- 236 Decals & stickers
- 237 Label series
- 238 Retail Tag
- 239 Roll labels
- 240 Tags & labels
- 241 Tags & labels - specialty (letterpress, finishing techniques)
- 242 Wraps, rolled products & pressure sensitive
- 243 Wrapping paper
- 244 Tissue printing

POINT-OF-PURCHASE & SIGNAGE (NEW)

- 250 Illuminated signage
- 251 POP (40" or less) counter / shelf
- 252 POP (40" or less) floor / stand alone
- 253 POP (40" or less) hanging
- 254 POP (40" or less) wall / window
- 255 POP fabrication (includes heat bending, wood work, etc.)
- 256 Vehicle wraps
- 257 Wallpaper (Special Installation)
- 258 Wide format (40" or more) display graphics
- 259 Wide format (40" or more) POP
- 260 Wide format (40" or more) signs / banners
- 261 Wide or grand format, interior/exterior scapes
- 262 Wide or grand format, special installation
- 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 (NEW)

- 280 3-D printing, print requiring 3-D glasses to see image
- 281 3-D printing, additive manufacturing
- 282 Engraving (non-laser)
- 283 Laser engraving
- 284 Hi-fidelity, print using more than 4-colors (i.e. touch plates) in halftone areas to enhance images & graphics.
- 285 Lenticular
- 286 **New technology*** (Print using new technology not listed in this category. Entry must include description of technology and methods used.)
- 287 **Specialty inks*** (Submit printed sample and a paragraph describing the ink specialty.)
- 288 Spot UV
- 289 Spot varnish
- 290 Stochastic
- 291 Thermography
- 292 Dye-sublimation
- 293 Direct-to-garment / Direct-to-film

SUSTAINABLE PRINTING

- 300 **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.
- 301 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

- 310 **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.

IMPORTANT NOTE *Entries without accompanying description will be disqualified.

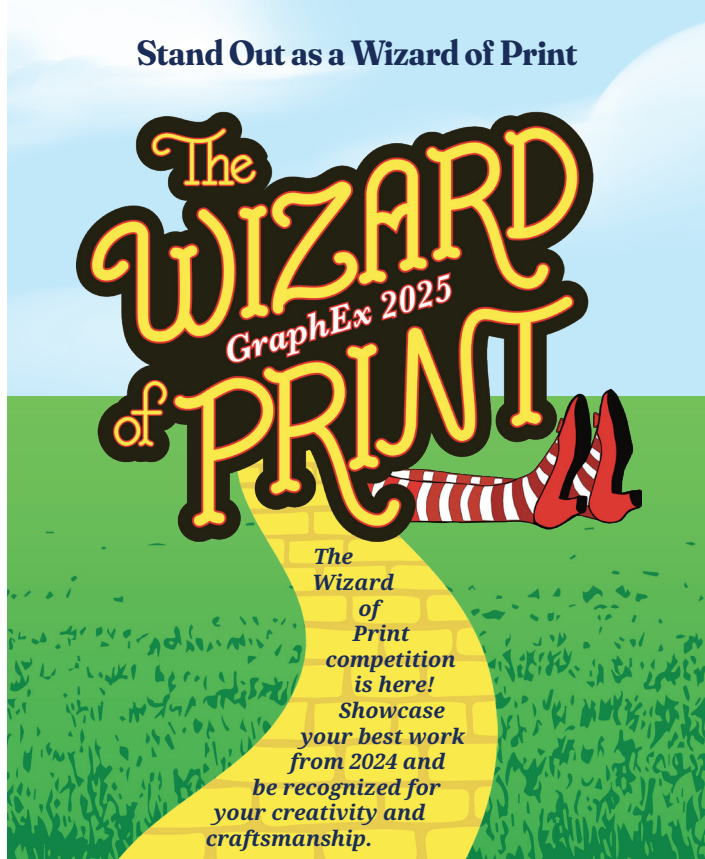
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BINDING AND FINISHING (NEW)

- 320 Binders
- 321 **Binding & finishing techniques, combinations*** (Include description of project & process)
- 322 **Binding & finishing techniques, other*** (Include description of project & process)
- 323 Binding, case
- 324 Binding, comb, spiral, wire-o or coil
- 325 Binding, perfect
- 326 Binding, Smyth-sewn
- 327 Binding, tape
- 328 Binding, turned edge — conventional
- 329 Binding, turned edge — digital
- 330 Diecutting — conventional
- 331 Diecutting — digital
- 332 Embossing or debossing
- 333 Foil stamping — conventional enhancement
- 334 Foil — digital enhancements
- 335 **Innovation in Embellishment / Finishing*** (Showcase advanced techniques like digital foiling, spot varnish, or embossing that enhance design and impact. Judged on originality, execution, and effectiveness. Include a brief project description.) (NEW CATEGORY)
- 336 Lamination coating & film (including cast and cure)
- 337 Product packaging assembly
- 338 Sample Board
- 339 **Specialty coatings, fragrances, invisible inks, scratch off, etc.*** (Include description of project & process)
- 340 Tip-on
- 341 Unique folds, pop-ups, assembly techniques involvement devices
- 342 **Variable-data Embellishment*** (Include project description) (NEW CATEGORY)

OTHER

- 360 **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?
- 370 **Technology-enhanced production***
This category celebrates innovative uses of technology to solve production challenges or achieve exceptional results. Entries should include production notes that detail how advanced tools, automation, or techniques were applied to enhance efficiency, quality, or creativity. Describe the project scope, the client’s expectations, and how your team leveraged technology to overcome obstacles or deliver unique solutions. Highlight any specific innovations that significantly contributed to the success of the final piece. (NEW CATEGORY)
- 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.
- 420 **Prepress Excellence***
Recognizes innovation and technical expertise in prepress that enhances production quality and efficiency. Entries must include a description of the prepress tools and processes used, challenges encountered, and solutions implemented, such as color management, file preparation, or imposition. Highlight how prepress decisions improved the final product. (NEW CATEGORY)
- 430 **Collaboration***
Celebrates teamwork across contributors—designers, suppliers, and production teams—that brought a project to life. Entries must detail the collaborative process, challenges faced, and how teamwork led to innovative solutions or superior results. Include specific examples of how partners’ input enhanced the final piece. (NEW CATEGORY)



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.

- Division 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.

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 pamidam.org/graphex.