

Issue # 1
April 2011

Presentation Night

The Printing Industries Craftsmanship Awards (PICA) presentation evening will be held on Saturday 27th August 2011. We are pleased to announce a change of venue for 2011. The Astral Ballroom at Burswood Entertainment Complex will be decked out for an evening of ceremonies, great food and fabulous entertainment.

At midnight you can party on at the casino or with complimentary entry to Eve nightclub. So why not make a weekend of it and stay the night at either the Intercontinental Burswood Resort or the Holiday Inn. PICA guests are eligible for a discounted accommodation rate at either hotel. Reservations can be made now. Contact Lee on 9361 4625 for the details.

Newsletters

There will once again be a regular email PICA Newsletter to keep you up to date with all things PICA.

Call for Entries

There is a list of categories on then next page and also an entry form, just photocopy for multiple entries. There may be further categories added to the list, however you can begin to send your entries in now. **Please be sure to fill in ALL the details on the form to be eligible for entry.** The cost of entries remains the same. A categories list and entry form will also be included in the next edition of Hot Off the Press.

Entries **cannot** be lodged on the PICA website at this time.

Entries close at 4:00pm, Friday 15th July 2011. Judging will commence thereafter so there can be no extension given to the closing date.

PICA 2011

**Presentation Evening
Astral Ballroom
Burswood Entertainment Complex
Saturday 27th August 2011
6:00pm to midnight**



PICA 2010 SPONSORS

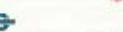
MAJOR SPONSOR

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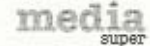
DIAMOND SPONSOR



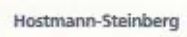
PLATINUM SPONSOR



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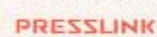
SILVER SPONSOR



BRONZE SPONSOR



PEWTER SPONSOR



EVENT PARTNER



PICA WA 2011
PO Box 561
VICTORIA PARK WA 6947
08 9361 4625
www.picawa.com.au



PICA Categories 2011

(categories may be added to)

- 1. One, two or three colour printing** – any format (embellishments are not counted as a colour).
- 2. Catalogues, Brochures & Magazines.** Bound by any method excluding saddle stitching, 4 or more colours
- 3*. Posters/Art Reproduction**
Printed on any material
- 4*. Leaflets/Folded Leaflets**
One or more colours, a single sheet
- 5. Saddlestitched booklets,**
Any format, any number of colours.
Open to businesses with 1-15 staff including directors
- 6. Saddlestitched booklets,**
Any format, any number of colours.
Open to businesses with more than 16 staff including directors
- 7*. Stationery - Single Item**
Includes letterheads, business cards, envelopes, cheques, account style forms & continuous
- 8*. Stationery - Sets**
Corporate stationery sets comprising 2 or more items
- 9*. Annual Report**
Any format. Any number of colours, any number of pages plus cover excluding case bound books.
- 10*. Calendars**
Any format
- 11. Postcards & Greetings**
- 12. Labels Roll fed**
Wine and beverage (must submit 5 continuous images)
- 13*. Labels Roll fed**
Other (must submit 5 continuous images)
- 14. Labels general flexographic or Letterpress,** must submit 5 continuous images (less than 15 staff including directors. Please state total number of staff in additional information box.)
- 15. Labels Offset – Roll Fed**
Embellishment/Innovation (must submit 5 continuous images)
- 16*. Book printing,** offset, case bound
- 17. Book printing,** offset. Any method excluding Case bound
- 18. Book printing,** digital
- 19. Direct mail & promotional,** web fed up to 8 pages
- 20. Direct mail & promotional,** web fed, greater than 8 pages
- 21*. Folding cartons, boxes** any format
- 22. Newspapers** -web fed heat set
- 23. Newspapers** -web fed cold set
- 24*. Newspaper inserts** -web fed
- 25*. Presentation Folders, Programs & Menus**
- 26*. Finishing**
Any type of binding, excluding case bound books.
- 27. Finishing**
Case bound books
- 28*. Digital printing** non inkjet
- 29*. Digital printing** inkjet
- 30*. Embellishment**
Any number of passes on any material - including Embossing, Debossing, Die or Forme Cutting and any other enhancement
- 31*. Self Promotion**
Any item printed, embellished or finished by, or for, any entity, including sole traders, partnerships, and companies etc. that are part of the printing or design industries
- 32*. Specialty or Special Printing incorporating Innovation**
All entries that do not fit into specified categories or are considered worthy of recognition because of "special" circumstances. Entries that demonstrate the creative use of new technology, or the innovative use of machinery, processes, stock or mechanics including prepress. In this category every entry will be judged on its individual merits.
- 33*. Small Business Award**
Any number of colours printed by a company with 1 -15 staff including directors. Please state total number of staff in additional information box.
- 34*. Design**
Design specifically for print, taking in to account print methods and materials. Includes embellishment, screen-printing, diecutting & creative use of paper stock.
- 35*. Impact Mail™/Sensory Mail,** must fit into Australia Post guidelines. See www.mailmarketing.com.au.
- 36. Wide format inkjet printing** over 1.5 metre wide. Printed on any flexible or rigid substrate up to 1.5 metres wide. Can be printed by a n y inkjet printer using either solvent, eco- solvent, aqueous or dye sublimation inks. Entry may be printed using an RGB or CMYK ink configuration. Entrant must include a photo of the finished printed product plus a 30cm x 30cm section of the print.
- 37. Environment Award** – open to Green Stamp certified printing companies. For further details please contact the Regional Office.

* Indicates the category is open to Screen Printed entries. Please refer to Terms & Conditions when selecting a category.

PICA 2011 Entry Form

Entries close 4:00pm, Friday 15th July 2011

We desire to submit an entry for the 2011 Printing Industries Craftsmanship Awards.

*Please fill in all sections. **Incomplete Entry Forms will not be accepted.**

Entries must be delivered to the Printing Industries Association Offices, 111-113 Burswood Road, Victoria Park prior to 4:00pm, Friday 15th July 2011.

The relevant fee must accompany all entries.

Printing Industries Association members \$25.00.

Non members \$66.00 (inclusive of GST).

A tax invoice will be issued. Cheques should be made payable to the "Printing Industries Association (WA) - PICA Account".

Phone: 9361 4625

Fax: 9362 5085

email: lee@printnet.com.au

ALL details MUST be filled in to be eligible for entry

*Company Name _____

*Contact Person _____

*Contact Telephone # _____

*Category # of Entry _____

Entry # _____ Office use only

Production Details

*Title of Entry: _____

*General Design by: _____

*Typesetting by: _____

*Colour Separations and Plates by: _____

*Supplier of Plates: _____

*Binding & Finishing by: _____

*Embellishment type: _____

*Print method: _____

*Number of press passes: _____

*Quantity produced: _____

*Type of Press or Digital Equipment Used: _____

*Supplier of plates: _____

*Type of Ink: _____

*Supplier of Ink: _____

*Number of ink colours: _____

*Type of Stock: _____

*Supplier of Stock: _____

*Additional information i.e. Special Processes etc: _____

*Total number of staff (if applicable): _____

*Entry to be retained: Yes No

Have you filled in ALL sections?

Entries which win Gold will be entered into the 2011 National Print Awards, where a suitable or similar category exists.

ALL details MUST be filled in to be eligible for entry