

Issue # 2
May 2011

PICA

Printing Industries Craftsmanship Awards

2011 National Print Awards Results

The metal detectors were ringing at Sydney airport as the Western Australian printers headed back to Perth after their big night at the National Print Awards which was held at the Convention Centre in Darling Harbour on the 5th May 2011.

Western Australian companies took 7 Gold National Print Awards out of the 30 won on the night (23%) which is an outstanding result given the size of the industry in Western Australia. In addition there were a further 3 Silver and 7 Bronze awards won by Western Australian companies.

Hats off to the team at Scott Print taking out two Gold medals for their Clough Presentation Folder in the Presentation Folders category and the Bunbury Catholic College prospectus in the Booklets, Catalogue and Magazines saddle stitched category. Other Gold winning Western Australia companies were GEON Bassendean WA for Beyond the Edge, Illustrations for the Argyle Pink Diamonds Tender 2010 Book, Labelworld for the He Said She Said 2009 Classic Red wine label, Percival Print and Packaging for the Bell Art greeting cards, and West Australian Newspapers for their July 2009 edition of the West celebrating the 40th anniversary of the Moon landing.

2010 PICA Chairman, Ian Smith, said, "this was an outstanding result for WA printers and an endorsement of the quality of entries and standard of judging in WA"

So if you would like to win a prestigious National Print Award you had better start organising your entries now for the local 2011 Western Australian PICA which will be held on the 27th August 2011 at the Burswood Entertainment Complex and perhaps you too can be setting off the metal detectors in Melbourne in 2012.

Call for Entries

There is a list of categories on the 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.

Call for Entries is NOW OPEN
so start sending those entries in now

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



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

The presentation of awards for PICA 2010 will be held on Saturday 28th August at the Perth Convention Exhibition Centre commencing at 6:00pm.

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