PICA Awards
CALL FOR ENTRIES
Reach for the Stars!
The Printing Industry of the Carolinas proudly presents the call for entries in the 2019 Annual PICA Awards — the most prestigious symbol of printing excellence throughout North and South Carolina.

Since 1966, the PICA Awards has recognized the “Best of the Best.” Whether it’s Best of Category, Special Judges’ Award or Award of Excellence, a PICA Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees that you are proud of the work they produce.

**The benefits of winning include:**
- Increased name recognition within the industry and with potential customers.
- Publicity kit to guide you in your marketing efforts.
- Digital photo file(s) of your winning entry for social media marketing.
- Press releases sent to your local media.
- Exclusive use of the 2019 54th PICA Awards Winner logo for your website, invoices, letterhead and promotional materials.
- Employee recognition.
- Customized wood plaques and printed certificates with photos of your winning entries.

**PICA MEMBERS ONLY:**

2019 Best of Category winners in the PICA Awards program can be submitted to the PIA Premier Print Awards and are eligible for free or substantially reduced entry fees. To qualify, PICA will provide you a code to submit the entries online. The first 100 entries by PICA Member companies will be complimentary. After that, all entries are $5 each. Entries are submitted on a first-come, first-served basis. Entries submitted directly to the national program by member firms will be charged either the “early-bird rate” of $87 or normal rate of $99 per entry — potentially a $99 savings per entry.

**Save the Date: March 28, 2020**

Join colleagues and friends for a gala celebration of the Carolinas’ printing excellence. The 54th Annual PICA Awards Banquet will take place at the Renaissance Charlotte Suites Hotel in Charlotte, NC.

**Key Awards Dates**

**Print Production:** January 1 - December 31, 2019

**Entry Deadline:** January 15, 2020

**Judging:** January 24-26, 2020

**Plaque/Certificate Order Deadline:** February 7, 2020

**Awards Banquet Hotel Rooms Booked By:** March 12, 2020

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<th>Renaissance Charlotte Suites Hotel $105 per night ++</th>
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**Awards Banquet:** March 28, 2020

Reach for the Stars!
RULES & REGULATIONS

Entries must have been produced, or reprinted, between January 1, 2019 and December 31, 2019. The PICA Awards are open to all print manufacturing shops in the State of North Carolina or South Carolina ONLY. Firms outside the Carolinas can only participate if they are a member of PICA.

Entries are divided by shop-size:
A. Up to 9 employees
B. 10 to 20 employees
C. 21 to 59 employees
D. 60 or more employees

The printer submitting the entry must have performed the majority of the press work in the category being judged, and must have sold the job to an ad agency or to the end customer.

Companies may enter as many pieces as they wish. Individual pieces may also be submitted in more than one category.

Bindery and Finishing Companies are eligible to enter pieces in category 33 (Our Story) and 34A-34O (Bindery & Finishing). All other categories are printing categories.

Trade shops are eligible to enter pieces in categories relating only to the production process they provide.

PROCESS FOR SUBMITTING ENTRIES

Examine each sample thoroughly for hidden flaws that might cause disqualification during the judging, and CAREFULLY pack each entry for shipment. If an entry arrives at PICA damaged, you will be contacted immediately and asked to submit another sample.

1. Fill out the first 2 sections on the enclosed Entry Form.
2. Photocopy the Entry Form for the total number of entries you are submitting.
3. Complete Section 3 for each specific entry. The information in Section 3 will appear on your award certificates. Make sure it is complete, legible, and correct. PICA will not be responsible for incorrect plaques/certificates caused by unclear or unspecified information.
4. Fill out the Entry ID Tag. Cut it out and tape securely to the back of the entry. DO NOT USE PAPER CLIPS OR STAPLES as they can damage the entry piece. This now includes a place for production notes.
5. Send only (1) one sample per entry. Additional samples are not required.
6. Submit paragraphs or production notes for required categories — and even when not required, if you wish.
7. Finally, put the Entry Form on top of each entry. When you have completed all your forms, pack carefully for shipment to:
   PICA Awards, 1110 Center Park Drive, Suite K, Charlotte, NC 28217

ENTRY FEES

An entry fee is required for each entry, even if the same piece is entered in multiple categories. Fees are due when entries are submitted.

If you want to have an entry returned to you following the Awards Banquet, check the box in Section 3 of the Entry Form AND on the ID tag. An additional fee may be charged for return to cover shipping and handling costs.

ENTRY FEES

Entries | PICA Member | Non-Member
---|---|---
Division A | $30 each | $160 each
Division B | $32 each | $162 each
Division C | $34 each | $164 each
Division D | $36 each | $166 each
Quantity Discount | 10% OFF – 25 or more entries | does not apply
People's Choice | $65 each | $200 each

Entry Fees must accompany entries. Make checks payable to PICA or fill out and return enclosed credit card authorization on the summary form.

Entry Deadline: January 15, 2020. Entries must be received at the PICA office by 5 PM that day. The judging will be held the weekend of January 24-26, 2020.

JUDGING

Each entry is assigned a number, and the numbers are the only identification on the pieces when the judges review them (with the exception of the Self-Promotion category). Judges are an impartial panel of graphic arts executives and technicians from out-of-state and do not reside or work in states neighboring the Carolinas.

The judges will carefully review and examine each entry.

They will consider the quality of printing, degree of difficulty, and technical expertise, including: registration, ink coverage, density of solids, dot structure, crossovers, paper usage, category description, finishing techniques, and, overall visual appearance.

WINNING

Notification of Winners

Award winners will be announced at the 54th Annual PICA Awards Banquet on March 28, 2020. Award recipients will be notified by mail in early February. Best of Show, Best of Division and Sponsored Award winners will not be revealed until the Awards Banquet. All sponsored finalists and winners will be displayed at the banquet.

Sponsored Awards

Select categories and/or processes are eligible to receive one of the Sponsored Awards. All finalists will be recognized at the Awards Banquet.

Best of Division

Each division is separated and all categories are judged to allow like-size companies to compete against one another. All Best of Category winners are then examined to select the Best of Division. Best of Division winners are then eligible for the Best of Show.

Best of Show

This most prestigious award will be presented to the one entry judged as the most outstanding in the competition.

Eighth Annual People's Choice Award

This category will be voted on LIVE at the banquet. The winning company will host the trophy for the year. Net proceeds from this category are donated to the PICA Foundation Scholarship Fund.
Entries without accompanying description will be disqualified.

**ENTRY CATEGORIES**

**Announcements & Invitations**
1A Announcements & Invitations (1, 2 or 3 colors)
1B Announcements & Invitations (4 or more colors)

**Annual Reports**
2A Annual Reports Business (entries must include contribution data)
2B Annual Reports Financial (entries must include financial data)
2C Annual Reports (combination) (process color cover with 1, 2, or 3 color text, or vice-versa)

**Art Reproductions & Posters**
3A Art Reproductions (reproduction of fine art for use as decoration)
3B Posters (wall posters, truck or window posters, car cards, or calendar posters intended for use as a decoration or promotion)

**Booklets**
Booklets are 32 pages or less, including cover and text.
4A Booklets: Large Format (over 6 x 9)
4B Booklets: Small Format (6 x 9 or smaller)
4C Booklets: Web
4D Booklets: Web (32 pages or less)

**Books**
A bound volume of more than 32 pages, including cover and text.
5A Books - Hard Cover
5B Books - Soft Cover

**Broadsides & Brochures**
Broad sides are folded (not stitched) from flat sheets larger than 11" x 17."
6A Broadsides (1, 2 or 3 colors)
6B Broadsides (4 or more colors)
6C Brochures (1, 2 or 3 colors)

**Catalogs**
Printed for business, consumer or service industries. May include products or listings for exhibits, education or member institutions, etc. May or may not include prices.
10A Sheetfed Catalogs (Up to 32 pages, including cover)
10B Sheetfed Catalogs (Over 32 pages, including cover)
10C Web Catalogs
10D Web & Sheetfed Combination Catalogs
10E Catalog Inserts

**Calendars**
7 Calendars

**Campaigns**
8A Sales Campaigns
Three or more companion pieces that promote a product or brand.
8B Corporate Identity Campaigns
Three or more printed pieces designed to be used together to present a unified identity, such as stationary, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. (Letterhead & envelope count as one item.)

**Commercial Inkjet**
11 Commercial High Speed Inkjet
Sheetfed, Roll to Sheet, Labels or other. Non-UV. Not wide format. See Category 32 for Wide Format entries.

**Cards**
9A Rack Cards
9B Individual Greeting Card / Notecard
9C Series of Greeting Cards / Notecards
9D Postcards

**Commercial Printing**
Digital entries must have been produced using digital print technology.
12A Digital Printing: Announcements & Invitations
12B Digital Printing: Booklets (32 pages or less)
12C Digital Printing: Books (over 32 pages)
12D Digital Printing: Brochures
12E Digital Printing: Cards
12F Digital Printing: Magazines
12G Digital Printing: Menus
12H Digital Printing: Offset / Digital Hybrid
12I Digital Printing: Posters
12J Digital Printing: Presentation Folders
12K Digital Printing: Programs
12L Digital Printing: Sales Campaign
Three or more companion pieces that promote a product.
12M Digital Printing: Single Stationery Item
(Business Card, Envelope, Letterhead, etc.)
12N Digital Printing: Stationery Package
12O Digital Printing: Tags & Labels
12P Digital Printing: Variable Data
* Entries must include at least two different personalized printed samples and if applicable a snapshot of PURL and ROI data. Submit with a paragraph describing the VDP process.
12Q Digital Printing: Miscellaneous
Printed materials which do not fit criteria for any other categories, such as: static clings, announcements, invitations, etc.
12R Digital Printing: Special Effects
* Entries must include a paragraph describing the special effects/process.
## ENTRY CATEGORIES

### Directories & Source Books
- 13 Directories & Source Books

### Environmental
- 14A Environmentally Sound Materials
  - Entries must be made of 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.

### Flexography
- 15A Flexo Cartons and Containers
- 15B Flexo Film Unlaminated Structures
  - Such as: Outdoor Bags, Retail Bags, Laminated Pouches, Bottle Wraps, etc.
- 15C Flexo Film Laminated Structures
  - Food Packaging, Laminated Pouches, Outdoor Bags, Coffee Bags, etc.
- 15D Flexo Greeting Paper
- 15E Flexo Multi-Functional Labels
  - Labels that have functions other than just graphics. Such as: Coupon or booklet.
- 15F Flexo Point of Purchase
- 15G Flexo Pressure Sensitive
- 15H Flexo Rolled Products
- 15I Flexo Tags & Labels
- 15J Flexo Other

### Internal Communications
- Produced for a single company/or organization’s internal use only.
  - 16A Internal Communications (1, 2 or 3 colors)
  - 16B Internal Communications (4 or more colors)

### 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 of printing in the series.
  - 17A Sheetfed Magazine Series
  - 17B Web Magazine Series

### Magazine & Publications
- 18A Sheetfed Magazines
- 18B Web Magazines
- 18C Publication Inserts (over 40 lb. stock)
- 18D Publication Inserts (up to 40 lb. stock)
- 18E Web Periodicals & Publications

### Miscellaneous, Specialty or Novelty
- 19 Miscellaneous
  - Printed materials 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.

### Newsletters
- 20A Newsletters (1, 2 or 3 colors)
- 20B Newsletters (4 or more colors)
- 20C Newsletters (Cold-set Web)
- 20D Newsletters (Heat-set Web)

### Packaging
- 21A Packaging Bags/Gift Bags
- 21B Branded Product Line Packaging
  - Entries include multiple pieces reflecting a brand.
- 21C Corrugated Packaging
- 21D Flexible Packaging
  - Entries produced on flexible substrates.
- 21E Folding Carton
- 21F Plastic Packaging
  - Entries produced on hard plastic substrates.
- 21G Retail Ready Packaging
- 21H Tags & Labels: Flexo
- 21I Tags & Labels: Offset
- 21J Tags & Labels: Combination
  - Entries must have multiple processes (i.e., Offset & foil). Entry must include description of technology and methods used.

### Point-of-Purchase
- 22A Point-of-Purchase Counter/Shelf
- 22B Point-of-Purchase Hanging/Wall/Window

### Presentation Folders
- Folders have no loose leaf or saddle-stitched inserts.
  - 23A Presentation Folders (1, 2 or 3 colors)
  - 23B Presentation Folders (4 or more colors)

### Presentation Kits
- Kits must include inserts.
  - 24A Presentation Kits (1, 2 or 3 colors)
  - 24B Presentation Kits (4 or more colors)

### Printer’s Self-Promotion
- 25A Printer’s Self-Promotion: Individual Pieces
- 25B Printer’s Self-Promotion: Campaigns

### Pro Bono
- Judged on printing and reward of the project. Entries must have been printed at no cost to an organization. Submit entries with a paragraph describing the organization and why your company chose to print this piece at no cost.

### Programs
- 27A Programs (1, 2 or 3 colors)
- 27B Programs (4 or more colors)

* Entries without accompanying description will be disqualified.
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### Self-Mailers
A brochure or card that can be mailed without enclosing in an envelope.

- **28A** Self-Mailers (1, 2 or 3 colors)
- **28B** Self-Mailers (4 or more colors)

### Single Sheet
Single sheets such as: flyers, marketing/sale sheets, call sheets, etc.

- **29A** Single Sheet (1, 2 or 3 colors)
- **29B** Single Sheet (4 or more colors)

### Specialty Printing Techniques

#### 30A 3-D Printing
Print requiring 3-D glasses to see image.

#### 30B 3-D Printing Additive Manufacturing

#### 30C Engraving

#### 30D Hi-Fidelity Printing
Print using more than 4 colors in halftone areas to enhance images & graphics.

#### 30E Lenticular Printing

#### 30F New Technology
Print using new technology not listed in this category. Entry must include description of technology and methods used.

#### 30G Screen Printing

#### 30H Specialty Inks
Submit printed sample and a paragraph describing the ink specialty.

#### 30I Spot UV

#### 30J Substrates

#### 30K Thermography

### Stationery

#### 31A Single Stationery Item (1, 2 or 3 colors)
Business card, letterhead, labels, etc.

#### 31B Single Stationery Item (4 or more colors)
Business card, letterhead, labels, etc.

#### 31C Envelopes (Converted)

#### 31D Envelopes (Non-Converted)

#### 31E Stationery Packages (1, 2 or 3 colors)

#### 31F Stationery Packages (4 or more colors)

### Wide Format

**Collage.** Due to the complexity of having extra samples for this category, entries in these categories that are over 60x60 can be submitted on a 24x36 landscape mounted collage using one substrate material.

- **32A** Wide Format Banners
- **32B** Wide Format Fine Art Reproduction
- **32C** Wide Format Floor Graphics
  
  *Collage, see rules above.

- **32D** Wide Format Interior/Exterior Scapes
  *Collage, see rules above.

- **32E** Wide Format Lobby/Interior Signs
  *Collage, see rules above.

- **32F** Wide Format Printing Display Graphics
  *Collage, see rules above.

- **32G** Wide Format Printing POP
  *Collage, see rules above.

- **32H** Wide Format Printing Special Installation
  *Collage, see rules above.

- **32I** Wide Format Signs

- **32J** Wide Format Textiles Dye Sublimation

- **32K** Wide Format Textiles Latex

- **32L** Wide Format Trade Show Graphics
  
  *Collage, see rules above.

- **32M** Wide Format Vehicle Wraps
  
  *Collage, see rules above.

- **32N** Wide Format Printing Other
  
  *Collage, see rules above.

### Our Story

**33** Our Story

Tell us your story! What is it about this job that set it apart? Was it a sentimental favorite, or the job that drove your team crazy? This is your opportunity to tell the judges what makes your entry special.

### Bindery & Finishing

#### 34A Binding, Case

#### 34B Binding, Comb, Spiral, Wire-O or Coll

#### 34C Binding, Perfect

#### 34D Binding, Tape

#### 34E Binding, Turned Edge

#### 34F Coating & Film Lamination

#### 34G Diecutting

#### 34H Foil Stamping

#### 34I Embossing or Debossing

#### 34J Combination Foil, Emboss or Deboss

#### 34K Specialty Coatings, Fragrances, Scratch-off, etc.

**Please provide brief description of process used and project.**

#### 34L Unique Folds, Pop-ups, Assembly Techniques, Involvement Devices

#### 34M Combination Finishing Techniques

**Please provide brief description of each process used.**

#### 34N Product Packaging Assembly

#### 34O Other Binding & Finishing Techniques

**Please provide brief description of process used.**

### People’s Choice

#### 35 People’s Choice

Please see special insert.