

2020

PICA Awards

CALL FOR ENTRIES





PICA Awards



C A L L F O R E N T R I E S

55 Years of Recognizing Excellence in Graphic Arts

The Printing Industry of the Carolinas proudly presents the call for entries in the 2020 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 2020 55th PICA Awards Winner logo for your website, invoices, letterhead and promotional materials.
- Free publicity on the PICA website, www.picanet.org.
- Employee recognition.
- Customized wood plaques and printed certificates with photos of your winning entries.

Save the Date: March 13, 2021

Join colleagues and friends for a gala celebration of the Carolinas’ printing excellence. The 55th Annual PICA Awards Banquet will take place at the Embassy Suites Golf Resort & Spa, Concord, NC.

Key Awards Dates:

Print Production: January 1 - December 31, 2020

Entry Deadline: January 15, 2021

Judging: January 29-31, 2021

Plaque/Certificate Order Deadline: February 12, 2021

Awards Banquet Hotel Rooms Booked By: February 13, 2021.
Embassy Suites Golf Resort & Spa, Concord, NC - \$149 per night.

Awards Banquet: March 13, 2021



RULES AND REGULATIONS

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Entries must have been produced, or reprinted, between **January 1, 2020 and December 31, 2020**. The PICA Awards are open to all print manufacturing shops in the State of North Carolina or South Carolina **ONLY**. Only member firms are allowed out-of-state submissions.

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 in any category. 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-34D (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

This year, Members get **two (2) FREE entries!**

An entry fee is required for each entry over the two free (or discounted), 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.

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 paid 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, 2021. Entries must be received at the PICA office by 5 PM that day. The judging will be held the weekend of January 29-31, 2021.

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 55th Annual PICA Awards Banquet on March 13, 2021. 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.

Best of Show

Best Printing
Division A
(1 to 9 employees)

Best Printing
Division B
(10 to 20 employees)

Best Printing
Division C
(21 to 59 employees)

Best Printing
Division D
(60 or more employees)

Best Printing
High School
Division

Best Printing
Collegiate
Division

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, and may be bound in any manner.

- 4A Booklets: Large Format (over 6 x 9)
- 4B Booklets: Small Format (6 x 9 or smaller)
- 4C Booklets: Web

Books

A bound volume of more than 32 pages, including cover and text.

- 5A Books - Hard Cover
- 5B Books - Soft Cover

Broadsides & Brochures

Broadsides 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)
Brochures are folded (not stitched) from flat sheets up to 11" x 17."

- 6D Brochures (4 or more colors)
Brochures are folded (not stitched) from flat sheets up to 11" x 17."

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 stationery, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. (Letterhead & envelope count as one item.)

Cards

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

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

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.

Digital

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: Packaging
- 12J Digital Printing: Posters
- 12K Digital Printing: Presentation Folders
- 12L Digital Printing: Programs
- 12M Digital Printing: Sales Campaign
Three or more companion pieces that promote a product.
- 12N Digital Printing: Single Stationery Item
(Business Card, Envelope, Letterhead, etc.)
- 12O Digital Printing: Stationery Package
- 12P Digital Printing: Tags & Labels
- 12Q 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.
- 12R Digital Printing: Miscellaneous
Printed materials which do not fit criteria for any other categories, such as: static clings, announcements, invitations, etc.
- 12S Digital Printing: Special Effects
* Entries must include a paragraph describing the special effects/process.

* Entries without accompanying description will be disqualified.

S P O N S O R E D A W A R D S



Most Creative Use of Paper

Gwen Doster Judges' Choice Award

Best Process Color

Annual Reports
(Category 2A-C)

Best Booklet
(Category 4A-C)

Best Broadside/Brochure
(Category 6A-D)

ENTRY CATEGORIES

Directories & Source Books

13 Directories & Source Books

Environmental

14A 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.

14B Environmental Certification Entries

Environmental Certification Entries must have FSC, SFI or PEFC certification.

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/ 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 Sheeted Magazine Series

17B Web Magazine Series

Magazine & Publications

18A Sheeted 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

15I Tags & Labels: Flexo

21H Tags & Labels: Letterpress

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

22C Point-of-Purchase Floor/Stand Alone

22D Point-of-Purchase Other

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

26 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.



Best Catalog
(Category 10A-E)

Best Digital
(Category 12A-Q)

Best Packaging
(Category 21A-K)

Best Self Advertising
(Category 25A-B)

Best Wide Format Printing
(Category 32A-N)

Our Story
(Category 33)

Best Finishing
(Category 34A-O)

ENTRY CATEGORIES

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.

Sample collage must include a description for each photo included in the collage with details of process and materials used.

DO NOT include company name on collage.

Collage must include details of installation and if applicable a video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.

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

32D Wide Format Signs: Interior, Exterior and Lobby Signs

**Collage, see rules above.*

32E Wide Format Printing Display Graphics

**Collage, see rules above.*

32F Wide Format Printing POP

**Collage, see rules above.*

32G Wide Format Printing Special Installation

**Collage, see rules above.*

32H Wide Format Textiles Dye Sublimation

32I Wide Format Textiles Latex

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

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

32L 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.

* Entries must include a copy of the finished piece and a paragraph telling your story. Entries not containing all required elements will be disqualified.

Bindery & Finishing

- 34A Binding, Case
- 34B Binding, Comb, Spiral, Wire-0 or Coil
- 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.

* Entries without accompanying description will be disqualified.