



# ENTRY FORM

## DEADLINE

27 August 2021

## AWARDS CEREMONY

4 NOVEMBER 2021

'We were delighted to have won the Web-to-print category for Plasticcardhub.co.uk at the Digital Printer Awards 2019. This recognition from our peers is a real morale boost for the team and demonstrates that all the hard work they put in has paid off.'

Louise Ray, director of marketing and communications,  
Plastic Card Services

Supreme award  
sponsor



Sponsors



# Be a winner at the industry's leading digital printing awards

The Digital Printer Awards get bigger and better every year. Join us to celebrate in style at the industry's only comprehensive digital printing awards by putting your best work up against the rest.

Showcase your creativity in concept and design, as well as your quality, innovation and impact. The Digital Printer Awards 2021 will celebrate the standout digital print that achieved great results.

Confirm your status as an industry leader with a Digital Printer Award.

There are 16 categories to enter, as well as an overall Supreme award.

## Why enter?

Awards are one of the most powerful and cost-effective marketing tools and the Digital Printer Awards are FREE to enter. For any business, entering awards requires time and energy, but the investment can return dividends, both internally and externally.

### 1. Attract new business

Just being nominated improves brand awareness and promotes your business to new customers.

### 2. Free marketing and invaluable media coverage

You have the opportunity to gain extensive media attention through coverage in the winner's issue, the website and promotional emails. You can also use the award for your own PR activities in the local and business press. This exposure helps to attract new customers and increase respect from existing clients.

### 3. Employee motivation

Everyone likes being part of a winning team. Achieving recognition in the awards will have a positive effect on staff morale, motivation and retention.

### 4. Networking opportunities

Attending the awards gives you the opportunity to build contacts, meet and network with other award participants, businesses and potential customers and partners.

### 5. Raise your company profile

Winning at the Digital Printer Awards significantly raises your company profile and earns respect from your peers.

### 6. Acknowledge staff and customer loyalty

Attending the awards is an opportunity to thank and reward staff for their contribution to the business, thank customers for their loyalty and impress prospects with your hospitality.

**'Winning two awards at the Digital Printer Awards 2019 confirms the level of quality and expertise, which we know our services and solutions reflect.'**

Matt Lawrenson, senior group marketing executive,  
Go Inspire Group

## How to enter

Please complete one entry form (photocopies are acceptable) and provide at least one sample (we require three samples for Designed for digital print and Transactional print and variable data campaigns) of the campaign you are entering PER CATEGORY entered, along with a supporting statement.

Up to three entries per category are FREE of charge and £25 per entry thereafter. Entries into multiple categories are also allowed. Payment must be made by cheque, made payable to Whitmar Publications, alternatively contact [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk) to arrange a bank transfer.

## Supporting statement (print categories)

Please include a typed statement of 500 words maximum (on a separate A4 sheet) explaining why your entry merits an award. This should outline the following:

- ▶ Background
- ▶ Objectives
- ▶ Strategy
- ▶ Implementation and creativity
- ▶ Results and evaluation

**Send entries to:**  
Digital Printer Awards 2021  
30 London Road  
Southborough  
Tunbridge Wells  
Kent  
TN4 0RE

**CLOSING  
DATE**

**27**

**August 2021**

## Returning entries

Whitmar Publications is unable to return entries except by prior arrangement. We require you to arrange collection. All entry returns must be collected within four weeks of the awards ceremony.

**Please tick here** if you would like your entries returned.

## A day to celebrate

Nominated finalists will be announced prior to the awards presentation in the October 2021 issue of *Digital Printer*. Nominated entries will be on show at the awards lunch where the winners will be presented with their award by the category sponsor.

The awards ceremony will be held on 4 November 2021 at the Marriott London Grosvenor Square, W1K 6JP. A limited number of tables are available, each for 10 guests, at £2350+VAT per table and individual places at £235+VAT. Tables and tickets are now available to book. Visit [digitalprinterawards.co.uk](http://digitalprinterawards.co.uk)

## Rules

- ▶ Entries must have been produced by the printing company entering the awards using digital equipment. Any outwork should be acknowledged and credited. Print equipment manufacturers and suppliers are not eligible to enter.
- ▶ Entries are for commercial work undertaken by the printing company entering the awards, except Self-promotional print.
- ▶ All entries must be produced between 1 September 2019 and 27 August 2021.
- ▶ Whitmar Publications reserves the right to use any entries received for marketing and promotional purposes in its magazines and on its websites.
- ▶ Entrants must have obtained the permission of their customers to enter their work into the awards.
- ▶ Whitmar Publications cannot accept responsibility for entries submitted.
- ▶ The decision of the judges is final and no correspondence will be entered into.
- ▶ Entries received after the deadline will be subject to a £50 late fee.
- ▶ Entries may be moved to a different category at the discretion of the judges.
- ▶ By entering you agree to all technical information being published on the website and in the magazine.

## Any questions?

For further information and clarification on any issue regarding the Digital Printer Awards 2021, please contact **Chloe Ward** on **+44 (0)1892 779599** or **email: [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk)**

## Supreme award

One category winner will be crowned overall Supreme winner. This is the best of the best. The judges will choose what they believe exemplifies the pinnacle of digital print performance.

## Categories

- Adding value**

Printed products that clearly show the benefit of digital print to enhance profitability and/or effectiveness. Please provide evidence of how digital production increased effectiveness, highlighting the benefits to your customer and their clients. These can include financial performance, raised awareness, better response or other elements that clearly demonstrated added value.
- Books**

Any digitally printed book is eligible. Monochrome or colour, printed on demand, of any run length, personalised or not. The judges will be looking at the production quality including repro, print and binding. Additionally they will be considering challenges and advantages for the producer or the customer by using digital print.
- Covid recovery**

Recognising the severe challenges that the Covid-19 pandemic has presented, this exceptional award is for the firm, partnership or other collaboration that has adapted best to the changed business landscape, growing profit or market share through innovation that would not have happened otherwise. Examples include but are not limited to identifying new products, markets or customers, or going 'above and beyond' normal business operations and goals to help out in the local community by supporting the NHS or other businesses. Supporting evidence should be provided together with any relevant samples of work.
- Creative use of substrates**

Examples of jobs where the physical attributes of the material used are fundamental to their appeal and success. This includes printing onto challenging substrates and sympathetic design, print and finishing to highlight the tangible and tactile qualities of the materials used.
- Designed for digital print and finishing**

This award will be given to the job that best exemplifies the capabilities and strengths of digital print and finishing. This may include extended gamut printing, using additional colours, fluorescent or clear inks or toners, personalisation/variable data capability (at least three samples will be required to confirm this), printing on unusual substrates, digital embellishment (each item potentially different) or other special effects techniques.
- Digitally printed labels and packaging**

Labels and packaging that use digital printing to deliver additional benefit to the customer. That may include making high-quality products available for micro and small businesses in addition to providing agile supply chains and reduced inventory and waste.
- NEW - Digitally printed textiles**

This new award addresses the rapidly-growing field of décor, fabric and garment print. The judges will be looking for evidence of how digital printing on textiles has created new opportunities or solved existing challenges. Fitness for purpose, quality and sustainability will all be considered. As this sector is so varied, complete finished products are only required for smaller items (such as T-shirts, bags, cushions); for larger items/installations, swatches or samples produced the same way on the same materials should be sent, along with high quality still photography and/or video of the finished product. Supporting evidence of commercial success/client satisfaction should be provided, where relevant.
- Finishing and embellishment**

The use of post-press processes to add durability, visual appeal/perceived value and differentiation to finished products. Judges will be looking for evidence that the finishing processes provided clear benefits. These may be through the format, feel and appearance of the job, or reduced time, cost and material usage.

- Innovation**  
Any digitally printed job, regardless of process or format, that offers something beyond the current normal practice. Whether it is the printing or finishing processes employed, the substrate used, the product format, use of data or the business model. The judges will be looking at innovations in production, service and delivery. Please provide a clear description of the challenges faced, innovative approaches taken to meet them and evidence of the benefits.
  
- Marketing collateral**  
Marketing materials produced digitally, including personalised campaigns. The judges will be looking at the print and finishing quality, the materials used and the choice of format to provide impact and effectiveness. Details of how digital production improved the offering along with supporting data will be considered.
  
- Self promotional print**  
This category is reserved solely for work that printers have produced and displayed or delivered in order to promote their own businesses. Entries may be of any size (please supply photos of anything too large to post) and on any substrate, as long as they were printed digitally. They may be one-off items or part of a series of marketing campaign elements; multi-channel campaigns may be entered but there must be an essential print element and this is what will be judged.
  
- Sustainability**  
We are looking for print companies that can demonstrate an ongoing commitment to continuous improvement in sustainability through their policies and working practices. This may range from choice of substrates, inks and print technologies to waste management, recycling, renewable energy use or generation, transport and carbon offsetting initiatives plus employee and customer engagement and recognition programmes. The 500-word 'job' description here should outline these and supporting documents such as policies, environmental certifications or awards may be submitted, along with a sample of any job that you feel particularly demonstrates these values.
  
- Transactional print and variable data campaigns**  
Examples of digitally printed personalised transactional/transpromo, marketing, and customer communication mailings either with or without additional online/digital elements. Please describe the aims of the project, how well they were achieved and how the use of variable data contributed. Consideration will be given to format, the design of the campaign, use of materials and return on investment, response rates and effectiveness; for multi-channel campaigns, relevant engagement statistics or other evidence of success will also be considered.
  
- Web-to-print**  
The aim of this category is to recognise web portals and e-commerce sites that have delivered value to printers and their customers, including specialised web-to-label and web-to-pack operations. Whether the site is a private business-to-business portal or consumer-facing, you'll need to be able to demonstrate that it has increased sales, reduced costs or improved customer acquisition and/or retention. Entries must include both a description from the printer of the aims and achievements of the project and a supporting testimonial from one or more customers/users of the site who agree to be contacted independently for verification. Please include the URL for publicly-accessible sites; screen grabs or other supporting documentation for private portals may be submitted.
  
- Wide and super-wide format**  
This category encompasses the full gamut of wide-format production, from posters, banners and soft signage, through displays, exhibition and event graphics to retail and vehicle and building wraps, on any substrate. Samples that are too big to be submitted by post can be illustrated by photography and supporting written submissions. Please provide details of the challenges faced and your response including design, production and installation factors.

## Judges and judging criteria

Judging will be by a panel headed by a chairperson. Judges are independent industry professionals picked for their relevant sector expertise and knowledge.

Production quality is fundamental and the printer's skills in prepress, printing and finishing are key criteria. However, a number of the categories require evaluation of the role and success of a print project or service within the broader business or environmental context so the supporting written submission will be critical, especially in those categories that do not stipulate that a print sample must be supplied. Please read the above category criteria carefully; the judging panel will not be able to request further information or clarification.

**Please complete the form below**

Name:.....Company name:.....

Company address:.....

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Postcode:.....Telephone:.....

Email:.....

Category entered:.....

Job name:.....

Customer:.....Permission from customer obtained:

Run length/volume:.....Designer:.....Date produced:.....

Software used:.....

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Press/printer used:.....

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Finishing equipment used:.....

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Substrate(s):.....

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**Web-to-print category only**

Please supply details of customers you have included in your entry:

Name:.....

Company name:.....

Telephone:.....Email:.....

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