



The digital printer awards 2023

ENTRY FORM

**DEADLINE EXTENDED TO
8 SEPTEMBER 2023**

'Everyone at Print4UK puts a huge amount of hard work and energy into all we do. It was, therefore, an absolute privilege to have our hard work recognised and accepting the award for Innovation was incredible... accepting the Supreme award was just spectacular.'

Chris Brady, managing director, Print4UK

Awards ceremony 22 November 2023

**SUPREME AWARD
SPONSOR**



SILVER SPONSORS



Established for over 16 years, the Digital Printer Awards is the industry's recognised showcase and premier accolade for digital print, finishing and related technologies in commercial applications.

With a broad range of categories to enter, the awards cover applications from transactional, direct mail and omni-channel communications campaigns to books, textiles and embellishment. Software, workflow and business initiatives and achievements are also recognised and celebrated, along with the more traditional print and finishing quality attributes. In addition to the prestige of being nominated for or winning a Digital Printer award, the gala lunch event in central London is an excellent opportunity to mingle with your peers, network and make new connections.

There are 15 categories to enter, as well as a 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.

Attract new business

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

Free marketing and invaluable media coverage

You have the opportunity to gain extensive media attention through coverage in the winners' 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.

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.

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.

Raise your company profile

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

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.

How to enter

Please complete one entry form per job or project/campaign per award category.

Please note that any one job or project/campaign may only be entered in one category.

Photocopied entry forms are acceptable.

For the printed product categories, please provide at least one sample. For the transactional print and variable data campaigns category (and if used as an entry in the Marketing collateral category), please provide at least three different samples from the relevant mailing or campaign.

Up to three entries per category are FREE of charge and £25 per entry thereafter. Entries into multiple categories are also allowed, though only one job/campaign can be entered per category. Payment must be made by cheque, made payable to Whitmar Publications, alternatively contact chloe.w@whitmar.co.uk to arrange a bank transfer.

Supporting statement (non-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 2023
30 London Road
Southborough
Tunbridge Wells
Kent
TN4 0RE

**CLOSING
DATE**
8
September 2023

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 2023 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 22 November 2023 at the InterContinental London Park Lane, W1J 7QY. A limited number of tables are available, each for 10 guests, at £2500+VAT per table and individual places at £255+VAT. Tables and tickets are now available to book. Visit digitalprinterawards.co.uk

Rules

- ▶ No previous winning job may be re-entered from the same or different company.
- ▶ 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 Marketing Collateral.
- ▶ All entries must be produced between 1 September 2022 and 1 September 2023.
- ▶ 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.
- ▶ The printing company's contact details should be submitted with the entry if it is being entered on their behalf.

Any questions?

For further information and clarification on any issue regarding the Digital Printer Awards 2023, please contact **Chloe Ward** on **+44 (0)1892 779599** or email: 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.
- ☐ **Closing the skills gap**
This award seeks to recognise companies that have demonstrated consistent/sustained excellence in recruitment and staff development, progression and retention through apprenticeships, on-the-job or other training or through other policies/processes in any capacity within the organisation. Judges will look for both qualitative and quantitative evidence to support entries, and particularly for those attracting new talent into the industry. Evidence of the former will include management and peer assessment of progression within or between roles and any new business or opportunities that have arisen as a consequence; the latter will consider formally-awarded qualifications from recognised bodies and statistics on staff intake and retention/length of service. Entries should include a written submission describing the qualitative case (with referees as appropriate) plus any relevant certificates and/or data for recruitment and retention.
- ☐ **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.
- ☐ **Digitally printed textiles**
This 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.

- ☐

NEW for 2023 Inkjet in commercial print

This new award seeks to recognise the progress made in inkjet printing of high quality commercial work, replacing other digital print technologies or offset, gravure, or other analogue print. Jobs entirely printed on cut-sheet or continuous-feed inkjet presses, on any substrate, are eligible. The judges will assess print quality in the context of the substrate used, the unit cost and the purpose of the piece in question and will be looking for evidence of why inkjet technology was chosen in preference to any alternative.
- ☐

NEW for 2023 Inkjet in direct mail

This category will recognise the growing quality and cost-effectiveness of inkjet print in direct mail and related variable data-based applications, where 'white paper' inkjet printing has replaced other digital or hybrid printing processes such as overprinting on offset-printed shells. Submitted jobs must have been entirely printed by cut-sheet or web-fed inkjet, on any substrate. In addition to an assessment of quality in the context of the client brief, budget and media choice, the judges will be looking for evidence of increased cost-effectiveness, reach/response or new business developed as a consequence of adopting inkjet print.
- ☐

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. Entries can be both commercial work or self promotional print.
- ☐

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.
- ☐

Workflow, including e-commerce

This category aims to exemplify and reward good practice in the integration of processes and data both within and between print businesses, their suppliers and their clients, including but not limited to web-to-print or e-commerce portals, public or private. The necessary software may include off-the-shelf commercial solutions, bespoke development/programming or a combination of both. The judges will look for evidence of business benefits in terms of reduced operating costs, faster turnaround/higher productivity, increased profit margins and/or customer retention.
- ☐

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:.....

.....

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

Email:.....

Category entered:.....

Job name:.....

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

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

Software used:.....

.....

Press/printer used:.....

.....

Finishing equipment used:.....

.....

.....

Substrate(s):.....

.....

☐ I would like to register to receive *Digital Printer* magazine and e-newsletter.

Workflow, including e-commerce category only
Please supply details of customers you have included in your entry:

Name:.....

Company name:.....

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