

3 NEW
categories
for 2025



The **digital**printer awards 2025

ENTRY FORM

EXTENDED DEADLINE - 11 September 2025

'To win the Closing The Skills Gap Award at the 2024 Digital Printer Awards is recognition that we're doing the right thing, and that means a lot.'

Tom Baker, Bakers – winner of the Closing The Skills Gap Award

SUPREME AWARD SPONSOR



SILVER SPONSORS



20 November 2025 • InterContinental London Park Lane
digitalprinterawards.co.uk

Established more than 18 years ago, the Digital Printer Awards are the industry's premier accolade and the most revered showcase for digital print, finishing, and related technologies in commercial applications.

There are categories covering everything from transactional, direct mail, and omni-channel campaigns, to books, textiles, embellishment, software, workflow, and even business initiatives and industry achievements.

And if being nominated for or winning a Digital Printer Award wasn't prestigious enough, the gala lunch event in central London is an excellent opportunity to mingle with your peers, network, and make new connections.

There are 16 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 in terms of business opportunities and employee morale.

Attract new business

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

Free marketing and invaluable media coverage

Taking part in the Digital Printer Awards brings with it media coverage and attention. Participants will be appear in a special issue of Digital Printer Magazine, and can capitalise on the event in their own marketing activities. That kind of exposure can build respect and trust with existing clients and attract new business.

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 and businesses, as well as 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 and loyalty to the business, and to impress prospects with your hospitality.

How to enter

Please submit a separate entry form for each job, project, or campaign in each award category.

Photocopied entry forms are acceptable.

For the printed product categories, please provide at least one sample.

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 donatella.m@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 2025
30 London Road
Southborough
Tunbridge Wells
Kent
TN4 0RE

**CLOSING
DATE**
11
September 2025

Returning entries

Whitmar Publications is unable to return entries except by prior arrangement. Any participants who wish to have their entry sample returned must arrange collection themselves 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/November 2025 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 20 November 2025 at the InterContinental London Park Lane, W1J 7QY. A limited number of tables are available, each for 10 guests, at £2785+VAT per table and individual places at £280+VAT. Tables and tickets are now available to book. Visit digitalprinterawards.co.uk

Rules

- ▶ Only one job/campaign can be entered per category; multiple submissions of the same job may result in disqualification.
- ▶ 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 2024 and 11 September 2025.
- ▶ 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.
- ▶ Whitmar Publications reserves the right to withdraw a category at any time.

Any questions?

For further information and clarification on any issue regarding the Digital Printer Awards 2025, please contact **Donatella Moranelli** on **+44 (0)1892 779597** or email: Donatella.m@whitmar.co.uk

Supreme award

One category winner will be crowned overall Supreme winner. The very best of the best. The judges will choose the entry 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 demonstrate added value.
- ☐ **NEW FOR 2025 Agency award for print in multi-channel marketing**
This award celebrates the creative use of print as part of a multi-channel marketing campaign by an agency. Judges will assess how the print was used to support, enhance, and elevate a broader campaign that may have included web, social, broadcast, email, or any other media. How seamlessly did print integrate with the campaign? How effective was it in terms of engagement, conversion, ROI, or driving awareness?
- ☐ **B2 digital print**
This category aims to demonstrate and recognise the growing adoption and value of the B2 format in digital print, across both toner (dry and ElectroInk) and inkjet printing technologies in any print applications. The judges will look for the benefits that accrue specifically to the format, in terms of application flexibility, overall productivity, reduced production cost, and/or job turnaround time, including finishing, embellishment, or any other post-press process.
- ☐ **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, use of 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.

- ☐ **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 2025 Future star**
This award is for any employee under the age of 30, who is playing a key role in the future of the digital printing value chain; nominees are welcomed from all areas of the supply chain. Entries for this category must include a supporting statement outlining why this individual should be considered for the award, their progress and their achievements to date.
- ☐ **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. Submissions 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 finish 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 commercial work or self promotional print.
- ☐ **Sustainability**
We are looking for print companies that can demonstrate a 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, as well as employee and customer engagement and recognition programmes. Please provide a 500-word description of the initiative, 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.
- ☐ **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.
- ☐ **NEW FOR 2025 Women of impact**
In a traditionally male-dominated industry like print, women's voices and visibility are often lost. This award recognises the exceptional achievements of women who stood up, stood out, and made significant contributions to their business, or the industry. Whether that's through driving business success and resilience, demonstrating leadership, innovation or excellence in their roles, or breaking down barriers to create future opportunities for women in the sector. Tell us why your female colleague should receive this award in 500 words or less, and let's celebrate the impact of women in print.

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:.....

Entry title:.....

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