



# PICA 2009 Call For Entries



Incorporating the 2009 *Printing Industries* ENVIRONMENTAL MANAGEMENT AWARDS

## About The PICAs

The Queensland Printing Industries Craftsmanship Awards (PICAs) bring together the very best on offer from our diverse and highly competitive printing industry. The PICAs give every type of business in our industry the chance to showcase their skills and creativity.

Whichever facet of the industry you are in, be it design, pre-press, lithographic, screen or digital printing or binding and finishing, you are encouraged to enter. You don't necessarily have to be the actual printer to enter a category – if you did the design, pre-press, binding and finishing or embellishment on a job that you believe is worthy of PICA Gold you can enter it and be recognised for the excellence of your work.

Last year the PICAs introduced two new categories which have been retained for 2009. One was for businesses with 10 or fewer staff and aims to highlight the fact that our industry is still essentially composed of small businesses. The second new category is for PICA "first timers", those businesses of any size and technology that have for various reasons not previously entered their work.

The PICA process culminates at the Awards Dinner where you have the opportunity to celebrate industry excellence with colleagues and friends.

### ENVIRONMENTAL MANAGEMENT AWARDS

You will notice that this year we have incorporated the *Printing Industries Environmental Management Award* into our PICA Call for Entries. The award is designed to recognise the efforts of print businesses to reduce their own impact on the environment and to educate customers and suppliers on the importance of environmentally responsible supply chains.

### IMPORTANT 2009 DATES



25 September	PICA entries close
30 October	PICA Awards Dinner RSVPs due
28 November	PICA Awards Dinner

### THE VENUE

The PICA Awards Dinner returns to the newly updated Sofitel Brisbane Hotel this year. Many guests will look forward to the extended social opportunities this brings, whether it be a continuation of festivities in the Sofitel downstairs bar area or at a nearby city nightspot.

### SATURDAY NIGHT FEVER COMES TO OUR INDUSTRY

In another change the PICA committee has decided that it is time to host the PICAs on a Saturday night. If you feel like experiencing the 70's disco atmosphere here is your chance. This fits in with those who would like to enjoy a weekend sojourn as guests at the Sofitel as part of our special accommodation offer.

### SPECIAL ACCOMMODATION OFFER

If you would like to add to your enjoyment of the evening we have a special arrangement with the Brisbane Sofitel Hotel. Just complete and return the enclosed room booking form and we'll reserve a room for you – but be quick. Call Dawn Street on 07 3356 0022 or email on [qld@printnet.com.au](mailto:qld@printnet.com.au)

## PICA Categories

- \* NOTE 1: Entries received without a statement will be returned to the entrant.  
 \*\* NOTE 2: Entries in Category 12 must state manufacture & model of equipment used.  
 \*\*\* NOTE 3: Annual Reports and prospectus must be entered in Category 19.

1	<b>SCREEN PRINTING</b> a) Any number of colours on textiles b) Any number of colours on any other material	1	<b>ENVELOPES</b> a) Any number of colours on a pre-manufactured envelope b) Any number of colours on a flat sheet converted to an envelope
2	<b>FLEXOGRAPHIC PRINTING</b> Any number of colours on any material	2	<b>POSTCARDS AND GREETING CARDS</b> Any number of colours
3	<b>PACKAGING</b> Any number of colours on any material	15	<b>COMMERCIAL POSTERS AND SHOW CARDS</b> Any number of colours
4	<b>WEB OFFSET PRINTING</b> Any stock	16	<b>PRESENTATION FOLDERS</b> Any number of colours on a single sheet
5	<b>LABELS</b> a) Sheet fed labels on self-adhesive material (screen printers may choose to enter this category) b) Roll fed labels on self-adhesive material, five continuous images required	17	<b>ANNUAL REPORTS AND PROSPECTUS</b>
6	<b>BUSINESS FORMS &amp; SECURITY PRINTING</b> Continuous any number of colours	18	<b>SADDLE STITCHED BOOKLETS, CATALOGUES, BROCHURES &amp; MAGAZINES</b> a) Any number of colours, self cover b) Any number of colours, plus cover
7	<b>CARD CONSTRUCTION &amp; MOBILES</b> Any number of colours on any material	19	<b>BOOKLETS, CATALOGUES, BROCHURES &amp; MAGAZINES</b> a) Any number of colours perfect bound, burst bound & section sewn up to 60 pages b) Any number of colours wiro bound, coil bound, plastic coil & spiral coil
8	<b>LIMITED EDITION PRINTS AND ART REPRODUCTIONS</b> NB Digital printing will not be accepted in this category	20	<b>BOOKS</b> (see *** Note 3 above) a) Any number of colours, perfect or burst bound, section sewn - minimum of 60 pages b) Any number of colours, case bound - minimum of 60 pages
9	<b>CALENDARS</b> Any format	21	<b>SELF PROMOTION</b> Any format, any process - in the graphic arts and advertising industries (see Conditions of Entry, No.5)
10	<b>INNOVATION</b> (see * Note 1 above) Entries which demonstrate the creative use of technology, or the innovative use of machinery, processes, stock or mechanics. A short statement giving reasons for entering this category is required.	22	<b>REGIONAL CATEGORY</b> Any number of colours, ANY FORMAT. NB "Regional" is defined as north of Noosa and west of Ipswich
11	<b>EMBELLISHMENT</b>	23	<b>ENTRY PRODUCED BY APPRENTICE</b> Recognising the work of apprentices. Refer Conditions of Entry 6
12	<b>DIGITAL PRINTING</b> (see ** Note 2 above) a) Using non conventional printing inks on any material eg: Indigo b) Inkjet printing on any material c) Toner-based d) On demand printing - 200+ copies	24	<b>SPECIALTY PRINTING</b> (New Category) Eg. promotional printing, architectural printing, glass printing. Any number of colours, any substrate
13	<b>LITHOGRAPHIC PRINTING</b> a) 1 colour printing, any format b) 2 or 3 colour printing, any format c) 4 or more colour printing, any format d) Any number of colours, any format using a polyester plate NB embellishment does not count as a colour	25	<b>SMALL BUSINESS</b> Entries produced using any printing technology, in any format, from businesses with 10 or fewer staff.
14	<b>STATIONERY INCLUDING BUSINESS CARDS</b> Any number of colours	26	<b>FIRST TIME ENTRIES</b> Entries produced using any printing technology, in any format, from businesses that have not previously entered the PICA Awards

# PICA Conditions Of Entry

- All entries must be printed between 12th September 2008 and 25<sup>th</sup> September 2009.
- Entries must be delivered to Printing Industries Office, 2/42 Finsbury Street, Newmarket, Qld, 4051 prior to 12.30pm on Friday 25th September 2009.  
  
All entries must be accompanied by the relevant fee  
- \$30 per entry – Printing Industries member companies  
- \$40 per entry – non members companies  
Entry fees are inclusive of GST  
Cheques should be made payable to **PICA AWARDS**  
Late entries may not be accepted
- There is no restriction on the type of stock used or the method of printing. Imported stock, artwork or photographs from overseas sources are acceptable. **PRINTING AND FINISHING MUST BE PRODUCED IN QLD**
- All entries must be representative of a bona fide commercial job and be part of a 'production run' ie: at least 100 copies printed, except categories 8, 10 and 12a, b and c.
- Any entry that is a self promotion of a company or product in the graphic arts and advertising industries must be entered into Category 23 and cannot be entered into any other category and is not eligible to win the 'Special Commendation' or the 'Judges Choice' awards. Stationery is not considered as Self Promotion.
- Entries in Category 25 must be produced by a person with apprentice-status in the trades of printing, screen printing, print finishing or graphic pre-press in the period 12th September 2008 and 25<sup>th</sup> September 2009.
- All entries must be accompanied by an official entry form (part of this document and may be photocopied), which includes the 'production details'. The entry form must be accurately completed with all relevant details. If all sections are not accurately completed it may result in the non-acceptance of the entry.
- Entries should make recognition of all contributing sources on the entry form, which will be displayed with the entry after judging.
- All entries will be retained by the PICA committee until Thursday 24th December 2009 and may be reclaimed by the entrant up to and including this date. After 24th December 2009, entries become the property of the PICA committee and may be disposed of.
- Entrants are responsible for the despatch and return of all articles at their expense. Although normal care will be taken, no responsibility is accepted for damage to or loss of any entry or part thereof, either in transit or whilst in possession of the PICA committee or its assistants.
- Two (2) samples of each entry are required. Both samples should be enclosed in a single package. Enclose Section A of the entry form in an envelope and attach to the front of the package. Tape Section B of the entry form to the back of one of the entries. Smaller entries and matching sets eg, stationery, may need to be display-mounted to avoid damage or separation and to enhance presentation for judging.
- Entries will be restricted to four (4) entries per category per company.
- Awards will be judged by independent judges using the following criteria  
- Quality of design  
- Excellence and quality of prepress  
- Excellence and quality of printing  
- Excellence and quality of finishing
- The Committee's decision will be final.
- Entries will be displayed at the PICA Awards on Saturday 28th November 2009 at the Sofitel Brisbane Hotel, Turbot St, Brisbane. Winners of major awards will be announced at the Awards Dinner and no results will be made available prior to that time.
- No award will be made for a category if in the opinion of the Judges the entries in that category do not warrant an award.
- If in the opinion of the Committee, an entry should be reclassified, the entrant will be advised and may then elect to continue or withdraw. If the latter, entry fees will be refunded.
- Prize winning entrants may use the PICA title and logo on the advertising and printed material which is produced in Queensland.
- Gold Medal winners will be automatically entered into the National Print Awards by Printing Industries where they will compete with Gold medal winning entries from other state awards.

## Entries close Friday 25th September 2009

This entry form may be photocopied or for additional copies please contact Dawn Street, Printing Industries Association of Australia Qld Region, on 07 3356 0022 or email [dstreet@printnet.com.au](mailto:dstreet@printnet.com.au)



### Entry Checklist

- Carefully select samples of your best work. Two samples of each entry are required.
- Smaller entries or matched-sets may need to be display mounted to avoid damage and to enhance presentation.
- Complete one entry form for each entry. Please be sure to fill in all lines if applicable. Photocopies of entry forms are acceptable
- Check the details for accuracy. Details you provide here will be used in the PICA Awards Book.
- Tape Section B of the entry form to the back of one of the samples.
- Enclose both samples in a single package.
- Attach your cheque to Section A, enclose Section A in an envelope and attach to the front of the package.
- If sending multiple entries in separate parcels mark parcels 1/3, 2/3, etc.

# PICA Entry Form & Product Information

## Category Entered

Printing Industries Craftsmanship Awards  
2/42 Finsbury St  
NEWMARKET QLD 4051  
ABN 84 720 646 451  
Entries close Friday 25th Sept 2009

- Complete one entry form for each entry
- Print clearly
- Photocopies of this form are acceptable for additional entries
- 2 samples are required

Forward to:  
PICA  
2/42 Finsbury Street  
NEWMARKET QLD 4051

Cost per entry (Entry fees are inclusive of GST)  
Maximum four (4) entries per category, per company  
- \$30 per entry (Printing Industries members)  
- \$40 per entry (non members)

Would you like your entry returned YES   
NO

## MAKE CHEQUES PAYABLE TO 'PICA AWARDS'

## Category Entered



## Section A – Entry form (this will not be shown to judges)

Entered by (company name) \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_ No of staff \_\_\_\_\_

Email \_\_\_\_\_

Entry description (caption or description) \_\_\_\_\_

Printed by (company name) \_\_\_\_\_

Ultimate client (company featured) \_\_\_\_\_

Designer (name or company) \_\_\_\_\_

Prepress by \_\_\_\_\_

Print finishing by \_\_\_\_\_

Embellishment by \_\_\_\_\_

Stock name and supplier \_\_\_\_\_

Additional information (eg: apprentice name) \_\_\_\_\_

We accept the conditions of entry: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Section B – Product Information (This will be shown to the judges)

Type of press/s used \_\_\_\_\_

Print method \_\_\_\_\_

Number of ink colours \_\_\_\_\_ Embellishments \_\_\_\_\_

Number of press passes \_\_\_\_\_ Quantity produced \_\_\_\_\_

Other technical details \_\_\_\_\_

# Environmental Management Award

(Do not respond to this section unless you wish to be considered for the Environmental Management Award)

The Printing Industries Environmental Management Award is designed to recognise the efforts of print businesses to reduce their own impact on the environment and to educate customers on the efficient and effective procurement of print. Entries should include a brief overview of the company's environmental management initiatives over the past 12 months, or may relate to a specific project undertaken internally or with a customer during this timeframe.



Entries should be between 250–500 words. The judging panel, including experts from both print and environmental backgrounds, will review entries and select a short list for further judging.

## ENVIRONMENTAL MANAGEMENT AWARD ENTRY DETAILS

Company name \_\_\_\_\_

How many years has the business been trading? \_\_\_\_\_

Primary contact person \_\_\_\_\_

Position \_\_\_\_\_

Business phone number \_\_\_\_\_ Business fax number \_\_\_\_\_

Mobile phone number \_\_\_\_\_

Email address \_\_\_\_\_

Web address (If Applicable) \_\_\_\_\_

## CONFIDENTIALITY

Your entry and details therein will be reviewed by the judges only and will be treated in the strictest confidence. The information will not be shared or viewed by any person other than the judges. At the conclusion of the awards process all award submission materials will be destroyed or returned on request. Please indicate if you would like your entry returned.

## NOTE

Please direct ALL ENQUIRIES, including those relating to judging, to *Printing Industries* on 07 3356 0022 or to [qld@printnet.com.au](mailto:qld@printnet.com.au). Please use original entry forms. Additional copies of entry forms may be obtained from Printing Industries.



## CLOSING DATE FOR ENTRIES

Entries must be received at the Printing Industries Association of Australia (*Printing Industries*) offices 2/42 Finsbury St. Newmarket QLD no later than 5.00pm, Friday 25th September, 2009

## ELIGIBILITY CRITERIA

In order to enter the Environmental Management Awards, the business must satisfy the following criteria:

- The business must be engaged in the printing and graphic arts industry.
- The primary activity must be recognisable as being (or being part of) the printing industries manufacturing process.
- The business must have been operating in Queensland for a minimum period of 24 months as at the date of close of entry for the awards.
- The nominated business may be a subsidiary of a privately or publicly owned company. To be eligible the subsidiary company must be registered in Queensland and must provide a bona fide print production facility in Queensland.

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## Acknowledgement

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# KUDOS

colour printing



# dalton

We thank and recognise the following companies for their generous support of the Awards:



# Böttcher

Systems



# cpi

# edwards dunlop paper

# Spicers Paper

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## More Information



Printing Industries  
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qld@printnet.com.au