

**SAPPI NORTH AMERICA
THE PRINTER OF THE YEAR 2016 ENTRY FORM**

Entries must be received by **March 11, 2016**.
Mail to: Sappi North America Printer of the Year
89 Cumberland St. Westbrook, ME 04092

PRINTER INFORMATION

COMPANY NAME

PRINTER CONTACT

STREET ADDRESS/WHERE PRINTED

CITY

STATE

ZIP

PHONE

E-MAIL

WEBSITE

DESIGN INFORMATION

DESIGN FIRM

DESIGNER

STREET ADDRESS

CITY

STATE

ZIP

PHONE

E-MAIL

WEBSITE

MERCHANT INFORMATION

COMPANY NAME

MERCHANT SALESPERSON

STREET ADDRESS

CITY

STATE

ZIP

PHONE

E-MAIL

WEBSITE

CLIENT INFORMATION

TITLE OF ENTRY

COMPANY NAME

CATEGORY

BOOKS
 BROCHURES

CATALOGS
 DIGITAL PRINT

DIRECT MAIL
 PRINTER'S OWN
PROMOTION

MAGAZINES (Web)
 MAGAZINES (Sheetfed)

CROSS-CHANNEL
COMMUNICATIONS
 GENERAL PRINT
Any printed material not
included in other categories

ENTRY INFORMATION

PAPER GRADE AND BASIS WEIGHT (LIST ALL)

PRINTING PROCESS

SHEETFED OFFSET

WEB OFFSET

DIGITAL

SAPPI INFORMATION

SAPPI SALES REP

PERSON SUBMITTING

PRINTER

MERCHANT

DESIGNER

SAPPI

OTHER

Sappi North America proudly presents the prestigious 2016 Printer of the Year program.

We are honored to celebrate North America's top printers and reward the brilliant work being done across the continent. We recognize the importance of print and are pleased to help businesses strengthen their marketing and branding initiatives. Print plays a crucial role across the world, and we look forward to seeing the innovative products and techniques that are keeping our industry vital. Enter your best work and earn your business the acclaim it deserves.

Eligibility

Any work that has been printed in the United States or Canada between January 1, 2015, and December 31, 2015. Entries must use a Sappi paper product as the dominant stock. Each printer may submit an unlimited number of entries, but each entry must be accompanied by its own form.

Categories

Entries must be submitted in one of the following categories: Books, Brochures, Catalogs, Digital Print, Direct Mail, Magazines (web), Magazines (sheetfed), Printer's Own Promotion, Cross-Channel Communications, or General Print (any printed material not included in other categories).

Deadline

All entries must be received no later than March 11, 2016.

How to Enter

Submit six copies of each entry, along with a completed entry form (one form per entry). Do not staple. You may mail your entries throughout the year to:

Sappi North America Printer of the Year
89 Cumberland St. Westbrook, ME 04092 U.S.A.

For additional entry forms or any other assistance, please see your local Sappi merchant, call us at 1.800.882.4332, or visit www.sappi.com/na/poy.

Judging

The judging process has been carefully planned to ensure the highest possible standards and integrity. A panel of judges will be chosen from recognized print institutions and trade professions, and they will define the standards for print quality. Each entry is assigned a number to ensure anonymity, and judges with any involvement in a particular entry will abstain from evaluating that entry. The judges reserve the right to decline to nominate a winner in a particular category, as well as the right to present special judges' awards as they see fit. Winners will be announced in June.

Conditions of Entry

Entries will not be returned and will become the property of Sappi, unless otherwise arranged in writing. Sappi reserves the right to photograph entries and publicize them in the media and promotional material. Winners will be photographed. The judges' decisions are final, and no ensuing correspondence will be considered. Entry forms must be filled out completely or they will be considered invalid. The details submitted on the entry form are accepted as correct and accurate, and Sappi accepts no responsibility for updating them. All awards will be made according to this information. The judges reserve the right to relocate an entry to another category if they deem it more appropriate.

Judging Criteria

Entries are judged based on the following criteria:

Overall Impact of the Piece:

- General appearance
- Innovation
- Appropriateness of techniques and materials used to the subject matter

Degree of Difficulty:

Efforts will be judged based on how difficult they are to execute, with more points awarded for successful printing of difficult techniques.

Technical Excellence:

- Dot structure and integrity
- Ink density
- Line screen, DPI
- Color consistency
- Registration

Rewards of Excellence

Printer of the Year Award:

Judges will select ONE winner from among the ten Gold Award winners. In addition to the esteemed the Printer of the Year award, the winner will receive \$20,000 to support brand and marketing initiatives, as well as up to 5,000 pounds of Sappi paper. The winner will also receive PR support from Sappi, as well as the opportunity to print a Sappi job.

Gold Awards:

Judges will select Gold Award winners from entrants in each of the ten categories. Gold Award winners automatically become finalists in the Printer of the Year contest. They will also receive a framed certificate for themselves and their clients, 5,000 pounds of paper, and a spot on the list of preferred Sappi printers.

Silver Awards:

Judges will select Silver Award winners from entrants in each of the ten categories. Five Silver Awards will be awarded within each category. Silver Award winners will receive a framed certificate for themselves and their clients.

All Winners:

Sappi will provide an updatable web page on Sappi's Printer of the Year online resource, which will connect award winners with designers, print buyers, and corporations.



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