



GREAT LAKES  
GRAPHICS ASSOCIATION

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Graphics Excellence  
AWARDS



2021 CALL FOR ENTRIES





## CELEBRATE PRINT!

The Great Lakes Graphics Association proudly invites you to participate in the 2021 Graphics Excellence Awards Competition!

This annual competition honors superb craftsmanship in the design, creation and production of top-quality printed material.

The Graphics Excellence Awards Competition is one of the largest regional affiliate print competitions in North America and is intensely competitive. A win in the GEAs means you have created truly outstanding work. In just the last five years, GLGA members have won more than 100 Best of Category (Benny) statues and a Second Runner-Up honor in the Premier Print Awards, proving just how outstanding the quality of work the companies in our region produce. When you compete in the Graphics Excellence Awards, you compete with the best.

## WHO SHOULD ENTER?

The Graphics Excellence Awards competition is open to anyone in the graphic arts industry. This includes printing and postpress companies, design firms, ad agencies, in-plant printing operations, trade houses and students. **NOTE: You do not need to be a member of GLGA to enter the GEAs.**

## BENEFITS OF WINNING

- A uniquely designed framed award, plaque or certificate
- Publicity kit to promote your win(s)
- Template for press releases to local media
- Authorized use of the 2021 GEA logo in your company's marketing materials
- Opportunity for personalized congratulatory letters sent to your clients by GLGA's president
- Opportunity to order additional awards personalized for your clients

## HOW MANY PIECES CAN BE ENTERED?

As many as you'd like! There is no limit to the number of entries from any one company or individual. The same piece may be entered into more than one category as long as it meets the criteria for every category in which it is entered. GLGA reserves the right to re-categorize any entry if it is determined that the entry may be judged more fairly by being placed in a different category.

## HOW IS JUDGING CONDUCTED?

The team of judges is comprised of experts in the graphic arts industry. An entry is judged first on technical expertise and the quality of printing, then on design features and overall graphic appeal. Any entry with visible technical flaws will be disqualified from the judging - so please check your samples carefully!

## HOW TO ENTER

Select three un-mounted copies of the pieces to be entered for each category. Complete the GEA Master Form and attach the appropriate I.D. tags. **Make sure you check out the GEA Easy Entry System for improved ease of entry.** Keep additional copies for your own promotional use.

Send to: **Great Lakes Graphics Association  
Attn: Graphics Excellence Awards  
N27W23960 Paul Road, Suite 200  
Pewaukee, WI 53072**

## NOTIFICATION OF WINNERS

Best of Category, Best of Division, Award of Excellence and Certificate of Merit winners will be notified by mail after judging is completed. Best of Category, Best of Division, People's Choice and Best of Show Awards will be presented at the Awards Celebrations on May 19, 2021. The Best of Show Awards and People's Choice Award will not be revealed until the night of the Celebrations.

# Award Levels

## BEST OF SHOW, RUNNER-UPS & BEST OF STATES

This is the best of the best! All Best of Category winners compete for these special sponsored awards. Winners will receive a professionally designed plaque. A photo taken at the Awards Celebrations featuring the company representatives with the award will be highlighted on the GLGA website and in GLGA publications.

## BEST OF CATEGORY

The Best of Category is awarded to the most outstanding entry in each category. The entry must be flawless to win. Given this high standard, every category may not have a winner. Winners will be presented their awards at the Awards Celebrations. The award-winning pieces will be on display during the Celebrations and pictured in the Awards Annual.

## BEST OF DIVISION

(LOOK FOR ★ NEXT TO THE CATEGORY)

Some of the most popular categories are broken down into divisions to allow like-sized companies to compete against one another. The Best of Division winners within the category compete against each other for the Best of Category. All Best of Division winners will receive a plaque at the Awards Celebrations, and their winning entry will be on display and pictured in the Awards Annual.

## DIVISIONS

**Division 1:** Printers with 20 or fewer employees

**Division 2:** Printers with 21-50 employees

**Division 3:** Printers with 51-100 employees

**Division 4:** Printers with 101-250 employees

**Division 5:** Printers with more than 250 employees

**Division 6:** Non-printers (anyone involved in the creation of the piece but did not print it, including designers and postpress)

**Division 7:** Students (no fee)

## AWARD OF EXCELLENCE

Finalists for the Best of Category in each category receive an Award of Excellence complimentary certificate.

## CERTIFICATE OF MERIT

Some of the entries also deserve to be acknowledged for achieving a high quality in printing. The judges award a Certificate of Merit to those pieces.

## PEOPLE'S CHOICE

All Best of Category and Best of Division winners are automatically entered in the People's Choice competition: All attendees vote LIVE the night of the 2021 Awards Celebrations.

## GEA CELEBRATIONS

GLGA will hold simultaneous award ceremonies in two locations on May 19, 2021, so that more members may attend. The awards for Best of Category and Best of Division will be presented locally, and then we will announce the Best of Show, First Runner-Up, Second Runner-Up, Best of State and People's Choice Winners.

## Entry Fees

An entry fee is required for each piece entered into the competition. The fee must be included when the entries are submitted. In addition to checks, GLGA accepts Visa, MasterCard, Discover and American Express credit cards.

### Number of Entries

### Cost per Entry

	MEMBERS	NON-MEMBERS
1-4	\$45.00	\$75.00
5-9	\$39.00	\$65.00
10-19	\$30.00	\$55.00
20 or more	\$25.00	\$45.00

Students: No Charge (*Sponsored by GLGA Education Foundation*)

## Important Dates

**Deadline for Entry: March 2, 2021**

**Judging: March 9-11, 2021**

### QUESTIONS?

**For more information or questions please contact Debra Warner at 262-439-8992 or e-mail [dwarner@glga.info](mailto:dwarner@glga.info).**

# 2021 Print Award Categories

## A FOLDERS AND BINDERS

Presentation folders with pockets and binders; those with inserts will be judged as a unit.

**A1 Folders** (1, 2, or 3 colors)

**A2 Folders** (4 or more colors) ★

**A3 Binders**

## B BROCHURES, BROADSIDES, BOOKLETS AND FLYERS

Brochures and broadsides are pieces which are folded from a sheet and not stapled or bound. Booklets use saddle-stitch, perfect, wire-O, or any other binding method. Flyers are a single flat sheet printed on one or both sides.

**B1 Brochures and Broadsides** (1, 2, or 3 colors)

**B2 Brochures and Broadsides** (4 or more colors) ★

**B3 Booklets** (1, 2, or 3 colors)

**B4 Booklets** (4 or more colors) ★

**B5 Flyers**

**B7 Booklet or Brochure Series** (two or more booklets, brochures or combination of the two related by content or intended audience)

## C CATALOGS

Product catalogs include catalogs for consumer, business, and specialized markets. Service catalogs include those for art exhibits, museums, schools, colleges, universities, etc., as well as service-providing commercial firms.

**C1 Product/Service Catalogs** (1, 2, or 3 colors)

**C2 Product Catalogs** (4 or more colors) ★

**C3 Service Catalogs** (4 or more colors) ★

**C4 Product/Service Catalogs** (cover: sheetfed printing, text: web press printing, submit entire piece)

## D BOOKS, BOOK JACKETS AND DIARIES

**D1 Juvenile Books** (except for school textbooks)

**D2 Hard Cover Trade Books, Journals and Other Books** (scientific, professional, fiction, or non-fiction; hard cover only)

**D3 Soft Cover Books**

**D4 School Textbooks** (elementary through college)

**D5 School Yearbooks**

**D7 Book Jackets** (please submit with books for presentation)

**D8 Novelty Books** (something new and unusual)

**D9 Diaries and Desk Calendars**

**D10 Art Books** (reproduce art, photography, or artistic collections)

**D11 - Cookbooks** (soft or hard cover)

## E MAGAZINES, NEWSPAPERS & INSERTS

**E1 Fashion/Health/Popular Culture Magazines** ★

**E2 Architectural/Art/Travel/Other Magazines** ★

**E3 Magazine** (cover: sheetfed, interior: web, submit entire piece)

**E4 Magazine Inserts**

**E5 Magazine Series** Entry should consist of at least three different issues of the same magazine title during a one-year period. Work will be judged on consistency of printing and design in the series.

**E6 Newspapers**

**E7 Retail Advertising Inserts** (heatset or coldset)

## F INTERNAL COMMUNICATION PIECES

Publications produced exclusively for the internal communication needs of a single company or organization.

## G NEWSLETTERS (CONTINUED ON THE NEXT COLUMN)

**G1 Newsletters**

## H BUSINESS AND ANNUAL REPORTS

**H1 Business and Annual Reports** ★

## I POINT-OF-PURCHASE MATERIALS

Includes any in-store promotional materials such as take-ones, counter cards, shelf displays, posters, signs, bins, stand ups, etc.

**I1 Counter/Shelf**

**I2 Hanging/Wall/Window**

**I3 Floor/Stand Alone**

**I4 Other**

## J POSTERS AND ART PRINT

If possible, please ship entries flat.

**J1 Posters** (wall posters, truck or window posters, car cards, or calendar posters intended for use as decoration or promotion)

**J2 Art Prints** (reproduction of fine art for use as decoration)

## K CARDS

Christmas cards, greeting cards, postcards, blank notes.

## L INVITATIONS AND PROGRAMS

**L1 Invitations** (1, 2, or 3 colors)

**L2 Invitations** (4 or more colors)

**L3 Programs** (1, 2, or 3 colors)

**L4 Programs** (4 or more colors)

## M CALENDARS ★

Calendars designed to be posters may be entered in both category M and J1. Desk Calendars should be entered in category D9.

## N ON-DEMAND AND DIGITAL PRINTING

Entries in N2 and N3 must be accompanied by a brief description of the project, system and technique employed. Entries submitted without an accompanying description will be disqualified.

**N1 Digital Printing - On-Demand** Produced using a toner based or ink-jet process.

**N2 Variable Data Digital Printing** Piece may be all digital or a "shell" produced in quantity using offset litho or other process. Submit at least two different pieces from the run.

**N3 Campaigns** Three or more companion pieces that promote a product or brand. Some pieces must use technologies/processes above; other pieces may be produced using another process.

**N4 Digital Books**

**N5 Digital Wide Format**

**N6 Digital Tag/Label**

**N7 Digital Packaging Folded Carton**

**N8 Digital Flexible Packaging and Pouches**

## O POSTPRESS AND FINISHING TECHNIQUES

**O1 Foil Stamping**

**O2 Embossing/Debossing**

**O3 Diecuts, Pop-ups, Unique Folds, and Involvement Devices** ★

**O4 Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks**

Include a brief description of processes used and project.

**O5 Other Special Finishing and/or Folding Techniques**

Include a brief description.

**O6 Product Packaging Assembly**

**O7 Binding**

## P ALTERNATIVE PRINTING METHODS

**P1 Hi-Fidelity Printing** Print using more than 4-colors in halftone areas to enhance images and graphics.

**P2 Stochastic Printing**

**P3 Lenticular Printing**

Select your category carefully to ensure your entry meets all requirements. You may submit the same piece in more than one category, but an entry fee is required for each category entered. When determining the number of colors for an entry, count varnish and ink colors. Do not count paper color or any type of foil. Entries that fail to meet requirements for a category will be reclassified or disqualified.

★ symbol indicates categories awarding Best of Division Awards.

## Q DIRECTORIES AND SOURCE BOOKS

Publications listing names, addresses, etc. of individuals or companies.

## R STATIONERY AND OFFICE MATERIALS

Stationery packages include letterhead, envelopes, and business cards.

Place individual pieces of your entry into an envelope.

**R1 Business Cards**

**R2 Stationery Packages**

## S ENVIRONMENTALLY SOUND MATERIALS

Entries must use at least two of the following: recycled paper, soy or vegetable based inks, direct to plate, aqueous coating, energy curable inks and coatings, or other environmentally sound products not mentioned here. Entries must include a description of the materials and processes employed.

## TL PACKAGING/LABELS - LITHOGRAPHY

**TL1 Cartons and Containers** Single unit or an integrated series. Series should be entered as an unit with one entry fee. ★

**TL2 Litho Labels and Wraps, Cut and Stack, Sheetfed** Includes single labels and wraps or an integrated series. We strongly recommend submitting the entry adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

**TL3 Labels and Wraps, Rolled Products/Pressure Sensitive** Includes single labels and wraps or an integrated series. We highly recommend submitting the entry adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

## TF PACKAGING/LABELS - FLEXOGRAPHY

**TF4 Flexo Narrow Web Labels and Wraps, Rolled Products/Pressure Sensitive** Includes single labels and wraps or an integrated series. We highly recommend submitting the entry adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

**TF5 Cartons and Containers** Single unit or an integrated series. Series should be entered as an unit with one entry fee.

**TF6 Bags**

**TF7 Flexo-Mid Web, Line**

**TF8 Flexo-Mid Web, Process**

**TF9 Flexo-Mid Web, Screen**

**TF10 Flexo-Wide Web, Line**

**TF11 Flexo-Wide Web, Process**

**TF12 Flexo-Wed Web, Screen**

## U PRINT/GRAPHIC ARTS SELF-PROMOTION

Entries may include more than one item if the material was used as a single unit or was part of a campaign. If the entry includes more than one item, please submit the entry in an envelope. ★

## V WEB PRESS PRINTING

**V1 Coated or Uncoated Paper** (1, 2, or 3 colors)

**V2 Coated Paper** (4 or more colors)

**V3 Uncoated Paper** (4 or more colors) Heatset and Coldset

## W MARKETING/PROMOTIONAL MATERIALS

Entries in categories W1 through W5 **must include more than one piece**.

A promotional campaign is a **coordinated effort** to promote a business, product or service that may or may not use mail as a means of distribution. A direct mail campaign uses mail as its exclusive means of distribution.

A media kit is a single package of promotional or informational materials packed into a folder or carrier for distribution.

**W1 Promotional Campaigns, Business-to-Business**

**W2 Promotional Campaigns, Consumer**

**W3 Direct Mail Campaigns, Business-to-Business**

**W4 Direct Mail Campaigns, Consumer**

**W5 Media Kits**

**W6 Single Promotional Self-Mailer** A single sheet printed on both sides, may be folded or unfolded.

**W7 Self-Mailer Unit** A package used as a self-mailer, self-contained; may contain multiple pieces or other promotional items, folded, glued, etc.

**W8 Cross Media Promotion** Must show print plus any combination of at least three creative services: website, programming, video, photography, Flash marketing presentations, online marketing campaigns, QR codes, purls, etc. Entries are judged on overall quality and consistency in cross media compliance and identification. Must have an accompanying description.

## X SPECIALTY PRINTING

**X1 Large Format Printing** Includes materials with at least one dimension measuring in excess of 60 inches. Submit with a paragraph describing the production process used. If possible, please ship entries flat or in a way that doesn't compromise the piece. Entries submitted without an accompanying description will be disqualified. Pieces will be judged in either a Flat/Banner or Dimensional Category.

**X2 Other** Includes materials that do not fit the criteria for any other category. Examples include banners, menus, matchbooks, record covers, maps, playing cards, games, decals, metal decorations, printing on textiles, fabrics or vinyls, holograms, DVDs, and silk screened items. Submit entry and a paragraph describing the materials and processes employed. Entries submitted without an accompanying description will be disqualified.

## Y SPECIAL INNOVATION AWARDS

Entries in this category must be submitted with a 50- to 500-word statement as to why the piece is innovative (e.g., new, expanded or unique use of technology, or innovative mix of existing technologies). **This includes the design, printing, and fulfillment of projects in response to COVID-19.** Your entry and accompanying statement should be placed into an envelope. Entries submitted without accompanying statement will be disqualified.

**Y1 Printing**

**Y2 Other**

## Z STUDENTS – SPONSORED BY THE GLGA EDUCATION FOUNDATION

The student category is open to any high school, vocational school, or college involved in the creation or production of print communications. In-plant university press operations that are not run by students are ineligible for this category.

**Z1** At least 50% of the work completed by students; indicate what part of the process was done by the students (design, prepress or print production).

**Z2** Prepress through print production completed by students

## SA THEY SAID IT COULDN'T BE DONE

This category is for printers that exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, its press sheet, and a paragraph outlining challenges of the job and how they were overcome.

## SB ENVELOPES

With the increase in direct mail, this category recognizes the most creative and amazing envelope produced throughout the region.

# GLGA Graphics Excellence Awards

## 2021 Master Form

### Photocopy This Sheet For Your Records

Choose your best pieces to enter from the work you produced between January 1, 2020 and March 1, 2021.  
All entries in the competition become the property of Great Lakes Graphics Association and are not returnable.  
Entry constitutes approval for promotional or other use by GLGA.

#### ENTRY INSTRUCTIONS

1. Choose your samples carefully!
2. For each piece entered, select the category(s) in which you wish to enter the piece. You may enter a piece in more than one category as long as it meets the requirements and that you include a separate copy of the piece for each category entered.
3. Complete an I.D. tag for each category entered. Photocopy and tape the original I.D. tag to the back of each entry.
4. Attach any description or statement required in the category description to the corresponding piece entered.
5. Complete only one GEA Master Form.
6. **Important!** Attach I.D. tag photocopies from all categories entered to this form.
7. Complete the contact information

Company/School Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

8. Select your Division:

- 1 Printer with 20 employees or fewer       2 Printer with 21–50 employees       3 Printer with 51–100 employees  
 4 Printer with 101–250 employees       5 Printer with more than 250 employees  
 6 Non-printer (designer, postpress, etc.)       7 Student (No Fee)

9. Are you a GLGA Member:     Yes     No

10. Balance Due: Fill out the total due only one time per company. Fill in the appropriate entry fee from schedule below.  
Calculate the total due based on the entry fee and total number of entries submitted.

NUMBER OF ENTRIES	FEE PER ENTRY	TOTAL PAYMENT DUE

NUMBER OF ENTRIES	MEMBER FEE PER ENTRY	NON-MEMBER FEE PER ENTRY
1–4	\$45.00	\$75.00
5–9	\$39.00	\$65.00
10–19	\$30.00	\$55.00
20 or more	\$25.00	\$45.00

11. Method of Payment:     Check enclosed made payable to Great Lakes Graphics Association (GLGA)  
 Visa     MasterCard     AMEX     Discover

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

12. Submit Entry: Package the labeled entries and the Master Form with I.D. tags and send to:

**Great Lakes Graphics Association, Attn: Graphics Excellence Awards,**  
**N27W23960 Paul Road, Suite 200, Pewaukee, WI 53072**

**Entry Deadline: March 2, 2021**  
**Questions? Call Debra Warner at 262-439-8992**  
**or Email at [dwarner@glga.info](mailto:dwarner@glga.info)**

**PHOTOCOPY THIS SHEET IF MORE TAGS ARE NEEDED. FILL OUT I.D. TAGS AND MAKE COPIES BEFORE CUTTING.  
IMPORTANT: TITLE OF ENTRY NEEDS TO BE EXACTLY AS YOU WANT IT ON YOUR CERTIFICATE.**

### Entry Identification Tag

**Tape** this tag to the back of the entry and one copy to your Master Form.  
All of the information below must be complete to ensure proper handling.

Title of Entry (exactly as it will appear on certificate):

\_\_\_\_\_  
\_\_\_\_\_

Category Letter & Number: \_\_\_\_\_

Category Name: \_\_\_\_\_

Circle Appropriate Division Number 1 2 3 4 5 6 7

Press Info: \_\_\_\_\_

For office use only

### Entry Identification Tag

**Tape** this tag to the back of the entry and one copy to your Master Form.  
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Category Name: \_\_\_\_\_

Circle Appropriate Division Number 1 2 3 4 5 6 7

Press Info: \_\_\_\_\_

For office use only

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