



Star date 14.11.2017

# THE SOLUTIONS AWARDS 2017

The most spectacular event  
in the galaxy



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# THE SOLUTIONS AWARDS 2017

# Solutions, Ideas, In

Please tell us your details

Your name: .....

Company: .....

Address: .....

Telephone: .....

Contact e-mail: .....

Name of job/entry: .....

(If applicable)

Press used: ..... Paper used: .....

Run length: .....

## What we would like from you:

An out of this world, galaxy leading idea – not just subjective quality of print, but a real world solution to a customer problem.

Don't get eclipsed by the competition – show them that you are light years ahead! We want to see and shout about what you have been doing to cause the big bang in marketing, communication, finishing, customer service and more.

## What we want to do for you:

We want to award companies and people who have developed 'solutions' to issues within their own businesses or those of their customers. This could be an innovative project, a cost saving exercise, or even the production of a product that solved a problem for a client.

We want entrants to tell us about the solutions that have been created and how best practice has been used, as well as customer service and creative thinking to obtain the best possible outcome.

## What you need to do:

Fill in the form. Provide any further information on a separate sheet.

Send it, together with at least one copy of the job (if appropriate), to Susan Wright, Earth Island Publishing, 22 Church Road, Tunbridge Wells, Kent TN1 1JP. (In the case of the entry being something that you cannot send through the post, please provide an image or some visuals).

We will drop you an e-mail to acknowledge receipt.

Tell us about your solution: (On a separate sheet if necessary, but make sure you attach it to the entry form. Include anything else you think will help to show how you provided the solution).

What you can enter:

### ☐ Solutions for books

An outstanding and innovative presentation of a book that combines creativity with brilliant print, and answered the need of the client for something 'different'.

### ☐ Solutions for customer service

How you have helped a customer to solve a problem, which may have seemed insurmountable. How you have helped them gain new business or attract a wider audience through the power of print.

**Print**  
solutions.

**Packaging**  
solutions.

**Green**  
Print



# Inspiration, Innovation, Design, Services

## ☐ Solutions for design

A beautifully creative project that had led to great visual or tactile appeal for a printed piece. Where design has added to the value of the solution.

## ☐ Solutions for digital

How have you used digital printing technology to create a solution for a customer? This can be producing something vital that has enhanced or added value through variable data content or by using special effects, or just printing an effective job that improved return on investment.

## ☐ Solutions for direct mail

What inspirational direct mail ideas have you produced that have helped customers to get a better return on investment or have led them to get great reaction from recipients.

## ☐ Solutions for the environment

An outstanding green idea that has solved problems either within your own business, or in the production of a printed piece for your clients. Something that has saved waste, cut cost and minimised impacts on the environment.

## ☐ Solutions for finishing

Where a client has asked for something different, or complex, and your company has been able to go the extra mile in providing a sophisticated job that shows finishing at its best.

## ☐ Solutions for innovation

An outstanding idea that has solved problems within your own company or for a customer – something that has streamlined the workflow, enhanced productivity, expanded opportunities, but has most importantly, made your business better.

Or, it could be innovation in a job that you have produced, standing out from the crowd, or using new techniques.

## ☐ Solutions for multi-channel marketing

How you have come up with a solution to include various forms of communication – including print – within one campaign. This will have not only solved a problem, but also driven more traffic to the campaign and increased return on investment for the customer.

Can be a mix of any number of media streams including print, online, electronic communications, audio, video, film, animation, or linking any of these together.

## ☐ Solutions for packaging

Using imaginative design, print or finishing and print to solve a customer's packaging problems.

## ☐ Solutions for paper

How you have used a paper to create something very creative and inspiring. An unusual job that has meant making the most of paper and its properties.

## ☐ Supporting young people in print

The award for a company who really shines and embraces print taking it forward into the future by encouraging the new generation through education, skills training and innovation.

## New for 2017

### ☐ Solutions for wide format

Anything from a poster to a building wrap, from a car wrap to displays. Let us know what you have been doing in the wide format arena to help customers make the most of their marketing.

### ☐ Solutions for labels

Using innovative design, print, finishing or special effects to enable a really standout label.

### ☐ Solutions for packaging development

We are looking for the packaging development team of the year.

Here, you will have helped customers to strategically take a project concept from inception to completion and guided them along the way to ensure that they get the very best innovative packaging with real shelf stand out.

nt. **Ind** Print.





### Good reasons to get involved...

- The awards are absolutely free – no matter how many categories you want to enter.
- The final three nominees in each category will receive a free ticket to join us on awards day.
- It's an unrivalled chance to promote your company inside and outside the industry.
- You can use the awards' logo on your own collateral as an entrant/nominee/winner.
- You will have the chance to network with the best in the industry. Get your customers and employees involved too. Get them to vote for you online.
- Great brand extension.
- Longevity of coverage in the Earth Island magazines including Print Solutions, Packaging Solutions, GreenPrint and IndPrint, and on websites both before and after the event.
- Be part of an industry wide multi-media campaign that is going to spread the message far and wide including social media, online and messaging, as well as print.

The awards are open to everyone producing, designing or creating print on paper in the graphic arts industry whether you are printer, designer, trade finisher, converter, brand owner, marketing agency, creative, paper nerd, packaging specialist, IT whizz, eco warrior, student, apprentice, or you just think print is absolutely smashing!

Thank you for getting involved and showing how incredible, earth spinning and cosmic print can be! Make it so!

If you want to know more, please contact [susan@earthisland.co.uk](mailto:susan@earthisland.co.uk)

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