

EUROPEAN PUBLICATION GRAVURE AWARD 2016 COMPETITION

CONDITIONS OF ENTRY AND PROCEDURES

The European Publication Gravure Award 2016 Competition is sponsored by the European Rotogravure Association and the Eurographic Press to encourage the very best publication gravure production within Europe, to promote gravure as the printing technique for today, and to encourage and recognise technical innovation and achievement in gravure production technology. It is open to both members and non-members of the ERA.

1. [NEW!] Gravure competition categories

There are now just four printed product categories, based on product type.

Entries may be made for gravure production within the following categories:

A: Magazines – containing editorial content, and sold or given away in their own right

B: Catalogues – published by a retail organisation, tour operator etc

C: Supplements – containing editorial content, and included in a newspaper or magazine

D: Inserts/Flyers – advertising brochures to be included in a newspaper or magazine or distributed through hotels, car dealerships etc

We also invite entries from both printers and suppliers for the category:

I: Innovation prize for new techniques or fields of application.

2. Who may enter

Categories A-I are open to all publication gravure printers (whether or not a member of the ERA) in Europe, and ERA Overseas Members. The Innovation Prize is also open to all suppliers to the gravure industry worldwide.

3. How to enter the competition

Each company wishing to enter the European Publication Gravure Award 2016 Competition should submit:

- a) a completed application form for each entry, together with
- b) the samples (10 for each signature/category entered), or
- c) for the Innovation Prize, a detailed description in English, together with 10 printed samples if appropriate

to:

European Gravure Award 2016 Competition
c/o European Rotogravure Association (E.R.A.) e.V.
Swakopmunder Strasse 3, D-81827 Munich, Germany

4. [NEW!] Participation is now free of charge: number of entries

Participation in the European Gravure Award 2016 is free of charge. The number of entries from any printing plant is limited to a maximum of two in each category.

5. Samples submitted

The samples entered for the competition must have been produced during 2015/2016, using the gravure process. The samples must be extracted from a production order printed by the entrant company.

Each set of samples must be clearly marked with the category to which it belongs.

Please pack your samples carefully so that no damage is incurred.

All entries will be coded by the ERA Secretariat and kept anonymous until the jury has performed its function and the winners have been nominated. Samples will not be returned.

6. Timetable

All entries must be received by **Wednesday 31 August 2016** at the ERA Secretariat.

Upon receipt of the completed application form with all details enclosed as listed above, the ERA Secretariat will send a confirmation of entrance in the European Publication Gravure Award 2016 Competition.

The awards will be presented in the framework of the 2016 Annual Conference of the European Rotogravure Association, to be held on 26-27 September in Dusseldorf, Germany.

7. Jury and Awards

The jury will be selected from recognised professionals with in-depth knowledge and experience in the gravure printing industry.

In each category, a European Gravure Award and a Certificate of Excellence may be presented to the winner. Up to two Commendations per category may be awarded to other entries of merit. The jury has the right to vary the number of awards and commendations.

8.1 Judging criteria – categories A - D

Printed samples will be judged according to various aspects of product quality, e.g. register (colour, backup, ribbon and fold), tone (density, gradation and colour balance), detail in images and text, evenness of print (missing dots, moiré etc.), fold accuracy, job complexity, and absence of printing faults (strike-through, whiskering, doctor-blade marks, jaw marks etc.).

8.2 Judging criteria – category I

The Innovation Prize is particularly intended to recognise developments which will benefit and advance the gravure process. It will be judged according to the following criteria:

addresses a serious customer requirement, meets a general need (not a one-off product), increases demand for gravure, is integrable, is revolutionising, is in use (not a prototype), gives economic (cost or time) benefits, improves or stabilises quality, advances gravure, stimulates further process development, is not applicable outside the gravure process, shows innovation (not a foreseeable enhancement of an existing product by a vendor).

Participants in the Innovation Prize should include an explanation of the innovative aspects of their entry.

9. Rights reserved

All rights to entries and submitted materials shall become and remain the property of the European Rotogravure Association (E.R.A.) e.V., which shall have the right to promote and display the entry as an example of gravure technology. The entrant shall obtain any necessary permission from clients or suppliers before submitting an entry.

The jury reserves the right to reclassify an entry if this is considered to be in the best interest of the entrant, who will be notified of any such change.

All decisions of the jury shall be final in all respects.