

NEWS RELEASE

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Fespa Invites Entries for 3rd Digital Print Awards at fespadpa.com

FESPA's Digital Print Awards 2009, supported by HP, is now open for entries at www.fespadpa.com. Now in its third year, the FESPA Digital Print Awards recognises outstanding examples of innovation in digital wide-format printing across a broad spectrum of real-life applications. The competition is open to all printers in Europe, the Middle East and Africa, regardless of their choice of printer or substrate.

Commenting on the evolution of the Awards, which were originally launched at the inaugural FESPA Digital exhibition in 2006, FESPA Chief Executive Nigel Steffens says: "The FESPA Digital Print Awards have rapidly gathered momentum, tripling the volume of entries from the first year to the next. This staggering increase is a measure of how digital technology is penetrating the market, and the extent to which printers are now using digital daily to deliver creative solutions to their clients' briefs."

He adds, "When we judged the first FESPA Digital Print Awards, the entries had a 'cutting edge' feel, as entrants were still exploring what they could achieve with digital production technologies. Last year, there was no doubt among the jury that the quality, vibrancy and execution of digitally produced work now matches and exceeds that achievable with conventional processes. It was clear that digital is now the mainstream; the limits are only in the client's and the printer's imagination."

For 2009, FESPA has consolidated the Award categories, ensuring that print service providers can easily identify the best category for their work. The six categories in the 2009 competition are:

Vehicles: vehicle wraps, fleet graphics, truck curtains, etc.

Interior: point of sale materials; indoor advertising; interior signage and graphics; glass panels or partitions.

Exterior: outdoor advertising; exterior signage; building wraps; architectural glass; floor or wall graphics; decorative printing on glass, ceramic or wood.

Packaging and Manufactured Goods: digital printing directly onto rigid or flexible materials enabling short-run POP applications for test marketing, product launches, promotional campaigns; creative packaging; 3D displays; automotive components; PCBs; white goods, electricals etc.

Textiles: flags and banners; digitally printed apparel or fashion fabrics; interior textiles; decorative textiles, including soft furnishing and carpets.

Fine Art: fine art reproduction on any substrate.

Entries can be submitted online via the dedicated FESPA Digital Print Awards web site, which is accessible direct via www.fespadpa.com, or through the link on the FESPA web site at www.fespa.com. Entrants just log on, select the most appropriate category for their work, complete a simple entry form per entry, and attach up to three high resolution images of the project. There is no need to submit physical samples of work, and entry is free of charge. The deadline for entries is Friday 30th January 2009.

All entries can be viewed and rated through the online Gallery on the web site. A jury of industry experts and editors will convene in February 2009 to select a winner in each category from all the entries, and to nominate one overall Platinum winner from the six category winners. Entries are judged on their creativity and the use of digital technology to deliver definable advantages to the client.

The winners' work will be displayed at the third FESPA Digital exhibition, which takes place at the RAI exhibition centre in Amsterdam, Netherlands, from 12th to 14th May 2009. The winners will be presented with their awards at a VIP dinner event in Amsterdam during the exhibition. All winners will receive a flight to Amsterdam and one night's accommodation as part of their prize, along with promotional support from FESPA.

François Martin, marketing director, Graphics Solutions Business EMEA, HP, comments: "HP will be continuing its support for this initiative for the third year running. Our marketplace is being shaped by printers' creativity and innovation, and the FESPA Digital Print Awards is an important showcase for their ideas, demonstrating what is achievable with digital, and offering a valuable source of inspiration for brand owners and marketing professionals. We're looking forward to reviewing another year's portfolio of projects from mature and emerging markets, and seeing how sign and display print service providers continue to harness digital techniques to push the boundaries of their work."

The 2008 FESPA Digital Print Awards winners, whose outstanding work was displayed at FESPA Digital 2008 in Geneva, were: Atelier Spektrum (Czech Republic); Erler + Pless (Germany); Monier 2000 (Tanzania); PK Media (Netherlands); Rako Etiketten (Germany); Tobex AB (Sweden); Typico Megaprints (Austria). The winning entries can also be viewed at www.fespadpa.com/winners.asp

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Note to Awards Participants

Commercial and industrial print service providers are invited to submit projects realised from 1st February 2008 to 31st January 2009 of which they are particularly proud. Entries must be supported by an agreement from all parties involved in a project, namely advertiser or end-user and advertising agency or studio. All eventual publicity for the Awards will present the names of print service providers and parties involved in the development and use of projects. No name of any supplier of printer, substrate or ink will be mentioned in the interests of maintaining the open nature of the competition.

About FESPA

Founded in 1962, FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen and digital printing industries. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries. FESPA member organisations include 28 separate National Associations in Europe, and Associate Member Associations in Australia, China, Thailand, India, Japan and Korea.

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For further information, please contact:

Shireen Shurmer/Lillian Lazarevski/Elni Stofberg
AD Communications

Tel: + 44 (0) 1372 464470

Email: sshurmer@adcomms.co.uk, llazarevski@adcomms.co.uk or estofberg@adcomms.co.uk

Website: www.adcomms.co.uk