

INDUSTRY DEVELOPMENT - SELF PROMOTION

- Self Promotion entries produced by print industry companies for promotional purposes.



Judging

- Judging is based on the technical excellence in all facets of the production process (including finishing) and allows for specialists to make a judgement based on the potential and limits of that process or processes, the materials and the equipment used.
- Each process has different requirements; please refer to the relevant production process or processes headings.
- Self promotion entries are also accessed for
 - 1) Market potential to customers
 - 2) Unique qualities
 - 3) Quality of production
 - 4) Overall concept

INDUSTRY DEVELOPMENT - ENVIRONMENTAL

- The emphasis is on environmental innovation related to the design, technology or materials used and as a consequence the judges' emphasis will be on environmental data. Entrants need to supply additional information on the entry, for example: What environmental considerations influenced the choice of design, print process or materials used? Define the improvement in environmental impact represented by the entry. What innovative environmental features does the entry include? Give/provide Evidence of the environmental credentials of any novel process or materials used?
- Note: Simply printing on recycled paper with vegetable inks etc, is not sufficient qualification for entry into this category.

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INDUSTRY DEVELOPMENT - EXPORT

- Entries in this section must be products produced in New Zealand for exclusive off shore use
- The entrant must name the country of export.

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INDUSTRY DEVELOPMENT - INNOVATION



- This is an opportunity to showcase innovative products/processes and business developments that create new opportunities in the New Zealand print industry. It is important to remember that any product or development must be innovative to the New Zealand print market – not just your company
- Entrant must outline what is innovative about their entry in as much detail as possible. Please attach an extra sheet of information if necessary to provide adequate information.
- Innovation can be:
 - 1) Business Development Innovation
 - 2) New product innovation
 - 3) Innovation ideas applied to an existing product creating opportunities for business development

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INDUSTRY DEVELOPMENT - BARCODE DESIGN

- The basis of the barcode must be a standard GS1 bar code (i.e. as used in retail), and must comply with GS1 General Specifications including the specified ISO Grade for its type. See www.gs1nz.org
- It needs to complement the product it has been created for and be 'fit for purpose'
- If the entry is not printed, it must comprise a piece of finished artwork plus a colour rough
- The innovation/design element of this category plays a significant role in the judging.