

The solutions Awards 2015

The Solutions Awards celebration is all about great print, great people and great companies. It is about bringing together the 'elite' and 'innovative' within print, design and the further graphic arts to acknowledge the best and the brightest.

All the shortlisted finalists, nominees and eventual winners are deserving of a pat on the back – the level of quality and creativity of entries was once again fantastic.

Print on paper is everywhere. It is firmly integrated into our daily lives and it helps us economically, socially and environmentally. Just think of magical books crammed with knowledge, gloriously luxurious packaging that makes us pick up a product, a beautiful magazine, a useful bill (well, okay, maybe not – but you can't beat its security and trustworthiness), a cherished printed picture of a loved one, a tactile birthday card that makes you smile, or a surprise letter from a long lost friend – and our all time favourite, a paper label on a bottle of icy cold beer!

Printing is exciting. It is sexy. It is stimulating. It is engaging. It is dependable. It is inspiring.

Nothing can come close to the intimate visual experience, tantalizing touch and emotional engagement that you get through good quality print on paper. You can't do better than that – and we love it!

With most awards events, the judging usually takes place in a hidden room where three or four 'experts' come to decide the fate of the entrants. At Earth Island they do things differently and open the judging up to the whole industry – and beyond.

SOLUTIONS FOR FINISHING

GPS for Power Print – Winner with 71% of the votes

In its latest newsletter, GPS continued its '10 to the power of' feature for designers when creating projects for print. Advice on how to ensure a great design works on a practical level was also provided.

GPS also wanted to show something different – to really show that print can do clever things. The newsletter also included information on the company's oldest piece of equipment, a Heidelberg SBB, which is used to punch jobs to shape. Ideas of the sorts of applications that could be produced were shown.

GPS used these ideas to create an innovative and interactive piece of print that embraces the playful side of the reader. The cover showed that if a complex and clever design is thought through properly, it can work in practice.

The cover is made up of emojis with different elements of the smiley printed on different flaps. As you fold each of them over it changes the nature of the emoji on the front cover and gives him different expressions – rather like the old game of Misfits!



SOLUTIONS FOR CUSTOMER SERVICE

GPS for The Little Book Pack – Second with 38% of the votes.

GPS was nominated for its Little Book Pack, this in itself was quite an achievement as we believe entries needed more than 12,000 votes just to be nominated! The Little Book Pack was developed by GPS to answer customers' common questions as to how their printed collateral would look and how the work would produce on different substrates without the need for the account manager to have to source numerous samples.

The Little Book Pack also helps users compare the same artwork produced via litho and digital. It was developed to help customers easily choose the right paper, production method and finish for their design.

The first three illustrate litho printing and show the design on the substrates of gloss, silk and offset. There are two further booklets that showcase digital printing on both silk and offset materials. The booklets also provide helpful tips and hints about how to get the most out of print. Feedback from customers about The Little Book Pack has been very positive. The pack has also helped to reduce misunderstanding or misconceptions as the customer now has an aid to see what they can expect to get from their print.



If you haven't already got The Little Book Pack please contact your Sales Rep on +44 (0) 28 9070 2020