



SAPPI JÜRİ RAPORU

2008 Sappi European Printers of the Year Jury report

Annual Reports

Judge: Carlos R. Alvarado

General appreciation of the quality of entries in this category
Some cases show excellent finishing. Good saturation and good image contrast, as usual and normal in this category.

Why is the gold award winner in this category superior?

Entry: Hugo Boss 2006

One extra ink was used. The UV varnish gives an excellent contrast to the CMYK images. A clean job with excellent finishing.

Why were the silver award winners chosen?

Entry: Alfesca

A clean job with staccato screen. The images on the double page match very well.

Why were the bronze award winners chosen?

Entry: Österreichische Post AG

Two extra spot colours, some pages printed on acetate, good colour match between the acetate pages and paper pages (same images).

Are there any noticeable trends in the sector?

A lot of innovations, excellent binding.

Books

Judge: Ronald Widdershoven

General appreciation of the quality of entries in this category
Publishers tend to make their books more and more luxurious. They invent nice boxes and slip cases. However it quickly turns into an over-the-top exhibition of "machismo". The printing quality is in general very high with the use of high pigmented inks and various ingenious new screens. The binding of the books is in most cases very good.

Why is the gold award winner in this category superior?

Entry: Beauty and other secrets





A gold winner in every way. Photography, design, lithography, paper choice, printing, binding and box are of a very high quality. The printer didn't choose for effects as highlighting by UV or spot varnish, or a phantasy binding. He just used a very fine screen and printed it with precision and love.

Why was the silver award winner chosen?

Entry: Frida y Frida

It starts with an excellent box, covered with printed linen. This pattern comes back in front and end pages. The printing is excellent with the good use of UV varnish and of other effects. The binding is good with the right use of the special effect linen for the cover.

Why were the bronze award winners chosen?

Entry: India, Colours of Life

If you go through this book, you immediately want to book a ticket to India, so well is it printed. The colours of India really explode from the pages. Very well lithographed and printed. The casing is in accordance with the printing. Good!

Entry: Noelle Represents

Well printed, well bound, that is the first impression but when you have a closer look, you will see that the book is in every way very colourful and of a great quality in every aspect.

Are there any noticeable trends in the sector?

The use of finer screens and high pigmented inks is becoming more and more common in the high end market of fine books. The use of special effects in books is not so much standard as in other types of print, e.g. brochures. Books are more and more packed in beautiful boxes and slip cases.

Brochures

Judge: Hubert Justine

General appreciation of the quality of entries in this category

The need for a visual hook requires a degree of quality in the presentation of the work using the beauty of the images. The customer opens the brochure through need or desire and continues to look at it for the sheer pleasure.

Why is the gold award winner in this category superior?

Entry: Dreaming with feet

Magnificent design that also pleases in the achievements of its goals, the printing and finishing of this work make it a brilliant prize or object. The understated presentation box perfectly offsets this high-tech, imaginative work by the designers and printers.





Why were the silver award winners chosen?

Entry: Burj Al Arab

Very lovely work - a range of colours, good layout and finishing. This work has earned its silver medal.

Entry: Aston Martin DBS Brochure

Very well done. Beautiful contrasts, with very good printing and finishing. Quantities of silver ink could not be put to better use.

Why were the bronze award winners chosen?

Entry: Montblanc Presents of Character

This work is well made and well presented. The accompanying box makes it a well-finished and crafted product.

Entry: Balizza Spring - Summer 2008

Superb original presentation. Good work. An idea to explore and improve.

Are there any noticeable trends in this sector?

We note that many entries use staccato printing and, although this allows defects to be removed, it lacks the photogravure impact that makes the whites white and gives warmth to flesh colours.

Calendars

Judge: Elaine Pooke

General appreciation of the quality of entries in this category

More qualifiers this year. Quality good and varied printing from full colour to black and white using different Sappi papers to enhance the end result.

Why is the gold award winner in this category superior?

Entry: Kunstkalender 2008

An outstanding winner due to full colour quality printing and 3-dimensional work.

Why were the silver award winners chosen?

Entry: Waves of Silence

Excellent black and white printing, using special staccato screen to achieve the result.

Entry: BMW Calendar

The best use of varnish on a subject which lends itself to this tenant of printing.

Why were the bronze award winners chosen?





Entry: Venice Carnival

Good use of varnish effects, well designed and plenty of colour.

Entry: Vodafone McLaren Mercedes 2008 Team Calendar

Well printed and good use of silver and spot varnish throughout.

Catalogues

Judge: Carlos R. Alvarado

General appreciation of the quality of entries in this category

Good, in general; Innovation. In some cases the participants didn't pay attention to important issues, such as register.

Why is the gold award winner in this category superior?

Entry: Letter

Good combination of metallic inks, UV varnish, silk screen printing innovation, die cutting, foils etc. Many combinations to make a nice piece of work.

Why were the silver award winners chosen?

Entry: Buch mit Kasten und Deckel "Juwels today"

A very clean job, well printed and bound.

Entry: Harry Winston

Images with good contrast, well bound. Two different pieces, one in hard cover, with hot stamping.

Why was the bronze award winner chosen?

Entry: Regards sur l'orient

Lots of paths to print images on white and no surrounding colour. Black solids, well controlled

General Print

Judge: Ronald Widdershoven

General appreciation of the quality of entries in this category

Madusmo is the new trend in General Print, metal boxes and slip cases. The use of metallic inks and fine screens is becoming common. Special effects are often used to impress the receiver of the book or brochure. The finishing of the price winning books is excellent.

Why is the gold award winner in this category superior?

Entry: Key Resorts Golf Murcia





When you see the box where the book is hidden in, the designer must have known that this book had to be a sure winner. It is printed in gold! This box by the way is one piece of excellent bookbinding and so is the book itself. The book is printed in very high quality and has special effects where it is necessary, UV spot, chipping hot foil stamping. All in all an excellent book for golf lovers.

Why was the silver award winner chosen?

Entry: ...e io mi sposo

It is a lust for the eye, very colourful, well printed and spot varnished in the right places. Binding is of a good quality. The paper choice for this type of work is excellent. The very fine screen gives a very good reproduction of all ingredients you need for a good wedding!

Why were the bronze award winners chosen?

Entry: Tyrol Tower

When you build a high tower you need a high book to promote the sale of it. The book is extraordinary in its size and packaging in a steel case. The printing is good with the right use of spot UV in the right places. The finishing has no flows and that with this size!

Entry: Ikea - New year celebration card/pack

The idea of this New Year card is great. A joy to receive it. The printing is good.

Are there any noticeable trends in the sector?

The bigger the better, and more use of effects, metallized inks and special bindings.

Magazines

Judge: Elaine Pooke

General appreciation of the quality of entries in this category

Good number of quality magazine entrants of both web and sheet fed. Quality standard was excellent overall.

Why is the gold award winner in this category superior?

Entry: Drupa Report Nr 4

Excellent use of the latest paper from Sappi. Printing good bright images as well as good consistent solids.

Why were the silver award winners chosen?

Entry: Print & Publishing x 150

This magazine was well "thought out" and demonstrated the uses of a special metallic ink, a lacquer together with UV effects, wonderfully. Even thought about how to incorporate another small magazine within, by use of perforation.

Entry: Hermès Printemps-Eté 2008

Excellent demonstration of web printing using a good choice of silk paper, showing the fullness of colour.





Why were the bronze award winners chosen?

Entry: Décolle'té

Brilliant use of butting up pages showing excellent consistent printing.

Entry: Harper's Bazaar - January 2008

Fantastic web printing, good registration and colour throughout.

Packaging and Labels

Judge: Giuseppe Musmeci

General appreciation of the quality of entries in this category

It was difficult to choose, because the entries had different characteristics with different print typologies.

Why is the gold award winner in this category superior?

Entry: Lavazza

The shopping bag is well printed and packed with great accuracy. The strong graphic design is well reproduced with an accurate and thorough print.

Why were the silver award winners chosen?

Entry: BARON milk chocolate with almonds

It is well printed with register accuracy. The hot foil of the brand is well applied, with a good blind embossing.

Why were the bronze award winners chosen?

Entry: Two Worlds

It is carefully perfected in all details.

Entry: Oud Kampen

The strong impact of the entry communicates the essence of its graphic design.

Printer's Own Promotion

Judge: Giuseppe Musmeci

General appreciation of the quality of entries in this category

It's a category that every year proposes new techniques and solutions. In this way printers present themselves to their customers to surprise them and to show them new expressive possibilities.

Why is the gold award winner in this category superior?

Entry: -

The jury panel has decided not to assign a gold award.

Why were the silver award winners chosen?





Entry: Lo Sfarzo del Colore

Research and deep technical knowledge create images with many special effects which make the calendar interesting from many aspects.

Entry: Nysmakat à la Alfa

A very good idea converted with great accuracy and careful technical precision.

Why were the bronze award winners chosen?

Entry: ECP Effects

What a pity! This entry could obtain much more if we hadn't noticed some little failings that reduced its quality level.

Entry: Roxy - New York Nightlife

The choice of using a very difficult and hard holder contributes to give this entry a high added value.

