**Category 1: Publications**

1. Newspapers
2. Magazines - over 64pgs
3. Magazines - under 64pgs
4. Books
5. Booklets - under 24pgs
6. Catalogues & Directories

Notes: *The splitting of magazines into under and over 64 pages will make it easier for the judges to categorise the entries. Booklets, catalogues and directories were previously in Category 6 but they fit more naturally in Category 1*.

**Category 2: Business Print**

1. Corporate Stationery – i.e. letterhead, compliments slips, business forms etc.
2. Corporate Invitations
3. Annual Reports / Company Prospectuses
4. Security Printing -- i.e. for products demonstrating security features, for example traceability, tamper-proof evidence , holograms and specialist software or ink features
5. Functional – i.e. touchscreens, graphic overlays, keypads
6. Export Products

Notes: *The changes give more focus to different elements which are now to the fore in security printing, such as tracking and traceability. After recent product scares this area has become increasingly important. This change hopes to enable the Awards promotional team an opportunity to promote this work to customers and companies wanting specialist security features. The “corporate invitations” sub-category opens the door for integrated products, such as print and digital combined.*

**Category 3: Packaging**

1. Food & Beverage
2. Luxury Products – i.e. perfume, beauty products, jewellery.
3. Functional Packaging – Industry & Business i.e. promotional packaging products, hamper packs.
4. Personal Care & Household – i.e. gardening, baby products, cleaning products, pharmaceuticals, clothing, shoes.
5. Signage & Point of Sale Packaging
6. Retail – i.e. board games, electronics, office products.
7. Presentation Boxes
8. Other

Notes: *The changes focus the entries more clearly on functionality and the benefit to the end customer. The “presentation box” sub-category was specially requested by the print finishing sector. The new sub-categories such as food and beverages, luxury products, personal care, point of sale and retail emphasise the product focus. This focus will also enhance the opportunities to promote winning entries at Foodtech Packtech, New Zealand’s largest food manufacturing, packaging and processing technology trade show, in October next year*

**Category 4: Labels**

1. Wine
2. Food & Beverage
3. Luxury Products – i.e. perfume, beauty products, jewellery.
4. Coupons / Label Booklets
5. Clothing / Designer Tags
6. Other

Notes: *The new sub-category for clothing and designer tags reflects the prominence New Zealand designers are achieving on the world stage. Coupons and Label Booklets is an area added to reflect the customer demand in this sector, as is the Luxury Products area.*

**Category 5: Sign and Display Print**

1. Point of Sale
2. Outdoor Signage & Billboards
3. Indoor Signage
4. Interior Décor & Design – i.e. wallpaper, tiling.
5. Flags & Fabric Banners
6. Applied Graphics – i.e. vehicle wraps
7. Other

Notes: *The changes reflect new trends and developments in the industry and ability to produce amazing work on many different substrates, such as major murals (e.g. on shop walls and floors) and applied graphics on cars and aircraft. Customers demand their products stand out and many pieces of display and sign work deliver on this promise.*

**Category 6: Promotional Print**

1. Marketing Campaigns
2. Personalised Promotional Items – i.e. one-off direct mailers, marketing pieces, invitations.
3. Brochures and Leaflets
4. One Off Work & Photobooks
5. Promotional Items – i.e. pens, cups, USBs, giveaways.
6. Postcards & Presentation Folders
7. Calendars
8. Textiles & Clothing
9. Other

Notes: *Better definitions have been included for personalised promotional items as there have been many advances in this area over the last few years.*

**Category 7: Specialty Products**

1. Limited Edition & Fine Art Prints
2. Finishing
3. Personal / Wedding Stationery & Gifts
4. Other

Notes: *No major changes to this Category. Finishing is the only area that “process” still plays a part. This area is intended to promote special techniques applied to a job to create the “Wow” factor. All product groups with specialist finishing techniques are eligible for entry.*

**Category 8: Industry Development and Creativity**

1. Self-Promotion
2. Creative Product & Design Innovation
3. Business Innovation
4. Structural Design Innovation for Packaging & Signage Industry
5. Sustainable Print for Tomorrow’s World

Notes: *Customers are always challenging companies to come up with something fresh and a point of difference to give their product top exposure opportunities. The changes give Pride In Print the opportunity to really showcase the dynamic work being developed and produced by the industry. The creativity is in the hands of the entrants!*

*New opportunities for the packaging and signage sectors are opened up by new sub-category D. This could be anything from sails to signage and newly-created packaging that ensures it is not only fit for purpose but has the “innovation” factor for the client and end user.*

*The sustainable area will focus on changes to products to ensure they are more user-friendly and have no or very little impact on tomorrow’s world.*