

NOS PARTENAIRES 2023

..... DIAMANT



..... PLATINE



KONICA MINOLTA



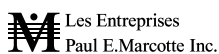
..... OR



..... ARGENT



..... BRONZE



..... 2023

Gutenberg

**REGISTRATION
FORM**





Martin Lépine

President of the Gutenberg 2023

"I am thrilled and honored to have been chosen to chair the 40th Gutenberg! I intend to invest myself in this beautiful adventure with heart and passion! And to achieve this, we count on your participation. The Contest is open to all players in the print industry and to all of Quebec. From small to large, the challenges are real for everyone, regardless of geographic location or company size. By showcasing all this talent, we will be able to prove to print buyers that anything is possible in Quebec, even the most extravagant projects!" explains with enthusiasm Martin Lépine, President of the Gutenberg 2023.

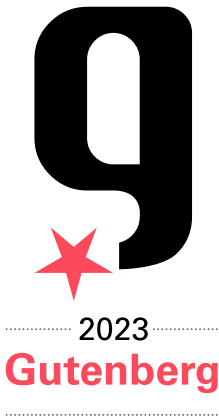
The 2023 Gutenberg Committee: Martin Lépine, President of 2023 Gutenberg, Éric Lamontagne, André Goyette, Carmela Martinez, Chantal Vallée, Charlotte Gaudreault, Helene Pageau, Karl Belafi Jr, Mariane Beauchesne-Chrétien, Marie-Eve Huppé, Marilène Fournier, Patrick Choquet, Stéphane Abraham, Suzie Gaudreault, Virginia Da Costa and Yoan Robitaille. Thanks to the exceptional collaboration of sponsors, print production partners and the enthusiasm of the participants, the Organizing Committee is ready to celebrate the 41th Gutenberg.

JURY'S FAVOURITE

We've been talking about it for a few years, but now it's a reality! The judges will vote for their favorite piece, all categories included. The general appearance that makes our judges' hearts skip a beat, is the only criterion for evaluation

Deadline

Contest registration deadline: **January 31st, 2023, 4:00 P.M.**
The Gutenberg Gala will take place at: **the Salle de Bal at the Marché Bonsecours, on Thursday June 1st, 2023**



1

CHOOSING A CATEGORY

The categories don't take into account the printing process (With the exception of the 100% digital category). The same category can contain entries made using offset, digital printing, screen printing, ink jet, flexography... or by combining processes. The entries will be judged according to the final result.

To ensure that the evaluation criteria are met fairly and equitably, partners (agencies, designers, project managers...) that want to present a piece must present the entry form with the print manufacturer.

2

HOW WILL THE PRIZES BE AWARDED ?

An independent judging panel composed of specialist in the industry will give out the prizes in every category.

To ensure fairness it is important for the judging that:

- In a category, if no piece meets the judging criterion, no prize will be handed out.
- The name of the companies are not on the pieces that are presented and judged (except for self-promotion, of course)
- Judges therefore have no access to this information at any time.

please note

The judging panel reserves the right to **change the category** of a piece that was entered in the wrong category.

★ NEW MENTION ★

MENTION OUTSIDE QUEBEC

Are you a Canadian printer (outside Quebec)?

Here's your chance to win *La Mention Gutenberg!*

The Mention Gutenberg Outside Quebec will be awarded to the piece printed in Canada but outside Quebec that receives the highest score, all categories combined.

How do I do it?

- Register your pieces in any category.
- Fill out the registration form
- and send it to us by email at info@galagutenberg.ca
- Send 2 copies of your piece with the mention : Gutenberg 2023.

CHOOSING A CATEGORY

DISPLAY

Some examples:

- Poster, banner, POP (point-of-purchase advertising), display stand, etc.

BOOKS EDITING, MAGAZINES EDITING, NEWSPAPER EDITING

Some examples:

- Souvenir program (on sale), comic book, newspaper, flyer, book, magazine, etc.

PACKAGING

Everything that can hold a product.

FLEXIBLE PACKAGING

Any product printed on flexible or extensible film (plastic containers, caps, resealable plastic sleeves, bags, thermoretractable packaging, etc.)

ENNOBLEMENT, FINISHING AND COMPLEMENTARY PROCESSES

Any project that has used one or more complementary techniques:

- Gilding, embossing or debossing, hot or cold stamping, embossing, decorative cutting and punching, lamination, special varnishes, selective varnishes, 3D varnishes, digital foil, etc.

BINDING

From box binding to thermobinding, menus, sample books, folding, sewing, gluing, case binding, perfect binding, cloth binding, Swiss binding, etc. Here is your category!

LABELS

Everything that is similar to a label, whether or not it is self-adhesive (except stamps).

MARKETING (SELF-PROMOTION)

Some examples:

- Corporate brochure, display sleeve, calendar, vehicle wrapping, promotional product, etc.

MARKETING (CUSTOMER)

Some examples:

- Souvenir program (free), brochure, vehicle wrapping, promotional product, advertising, mailings, textile clothing and accessories, etc.

L'AUDACIEUX

"Which is highly inventive, encourages to perform difficult actions, to take risks to succeed a project considered impossible."

You have dared to go further, and have achieved a revolutionary print by its raw materials, its manufacturing process, its shape or its use? So, submit your piece in this category.

100% DIGITAL

Your project is printed **only in digital**? Regardless of the type of equipment (toner, inkjet, varnish, etc.) and the quantity printed, this category is for you!

Example:

- All that can be printed digitally!

NON-CONVENTIONAL MATERIAL

Do you print on fabric, wood, glass, ceramic, leather or any other unconventional media? This category is for you!

Some examples:

- Curtains, floors, windows, cups, sweaters, etc.

GUTENVERT

If your project includes several of the following criteria, you have a chance to win a GutenVert Award.

Criteria :

- Country of origin of the material (paper, cardboard, etc.)
- Recycled content (% recycled)
- Ecological inks
- Ecological varnishes
- Recyclable product
- Carbon neutral
- Additional Accreditations

3

RULES AND EVALUATION

All pieces must have been printed in Quebec, except for the category Outside Quebec, between January 1, 2022 and January 31, 2023.

All pieces will be judged according to the following criteria:

CHARACTERISTICS OF THE PROJECT

- Quality of the product compared to others
- Description of the project (short explicative text)
- Complexity and shape of the project
- Print register
- Colour uniformity
- Printing process(es) and its constraints
- Substrate constraint
- Complexity of inking
- Finishing (complexity, register, quality of finish)
- Types of ink and/or toners (Pantone, metallic, reactive inks, etc.)

75%

GENERAL QUALITY

- Creation or design
- Photo quality
- Choice of print substrate
- Emphasizing the ennoblement processes

15%

AUDACITY

- Unusual manufacturing process
- Product use
- Audacity and creativity
- Novelty

10%

100 %

reminder

The judges are unanimous the description in the *Why?* section makes the difference. Two or three lines are enough.

of course

No need to write a novel! The editorial staff will take care of rewriting the texts proposed by the participants.

To all the pieces registered in the **GutenVERT** category, the following criteria will be added:

Source of the medium (paper, cardboard, etc.):

- Quebec, Canada, United States, Europe, Asie

Recycled content (% recycled) :

- 0% recycled
- 30% recycled
- 100% recycled

Eco-friendly inks/varnishes

Recyclable product:

- Reusable or recyclable
- Compostable or biodegradable

Additional Accreditations:

- (examples: chlorine-free, biogas, FSC, carbon neutral...)

4

HOW TO SUBMIT YOUR ENTRIES?

reminder

To increase your chances of winning a prestigious Gutenberg prize, we recommend that you to make entries in many categories.

1

Save the file on your computer.

2

Complete the registration form.
Don't forget to fill the *Why?* section in the form.
This text will help for the entries judgment.

3

Send your complete electronic form (**MANDATORY**) to:
helene.pageau@i-ci.ca

4

Send **2 copies** of your entries* with **your payment** and a **copy of your form** (a hard copy must be sent with every entry submitted; 2 copies of every entry must be sent).

5

The entries must be delivered **before Monday, January 31st, 2023, 4:00 P.M.** at the address of the Institut. The envelopes and/or boxes must bear the words **Gutenberg 2023**.

* For **large format** project: A cut (a piece) of the original measuring at least 18"x18", and a digital copy of 12"x18" (maximum) accompanied, if possible, of a picture and/or a video of the site.

TARIFS

	PRICE
Price for one entry	\$125
Every additional entry	\$100

REGISTRATION FORM

PIÈCE N° _____
(For the committee only)

FOR THE FAN'S FAVE CATEGORY, FILL ONLY THIS SECTION

INFORMATIONS

Name _____
First name _____
Cie _____
Number of employees _____
Address _____
City _____
Postal code _____
Phone _____ Ext. _____
Email _____

NUMBER OF ENTRIES: _____ TOTAL: _____

PAYMENT METHOD:

Visa MasterCard American Express

Card N° _____

Expiration date _____
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CVV* _____

Signature _____

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I agree that the name of my company be published in Gutenberg's communications.

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Customer name _____

Entry title _____

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Printing process (es) _____

Your collaborators (ex: finish, binding, ennoblement companies, etc.) _____

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Number of colors : _____

Type of inks or toner used : _____

WHY?

Explain why you entered your piece in the Contest. (Technical constraint, innovative rendering or simply exceptional work?) **THIS TEXT WILL BE USED DURING JUDGING. → MAXIMUM OF 200 WORDS**

HAVE YOU...

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- Send 2 copies of each entry?
- Write "Gutenberg 2023" on your parcel?

Please send back this completed form and your entries before January 31st 2023, 4:00 P.M.

ICI (Hélène Pageau, Gutenberg 2023)
999, Émile-Journault Est, Montréal (Québec) H2M 2E2



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