

OUR PARTNERS 2024

DIAMOND



PLATINUM

Canon



FUJIFILM

KOMCAN
KOMORI



KONICA MINOLTA

RICOH

SupremeX

sustana®

xerox

GOLD

ADMACO
SPECIALISTE DES EQUIPEMENTS DE PRODUCTION

Canflexographics

miraclon

RM
machinery

Spicers

SILVER

AGFA 

ariva
Une division de Domtar

Atlas
PAPIERS | PAPER

Domtar
PAPIER

gmg color

HEIDELBERG

ImperialDade

ndgraphics 

PLAQUES EXPRESS
DESIGN & PREPRESS

sappi

STANDARD

BRONZE

ANDERSON
SVEEELAND
CANADA, ULC

BOBST

Cascades
RÉCUPÉRATION+

DÉCOUPAGE BM inc.

durst

DXP

efi

EM
PLASTIQUE



LEGROUPEA&A

HOLMEN
IGGESUND

HYBRID
SOFTWARE

KONGBERG
Precision Cutting Systems

KURZ 

MATRICES
MONTREAL
DIES INC. 

Médiattech
Fournitures d'impression, équipements et services

Media
www.minimediaonline.com

mohawk

MULTI
PREVENTION ASP 

N

NEKOOSA

RL
SUPERBLY LUBRICATED

SIEGWERK 

SunChemical

swiss@print





2024

Gutenberg

REGISTRATION
FORM



WORD FROM THE PRESIDENT



Yoan Robitaille

President of the Gutenberg 2024



"It is with humility and with a immense joy that I accept this honor. The accomplishments left by my predecessors are great. I will do everything in my power to perpetuate the tradition and ensure that the industry comes out of this event a winner. Thank you for your confidence in me. Rest assured of my dedication and commitment to the Committee and to the industry. And to achieve this, we're counting on your participation. The Contest is open to all players in the print industry, throughout Quebec and even across Canada. From small to large, the challenges are real for everyone, regardless of geographic location or company size. By showcasing all this talent, we can prove to print buyers that anything is possible, even the most extravagant projects!" explains Yoan Robitaille, President of the Gutenberg 2024 Committee.



..... 2024

The 2024 Gutenberg Committee:

Yoan Robitaille, President, André Goyette, Andrew Lacoste, Carmela Martinez, Chantal Vallée, Charlotte Gaudreault, Éric Lamontagne, Hélène Pageau, Julie Éthier, Karl Belafi Jr, Mariane Beauchesne-Chrétien, Marie-Eve Huppé, Martin Lépine, Pascal Ross, Patrick Choquet, Stéphane Abraham et Suzie Gaudreault.

Thanks to the exceptional collaboration of our sponsors, print production partners and enthusiastic participants, the Organizing Committee is ready to celebrate the 42nd Gutenberg.

WHAT IS GUTENBERG?



GUTENBERG CONTEST

What is Gutenberg?

It's a unique opportunity to showcase your talent! Participating in the Gutenberg Competition is also: rewarding your teams by telling them how important their contribution to the project is, showing your customers that print should be celebrated, and supporting our indispensable Industry!

Small and large printers alike, from large-format displays to the smallest labels, books, magazines and packaging, let us thrill you with color and originality! Whatever your region, take advantage of this opportunity to take part in this prestigious competition and celebrate print with us!

But what else?

On the Committee we sometimes hear: «I don't have anything worthy of a Gutenberg». We like to reply that the Gutenberg Competition is NOT a beauty contest. Among other things, the judges look at the production process. Perhaps you've hit a few bumps in the road, or not? Is it an innovative project? Has everything been done to produce a quality item? Did you use several pieces of equipment or processes, or not? Do you think a project is simple, but you're proud of it because your customer trusts you year after year? Of course, the «look» is considered, but in the Gutenberg context, the percentage given to design is 15% of the total score. Remember that the categories (except for the 100% digital category) do not take into account the printing process. You can therefore submit pieces in the same category that have been produced using offset, digital, silkscreen, inkjet, flexo, finishing, etc., or combinations of different processes.

You may be printers, but you're also resourceful, inventive and solution-oriented! You'll stop at nothing to bring a project to fruition. So be proud of your achievements, promote your teams and get involved!

Together, one piece at a time, let's help celebrate the 42nd Gutenberg Competition! We look forward to seeing your work!

**The 42nd Gutenberg Gala will be held at
Marché Bonsecours, on Thursday, April 25, 2024.**



About the Gutenberg:

42 years of celebrating the Industry

Since 2013, during The Revolution, The Gutenberg continues to bring the industry together, raise the bar for printers and help push our boundaries. It celebrates the talent, creativity and craftsmanship of its artisans.

CATEGORIES AND MENTION



CATEGORIES	
DISPLAY	Poster, banner, POP (point-of-purchase advertising), display stand, etc.
BOOK EDITING AND MAGAZINES EDITING	Souvenir program (on sale), comic book, 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)	Corporate brochure, display sleeve, calendar, vehicle wrapping, promotional product, etc.
MARKETING (CUSTOMER)	Souvenir program (free), brochure, vehicle wrapping, promotional product, advertising, mailings, textile clothing and accessories, etc.
L'AUDACIEUX	<p>"Which is highly inventive, encourages to perform difficult actions, to take risks to succeed a project considered impossible."</p> <p>You have dared to go further, and have achieved a revolutionary print by its raw materials, its manufacturing process, its shape or its use?</p> <p>So, submit your piece in this category.</p>
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!
NON-CONVENTIONAL MATERIAL	<p>Do you print on fabric, wood, glass, ceramic, leather or any other unconventional media? This category is for you!</p> <p>Some examples: Curtains, floors, windows, cups, sweaters, etc.</p>
GUTENVERT	If your project includes several of the GutenVERT criteria (see page 6), you have a chance to win a GutenVERT Award.

MENTION	
MENTION HORS QUÉBEC	<p>If you're a Canadian printer (outside Quebec), here's your chance to win a Mention Gutenberg!</p> <p>The Mention Gutenberg Hors Québec will be awarded to the piece printed in Canada but outside Quebec that receives the highest score in all categories combined.</p>

ADDITIONAL INFORMATION



How are the prizes 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.

Who can submit a piece?

In order to meet the evaluation criteria in a fair and equitable manner, collaborators such as agencies, designers, project managers, etc., who wish to submit a piece, must submit the registration form in collaboration with the print supplier.

Printing processes :

The categories do not take into account the printing process (with the exception of the «100% Digital» category). You can therefore submit pieces in the same category that have been produced using offset, digital, screen printing, inkjet, flexography, finishing, etc., or a combination of different processes. Entries will be judged on their final result.

Jury recommendation:

To increase your chances of winning a prestigious Gutenberg, we recommend that you vary your entries across several categories.

Judges' rights :

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

Copywriting :

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

Jury's Favourite:

Judges will vote for their Favourite piece in all categories. The only criterion is the overall appearance that makes our judges' hearts skip a beat!



EVALUATION CRITERIA



All pieces will be judged according to the following criteria:

<p>Characteristics of the project</p> <ul style="list-style-type: none"> • 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%	100 %
<p>General quality</p> <ul style="list-style-type: none"> • Creation or design • Photo quality • Choice of print substrate • Emphasizing the ennoblement processes 	15%	
<p>Audacity</p> <ul style="list-style-type: none"> • Unusual manufacturing process • Product use • Audacity and creativity • Novelty 	10%	

To all the pieces registered in the **GUTENVERT CATEGORY**, the following criteria will be added:

Source of material (paper, cardboard, etc.) : Quebec, Canada, United States, Europe, Asia

Recyclable products: Reusable or recyclable , Compostable or biodegradable

Recycled content (% recycled): 0% recycled, 30% recycled, 100% recycled

Additional accreditations: (e.g. chlorine-free, biogas, FSC, carbon-neutral...)

Ecological inks/varnishes

HOW TO SUBMIT OUR ENTRIES



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 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**.

(One copy will be used for judging, the second for photography and for display at the cocktail party).

5

The entries must be delivered **before Wednesday January 31st 2024, 4:00 pm**, at the address of the Institut. The envelopes and/or boxes must bear the words « **Gutenberg 2024** ».

* 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 on entry	\$125
Every additional entry	\$100

**All pieces must have been printed in Quebec,
except for the Mention Outside Quebec,
between January 1, 2023 and January 31, 2024.**



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(For the committee only)

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Name _____
First name _____
Cie _____
Number of employees _____
Address _____
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Postal code _____
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Email _____

NUMBER OF ENTRIES: TOTAL:

PAYMENT METHOD:

Visa MasterCard American Express

Card N° _____

Expiration date _____

CVV* _____ mm/aaaa

Signature _____

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

REGISTRATION

Category _____ Mention Hors-Québec

Customer name _____

Entry title _____

Quantity produced (run length) _____

Printing process (es) _____

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

Printing substrate : (commercial name of the printing substrate) _____

Presses or equipment used : (commercial names and brands) _____

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? GutenVERT: see criteria on page 6) **THIS TEXT WILL BE USED DURING JUDGING.** ⇔ 200 WORDS MAXIMUM

HAVE YOU...

- Fill all the fields?
- Send 2 copies of each entry?
- Write "Gutenberg 2024" on your parcel?

Please send back this completed form and your entries before January 31st 2024, 4:00 P.M.

ICI (Hélène Pageau, Gutenberg 2024)
999, Émile-Journault Est, Montréal (Québec) H2M 2E2

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