

## **PRINTING United Alliance 2022 Pinnacle Product Competition Information**

On behalf of PRINTING United Alliance, I would like to thank you for participating in the Pinnacle Product Competition.

There are two categories of entries: output device category and non-output device category.

Please follow the instructions included in this information kit to prepare and identify your entries.

Judging will be conducted by a panel of industry.

To submit a product you can enter through your PURL that is available in Map Your Show (MYS). Or you can enter from the website and the competition page, you will need your Exhibitor ID to begin the process.

Here are some important reminders:

1. No additional information or materials will be sent to you by Printing United Alliance.  
The Entry Form, for your entry(s) is generated and printed from your application process. Make sure that your entry is clearly labeled on the front with your Entry ID.
2. When you enter the competition, the Entry Form will be emailed.
  - a. The Entry Form must be submitted with the file. Entry Specification Forms are used for judging and virtual viewing. You will need to submit an image (for use in the virtual gallery) of your submission or of your product.
  - b. Print the Entry ID and apply to the lower right-hand corner of your entry.
3. The deadline for entries to arrive electronically is Friday, August 12, 2022. Access to the Pinnacle Product of the Year Competition web site will remain open until Friday, August 15, 2022 for submitting entries, and to complete or edit entry forms. Prints sample deadline Friday, August 12, 2022 to arrive to 1500 Spring Garden Street, 12th floor Philadelphia, PA 19130
4. Judging will take place during the week of August 22-26, 2022. When judging is completed, all entries will be uploaded to the virtual Product of the Winners will be notified on Sept. 2, 2022.
5. We will have our virtual gallery promoted, so that your entries may be viewed. Please carefully read the enclosed information and entry preparation instructions. Note that there are new application procedures so please take care to read and follow through carefully

In the output categories – the only submission will be the two-page chart of color patches in the image. Please print and then cut these two pages out and send them to the address in the shipping instructions. Following these procedures will ensure that your entry will be judged based on the proper presentation and execution of the stated requirements.

Thanks for entering! Please contact me at 860-405-4122 or e-mail [dnye@printing.org](mailto:dnye@printing.org) if you have any questions or if you need clarification for any of the instructions on the following pages.

Good luck and I hope to see you in Las Vegas!

*Dawn Nye*

Dawn Nye Awards Program Manager, PRINTING United Alliance

# 2022 Prinnacle Product of the Year

## Entry Preparation and Instructions

### Non-Output Device Categories

(Please Read Carefully)

The following information applies ONLY to the categories listed below

- Digital Inks/Toner – Textile (small format <24”)
- Digital Inks/Toner – Textile (wide format >36”)
- Digital Inks – UV
- Digital Inks – Industrial and Packaging
- Digital Inks – Solvent/Eco-Solvent/Latex
- Display/Exhibit Hardware
- Lasers/Routers/Cutters (4’x8’ or larger)
- Lasers/Routers/Cutters (less than 4’x8’)
- Laminators (roll-to-roll)
- Die cutting equipment
- Multi-Function Finishing (slit/score/perf)
- Banner Finishing (grommet/sew/weld)
- Heat Press (table top)
- Heat Press (large format, roll or clam)
- Sublimation Finishing
- Laminates, Adhesives, Films, Coatings
- Automation Equipment (print/post-print)
- Automation Equip. Packaging (post-print)
- Material Handling Equipment
- Software – RIP
- Software - web-based design, personalization, or product bldg.
- Software – Workflow / MIS / CRM
- Software – Color Enhancement
- Spectrophotometer devices
- Media – Films
- Media – Non-PVC
- Media – Adhesive Back (not vinyl)
- Media – Rigid / Corrugated
- Media – Rigid / Synthetic
- Media – Banner (Non-textile)
- Media – Heat Transfer Material, Cuttable
- Media – Special Effect Heat Transfer Material, Cuttable
- Media – Heat Transfer Material, Printable
- Media – Textile – Apparel
- Media – Textile – Flag
- Media – Textile – Banner
- Media – Textile – Framing Systems (backlit)
- Media – Textile – Framing Systems (frontlit)
- Media – Textile – Canvas
- Media – Textile – Wall Covering peel/stick
- Media – Textile – Traditional Wall Covering
- Media – Textile – Upholstery Fabric
- Media – Textile – Tablecloth and Linen
- Media – Textile - Drapery
- Media – Adhesive Back Vinyl
- Media – Dye Sublimation transfer paper
- Media – Dye Sublimation rigid material
- Textile – Finished Garment – Synthetic
- Textile – Finished Garment – Natural Fiber
- Textile – Finished Garment – Blends
- Textile – Finished Garment - Accessories
- DTG – Pre-press (sprayers/dryers)
- Screen Printing Inks
- Screen Printing – Pre-press (Exposure/Imaging)
- Screen Printing – Manual Garment Press
- Screen Printing – Automatic Garment Press
- Screen Printing – Dryers
- Screen Printing – Post-Press (Clean/Reclaim)
- Product Finishing - Sewing

All entry submissions in the categories listed above must have a “Product Display” that is a PDF submission at the dimensions below:

1. 24x24 inches.

The Product Display entry file must include the following:

1. POTY Statement. Please incorporate the following in your Product of the Year statement.
  - a. Company name – website listing is encouraged
  - b. Product name, MSRP
  - c. Must include date product was first manufactured (this is a factor in judging) and is required for entry to the competition.
  - d. Is this a new product or improvement to existing?
  - e. How does this product move our industry forward?
  - f. Any other descriptive, non-commercial marketing language
2. Information about the product itself.
3. Entry ID – must be printed on lower right of entry.
4. An image must be submitted – either of the product submission or of the product itself this is for the virtual gallery.



Figure 1

An image of the submission must be uploaded to the competition site for use in the virtual gallery. Failure to follow the guidelines may result in disqualification of the entry. Creativity is encouraged.

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For any categories in the Finishing, Automation or screen print equipment categories, you may submit a video to help the judges better understand the capabilities of your product. For software categories, send a link and/or video for your product for the judges to review. This is in addition to the image that must be submitted for use in the virtual gallery.

#### Judging/Judges

Entries which conform to the rules and stated requirements of this competition will be judged. Judging criteria for the competition are under constant evaluation and revision to assure the best possible chance for every entrant. Judges are unpaid volunteers who donate their time and skills for the benefit of the industry and the competition. They are chosen based on technical skills, experience, expertise and knowledge in the categories for which they judge.

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# 2022 Pinnacle Product of the Year

## Entry Preparation and Test Print Shipping Instructions

### Output Device Categories

(Please Read Carefully)

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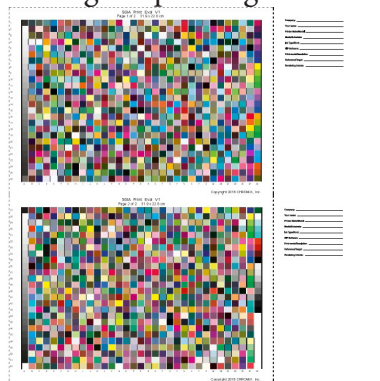
The following information applies **ONLY** to the categories listed below:

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- Direct to Garment Printers (white shirt)\*
- Direct to Garment Printers (black shirt)\*
- UV/Latex Hybrid1 (under \$100K)
- UV/Latex Hybrid1 (\$100-\$500K)
- UV/Latex Hybrid (more than \$500K)
- UV/Latex Flatbed (under \$70K)
- UV/Latex Flatbed (under \$100K)
- UV/Latex Flatbed (\$100K - \$200K)<sup>2</sup>
- UV/Latex Flatbed (\$200K - \$500K)<sup>2</sup>
- UV/Latex Flatbed + White (\$100K - \$200K)<sup>2</sup>
- UV/Latex Flatbed + White (\$200K - \$500K)<sup>2</sup>
- Tabletop Flatbed (Industrial/Small Item Decoration)<sup>5</sup>
- Roll-to-Roll Solvent/Latex (under 80 in.)
- Roll-to-Roll Solvent/Latex (over 80 in.)
- Roll-to-Roll UV (under 80 in.)
- Roll-to-Roll UV (over 80 in.)
- RTR/hybrid/flatbed new technology<sup>6</sup>
- Direct to shape printers (not flatbed)
- Digital/Screen Print Hybrid Printing Systems
- 3D Printers
- Roll-to-Roll Direct Disperse Ink on Textile
- RTR Dye Sublimation on Textile (under \$50K)
- RTR Dye Sublimation on Textile (\$50K-\$100K)
- RTR Dye Sublimation on Textile (more than \$100K)
- Roll-to-Roll Dye Sublimation on Metal
- UV Hybrid/Flatbed High Volume Prod. Class<sup>4</sup>
- Single Pass printers
- Digital Press<sup>7</sup>

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1. Hybrid printer is designed to print roll-to-roll and rigid material (the material must move during the printing process – not just an add-on roll system for an existing flatbed).
  2. 4'x8' print bed or greater.
  4. Production class printers, must be 2+ meters wide, able to produce >1,200 sq. ft./hr. or 40 4'x8' boards per hr., at a print quality sufficient for Point-of-Purchase graphics, and 24/7 production capability.
  5. Flatbed smaller than 36" x 36", 1000x1000 dpi or greater (direct print only).
  6. New technology will encompass any completely new technology (not just a new inkset), that are new to the industry, print material may vary depending on inkset or technology – email [dnye@printing.org](mailto:dnye@printing.org) with questions.
  7. Digital Press is for digital printers/presses that are no larger than a 20x29 sheet and are similar in nature to an offset press – this is not for any wide-format devices.
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Download the official Product of the Year test image for the output category by visiting the following link: [2022 Test Print Shootout](#). Print **two** prints following the printing and the mailing instructions.



**DO NOT** share the official Product of the Year test image files or the above web link with anyone.

The official PUA Product of the Year test image should not be used for any other display purposes prior to the opening of Printing United on October 19-21, 2022 at the Las Vegas Convention Center.

Please contact Dawn Nye at [dnye@printing.org](mailto:dnye@printing.org) for questions.

## Test Image File Output

Color correction or file manipulation is **STRICTLY PROHIBITED**. Optimum output results will be achieved by using an Adobe RGB (1998)/Coated GRACol 2013 input profiles with a properly generated output profile for your printing device. Results from printing this file will be representative of the color management system, RIP, operators' knowledge and the output device's inherent abilities.

Test images should be printed in the manner you believe shows off the printer in its best light.

The Entry Specification Form should indicate the resolution, ink droplet size, number of print passes and swath width used, number of colors (4/6/more), ink brand (if known), RIP manufacturer and software version, rendering intent used, and other required fields on the Entry Specification Form.

## Media for printing

**Failure to print on a defined substrate will result in the entry being disqualified.**

- Entries in the roll-to-roll categories (under 80 in.) will be printed on a gloss adhesive back vinyl (no lamination).
- Entries in the roll-to-roll categories (over 80 in.) will be printed on a smooth (non-scrim) matte banner material.
- Entries in the High-Volume Production Class may be printed on a smooth (non-scrim) matte banner or a white foam board (or similar product).
- Entries in the UV flatbed category will be printed on a white foam board (or similar product).
- Entries in the UV flatbed + white category will be printed on a black foam or gator board with a white ink under layer.
- Entries in the Flatbed/hybrid (under \$100K) and UV Hybrid (\$100-\$500K) categories will print on a smooth (non-scrim) matte banner material.
- Entries in the Small Flatbed (Industrial/Small Item Decoration) will be printed on a white Sintra® rigid PVC or similar product.
- Entries in the Direct Disperse and Dye-Sub to Textile – will be printed on a warp knit banner fabric (fabric may be coated or uncoated for the Dye-Subcategory), 6-7 oz. in weight.
- Entries in the Dye-Subcategory to metal will be printed on a 12"x24" aluminum sheet with a gloss white finish.
- Entries in the Digital Press category will be printed on coated white stock.
- Entries in the Direct to Shape category will be printed on a white or clear substrate (such as a cup) (if clear, white under base should be used)

## Judging

Entries which conform to the rules and stated requirements of this competition will be judged. Judging will take place the week of August 22-26, 2022. Judging criteria for the competition are under constant evaluation and revision to assure the best possible chance for every contestant. Pantone spot color readings and neutral gray will be evaluated on this print using Chromix Maxwell software.

## Judges

Judges are unpaid volunteers who donate their time and skills for the benefit of the industry and the competition and have no perfunctory interest in the outcome. They are chosen based on their technical skills, experience, expertise and knowledge in the categories for which they judge. Judging criteria for the competition are under constant evaluation and revision to assure the best possible chance for every contestant.

## Scoring

The following categories are used to judge the output category. Chromix Maxwell is used to score the target judges deductions are from industry specifications and spot color dE. A winner does not need to be awarded in any category with less than two entries, however the final determination of a winner in these cases will be up to the judges.

# 2022 Pinnacle Product of the Year

Shipping Instructions & How to Reclaim Entries  
(Please Read Carefully)

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## SHIPPING DEADLINE

All OUTPUT entries only must be sent to Lindsay Ferrari.

Entries must arrive by **Friday August 12, 2022.**

\***Note:** Please affix a “Competition Package Identification Label” next to the shipping label on each package sent so we can easily identify it as a Product of the Year Competition entry.

## SHIPPING ADDRESS

PRINTING United Pinnacle Product of the Year Competition

c/o Lindsay Ferrari

2000 Corporate Drive

Suite 205

Wexford, PA 15090

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Questions concerning correct category placement for entries, judging criteria, display suggestions, or claiming entries should be directed to Dawn Nye at [dnye@printing.org](mailto:dnye@printing.org) or phone 860-405-4122

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## Pinnacle Product of the Year Competition Package Identification Label

This is a Product of the Year Competition Package Identification Label. To ensure proper delivery of your entry(s) to the Product of the Year depository, a copy of this label must be affixed next to the shipping label on the outside of every package containing competition entries. Note: you may resize this label in a copier to fit your packaging.

----- CUT HERE -----



