



Digital Printing VDP (B2B)

Grand Award Winner

Digital Dimensions3 Inc.

Lyndhurst, N.J.

Nautical-themed direct mailer

Award of Excellence

Wayne Trademark Printing & Packaging Inc.

High Point, N.C.

Candle labels

Five hundred of these colorful, metallic packages were mailed to C-level executives, and the company received a 50 percent response rate. Velcro-detachable, variably printed origami fish, which were hand-folded and nestled in a die cut "reef" along with three business cards (one die cut) and folded around a postcard to be inserted in a matching envelope, served as a business invitation.

Judges' Comments: The personalization (printing the recipient's name) was done well. It was done in enough places to catch your eye, and it's one of the most complex pieces in this category.



Digital Printing VDP (B2C)

Grand Award Winner

The Allied Group

Needham, Mass.

College booklet

Award of Excellence

Print Solutions Plus

Vineland, N.J.

Hotel guest room sign

The University of Hartford was looking to increase its yield rate, or the number of accepted students who actually enroll. The Allied Group proposed this variable data booklet, which was customized according to the interests of each student. Images and text selected were based on the student's program of choice, preferred major, areas of special interest and eligibility for other special programs.

Judges' Comments: It's really a neat concept. This is an innovative piece, with a lot of potential for variable data in other sections of the brochure.