



第三十屆  
香港印製大獎  
THE 30TH HONG KONG  
PRINT AWARDS 2018

作品徵集  
CALL FOR ENTRY

截止日期 2018/9/17  
DEADLINE 星期一 / 下午5時30分



印出創意  
無限體驗  
PRINT-AS  
FEELING  
GOES.



## 作品徵集 CALL FOR ENTRY

### 目的及宗旨

鼓勵本港印刷、設計、出版及相關行業製作優良並富競爭能力的印刷品和向其他行業以及海外展示香港優質的設計、出版及印製服務，使之被廣泛認識和認同。

大會為鼓勵更多中小企印刷商的作品參賽，本屆在第6, 7, 8, 9參賽項目，特設額外獎項，參賽作品印製於員工數目50人或以下的印刷公司將會分開評選。

### MISSION AND OBJECTIVES

To enhance technology advancement and innovation in printing, design and publishing production, and to foster effective networking between industries as well as to demonstrate the excellent quality of Hong Kong's printed products.

**To encourage the participation of small and medium printing companies, we shall have extra awards for Category No. 6 (Promotional Printing), No.7 (Stationery and Office Material Printing), No.8 (Digital Printing - Toner) and No.9 (Digital Printing - Inkjet). Entry produced in printing companies with 50 people or below will be judged separately.**

### 主辦機構 ORGANIZERS

香港印藝學會 Graphic Arts Association of Hong Kong  
香港出版學會 Hong Kong Publishing Professionals Society  
香港貿易發展局 Hong Kong Trade Development Council

### 協辦機構 CO-ORGANIZER

康樂及文化事務署 Leisure and Cultural Services Department

如報名參加第6項(宣傳品印刷)，第7項(零件文儀印刷)，第8項(數碼印刷－碳墨)或第9項(數碼印刷－噴墨打印)，請選擇以下其中一項：  
If you register for Category No.6 (Promotional Printing), No.7 (Stationery and Office Material Printing), No.8 (Digital Printing - Toner) or No.9 (Digital Printing - Inkjet), please choose either one from below:

☐ 參賽作品印製於員工數目50人或以下的印刷公司

Entry produced in printing company with 50 people or below

☐ 參賽作品印製於員工數目51人以上的印刷公司

Entry produced in printing company with 51 people or above

如報名參加第8項(數碼印刷－碳墨)，須填寫下列資料：If you register for Category No.8 (Digital Printing - Toner), please fill in the following:  
請指出數碼印刷機器名稱及型號 Please specify the brand and model of the digital printing machine

如報名參加第9項(數碼印刷－噴墨打印)，須填寫下列資料：If you register for Category No.9 (Digital Printing - Inkjet), please fill in the following:  
請指出噴墨打印機器名稱及型號 Please specify the brand and model of the Inkjet printing machine

## 產品相片 PRODUCT PHOTOS

每件參賽作品/產品需要附上三張產品照片，以作評審之用。

Each entry must be attach 3 photos for judging purpose.

請提供高解像度圖片 Please provide High-resolution photos

如報名參加第12項(創意產品)，須填寫下列資料：If you register for Category No.12 (Creative Products), please fill in the following:

☐ 自家設計項目

Own design project

☐ 為客戶設計

Design for client

☐ 專利或商標註冊

Patent / Trade Mark, No: \_\_\_\_\_

## 聲明 DECLARATIONS

☐ 本公司已經細閱並同意及遵守是次活動之各項程序、參加者責任與權益及活動條款細則。以上填報資料均為屬實，並明白如有訛稱或錯誤，參加資格或會被取消。

We have read and agree to abide by the procedures, rules and responsibilities of the applicants and terms and conditions of the Campaign. We assure that all information provide is true and accurate. Failure to do so may result in disqualification due to false and misleading information.

☐ 本公司同意主辦機構擁有修改是次活動之條款和細則。

We agree that the organizers have the final decision to amend the rules and regulations of the Campaign.

根據個人資料保障條例，以上提供之個人資料只作是次活動用途，主辦機構將保密處理，活動結束後即會銷毀。

The collection of personal information may be used for the Campaign only, and all information provided will be treated confidentially by the organizers in accordance with the Hong Kong Personal Data (Privacy) Ordinance. All personal information will be destroyed properly after the Campaign.

由大會頒發的獎狀及場刊資料概以參賽表格填報之資料為準，賽後恕不更改。  
The information printed on the certificates awarded by the host as well as brochure booklets will stand with the information on the application forms accordingly, no further amendment can be made after submitting the application.

主辦機構  
ORGANIZERS:



協辦機構  
CO-ORGANIZER:



填寫參加表格前，請細閱活動指引。  
Please read the information and guidelines before you fill in the form.  
請以正楷填寫。  
Please complete the form in BLOCK letters.  
請於適當方格內填上「✓」。  
Please "✓" the appropriate box.

Ref. No.	
Entry Date	

(由主辦機構填寫 For official use only)

參賽公司名稱 (中文)

Name of Participant (English)

香港商業登記證號碼 Hong Kong Business Registration Certificate No.

(請提交有效香港商業登記證副本 Please submit the copy of Hong Kong Business Registration Certificate)

聯絡人 Contact Person

職銜 Job Title

通訊地址 Address

電話號碼 Telephone No.

傳真號碼 Fax No.

電郵 E-mail

## 公司性質 NATURE OF BUSINESS

☐ 印刷商 Printer

☐ 出版 Publisher

☐ 印前 Pre-press / 分色製版 Color Separation

☐ 釘裝 Binding / 加工公司 Post-press

☐ 印刷買家 Print Buyer / 代理 Broker

☐ 設計服務 Design Company

☐ 製作服務 Production House

☐ 其他 Other: \_\_\_\_\_

印刷廠/製作公司名稱(中文)

Name of Printer/Production House (English)

出版公司/買家名稱(中文)

Name of Publisher/Buyer (English)

印刷代理名稱(中文)

Name of Broker/Agent (English)

分色公司名稱(中文)

Name of Color Separation House (English)

設計師名稱(中文)

Name of Designer (English)

## 參賽作品名稱 NAME OF ENTRY

參加項目及編號 Category & No.

參賽作品簡介 Description of Entry

請以不多於100字，簡述作品的創意概念、設計特色、特別印刷特效或科技應用。\*如參加第11項: 請指出該特別印製技術及應用情況。

Please use less than 100 words to describe the concept, design, characteristic feature or effect and technology. \*Please specify the special technique and applications for Category 11.

(Please attach separate sheet(s) if necessary.)

請將作品資料印在A4紙上 Please provide the details on a separate A4 sheet

## 參賽項目 CATEGORIES

### 1. 書刊印刷 (須登記有國際書號) BOOK PRINTING (WITH ISBN)

- A. 單色及雙色調書刊 Mono / Duotone Color Book
- B. 精裝書刊 Case Bound Book  
(i. 48頁或以下 / ii. 49-96頁 / iii. 97頁或以上)  
(i. 48 pages or less / ii. 49-96 pages / iii. 97 pages or more)
- C. 豪華精裝書 (須有外加物料於精裝書面)  
Deluxe Case Bound Book (including decorating materials on the book cover)
- D. 平裝書刊 (包括各類釘裝形式, 如鐵圈等)  
(i. 48頁或以下 / ii. 49-96頁 / iii. 97頁或以上)  
Limp Bound Book (including different types of binding, such as Wire-O etc)  
(i. 48 pages or less / ii. 49-96 pages / iii. 97 pages or more)
- E. 兒童圖書 Children Book

### 2. 雜誌印刷 (包括免費或銷售雜誌, 須提交最少兩期的印刷品) MAGAZINE PRINTING (INCLUDING SALE OR NOT FOR SALE MAGAZINE, AT LEAST TWO ISSUES SHOULD BE SUBMITTED)

### 3. 年報印刷 (包括: 中期報告書) ANNUAL REPORT PRINTING (INCLUDING INTERIM REPORT)

- A. 商業公司 (Commercial Company)
- B. 非牟利機構及慈善機構 (Non-profit Making Organization and Charity Organization)

\*非牟利機構及慈善機構免參賽費用 This item is free for Non-profit making and Charity Organizations

### 4. 報紙印刷 (只包括: 日報及免費報紙) NEWSPAPER PRINTING (ONLY INCLUDES DAILY NEWSPAPER AND FREE TABLOIDS NEWSPAPER)

### 5. 包裝印刷 PACKAGING PRINTING

- A. 豪華包裝品 (如情況許可, 最好能附有該作品應盛載的物品, 例如化妝品, 酒類, 月餅及食品, 珠寶及首飾, 其他) Deluxe Packaging (please attach the appropriate containing items for the entry if available, for example Cosmetic, Wine, Mooncake and Food pack, Jewelry and Accessories or Others)
- B. 紙製包裝品 (包括化妝品, 酒類, 月餅及食品, 珠寶及首飾等各類紙袋及純紙製包裝等) Paper Packaging (including paper bags and purely paper-made packaging for Cosmetic, Wine, Mooncake and Food pack, Jewelry and Accessories or Others)
- C. 非紙製包裝品 (包括非紙類包裝, 膠袋及鋁袋等) Other Materials Packaging (including other non-paper materials packaging, plastic bag and aluminum bag)

### 6. 宣傳品印刷 PROMOTIONAL PRINTING

- A. 冊頁 (包括: 產品宣傳書冊、目錄、招股書等)  
Brochure (including promotional booklet, catalogue and prospectus)
- B. 其他 Others

### 7. 零件文儀印刷 STATIONERY AND OFFICE MATERIAL PRINTING

- A. 賀卡 / 請柬印刷 Greeting / Invitation Card Printing
- B. 日曆 / 枱曆 Calendar Printing
- C. 利是封 Red Packet Printing
- D. 餐牌 Menu Printing
- E. 其他 Others

### 8. 數碼印刷 (碳墨) DIGITAL PRINTING (Toner base)

- A. 書刊 Book
- B. 相冊 Photo Album
- C. 售樓書 Real Estate Sales brochure

### 9. 數碼印刷 (噴墨打印) DIGITAL PRINTING (Inkjet) (此項目接受國內及海外的公司參加, 但參賽作品相關的印刷公司、客戶或設計師, 其一必須為香港註冊公司)

- A. 海報 Poster
- B. 裝置 (包括: 戶外、戶內、櫥窗或陳列裝置等) Decoration (including Outdoor, Indoor, Window display, Display device etc)
- C. 家居產品 (包括: 磚、牆紙、掛畫、地毯或紡織品等) Living (including Brick, Wallpaper, Hanging paintings, Carpet and Textile etc)

### 10. 學校刊物 (須有學生參與, 例如編輯, 設計, 攝影或排版等)

School Printing Materials (Students need to participate either in Editing, Design, Photo-shooting, Typesetting or Others)

\*此項目免參賽費用 No Entry Fee for this item

### 11. 特別印製技術開發及應用 (新物料應用)

SPECIALTY IN PRINTING (Application of new materials)

運用新技術; 或改良舊技術; 或新舊技術互相配合應用的印製品  
Based on new technologies, or improvement or innovative application of existing technologies

### 12. 創意產品 CREATIVE PRODUCTS

以印刷主導的消費品 Consumer Products

## 參賽資格

- 所有在香港註冊經營的印刷、出版、設計及相關行業或印刷品買家均可參賽。
- 只接受於2017年10月至2018年9月期間, 在香港印製之印刷品或香港註冊公司經國內印製之印刷品。
- 本年度大會增設第9項數碼印刷(噴墨打印)參賽項目, 此項目接受國內及海外公司參加, 但參賽作品相關的印刷公司、客戶或設計師, 其一必須為香港註冊公司。

## 參賽方法及費用

- 每項參賽作品需提交兩套樣本予主辦機構。
- 每項參賽作品須繳交港幣380元手續費, 可以現金或支票交付。(2018年8月31日前報名優惠價\$300)  
劃線支票抬頭: "Graphic Arts Association of Hong Kong Ltd. – Print Awards"
- 每項參賽作品連同參賽表格及費用交付:  
香港印藝學會: 香港柴灣新業街11號森龍工業大廈2字樓A座
- 參賽者應自行填報參賽項目, 但評判團有權將作品改置於最適合之賽項, 參賽者不得異議。
- 作品可參加多於一個項目, 但需分別提交作品、參賽表格及費用。

## 截止報名日期

2018年9月17日(星期一)下午5時30分

## 獎項

- 本年共設12個組別，分成32個項目(請參閱「參賽項目」)，每個項目設冠軍1名、優異獎2名。
- 此外設有全場大獎、最佳印製書籍獎、最佳創意印製大獎及匠心大獎各1名。
- 本年度大會在第6，7，8，9參賽項目中增設中小企參賽評選，參賽公司員工數目50人或以下將進入中小企參賽評選。
- 各項得獎作品之參賽者均獲頒發**獎狀**，得獎者和其他參與製作得獎作品之相關機構(印刷商、出版公司 / 買家、印刷代理、設計師及分色公司)亦可額外訂購獎座 / 獎狀。

## 評審

- 評判團成員為本港印刷、出版及設計專業團體和教育機構派出的代表，此外亦會邀請其他相關的社會團體委派代表擔任評判。
- 全場大獎由評判團於各項冠軍得獎作品中，以每人1票的形式選出。
- 最佳印製書籍獎由各書刊印刷項目的冠軍得獎作品中，以每人1票的形式選出入圍項目包括：單色及雙色調書刊、精裝書刊、豪華精裝書、平裝書刊、兒童圖書、年報印刷、數碼印刷(書刊)、學校刊物(書刊)。
- 最佳創意印製大獎及匠心大獎由評判團於各參賽作品中選出。

## 評選結果公佈及頒獎

- 於2018年11月上旬以專函通知得獎者。
- 於2018年12月3日第30屆香港印製大獎頒獎典禮中公佈結果及頒獎。

## 其他

- 所有參賽作品及附加物品概不退還。
- 得獎作品須另提交多一套予主辦機構，以便安排作海外展覽之用。
- 主辦機構有權將得獎作品作陳列、展覽及研討會之用，落選作品將捐作教學用途。
- 主辦機構有權於報章及主辦機構編印的刊物中刊登得獎作品之圖片。

## 查詢及報名

歡迎聯絡香港印製大獎秘書處

電話：2856 9725

傳真：2856 9765

網址：www.hongkongprintawards.org

電郵：hkpa\_eep@gaahk.org.hk

## ELIGIBILITY

- All printing and publishing firms, design companies, print buyers or related business registered in Hong Kong are welcome to nominate entries.
- All entry items must be produced between October 2017 to September 2018 in Hong Kong or in China by companies registered in Hong Kong.
- This year, a new category No.9 (Digital Printing - Inkjet) accepts entries from China and overseas, one of the parties customer, designer or printing company must be registered in Hong Kong.

## ENTRY PROCEDURES AND FEES

- Two copies of each entry should be submitted.
- Administration fee HKD\$380 would be charged for each entry (Early bird entry fee: HK\$300 on or before 31st August 2018). Please pay by cash or crossed cheque. Crossed cheque should be payable to "Graphic Arts Association of Hong Kong Ltd. – Print Awards"

- Each entry should be accompanied by an Entry Form completed with full details (photocopies of the Entry Form are acceptable) and sent to:  
Graphic Arts Association of Hong Kong  
2A Sum Lung Industrial Building, 11 Sun Yip Street, Chai Wan, Hong Kong
- Entrants should apply their desired category. However, the Panel of Judges reserves the right to place an entry in the most appropriate category. Such decision shall be regarded as final.
- One entry item can be nominated to various categories by submitting separate copies, entry forms and entry fees.

## DEADLINE

- 5:30 p.m. on 17th September 2018 (Monday)

## AWARDS

- Entries are divided into 12 categories in 32 groups (please refer to "Categories"). One champion and two merit awards would be selected from each group.
- There will also be one Grand Award, one Best Produced Book Award, one Best Creative Printing Award and one Best Crafted Award accordingly.
- This year, we will have extra awards in the 6th, 7th, 8th and 9th categories. Entry produced in printing company with 50 people or below will be judged separately.
- One **certificate** will be presented to the nominator of each winning item. The winner and other parties involved in the production of the winning item, including the Printer, Publisher (buyer), Print Broker (agent), Designer or Color Separation Company, may request purchasing additional certificates or trophies.

## PANEL OF JUDGES

- Experts from printing, publishing and design professional bodies and educational institutions, as well as representatives from other organizations, would be invited to form the Panel of Judges.
- The Grand Award shall be chosen from the champions of all categories by one man one vote system.
- The Best Produced Book Award shall be chosen from the champions of the following book printing categories: Mono/ Duotone Color Book, Case Bound Book, Deluxe Case Bound Book, Limp Bound Book, Children Book, Annual Report and Digital Printing: Book and School Printing Materials: Book.
- The Best Creative Printing Award and The Best Crafted Award shall be chosen from all categories.

## RESULT AND PRIZE PRESENTATION

- The winners will be notified by post at the beginning of November, 2018.
- Awards will be presented in the 30th Hong Kong Print Awards Presentation Ceremony on 3rd December 2018.

## OTHER INFORMATION

- All entry items and attachments shall not be returned.
- For each winning items, an additional copy should be sent to organizers for the purpose of overseas exhibitions.
- The organizers shall have the right to exhibit all winning items. Other entry items would be used for educational purpose.
- The organizers shall have the right to publish the winning items in newspaper and publications of the Hong Kong Print Awards Presentation Ceremony.

## ENQUIRIES

Please contact the Secretariat of the Hong Kong Print Awards

Tel: 2856 9725

Fax: 2856 9765

Website: www.hongkongprintawards.org

Email: hkpa\_eep@gaahk.org.hk