



FOR IMMEDIATE RELEASE

APRIL 27, 2014

PRINTING EXCELLENCE IN THE CAROLINAS RECOGNIZED

Laser Image Printing & Marketing Announced As Award Winner in the 2013 PICA Awards

Charlotte, NC — The Printing Industry of the Carolinas (PICA) has announced that **Laser Image Printing & Marketing of Durham** is an award winner in the 2013 PICA Awards Competition. The announcement was made April 26, 2014, during the 2013 PICA Awards Banquet in Concord, North Carolina, with more than 200 industry professionals in attendance. The PICA Awards competition is one of the largest printing contests in the nation.

This year, the PICA Awards attracted more than 600 entries from 53 printing companies, along with more than 300 entries from 7 graphic arts high schools and 8 college graphic arts programs from across the Carolinas.

Laser Image Printing & Marketing won 3 Best of Category Awards, 3 Special Judges Awards and 1 Award of Excellence. Only one “Best of” may be given in each category. One or more Special Judges Award or Awards of Excellence may be given in each category, limited to no more than one third of total entries per category.

A panel of out of state judges with extensive experience in printing and print production was brought in to examine the work. Each entry was judged on its own merit in a category with similar printed pieces. The judging criteria included: registration, crossovers, clarity and neatness, sharpness of halftones and line drawings, richness and tonal qualities of color, paper and ink selection, ink coverage, difficulty of printing, effective contrast or softness, finishing, bindery, and overall visual impact.

For more information, call **Mike Dickinson of Laser Image Printing & Marketing** at **919.361.5822**.

Since 1931, The Printing Industry of the Carolinas, Inc. (PICA) has been dedicated to advancing the success of the Carolinas’ printing and imaging industry. Working together with Printing Industries of America, the world’s largest graphic arts trade association, PICA provides training, resources, and a voice of advocacy on both a state and national level.

PICA is a trade association representing the graphic communications industry in North and South Carolina. North Carolina ranks as the 18th largest state print market in the United States with \$3.7 billion in sales, 1,410 total printing establishments and 22,111 employees. South Carolina ranks 29th in the nation, with \$1.4 billion in sales, 553 establishments, and 8,522 employees. PICA is headquartered in Charlotte, NC. For more information, visit www.picanet.org.

The PICA Awards Competition, owned and managed by The Printing Industry of the Carolinas (PICA), is an annual event established in 1966 that recognizes and rewards printing and imaging companies who combine fine craftsmanship with technology in order to produce outstanding finished products. The award-winning companies are honored each year at the PICA Awards Banquet.

###