



HP INKSPIRATION  
**AWARDS** 2021  
HP Indigo Digital Print





The HP Inkspiration Awards 2021 was founded by HP Graphics Solutions Business to recognize outstanding achievements and innovations in the printing industries across Asia. Formerly fêted as the Asia Pacific and Japan HP Digital Print Excellence Awards, this prized industry accolade is now on its 14th year. Submit your entry today and be a part of the growing Asia digital print community!

Winners from different categories will be notified prior to the Award Dinner, where the winning works will be showcased. Highly qualified leaders from the graphics arts, packaging and media industry will judge the entries based on:

### HP Indigo

- Overall aesthetics
- Impact/marketing effectiveness
- Shelf appeal
- Fit for purpose - design suitability
- Uniqueness/innovation
- Best use of media & substrate

**Submit your entry today and stand out among your peers in Asia Pacific and Japan!**

### Important Information

- **Submission Period: August 10, 2020 to March 15, 2021**
- **Results will be announced in April 15, 2021**



## How to participate

- Select the job that best represents your company strength.
- Submit your entry under one of the following press categories:

## Submission requirements

1. Printed Copy (3 sets)
2. Soft copy in CD-rom
3. Completed entry form

## HP Graphics Solutions Business

Categories	Requirements
<b>Events &amp; Campaigns</b>	<ol style="list-style-type: none"><li>1. Submit a minimum of 6 items with actual samples</li><li>2. Related to events or campaigns (e.g. brochure, flyer, banner, poster and etc.) using HP Indigo Digital Presses, Scitex Printers &amp; Presses or Latex Presses</li><li>3. Entries to this category are not eligible to submit under any of the Indigo categories</li><li>4. Dimension for large format sample should be kept not more than 1m x 1m x 1m</li></ol>

## HP Indigo

### Commercial Press Categories:

Categories	Requirements
<b>Photo Book</b> <ul style="list-style-type: none"><li>• Premium Photo Book</li><li>• Art Photo Book</li><li>• Consumer Photo Book</li><li>• B2-size Photo Book</li></ul>	Hard/soft cover (minimum 3 copies required)
<b>Commercial Printing</b> <ul style="list-style-type: none"><li>• Collateral supporting this unprecedented time</li><li>• Calendar</li><li>• Marketing Collateral</li><li>• Direct Mailer</li><li>• Restaurant Menu</li><li>• Self-promotion Collateral</li><li>• Hard Cover Books</li><li>• Soft Cover Books</li><li>• Self-Publishing Books</li><li>• High-end Coffee Table Books</li><li>• Limited Edition and Art Reproduction Books</li></ul>	<ol style="list-style-type: none"><li>1. Minimum 3 copies required</li><li>2. Entries to this category are not eligible to submit under Graphics Solutions Business Events &amp; Campaigns Category</li></ol>
<b>Technology Category</b> <ul style="list-style-type: none"><li>• Best use of SPOT color and Indi-chrome</li><li>• Best use of Media - at least 5 different media in a book or more...</li><li>• Fluorescent Inks</li><li>• Enhance Productivity Mode</li><li>• Specialty Printing</li></ul>	<ol style="list-style-type: none"><li>1. Minimum 3 copies required</li></ol>

### Label & Packaging Categories:

Categories	Requirements
<b>Labels</b> <ul style="list-style-type: none"><li>• Specialty print supporting this unprecedented time</li><li>• Health and Beauty Label</li><li>• Industrial Label</li><li>• Wine and Non Alcoholic Label</li><li>• Security Label</li><li>• Pharmaceutical Label</li></ul>	<ol style="list-style-type: none"><li>1. Submit a minimum of 500 labels with full finishings</li><li>2. Submit a minimum of 3 actual samples</li><li>3. Photo of the final product</li><li>4. Printed in 4 colours or more</li></ol>
<b>Shrink Sleeves</b>	
<b>Flexible Packaging</b>	
<b>Folding Cartons</b> <ul style="list-style-type: none"><li>• Pharmaceutical and Cosmetic</li><li>• Food Packaging</li></ul>	
<b>Environmental Responsibility</b>	

For enquiries, please contact: **Edcent Chan**, Email: [edcent.chan@hp.com](mailto:edcent.chan@hp.com)



# HP INKSPIRATION AWARDS 2021

## Entry Form: HP Graphics Solutions Business Category / HP Indigo Categories

Please complete all the details in this form in clear writing, and submit it together with your entry or entries.  
**All entries should arrive by no later than March 15, 2021.**

Company Name			
Contact Person	Telephone	Email	
Address			
Country		Postal Code	
Printed By		Designed By	
<b>Commercial:</b> <b>Photo Book</b> <input type="checkbox"/> Premium Photo Book <input type="checkbox"/> Art Photo Book <input type="checkbox"/> Consumer Photo Book <input type="checkbox"/> B2-size Photo Book <b>Commercial Printing</b> <input type="checkbox"/> Collateral supporting this unprecedented time <input type="checkbox"/> Calendar <input type="checkbox"/> Marketing Collateral <input type="checkbox"/> Direct Mailer		<b>Graphics Solutions Business:</b> <b>Commercial Printing (Cont'd)</b> <input type="checkbox"/> Restaurant Menu <input type="checkbox"/> Self-promotion Collateral <input type="checkbox"/> Hard Cover Books <input type="checkbox"/> Soft Cover Books <input type="checkbox"/> Self-Publishing Books <input type="checkbox"/> High-end Coffee Table Books <input type="checkbox"/> Limited Edition and Art Reproduction Books  <b>Technology Category</b> <input type="checkbox"/> Best use of SPOT color and Indi-chrome <input type="checkbox"/> Best use of Media – at least 5 different media in a book or more... <input type="checkbox"/> Fluorescent Inks <input type="checkbox"/> Enhance Productivity Mode <input type="checkbox"/> Specialty Printing	
		<b>Label and Packaging*:</b> <b>Labels</b> <input type="checkbox"/> Specialty print supporting this unprecedented time <input type="checkbox"/> Health and Beauty Label <input type="checkbox"/> Industrial Label <input type="checkbox"/> Wine and Non Alcoholic Label <input type="checkbox"/> Security Label <input type="checkbox"/> Pharmaceutical Label <input type="checkbox"/> <b>Shrink Sleeves</b> <input type="checkbox"/> <b>Flexible Packaging</b> <input type="checkbox"/> <b>Folding Cartons</b> <input type="checkbox"/> Pharmaceutical and Cosmetic <input type="checkbox"/> Food Packaging <input type="checkbox"/> <b>Environmental Responsibility</b>	
		<small>*For Label and Packaging category entries, please submit a minimum of 500 full finishing die cut labels for each entry.</small>	
Print Method		No. of Impressions	
Run Length		Turnaround Time	
HP Indigo Press used			
Substrate Type			
<b>No. of Colours used—please select:</b> <input type="checkbox"/> 4 colours <input type="checkbox"/> 5 colours <input type="checkbox"/> 6 colours <input type="checkbox"/> 7 colours			
<b>Spot Colour/s</b>			
<b>Special Inks—please select:</b> <input type="checkbox"/> Digital Matte <input type="checkbox"/> IndiChrome Violet <input type="checkbox"/> Light Cyan <input type="checkbox"/> White Ink <input type="checkbox"/> Special Effect <input type="checkbox"/> IndiChrome Orange <input type="checkbox"/> IndiChrome Green <input type="checkbox"/> Light Magenta <input type="checkbox"/> Light Black <input type="checkbox"/> Fluorescent Inks			
Finishing Process			
Short description of the submission/entry:			
Advantages of printing this job with HP Indigo technology that we successfully encouraged our client:			
<input type="checkbox"/> Quality - text and images <input type="checkbox"/> Solution for short-run demand including print and pay-per-need <input type="checkbox"/> Inventory cost saving <input type="checkbox"/> Setup time and cost savings		<input type="checkbox"/> Faster turnaround and delivery <input type="checkbox"/> Variable printing customization possibilities <input type="checkbox"/> Broad substrate range <input type="checkbox"/> Real finishing pro	
We would like to give HP PPS Asia Pacific Pte. Ltd. consent to:			
<input checked="" type="checkbox"/> Keep all the entries <input type="checkbox"/> Showcase the entries at trade shows and at the Centre of Excellence <input type="checkbox"/> Use the entries in photography for PR/other promotional usages		<input type="checkbox"/> Use of design source files as part of product demonstration purposes	
<input type="checkbox"/> Please tick the box to confirm you have the approval of the brand owners for the submission of your entries.			

If you would like to submit more than one entry, please attach another entry form and number additional entries accordingly.  
 Send all entries to: Attn: Edcent Chan, HP PPS Asia Pacific Pte. Ltd., GSB Centre of Excellence, No.3 Tuas Link 4, #03-01, Singapore 637016

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