



2009 Printing Industries of America Certificate of Merit Award Winner Category: Envelopes

About the Award

PIA/GATF is the world's largest graphic arts trade association, representing an industry with more than one million employees. Each year hundreds of PIA/GATF members from four continents and the Pacific Rim enter thousands of printed projects for judging, making this the largest competition of this type in the world. A Certificate of Merit Award is given to those few entries representing an extremely high level of quality in both printing and design

Purpose of the Project

The envelope was part of a direct mail campaign to attract prospective home owners to the newest Cliffs Communities development at High Carolina. Since this was the first golf course design for Tiger Woods in the United States, it was important to have this envelope be as impactful as possible, since it would be the first piece that the recipient would see.

Production Notes

Daniels Graphics worked with the designer, The Bounce Agency of Greenville, SC, to print and convert the envelopes. Final approval came from The Bounce Agency at press check, to make sure that the ink densities helped make the images as vibrant as possible.

After the sheets were printed, Daniels Graphics controlled the converting of the envelopes and insured delivery to the final destination.