

PDI Integrated Print Solutions Inc. wins two Gutenberg prizes to cap North American print competitions.



Gutenberg
LA FIERTÉ!
2015



■ **KIRKLAND, MAY 19TH 2015** – PDI Integrated Print Solutions Inc. is proud to announce that they have been awarded two Gutenberg prizes at the 2015 Gutenberg Gala held on May 14th, 2015 at the Montreal Science Center in Montreal. In its 33rd year, the Gutenberg Gala brings together over 300 people from the print industry to celebrate their craft and to unveil the winners amongst printers from various regions in the province of Quebec.

The first Gutenberg prize was awarded under the category 'Technical Challenge-Magazine' for the souvenir programme *The Beatles*™*LOVE*™ by Cirque du Soleil. The technical challenges in this piece were numerous; from the full size gold stamping of a long playing disk reminiscent of The Beatles' era, to the faithful reproduction of the colourful imagery that is distinctive to Cirque du Soleil.

This breathtaking piece has won a prize in every North American competition in which it has been submitted. In September 2014 a Benny award was garnered for this piece at the Premier Print Awards in Chicago Illinois, followed by a Gold prize in the Canadian Print Awards in November 2014 in Toronto. The print award hat-trick was completed with the most recent Gutenberg prize and has reconfirmed that PDI is an undeniable leader, not only in Quebec, but in the rest of Canada as well as throughout North America.

The second Gutenberg prize was allocated to PDI in the 'Technical Challenge- Packaging' category for the 'Midnight Romance' box produced for L'Oréal Canada. Calling upon the best in both offset and digital printing, PDI produced a box with a pop-up mechanism and several inserts to create an indelible package to launch a memorable new perfume.

Upon accepting the prizes, Louise Kralka, Vice-President Sales & Marketing at PDI stated: "Teamwork is the key to producing such award winning pieces. From the team of designers who push us to explore the limits of print technology, to our employees who embrace the challenge as well as our suppliers who offer their constant support. Teamwork is a key component of our corporate culture and keeps us at the forefront of top printers in the industry."

Gaetano DiTrapani, Chief Operating Officer said: "the stunning visuals of these award-winning pieces reaffirm the value of print and its place in the marketing mix. PDI believes in the future of print and is committed to constantly reinvesting in equipment, tools and training in order to continue to produce breathtaking pieces for our faithful clientele."

PDI Inc. is the largest independent sheet-fed printing company in Quebec providing complete **Integrated Print Solutions**. Pre-media, offset, digital, and large-format print production, web-to-print, as well as fulfillment, warehousing and direct mail services are offered to clients in Quebec, across the rest of Canada and in the United States.

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