

PDI Integrated Print Solutions takes home two prizes at 2016 Gutenberg Gala.



■ **KIRKLAND, MAY 16TH, 2016** – PDI Integrated Print Solutions Inc. was honoured to receive two Gutenberg prizes at the 2016 Gutenberg Gala held on May 12th, 2016 at the Montreal Science Centre. In its 34th year, the Gutenberg Gala drew over 300 guests from various regions of Quebec, Ontario and the United States in order to celebrate the exceptional print productions by Quebec artisans in the categories of 'Innovation' and 'Technological Challenge'.

PDI received its first Gutenberg prize in the category of 'Innovation' for their creative solution of a point of purchase display designed to hang as a suspended ceiling tile and giving the impression that an arrow had crashed through the tile. The effect is so realistic that it was very successful at capturing the consumer's attention and effectively communicating the message.

Gaetano DiTrapani, Chief Operating Officer of PDI commented: "We are especially proud of this piece which was produced in our large format printing facility. We made our first investment in the large format sector 18 months ago, in support of our mission to offer integrated services. Our recent merger announcement with respect to combining the operations of Trans-Optique, Imagerie DB and LVP.ca in April 2016, confirms our commitment to the development of more innovative large format pieces in the years to come."

The second Gutenberg prize was awarded in the category 'Technical Challenge'. The winning piece was a hard cover souvenir programme book for the Cirque du Soleil® production of KURIOS. The KURIOS programme is a departure from the usual bold colours that are a signature of the well known Cirque du Soleil productions. Based and designed on the look of old traveling circuses, the KURIOS programme focused on subtle sepia toned colours and photos reminiscent of that era. With fine lines reversed out of solids, PMS metallics and screens on both offset and coated papers throughout the book, the PDI artisans had their work cut out for them in order to produce a stunning result.

Upon accepting this second prize, Jamie Barbieri, President of PDI stated: "We want to thank the Cirque du Soleil and all our clients for supporting us and for demonstrating their confidence in our abilities by granting PDI the opportunities to produce wonderful printed pieces that challenge our production teams to continually surpass expectations. It is thanks to our clients that PDI is on the podium here today – along with our employees and our partners, they are the foundation of our success and continued growth."

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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