

# PDI Inc. wins two Benny awards in International Print Competition



■ **KIRKLAND, SEPTEMBER 9, 2013** – PDI Inc. is proud to announce that their INNOVATION book has won two Benny Awards in the 2013 Premier Print Awards, the graphic arts industry's largest and most prestigious international printing competition. The competition culminated with a Gala Event in Chicago, Illinois on September 8, 2013 where the winners claimed their prizes.

PDI's INNOVATION book was recognized as an outstanding achievement in print production, winning a Benny Award in both the categories of 'Digital Print-Brochures' and 'Print Self-Promotion'.

The Premier Print Awards, hosted by Printing Industries of America, are the printing industry's oldest and largest worldwide graphic arts competition. The competition was fierce in 2013, with over 2,800 entries submitted from printing and graphic arts firms operating in 13 countries around the world. A Benny is the highest accolade, bestowed only upon flawless entries. Given this high standard, a Benny is not always awarded in every category. Thanks to the craftsmanship of its dedicated employees, PDI produced an exceptional printed piece worthy of two Benny Awards.

"The feedback that we have received from our clients regarding our INNOVATION book has been incredible", said Jamie Barbieri, President of PDI. "Our customers love the new added-value applications such as the raised dimensional varnish, the larger format sheet, the enhanced fifth colour printing unit for fluorescent, pearlescent and metallic colours, as well as the UV Varnish effects that can all be incorporated into marketing print communications to increase ROMI. The adoption of these special print techniques has been rapid and continues to grow every day, both with our existing clients and with new clients who have come to PDI for this unique offering."

Gaetano Di Trapani, Chief Operating Officer, commented: "PDI's \$800,000 investment in its new digital print platform reaffirms the company's position as a market leader with many opportunities for growth. The production of our INNOVATION book highlights multiple groundbreaking applications in our digital print offering. Our production teams worked closely together to produce a promotional piece that is visually striking and memorable – we are very proud of this accomplishment and the recognition of the industry as a Benny Award recipient."

**Printing Industries of America** hosts the Premier Print Awards. Headquartered in Sewickley, PA, Printing Industries of America is the world's largest graphic arts trade association representing an industry with approximately one million employees. It serves the interests of more than 10,000 member companies. Printing Industries of America, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.

**PDI Inc.** is the largest independent sheet-fed printing company in Quebec providing complete **Integrated Print Solutions**. Pre-media, offset and digital 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.

#### *Information:*

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