



28TH ANNUAL FSEA GOLD LEAF AWARDS

Judged on design, execution and level of difficulty, the annual Gold Leaf Awards Competition consistently draws entries from around the world and is committed to gaining visibility throughout the graphic arts community at large. From foil stamping and embossing to specialty coating, film laminating, laser cutting, diecutting, cold foil application, binding and more, the competition celebrates the quality, added value, shelf presence, security and brand recognition that these finishing processes lend to the printed sheet.

JUDGING

All judges are knowledgeable in print finishing processes. To ensure fairness, submitting companies are masked during the judging process and no judge may cast a vote for any entry submitted by his/her own company. Judges will select a Gold, Silver and Bronze award in each category. Additionally, a “Best of Show” award will be selected from among the Gold award winners in each category. The decision of the judges will be final. There will be no appeal of the judges’ decision and no correspondence regarding the details of the judging.

We honor the Best of Show winner and all category winners during the Gold Leaf Awards Reveal, to be held virtually during the FSEA Online Learning Experience in Spring 2021. In addition, winners will be recognized at the FSEA 2021 Finishing Summit, to be held in October 2021. Attendees at this event also can view a display of all the award winners.

INDUSTRY RECOGNITION

Award winners in each category receive the following:

- A personalized award certificate suitable for display
- Recognition with a photo of the submitted entry and production details on the FSEA website
- Recognition in the May/June issue of *PostPress* magazine
- Additional recognition in other industry publications and industry events, including *Folding Carton Industry*, *Brand Experience* and PACK EXPO Las Vegas.

DON'T MISS THESE DATES

January 1, 2021

FSEA Gold Leaf Awards Entry Form Available

The 2021 competition information will be available at www.fsea.com, including downloadable entry forms.

March 8, 2021

Entry Deadline

More than 300 entries from around the world are expected.

Mid-March 2021

Gold Leaf Award Judging

Submissions are judged by a panel of experienced industry leaders.

Early April 2021

Winners Notified

All winners will be notified by email – but Gold, Silver and Bronze award levels are not revealed until the Gold Leaf Awards Reveal!

Mid-April 2021

Gold Leaf Awards Video Reveal

Awards will be revealed during the 2021 FSEA Online Learning Experience.





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CATEGORIES

Entries can be submitted under the Product or Specialty Finishing/Binding Application Category or both.

PRODUCT CATEGORIES

1. Foil and/or Embossed Hardback Book Cover
2. Foil and/or Embossed Softback Book Cover
3. Foil and/or Embossed Greeting Card
4. Foil and/or Embossed Client Promotion/Brochure
5. Foil and/or Embossed Folding Carton
6. Foil and/or Embossed Rigid Box
7. Foil and/or Embossed Self Promotion
8. Foil and/or Embossed Presentation Folder
9. Foil and/or Embossed Label (Sheet or Rotary)
10. Foil and/or Embossed Business Card
11. Foil and/or Embossed Stationery Ensemble (Letterhead and Envelope)
12. Foil and/or Embossed Announcements/Invitation
13. Foil and/or Embossed Calendar
14. Foil and/or Embossed Direct Mailer
15. Foil and/or Embossed Miscellaneous Product

SPECIALTY FINISHING/BINDING APPLICATION CATEGORIES

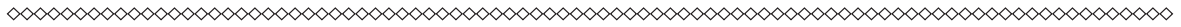
16. Refractive Foil (micro-etched die)
17. Cold Foiling (carton or label)
18. Cold Foiling (promotion or brochure)
19. Digital Foil (varnish adhesive)
20. Digital Foil (toner adhesive)
21. Digital Inkjet Coating (raised, textured, or glitter)
22. Specialty UV Coating - Screen (raised, textured, or glitter)
23. Laminating Film (holographic, soft touch, or other decorative film)
24. Laser Cutting (Decorative)
25. Special Diecut
26. Letterpress
27. Unique Fold
28. Unique Binding (perfect, mechanical, case)

RULES & REGULATIONS

- Entry fees must accompany entries or your entries will not be judged. FSEA does not invoice.
- Each entry must be submitted with a separate entry form.
- Two finished pieces for each entry should be submitted per category. Please contact the FSEA if only one entry is available.
- Entires must not be mounted, and press sheets will not be accepted – only finished pieces.
- There is no limit to the number of entries a company can submit. There is a one-time fee for the first entry. Each additional entry, no matter what the category, will be charged a subsequent fee. See entry fees for additional information.
- FSEA retains the right to re-categorize entries as necessary. This assures the fairest judging and affords the entrant the best opportunity for a gold, silver or bronze award.
- Entries cannot be returned and become the property of FSEA.
- Any company engaged in the production or design of decorative print materials may enter. It is not necessary to be an FSEA member. However, entry fees for non-members are higher.
- FSEA reserves the right to share images of entries.



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ENTRY FORM

(Each entry requires its own form.)

Award category: _____

Title of entry: _____

Suppliers (foil): _____

Suppliers (foil/embossing dies): _____

Suppliers (machinery): _____

Paper stock: _____

Brief description of the process: _____

Company: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

FSEA Members:

1st entry @ \$40..... \$40

_____ Additional entries @ \$25/each..... _____

Total Amount Due: _____

Non-Members:

1st entry @ \$55..... \$55

_____ Additional entries @ \$35/each..... _____

Total Amount Due: _____

Method of payment:

Check (included with entry forms)

Credit Card

Card: Visa MC Discover AMEX

Card # _____

Exp. Date: _____

Security Code: _____

Name on Card: _____

Billing Address: _____

Signature: _____

Questions?

Call Jeff Peterson at 785.271.5816

or email jeff@fsea.com.

Deadline: March 8, 2021

Send your entries, with entry forms attached, and payment to:

Foil & Specialty Effects Association (FSEA)

ATTN: Gold Leaf Awards

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