



# 32ND 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.

## INDUSTRY RECOGNITION

Award winners in each category receive the following:

- In-person recognition at the FSEA Gold Leaf Awards Reception during Amplify Print (June 10-12, 2025, Rosemont, IL)
- 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*, *Packaging Impressions Magazine*, and the Showcase of Packaging Innovations at PACK EXPO 2025

## DON'T MISS THESE DATES

NOVEMBER 2024

### FSEA Gold Leaf Awards Entry Form Available

The 2025 competition information will be available at [www.fsea.com](http://www.fsea.com), including downloadable entry forms.

MARCH 2025

### Entry Deadline

More than 300 entries from around the world are expected.

APRIL 2025

### Gold Leaf Award Judging

Submissions are judged by a panel of experienced industry leaders.

APRIL 2025

### 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!

JUNE 2025

### Gold Leaf Awards Presentation

Awards will be revealed during Amplify Print – June 10-12, 2025





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## CATEGORIES

Entries can be submitted under the Product or Specialty Finishing/Binding Application Category or both.  
(A separate entry fee is required for each category entered.)

### 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 Roll-to-Roll)
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. Holographics
17. Embossing
18. Overprinting Foil
19. Refractive Foil (micro-etched die)
20. Cold Foiling (carton or label)
21. Cold Foiling (promotion or brochure)
22. Digital Foil (varnish adhesive)
23. Digital Foil (toner adhesive)
24. Digital Inkjet Coating (raised, textured, or glitter)
25. Specialty UV Coating - Screen (raised, textured,  
or glitter)
26. Laminating Film (holographic, soft touch, or  
other decorative film)
27. Laser Cutting (Decorative)
28. Special Diecut
29. Letterpress
30. Unique Fold
31. Unique Binding (perfect, mechanical, case)
32. Film Casting (Cast & Cure™)
33. Sustainable Design
34. Best Use of Transfer Metallization

## 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.
- Entries 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 @ \$65..... \$65

\_\_\_\_\_ Additional entries @ \$30/each..... \_\_\_\_\_

Total Amount Due: ..... \_\_\_\_\_

## NON-MEMBERS:

1st entry @ \$85..... \$85

\_\_\_\_\_ Additional entries @ \$45/each..... \_\_\_\_\_

Total Amount Due: ..... \_\_\_\_\_

## QUESTIONS?

Call Jeff Peterson at 785.271.5816  
or email [jeff@fsea.com](mailto:jeff@fsea.com).

## 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: \_\_\_\_\_

**Deadline: March 14, 2025**

Email entry form to [gayla@fsea.com](mailto:gayla@fsea.com) **AND** send a copy of form with your entry to:

Foil & Specialty Effects Association (FSEA)

ATTN: Gold Leaf Awards

2150 SW Westport Drive, Suite 101

Topeka, KS 66614