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PRINTING EXCELLENCE IN THE CAROLINAS RECOGNIZED

The Printing Port Announced As Award Winner in the 2016 PICA Awards

Charlotte, NC — The Printing Industry of the Carolinas (PICA) has announced that **The Printing Port of Myrtle Beach** is an award winner in the 2016 PICA Awards Competition. The announcement was made April 29, 2017, during the 2016 PICA Awards Banquet in Concord, North Carolina, with more than 270 industry professionals in attendance. The PICA Awards competition is celebrating its 51st season and continues to be one of the largest printing contests in the nation.

This year, the PICA Awards attracted more than 670 entries from 53 printing companies, along with more than 170 entries from 7 graphic arts high schools and 6 college graphic arts programs from across the Carolinas.

The Printing Port won 3 Best of Category Awards and 1 Special Judges Award. Only one “Best of” may be given in each category. One or more Special Judges Award or Award of Excellence may be given in each category, limited to no more than one third of total entries per category. **The Printing Port** also won the **Canon Best Printing Division B (10 to 25 Employees) award.**

A panel of out of state judges with extensive experience in printing and print production was brought in to examine the work. Each entry was judged on its own merit in a category with similar printed pieces. The judging criteria included: registration, crossovers, clarity and neatness, sharpness of halftones and line drawings, richness and tonal qualities of color, paper and ink selection, ink coverage, difficulty of printing, effective contrast or softness, finishing, bindery, and overall visual impact.

For more information, call **Wayne Morris of The Printing Port** at **(843) 236-1225.**

Since 1931, The Printing Industry of the Carolinas, Inc. (PICA) has been dedicated to advancing the success of the Carolinas’ printing and imaging industry. Working together with Printing Industries of America, the world’s largest graphic arts trade association, PICA provides training, resources, and a voice of advocacy on both a state and national level.

PICA is a trade association representing the graphic communications industry in North and South Carolina. North Carolina ranks as the 17th largest state print market in the United States with \$3.48 billion in sales, 1,282 total printing establishments and 19,877 employees. South Carolina ranks 32nd in the nation, with \$1.2 billion in sales, 496 establishments, and 7,415 employees. PICA is headquartered in Charlotte, NC. For more information, visit www.picanet.org.

The PICA Awards Competition, owned and managed by The Printing Industry of the Carolinas (PICA), is an annual event established in 1966 that recognizes and rewards printing and imaging companies who combine fine craftsmanship with technology in order to produce outstanding finished products. The award-winning companies are honored each year at the PICA Awards Banquet.

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