



**FOR IMMEDIATE RELEASE:**

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PRINTING EXCELLENCE IN THE TRI-STATE REGION RECOGNIZED

## **2015 Graphics Excellence Awards CPC Printing & Promotions Receives Highest Honors**

Pewaukee, WI — The Great Lakes Graphics Association (GLGA) has announced that CPC Printing & Promotions of Onalaska, Wisconsin is a multiple winner in the 2015 Graphics Excellence Awards competition. The judging was concluded on March 17-18, 2015, by a team of independent judges. The GEA is one of the largest printing competitions in the nation.

CPC won (1) Best of Category Award, (1) Best of Division Award, (12) Awards of Excellence, and (19) Certificates of Merit.

- Best of Category is awarded to the most outstanding entry in each category and must be flawless to win. Given this high standard, every category may not have a winner.
- Best of Division is awarded to allow like-sized printers to compete against one another.
- Award of Excellence is awarded to finalists for the Best of Category in each category.
- Certificate of Merits are for those entries deserving acknowledgement for achieving a high quality in printing.

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, contact Bob Sargent, Chief Operating Officer of CPC at 608-791-5052.

*Since 1886, The Great Lakes Graphics Association (GLGA) has been dedicated to advancing the success of the printing and graphics industry. Working together with Printing Industries of America (PIA), the world's largest graphic arts trade association, GLGA represents the three state region of Illinois, Indiana, and Wisconsin and provides training, resources, and a voice of advocacy on both a state and national level.*

*The Graphics Excellence Awards (GEA) competition, owned and managed by The Great Lakes Graphics Association (GLGA), is an annual event that recognizes and rewards printing and finishing companies who combine fine craftsmanship with technology in order to produce outstanding finished products. The award-winning companies are honored each year at the GEA Celebrations, to be held this year on May 20 simultaneously in Milwaukee, WI and Addison, IL.*