

Winning printers

PRINTING is as important to the business of advertising as oil to a car—it's something that may not be intensely scrutinised, but it's something without which the industry would not have evolved into what it is today.

The National Print Awards celebrate the best in technical skill and printing expertise and were held last week at a ceremony at Sydney's Convention & Exhibition Centre.

The key winners in the advertising and media categories included News Magazine's *Inside Out*, for which its printer Offset Alpine won gold for best web offset publication, and Moon Design, which won the Agfa Gevaert Award for Creative use of Photography in Printing for its campaign for Show Ads.

Moon was briefed by Show-Ads to design and develop a campaign for the creative industries. The piece needed to position Show-Ads as having a creative

understanding of its clients.

Printing group giant IPMG took out a total of 32 medals, nine of which were gold. Their awards included Hammanprint's work on the George Patterson Bates-commissioned Grace Bros catalogues, BHP brochures from Craft Printing NSW, commissioned by FNL Communications, and the Triumph International catalogue printed by Inprint in Queensland for BCM Partnership.

Inprint also won gold for the Poster and Showcards section for its work commissioned by Mojo Partners for the Abused Child Trust hall.

Hammanprint took out the gold for Fairfax's Saturday inserted magazine, *The Good Weekend*, in the Web Offset on Uncoated Stock category.

Printers Rodney Robertson & Associates in SA took out a gold in the Screen Printing on Other Material category for its work for KWP's Two Dogs campaign.



The IPMG group took out 32 awards in total including its work for Grace Bros (top left), The Abused Child Trust Ball (top right), *The Good Weekend* (middle left), and for Triumph (above).

Left: KWP's Two Dogs campaign won a gold for printing.

Far left: Moon Design's work for the Show-Ads campaign.



Inside info
on Australia's
most awarded
print group

