

# PDI Integrated Print Solutions Inc. wins two Benny awards for the second year in a row in International Print Competition



■ **KIRKLAND, OCTOBER 10<sup>TH</sup>, 2014** – PDI Integrated Print Solutions Inc. is proud to announce that they have once again been granted two Benny Awards in the 2014 Premier Print Awards, the graphic arts industry's largest and most prestigious international printing competition.

The Benny Awards were remitted to PDI Integrated Solutions Inc. in Chicago, Illinois during the Gala Event held on September 28<sup>th</sup>, 2014. In its 65<sup>th</sup> year, The Premier Print Awards are the printing industry's oldest and largest worldwide graphic arts competition, hosted by Printing Industries of America. In 2014 a total of 2,890 entries were submitted from printing and graphic arts firms operating in seven countries around the world.

For a second year in a row, a PDI self-promotion piece was one of the winning entries in the 'Digital Printing- Campaign' category. PDI's elaborate campaign called "13 + 1 essential ingredients" included several unique and highly personalized pieces. The campaign used targeted data to drive 1:1 communication, added special effects in digital print and also combined cross channel communications with QR codes and PURLs to convey the message. The execution of the campaign and its flawless rollout demonstrated how the value of print in a digital world is still very much a reality.

The second Benny Award was bestowed upon PDI in the programme category, for their entry of *The Beatles™ LOVE™* by *Cirque du Soleil®*. With this challenging piece, PDI worked diligently to find unique solutions to reproduce the visual effects conceived by the creative graphic artists at *Cirque du Soleil*. The end result had to live up to the high standards of *Cirque du Soleil* and do justice to their breathtaking imagery. The print community's recognition of outstanding achievement in print production for the *The Beatles LOVE* souvenir programme confirms that PDI has succeeded in attaining these goals.

Jamie Barbieri, President of PDI commented: "Be it to promote our own company, or to produce a stunning piece for our clients, PDI's employees work in close collaboration at each stage of the production process. The innumerable years of experience that our personnel brings to the table, along with the help of our valuable outside suppliers, ensure that we can find creative solutions to produce memorable pieces. The dedicated craftsmanship of our employees is one of our greatest assets."

Gaetano Di Trapani, Chief Operating Officer added: "To maintain its position as an industry leader, PDI systematically re-invests in equipment and encourages a corporate culture that reaches for excellence. Our clients are always looking for new and better ways to enhance their image and to get their message to market. We greatly appreciate that they entrust PDI with that mission."

**Printing Industries of America** hosts the Premier Print Awards. Headquartered in Sewickley, PA, Printing Industries of America is the world's largest graphic arts trade association representing an industry with approximately one million employees. It serves the interests of more than 10,000 member companies. Printing Industries of America, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.

**PDI Inc.** is the largest independent sheet-fed printing company in Quebec providing complete **Integrated Print Solutions**. Pre-media, offset and digital print production, web-to-print, as well as fulfillment, warehousing and direct mail services are offered to clients in Quebec, across the rest of Canada and in the United States.

#### Information:

Mr. Jamie Barbieri, President  
PDI Inc.  
18103, Trans-Canada Highway  
Kirkland (Quebec) H9J 3Z4  
514 695 1333



Jamie Barbieri, President,  
PDI Integrated Print Solutions  
Jeff Ekstein, Printing Industries  
of America