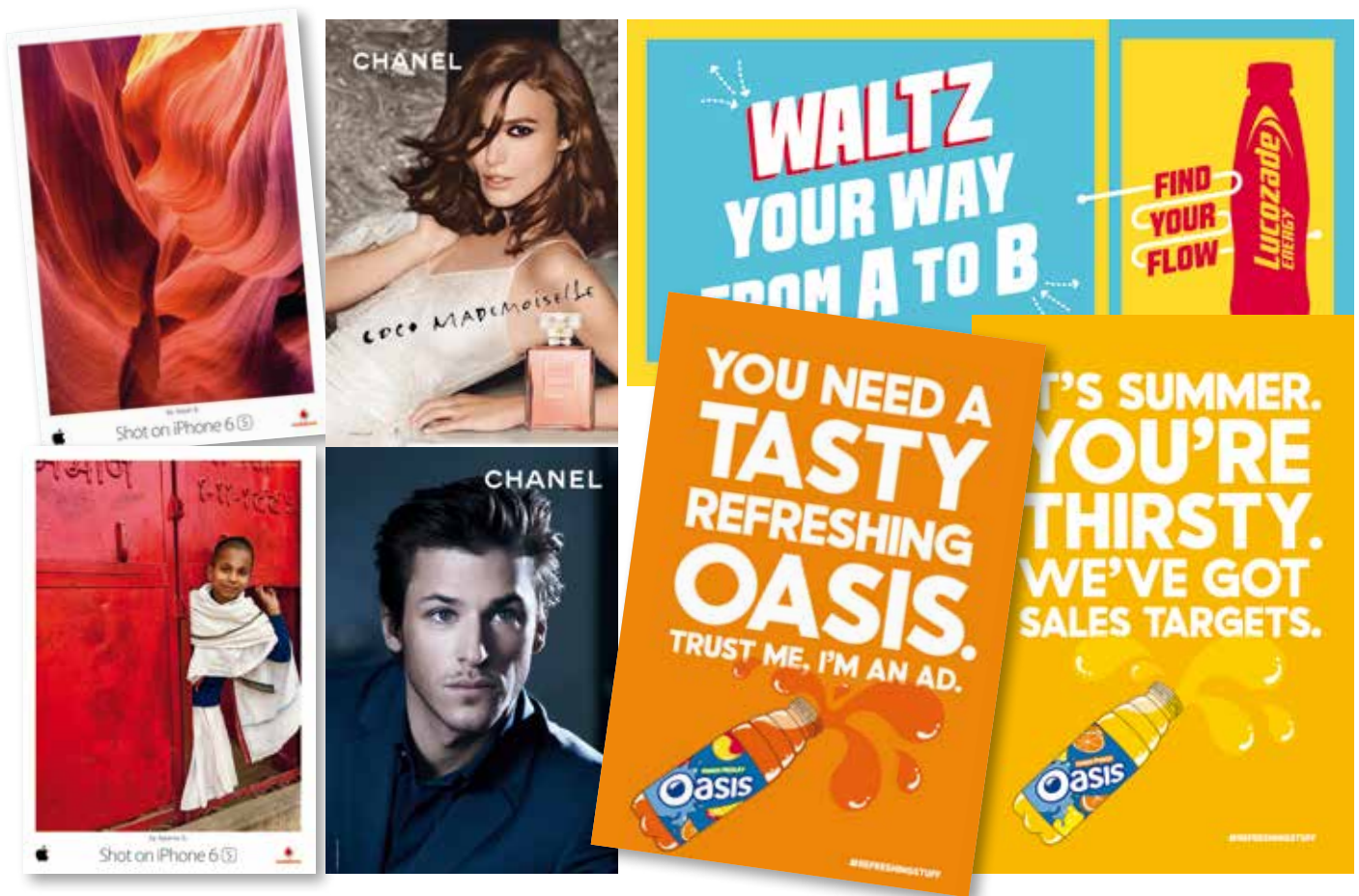


Awards 2016 Out-of-home Printer of the Year



Finalists

- Augustus Martin
- Octink
- P+D
- SMP Group

Winner

Augustus Martin

www.augustusmartin.com 020 7537 4200

Big is beautiful for the Bromley-by-Bow printer. Take the Lucozade 48-sheet Find your Flow outdoor posters that sport big, bold blocks of colour to throw up an immediate and visually arresting poster. It looks simple, almost simplistic, but the key is the consistency of colour across the sheets to create a seamless impression when installed. Everyone, according to the award entry, loves working on luxury brands and Chanel always comes up with stunning imagery for its campaigns. The six-sheet Coco Mademoiselle-Bleu poster for Network (London) required Augustus Martin to balance skin tones with the needs of background imagery. The judges were won over, with one suggesting the "strong colours, excellent skin tones and sharp details just edged it for me".

Highly commended

Octink

www.octink.com 020 8232 6868

Last year's winner almost took it again this year thanks to entries such as that for South Bank Place. Perimeter branding for the posh development included five 6x3.15m LED-illuminated digitally printed flex-face lightboxes projecting above a main hoarding comprising 495m of 3mm aluminium composite material and visuals on flexible translucent PVC. Freestanding signs gave added visual definition, leaving vocal definition to the judges: "Great use of substrates made this entry stand out."

Augustus Martin:
consistency was key
across 48 sheets

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