

## Awards 2016 Point-of-purchase Printer of the Year



### Finalists

- Augustus Martin
- Imprint  
(part of Pureprint Group)
- KMD Company
- SMP Group

### Winner

#### Imprint (part of Pureprint Group)

[www.imprintgroup.co.uk](http://www.imprintgroup.co.uk) 08448 112138

The look and feel of real door and window frames were essential for the success of this project, explains this year's winner of its White Stuff display. The Newcastle upon Tyne team worked with the client's visual merchandising team to create mock-ups to ensure they matched original reclaimed doors that were the main inspiration. Imprint turned to large-format digital for the job, using its six-colour, 1.6x3.1m digital flatbed to produce window and frame props on Re-board material. "We were tasked with ensuring the final printed version of the door and window frames closely matched the original feel and look and then carry it out throughout all 100 stores across the UK." Judges bought into the idea and execution: "Loved the adventurous way they executed the process – peerless."

### Highly commended

#### KMD Company

[www.kmdcompany.co.uk](http://www.kmdcompany.co.uk) 0116 270 9221

This customer was happy: "The fun product aimed at children uses a single-piece construction resulting in strong sales and very favourable customer comments." But Teethmarks Bookmarks' gloss-laminated display wasn't child's play. Numerous mock-ups and a digitally printed colour prototype came and went before production started in four colours on 520-micron Lino-Freeze. One judge echoed the customer's approval: "KMD really put together an impressive body of work, I was impressed."

Imprint turned in an adventurous submission

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