





The HP Inkspiration Awards 2023 were founded by HP Industrial Printing Business to recognize outstanding achievements and innovations in the printing industries across Asia. Formerly fêted as the Asia Pacific and Japan HP Inkspiration Awards, this prized industry accolade is now in its 16th year. Submit your entry today and be a part of the growing Asia digital print community!

## HP Digital Prints

Judges look for:

- Overall aesthetics
- Impact/marketing effectiveness
- Shelf appeal
- Fit for purpose - design suitability
- Uniqueness/innovation
- Best use of media & substrate

Submit your entry today and stand out among your peers in Asia Pacific and Japan!

## Important Information

- Submission Period: June 20, 2023 to August 25, 2023
- Judging Date on September 12, 2023



## How to participate

- Select the job that best represents your company strength.
- Submit your entry under one of the following press award categories:

## Submission requirements

1. Printed Copy (3 sets)
2. Soft copy in CD-rom
3. Completed entry form

### HP Digital Prints

Categories		Requirements
<b>COMMERCIAL CATEGORIES</b>		
<b>Photo Book</b>	Consumer	Hard/soft cover (minimum 3 copies required)
	Premium	
	Arts Reproduction	
<b>General Commercial Printing</b>	Marketing Collateral	Minimum 3 copies required
	Calendar	
	Leaflets, Flyers, Brochures	
	Direct Mail and Trans promo	
	Soft Cover Books	
	Hard Cover Books	
	Specialty Printing	
<b>CONNECTING CONSUMERS</b>		
	Personalization	Minimum 3 copies required
	HP Mosaic	
	HP Collage	
	Limited Editions	
	Variable Data	
<b>VALUE ADDED FEATURES</b>		
	Special Color Inks	Minimum 3 copies required
	Enhance Productivity Mode	
	Offset vs Digital Printing	
<b>HIGH-END CONSUMERS</b>		
	Wine & Spirits	<ol style="list-style-type: none"> <li>1. Minimum of 500 labels with full finishings required</li> <li>2. Minimum 3 actual samples required</li> <li>3. Photo of the final product</li> </ol>
	Non-alcoholic Beverages	
	Food Label	
	Health & Beauty	
	Pharmaceutical & Neutraceutical	
	Industrial Label	
	Shrink Sleeves	
	Flexible Packaging	
	Folding Cartons	
	Security (Anti-Counterfeit)	
<b>SUSTAINABILITY</b>		
	Sustainable Materials	
	Reducing Waste	
	Environmental Awareness	
	Biodegradable	
<b>HP PAGEWIDE PRODUCT INKJET</b>		
	Publishing- Books	Minimum 5 actual samples required
	Publishing- Other	
	Direct Mail	
	Catalogs/Brochures/Flyers	

For enquiries, please contact: **Lisa Watson**, Email: [lisa1.watson@hp.com](mailto:lisa1.watson@hp.com)

# HP INKSPARATION AWARDS 2023

## Entry Form: HP Indigo Categories

Please complete all the details in this form in clear writing, and submit it together with your entry or entries.  
**All entries should arrive by no later than August 25, 2023.**

Company Name			
Contact Person	Telephone	Email	
Address			
Country	Postal Code		
Printed By	Designed By		
<b>Commercial Categories:</b> <b>Photo Book</b> <input type="checkbox"/> Consumer <input type="checkbox"/> Premium <input type="checkbox"/> Arts Reproduction <b>General Commercial Printing</b> <input type="checkbox"/> Marketing Collateral <input type="checkbox"/> Calendar <input type="checkbox"/> Leaflets, Flyers, Brochures <input type="checkbox"/> Direct Mail and Trans promo <input type="checkbox"/> Soft Cover Books <input type="checkbox"/> Hard Cover Books <input type="checkbox"/> Specialty Printing		<b>Value Added Features:</b> <input type="checkbox"/> Special Color Inks <input type="checkbox"/> Enhance Productivity Mode <input type="checkbox"/> Offset vs Digital Printing  <b>Sustainability:</b> <input type="checkbox"/> Sustainable Materials <input type="checkbox"/> Reducing Waste <input type="checkbox"/> Environmental Awareness <input type="checkbox"/> Biodegradable	
<b>High-end Consumers:</b> <input type="checkbox"/> Wine & Spirits <input type="checkbox"/> Non-alcoholic Beverages <input type="checkbox"/> Food Label <input type="checkbox"/> Health & Beauty <input type="checkbox"/> Pharmaceutical & Neutraceutical <input type="checkbox"/> Industrial Label <input type="checkbox"/> Shrink Sleeves <input type="checkbox"/> Flexible Packaging <input type="checkbox"/> Folding Cartons <input type="checkbox"/> Security (Anti-Counterfeit)		<b>Connecting Consumers:</b> <input type="checkbox"/> Personalization <input type="checkbox"/> HP Mosaic <input type="checkbox"/> HP Collage <input type="checkbox"/> Limited Editions <input type="checkbox"/> Variable Data  <b>HP PageWide Product InkJet:</b> <input type="checkbox"/> Publishing- Books <input type="checkbox"/> Publishing- Other <input type="checkbox"/> Direct Mail <input type="checkbox"/> Catalogs/Brochures/Flyers	
<small>*For High-end Consumers category entries, please submit a minimum of 500 full finishing die cut labels for each entry.</small>			
Print Method	No. of Impressions		
Run Length	Turnaround Time		
HP Press used			
Substrate Type			
<b>No. of Colors used—please select:</b> <input type="checkbox"/> EPM <input type="checkbox"/> 4 colors <input type="checkbox"/> 5 colors <input type="checkbox"/> 6 colors <input type="checkbox"/> 7 colors <input type="checkbox"/> HD			
Spot Color/s			
<b>Special Inks—please select:</b> <input type="checkbox"/> Digital Matte <input type="checkbox"/> IndiChrome Violet <input type="checkbox"/> Light Cyan <input type="checkbox"/> White Ink <input type="checkbox"/> Special Effect <input type="checkbox"/> Vivid Pink / Vivid Green <input type="checkbox"/> IndiChrome Orange <input type="checkbox"/> IndiChrome Green <input type="checkbox"/> Light Magenta <input type="checkbox"/> Light Light Black <input type="checkbox"/> Silver Ink <input type="checkbox"/> Invisible Ink			
Finishing Process			
Short description of the submission/entry:			
Advantages of printing this job with HP Indigo or PageWide Inkjet that convinced our client to purchase:			
<input type="checkbox"/> Quality - text and images <input type="checkbox"/> Solution for short-run demand including print and pay-per-need <input type="checkbox"/> Inventory cost saving <input type="checkbox"/> Setup time and cost savings		<input type="checkbox"/> Faster turnaround and delivery <input type="checkbox"/> Variable printing customization possibilities <input type="checkbox"/> Broad substrate range <input type="checkbox"/> Real finishing pro	
We would like to give HP PPS Asia Pacific Pte. Ltd. consent to:			
<input checked="" type="checkbox"/> Keep all the entries <input type="checkbox"/> Showcase the entries at trade shows and at the Centre of Excellence <input type="checkbox"/> Use the entries in photography for PR/other promotional usages		<input type="checkbox"/> Use of design source files as part of product demonstration purposes <input type="checkbox"/> Buy winning entries to use as marketing kit	
<input type="checkbox"/> Please tick the box to confirm you have the approval of the brand owners for the submission of your entries.			

If you would like to submit more than one entry, please attach another entry form and number additional entries accordingly.  
 Send all entries to: Attn: Lisa Watson, HP PPS Asia Pacific Pte. Ltd., Graphics Experience Center, No.3 Tuas Link 4, #03-01, Singapore 637016

© 2023 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. To the extent allowed by law, HP shall not be liable for technical or editorial errors or omissions contained herein. June 2016

