2018 PEAK AWARD WINNERS

Edited by Staff

This year's PEAK Award winners went the extra mile to achieve goals and solve challenges. Check out the impressive planning, creativity and collaboration that went into these projects.

In some people's minds, your industry is just ink on paper. Those people have never judged or viewed the Print Excellence and Knowledge (PEAK) Awards.

The next several pages are filled with achievements and advancements, a wide range of missions and milestones. You'll see a textured brochure placed into a bottle. A mural on glass that helped a hotel advertise during construction. A rebranded magazine with an eye-opening history book. An electronic billing technology that enabled faster payments. A mailer that matched a cool event theme and helped to boost attendance.

That's not even half of the winners. This year's PEAK Awards are a testament to hard work and teamwork. They spotlight an industry that knows how to roll up its sleeves, and then roll out products, programs and services that literally mean business. Distributors and manufacturers are turning "solution" from a buzzword to a business reality, with discussions, plans and actions that make a tangible difference to clients.

Since 1995, the PEAK Awards have served as an annual way to congratulate companies that care deeply about the industry's impact on end users. Held in partnership with the Print Education & Research Foundation (PERF), PEAK recognizes your success, awarding teams that make bold decisions, infuse projects with energy and ideas, and innovate to help their clients accelerate.

This year, judges used the following criteria to choose winners:

- Level of innovation
- Suitability based on the client's intent
- Strategic significance
- Distinction from similar products in the category.
- Results or projected results

PSDA congratulates all the PEAK Award winners, and also the industry at-large. You're establishing closer trust with clients, resulting in deeper conversations and connections. Here's a giant fist-bump to everyone who entered.

What follows are testimonials from the winners, explaining challenges and solutions in their own words. Enjoy flipping through these pages.

PEAK BASICS

PSDA's annual Print Excellence and Knowledge (PEAK) Awards highlight unique and successful print and marketing services applications. The association hosts this annual competition to honor the work of print professionals who have met their customers' needs by providing outstanding value-added products and services through creativity in design, production, fulfillment and other services, while solving problems or improving business functions.

At the beginning of 2018, PSDA began calling for entries in various ways, including in *PS Magazine*, in the association's e-newsletter and online at www.psda.org/peakawards. Submissions closed Aug. 30, and judging took place Oct. 12. at PSDA Headquarters in Chicago.

NO MISTAKES ALLOWED

WINNER: TAIYODO PRINTING INC.
PROJECT: SPECIAL COLLECTION TAX STATEMENT

THE CHALLENGE

Each year, “special collection tax statement” is forwarded by every city in Japan to its residents via their employer. The statement package is encapsulated and sealed by the municipalities all over the country. The number, paper size, and thickness of the statements and letters (including payment slips for the companies and personal statement for the individuals) varies. Matching these documents to create a package, which includes a greeting letter and a 24-page instruction booklet, is an extremely complex task.

Our company used to handle this task manually with 10 employees and some part-time employees over four days at the request from a local city in Chiba prefecture with a population of 90,000. Handling of personal information, such as annual salary income and other income recorded, was a sensitive task. No mistakes were allowed; if they were, they made the news and appeared in local newspapers.

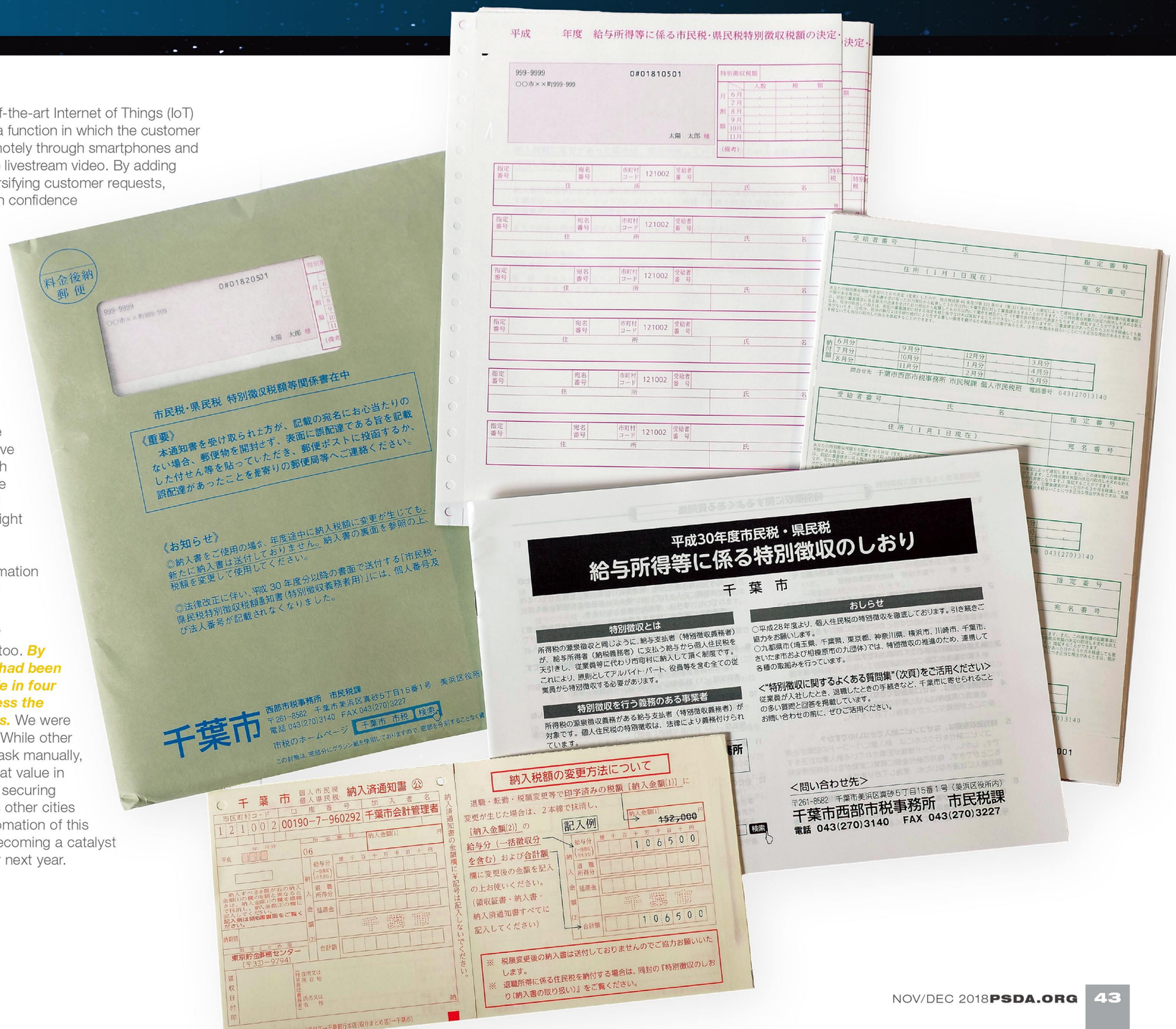
Two years ago, we were approached from a city with a population size of 1 million to consign this annual tax statement enclosure and sealing operation. Until then, the city had 50 staff people to handle it manually over four days. The condition for our company to be consigned for this project was to make no mistakes. As long as we engage in manual work performed by people, there will be mistakes, so we came to conclusion of developing encapsulated sealing machines by introducing state-of-the-art robotic technology for this task.

THE SOLUTION

We nominated the Takada sales manager as the person responsible for this project and consulted with a domestic state-of-the-art encapsulating and sealing machine manufacturer for the realization of a service that responds to our customer’s request. This manufacturer is a company with technology that can develop its own encapsulation seal. It took about two years to develop a mechanism to match papers of different shapes and quantity by combining our technology and the originally developed OCR number that can be read automatically through collaboration. In addition, we were able to acquire a government subsidy aimed at the development of innovative technologies, and were able to reduce our cost by about 50 percent. Testing this robot started last fall, and after adjustments and improved work, we successfully processed the actual enclosing service in May of 2018.

Furthermore, by using state-of-the-art Internet of Things (IoT) technology, we have created a function in which the customer can monitor the operation remotely through smartphones and tablets, by observing a secure livestream video. By adding the use of IoT to cater to diversifying customer requests, we can offer new services with confidence that can be entrusted by our customers.

THE RESULT

By achieving 100 percent of our customer’s request, we were able to earn maximum trust. We processed a total of 59,000 three-point matching, enclosing and sealing operations with different sizes, thicknesses and number of papers — free of mistakes. Moreover, we have created a mechanism in which the weight calculated from the matching information and the actual individual envelope weight is compared, so that correct matching can be checked by 1/100th of a gram. This information is saved as a log so the work precision can be proved.

We succeeded in significantly shortening the delivery date, too. ***By mechanizing the work that had been processed by 10 staff people in four days, we were able to process the same workload in four hours.*** We were able to secure profit, as well. While other companies still perform this task manually, our mechanization added great value in avoiding mistakes, so we are securing profit without competition. As other cities are also interested in the automation of this process, this technology is becoming a catalyst to increase our customers for next year.