

print media messe  
**drupa**

world market print  
media, publishing &  
converting

3.- 16. 5. 2012  
düüsseldorf, germany  
[www.drupa.com](http://www.drupa.com)

**drupa report No. 2 wins BCP silver award:  
Special prize in the category “Print & Innovation”**

The multiple-award winning drupa report has received a further recognition: in the “Best Of Corporate Publishing-Awards” it has won the silver prize in the category “Print & Innovation”. The combination of versioned digital and high-quality offset printing, the hallmark of issue No. 2, convinced the high-calibre jury. Commenting on the accolade Manuel Mataré, the Managing Director responsible for drupa at Messe Düsseldorf, said: “As organisers of drupa we are, of course, especially pleased with this award as the drupa report impressively reflects the dynamism of a whole industry while representing its innovative strength.” The prizes of the Forum Corporate Publishing are presented by a high-calibre expert jury every year. This year 633 entries submitted in 32 categories sparkled with even higher quality, innovative design and cross-media content. Acting as a patron for the contest is the German Economics Minister Philipp Rösler.

The drupa report distinguished itself in the category “Print & Innovation” from numerous competitors. The jury especially liked the current focal theme and its implementation: the integration of versioned digital printing and high-quality offset printing with a personalised cover and four pages inside. Each of the 41 editions featured another country-specific landmark on it’s cover allowing drupa to highlight its global reach while demonstrating how offset and digital printing can complement each other. The design of the quality magazine comes care of Holger Giffhorn/Giffhorn Design, Wuppertal. Altogether the print run was 13,000 copies with circulations between 50 and 3,000 copies per country version.



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## **Background Information on “Best Of Corporate Publishing”**

Boasting 633 submitted publications in 2011, the BCP is one of the most important Corporate Publishing Contests in Europe. Since 2003 the Forum Corporate Publishing (FCP) in partnership with the leading industry journals *acquisa*, *Horizont*, *w&v* and the *Swiss Werbewoche* has awarded the best corporate publications from the German-speaking region with the BCP Best of Corporate Publishing Award. The highly prestigious trophies are presented in 28 categories and 4 Special Prize categories.

## **BCP 2011 Facts**

### **Presenters**

Presenters: 265  
Submitted publications: 633

### **Categories**

**Categories:** 28  
**New:** CP-Excellence; Digital Media/Best Application  
**Special Category Prizes:** 4  
**Print & Innovation:** sponsored by Laserline  
**Green Publishing:** sponsored by main sponsor Steinbeis Papier  
**Cover of the Year:** sponsored by Corbis  
**International Communication:** sponsored by LinguaKraft Language Services in cooperation with Transatlantic Translations

**Entries in digital categories:** over 10%  
Increase in annual reports: 23% more entries than in 2010

### **Jury**

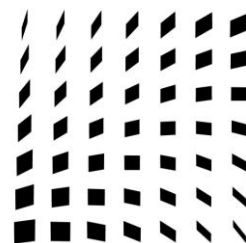
Jury members: 105  
Jury groups: 25  
Duration: 3 days / 24 hours

### **Nominees**

Nominees / Shortlist: 167  
Gold award winners: 32

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