

FOR IMMEDIATE RELEASE

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DMM, Inc. - Winner in New England Regional Printing Awards of Excellence Competition



PINE, has announced that **DMM, Inc.** of Scarborough, Maine is an award winner in the Association's New England regional Awards of Excellence Competition. The announcement was made April 13 during PINE's Industry Awards Gala, held at the Newton Marriott in Newton, MA, with hundreds of industry professionals in attendance. PINE's Awards of Excellence Competition, attracted over 320 entries from 41 printing and imaging companies across New England competing in a variety of printing and graphic communications categories such as best annual report, direct mail campaign, labels & packaging, and more.

DMM, Inc. won in the **Digital Printing Campaign** category for *The Real Yellow Pages* - produced for Hunt Direct and Havas Edge. A panel of judges with extensive experience in printing and print production, were brought in to examine the wide range of work submitted. Each entry was judged anonymously on its own merit in a category with similar printed pieces. The judging criteria included: registration, clarity and neatness, sharpness of halftones and line drawings, richness and tonal qualities of color, paper and ink selection, ink coverage, difficulty of printing, effective contrast or softness, overall visual impact and bindery.

"Our judges have a total of 80 years of print production experience and are invited across the country to other PIA associations to judge so they have seen all levels of print," said Christine Hagopian, PINE's Director of Programs. "Even though the number of entries was not as large as some of the other associations they felt the quality of PINE members' entries took a back seat to no one. Our members should be very proud of that."

PINE is the largest trade association to serve printing and graphic communications companies throughout New England. PINE serves more than 360 member companies through a wide range of products and services that enhance member profitability. The Association is affiliated with the world's largest graphic arts trade association, Printing Industries of America.