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### I hear you, James Cryer – Cicely Brown, British Printing Industries Federation (BPIF)

Thursday, 15 April 2004

By Print21

Dear Patrick,

It was refreshing to read W. James Cryer's letter in the recent edition of Print21 Online. For the last five years the British Printing Industries Federation has been running its Excellence Awards and I am proud to say that the only print quality that is seriously considered is the coursework submitted for the Apprentice of the Year award.

With the strapline: "The only awards which tell [your] customers, suppliers, employees and investors that [you] run an excellent business" it stands out from the two, much larger (trade magazine supported) events which hand out 25+ awards, predominantly for printed products.

When judging companies entering the Excellence Awards, print quality is a given. If your quality is not great and you still have a healthy bottom line you're either successfully exploiting the 'pile it high, sell it cheap' business model – or you won't be around for long.

The BPIF's mission statement is 'to promote the competitiveness and profitability of the UK printing industry' and we do this through a wide range of products and services aimed at best practice in HR, health & safety, environment, training, and other business processes. The Excellence Awards are one way of recognising and rewarding the leading companies which others can look to as examples.

We are constantly looking to innovate and more recently introduced "the Best Use of Digital Print" (only returns to the customer are really considered!), Turnaround Award and Marketing Award. You are welcome to have a look at the entry forms on [www.britishprint.com](http://www.britishprint.com) under 'Industry', Excellence Awards. We would welcome your feedback!

I receive the Print21 emails regularly and think they're great! It's quite incredible how identical the issues are between the UK and Australia despite the distance. It all makes for good reading.

Thank you!

Cicely

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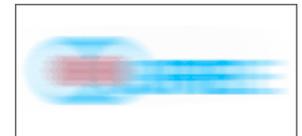
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A pathway to failure – Alan King on OnDemand. There are some intractable problems facing the industry . This is one. <http://t.co/Tjh6xANmqD>

Michael Wu wins the battle for OnDemand – Plenty of disappointed printers in Melbourne over missing out <http://t.co/IXv3PtckzF>

Starleaton expands with Zund agency takeover | Print21 Ben Eaton is on the takeover track. <http://t.co/GRtavWVg6C> via @sharethis

Joan Grace quits Printing Industries & Future Print –

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The industry can't afford to lose talent such as Joan Grace  
[.http://t.co/DuGDpXtwbC](http://t.co/DuGDpXtwbC)

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Colin Longbottom heads towards the exit Good man Colin, hope your saddlebags are well loaded for the sunset ride.  
<http://t.co/d5oamor2X>

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