



## **SG360° Recognized for Printing Excellence with Eight Graphics Excellence Awards from the Great Lakes Graphics Association**

WHEELING, IL, – April 23, 2018 – Continuing a tradition of excellence in printing, SG360° has received eight awards, including Best of Category – Direct Mail Campaigns, Consumer, in the Great Lakes Graphics Association’s 2018 Graphics Excellence Awards (GEA) competition.

In its 19<sup>th</sup> year, the GEA recognizes printing and finishing companies for their design, creation and production of printed materials. Judging is conducted by a team of independent judges with extensive experience in printing and print production who evaluate hundreds of samples for technical quality and print execution.

Judging criteria included registration, crossovers, 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, finishing, bindery and overall visual impact.

In addition to being named Best of Category for its collaboration with Perigold, SG360° took home four additional awards in the Direct Mail Campaigns, Consumer category along with awards in the Variable Data Digital Printing, Programs (4 or more colors) and Specialty Inks or Coatings, Fragrances, or “Invisible” Printing Inks categories.

Receipt of these awards underscores SG360°’s commitment to creating innovative direct marketing programs of the highest quality.

### **ABOUT SG360°**

SG360° is an industry-leading printing and direct marketing services provider that offers multichannel marketing solutions. Its services range from research and strategy to concept and execution and includes multichannel marketing, direct mail, data analytics, and fulfillment, among other services. Headquartered in Wheeling, Ill., it was founded in 1956 and has annual revenues of \$300 million. Besides Wheeling, it has locations elsewhere in Illinois and also in California, Michigan, Minnesota, New Jersey, New York and Texas. More information is available at [www.sg360.com](http://www.sg360.com).