



## 34<sup>th</sup> Annual Louie Award Category List

### GREETING CARD OCCASIONS

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.50 and below, or above \$5.50 unless otherwise stated.

- **Birthday (General)**
- **Birthday (Humorous)**
- **Birthday (Small Company)** *\*not divided by price*
  - Company must have five employees or fewer.
- **Blank**
  - Must not have verbiage on either the front or the back
- **Celebrating Diversity and Inclusion** *\*not divided by price*
  - Cards for an increasingly diverse, unique, and wonderful world that celebrate a traditionally under-represented community, such as LGBTQ+, Black, Indigenous, People of Color, People with Disabilities, or Latinx
- **Children's**
- **Congratulations/Special Occasion**
  - Includes Graduation, Good Luck, New Baby, Retirement, Promotion, New Home, Bon Voyage, Wedding, Engagement, etc.
- **Friendship/Encouragement (General)**
- **Friendship/Encouragement (Humorous)**
- **Get Well/Feel Better**
- **Romantic Occasions**
  - Includes Love, Wedding, Anniversary, Engagement, etc. Excludes Valentine's Day
- **Sympathy**
- **Thank You**
- **Trends and Events**
  - Cards that reflect trending topics in the current culture, ranging from social media and entertainment to political or social causes

### SEASONAL GREETING CARDS

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.50 and below, or above \$5.50.

- **Christmas/Seasonal (General)**
- **Christmas/Seasonal (Humorous)**



- **Father's Day**
- **Halloween**
- **Mother's Day**
- **Non-Religious Celebrations**
  - Includes Thanksgiving, New Years, St. Patrick's Day, Memorial Day, etc. Excludes Halloween and Valentine's Day.
- **Religious Celebrations**
  - Includes Easter, Hanukkah, Christening, Communion, Rosh Hashanah, Bat/Bar Mitzvah, etc. Excludes Christmas.
- **Valentine's Day**

## CARD SETS

Includes all cards sold in sets, whether boxed or in other packaging (bagged/banded/wrapped, etc.).

- **Christmas/Seasonal Boxed Set** *\*not divided by price*
  - Cards sold "separately" as individual cards, and holiday photo cards, are not eligible and should be entered in their relevant category. The complete set as sold must be submitted.
- **Everyday Boxed Set** *\*not divided by price*
  - Includes blank note cards, thank you cards, assorted greeting cards, etc. The complete set as sold must be submitted.

## INVITATIONS & ANNOUNCEMENTS

To qualify for this category, cards must be from a production run of 50 pieces or more.

- **Invitations & Announcements (Wedding)** *\*not divided by price*
- **Invitations & Announcements (Non-Wedding)** *\*not divided by price*
  - Includes any card that is designed to incorporate a customer photo or carry a personalized printed message. Includes graduation announcements, moving announcements, birth announcements, Save the Dates, personalized holiday cards, personalized or photo greeting cards, general invitations, etc. DOES NOT INCLUDE WEDDING INVITATIONS.

## SPECIAL CATEGORIES

- **Letterpress**
  - In addition to the stated Louie criteria, this award recognizes the tradition and artistry of letterpress, including overall design, creativity, and craftsmanship. Entrants must submit three representative cards for the judges to evaluate the collection as a whole. This falls under one entry fee.
- **Print & Production Excellence**



- In addition to the stated Louie judging criteria, this award recognizes both innovation and craftsmanship. We are looking for cards demonstrating outstanding utilization of print process and/or special finishing techniques

including but not limited to foil stamping, laser or die-cutting, embossing, flocking, or other embellishments. Special attention will be given to innovation, print and production quality, and overall attention to detail.

- **Paper Engineering & Innovation**

- In addition to the stated Louie judging criteria, this award recognizes innovation and engineering of a card, we are looking for cards demonstrating outstanding utilization of paper engineering which may include, but is not limited to, the use of pop-ups, sound, and lights. Special attention will be given to innovation, print and production quality, and overall attention to detail and elaboration. Limited to 1 entry per company.

- **Superbly Stated**

- This category celebrates outstanding editorial copy. Only greeting cards featuring original composition are eligible for entry. Text should uniquely or profoundly express a sentiment which elevates the overall card to excellence.

- **Rising Star**

- Companies that have been in operation for three years or less are eligible to enter this category. Entrants must submit five representative cards for the judges to evaluate the line as a whole. This falls under one entry fee. Companies that have entered, but have not won this category in the past, and are still in operation under three years, are eligible to enter again.

## **SPECIAL RECOGNITION**

- **Writer of the Year**

- This category recognizes the talent of the amazing writers in our industry. Entrants must submit five representative cards for the judges to evaluate the artist as a whole. This category can be self-nominated, or you can nominate someone in the industry.

- **Artist of the Year**

- This category recognizes the talent of the amazing artists in our industry. Entrants must submit five representative cards for the judges to evaluate the artist as a whole. This category can be self-nominated, or you can nominate someone in the industry.

- **Consumer's Choice**

- This award is unlike any of the rest because it is not one you submit to. Each year, all the winning cards are automatically entered and friends, family, and the public can vote for their favorite card of the year.