



-- known as the "Bennys" -- sponsored by the Printing Industries of America and will be judged later this year against other regional winners from across the country. Rickard Bindery won two Bennys in 2004.

Rickard won the AIPX Best of Category for Binding Process award for a stitched booklet within a booklet for Griffith Laboratories. The interior booklet has a six-page body signature with a translucent cover, and appears to be floating inside the larger booklet. The outer booklet includes a signature, pocket cover and a die-cut outer translucent.

A two-way step-down accordion piece netted Rickard Best of Category honors for both Special Innovation and Other Special Finishing Techniques. This piece for Whale Watch combines three separate sections using Rickard proprietary technology to create a step-down accordion that opens both from the front and the back.

Rickard also won the They Said It Couldn't Be Done Best of Category award for an innovative direct mailer for Home Depot. This piece features four triangle-shaped panels folded to center, a removable 3" x 3" insert glued to the lower left quadrant, and a final gatefold with two wafer seals. Rickard delivered 290,000 pieces.



Rickard won a total of 6 AIPX Awards from the PII.

### **Award of Excellence**

A welded seam remoisit envelope with gatefold secured Rickard an Award of Excellence for Binding Process. Rickard actually salvaged this 1 million piece project for Assurant Health after another bindery was unable to run it through its machines. A late design change altered the final fold to a gatefold. Using its folding expertise and a gatefold attachment, Rickard overcame the production issue.

### **Certificate of Merit**

Rickard also received the AIPX Certificate of Merit for Binding Process for a uniquely shaped stitched booklet called Homecoming 2005. This piece featured an eight-page plus cover book shaped like a college pennant. Rickard used a guillotine cutter to create the book's shape, thus avoiding the expense of die cutting.

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**About Rickard Bindery:** Founded in 1900, Rickard Bindery is an industry leader in binding and finishing. In its 80,000-square-foot facility, Rickard provides miniature, oversized, map, gate and specialty folding; saddle and loop stitching with up to 12 pockets; string tying; rotary scoring; fulfillment; attaching; wafer sealing and seam, fugitive and remoistenable gluing. For more information on Rickard's services, go to [www.RickardBindery.com](http://www.RickardBindery.com), or call Jim Egan at 1-800-747-1389.