

LOUIE CATEGORIES 2021



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: \$5.00 and below, or above \$5.00.

- **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: \$5.00 and below, or above \$5.00.

- **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

Price break for card sets is per piece, determined by dividing the total retail price of the set by the number of cards it contains. Includes all cards sold in sets, whether boxed or in other packaging (bagged/banded/wrapped, etc.).

- **Christmas/Seasonal Boxed Set**
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. Entries are divided by two price points: \$3.00 and below, or above \$3.00.
- **Everyday Boxed Set**
Includes blank note cards, thank you cards, assorted greeting cards, etc. The complete set as sold must be submitted. Entries are divided by two price points: \$3.50 and below, or above \$3.50.

INVITATIONS & ANNOUNCEMENTS

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

- **Invitations & Announcements**
Entries are divided by two price points: \$5.00 and below, or above \$5.00. Includes any card that is designed to incorporate a customer photo or carry a personalized printed message. Includes wedding invitations suites, graduation announcements, moving announcements, birth announcements, Save the Dates, personalized holiday cards, personalized or photo greeting cards, general invitations, etc.

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 in order 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 in order 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

- **Consumer’s Choice**
- **Artist of the Year**
- **Writer of the Year**