

Awarding winning results on FSC materials

HSPG Design and Print Awards 2007 Best Direct Mail winner Precision Printing

The HSPG Design and Print Awards 2007 recognise the high ground in graphic communications. The new awards provide a wider platform for capturing "excellence" within the graphical arena, and offer increased opportunity for leading industry players to demonstrate the very best in design and print.

Print Judges

Chairman Alice Twemlow / NYC
Keith Marley/ Fulmar Colour Printing
Peter Hayden/ St Ives Westerham Press
Ged King/HBOS
John Knight/Anton Group
Jim Lakin/Taylor Boxam
Charles Taylor/Taylor Brothers

Judges Comment

"Great Production which really enhances the substrate and gives this product life"

Ged King / HBOS

Title: American Express Platinum Card

Welcome Pack

Print: Precision Printing

Design: Ogilvy One

Paper: Think Bright 150g/m and 300g/m



The Challenge

American Express wanted to update the card delivery welcome pack for the re-launch of their prestigious Platinum Card product, in an effort to enhance the exclusive nature of the product while ensuring that all the card benefits were clearly explained for nine markets across Europe.

Our approach

Working closely with the designers Precision devolved innovative packaging and brochure concepts which would deliver all the collateral while holding luggage tags and present the Platinum Card itself recessed within the cover of the brochure. Bright white uncoated stocks were selected from FSC approved sources.

