



**Press Release**

**April 2008**



MACtac WORLDWIDE AWARDS 2008  
**EUROPEAN WINNERS**

The MACtac Worldwide Awards were created to reward excellence in the field of visual communication, help the industry grow and offer new ideas to end-users. The European session of the 6<sup>th</sup> MACtac Worldwide Awards took place in Lisbon this March, with over 200 finalists selected from thousands of entries.

Leading sign industry magazine editors were joined on the jury by technical, advertising, and creative experts across the fields of application, printing and design.

Work from printers, applicators and end-users from all over Europe was submitted into four different categories: Vehicle Graphics, Interior Signs, Exterior Signs and Technical Achievements.

A special Advertising Prize has also been awarded to the entry considered most relevant and ground-breaking from an advertiser's point of view.

Once again, a huge variety of interesting, innovative and individual projects have made the judging extremely difficult.

*"The wealth of the advertising industry is not money. Our real wealth is our ideas. So we have to consider these entries with an open mind, and also with a lot of respect."  
Alain Godefroid, President of the Jury.*



## EASTERN COUNTRIES

**1st PRIZE:** **G&G Studio Sp. z o.o. (Poland)** for a new type of tram shelter decoration, that used vinyl instead of paint to create a strong impact both day and night. (Products: IMAGin JT 5929, LF 3699)





*Mactac Europe would like to thank all the entrants, Mactac distributors, the industry press and members of the jury for making the 2008 Mactac Worldwide Awards another resounding success.*

Note to the editor :

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