

Local firm wins design award for annual reports

BEATING thousands of entries, home-grown design agency Q-Plus Design is one of the six platinum awardees at the *Graphis* 100 Best Annual Report 2011.

The award – given out by New York-based design journal *Graphis* – is an industry benchmark for annual report design.

Past winners of the *Graphis* awards include annual reports for IBM, The Coca-Cola Company, Quick-silver, and the Samsung Group.

Q-Plus won the platinum award

for its design work on SGX-listed DMX Technologies Group's 2009 annual report. It also picked up a silver award for its work for another SGX-listed company, ecoWise Holdings. Only platinum, gold, and silver awards were given out in the annual report category.

The Singapore annual reports business is estimated to be worth at least \$20 million per year, and more companies have no qualms about forking out extra cash to make their annual reports an eye-catching read.

“While the integrity of the facts and figures underlines and encapsulates our corporate governance regime, the design elements capture the essence of the key messages in a creative and progressive fashion,” said Jismyl Teo, chief executive of DMX Technologies.

The *Graphis* awards are also given out in the categories of graphic design, advertising, photography, and posters. The winning annual reports will be featured in the *Graphis Annual Report Annual 2011*.