Design-2-Part Wins National and Regional ASBPE Awards for Editorial Excellence

Trade magazine for U.S. manufacturers captures Silver Awards for Enterprise News Story

PROSPECT, Conn. — (August 17, 2015) — The American Society of Business Publication Editors (ASBPE) has awarded *Design-2-Part* magazine a 2015 Silver National Award in the Enterprise News category for the story, "Merger of Software and Hardware Has Big Implications for Manufacturing and Design." The article, written by *Design-2-Part* Editor Mark Shortt, also earned a Silver Regional Award in the Northeast Regional ASBPE (Azbee) Awards of Excellence Competition.

ASBPE presented the national award as part of its 37th annual Azbee Awards of Excellence, held in conjunction with its National Conference on July 24 in New York City. The regional award was presented at ASBPE's Northeast Region Awards Banquet, also in New York, on August 12.

The Enterprise News category honors "original news stories that are not largely based on press releases or news conferences." Instead, judges look for "evidence that the reporter had an original idea, developed sources, and produced a story not generally available elsewhere." General criteria for judging include the quality of writing, reporting, and editing; development of the subject; presentation; and value to readers.

Design-2-Part (D2P) is the only manufacturing or engineering trade publication to win a 2015 National Award in ASBPE's Enterprise News category. *American Banker* won the Gold National Award for reporter Kevin Wack's two-part series, "The Somali Money-Transfer Dilemma," and *FedScoop* claimed the Bronze National Award for Daniel Verton's story, "VA Knew of IT Security Gap That May Have Allowed Manipulation of Patient Scheduling."

For "Merger of Software and Hardware Has Big Implications for Manufacturing and Design," Shortt interviewed technology consultants and research engineers, by phone and in person at the inaugural Solid Conference 2014 in San Francisco. The story offers *D2P's* readers, many of whom are design and manufacturing engineers, insight into an emerging trend—the increasing convergence of the digital and physical worlds—and how it is impacting the design and development of a new wave of smart, connected products. The article is online at http://d2pmagazine.com/Article.aspx?ArticleID=384.

About ASBPE

Founded in 1964, ASBPE (www.asbpe.org) is an association of professional editors, writers, freelancers, graphic artists, and art directors who work for business magazines and their associated web sites. ASBPE hosts a National Editorial Conference and the annual Azbee Awards of Excellence competition, reported to be the largest and most competitive in business-to-business (B2B) publishing. The Society recognizes excellence—in both print and digital platforms—in more than 50 writing and design categories, including Feature, How-To Article, News Story, Cover, Column, Magazine of the Year, and Web Site of the Year.