



FINAT LABEL COMPETITION 2019 WINNERS



A SPLASH OF COLOUR GIVES A LIFT TO THE 39TH EDITION OF THE FINAT LABEL COMPETITION

The competition attracted 285 entries from 45 companies representing 26 countries. This year, once again, Turkey led the way with 37 entries. Not far behind was the United Kingdom with 30 entries and Germany with 25. The number of entries in each class was led by Wines (58) with Alcoholic Drinks (33) and Cosmetics (19) not far behind. The entries in the purely digital categories was impressive with 21. It must be noted that many entries in the Marketing Group made use of digital technology either on its own or in combination with other printing processes.



Noel Mitchell, Tony White, Murat Sipahioglu, Steve Wood, Steven de Cleen

BREAKDOWN OF THE NUMBER OF WINNERS AND HIGHLY COMMENDED AWARDS BY GROUP

	Winners	Highly Commended	Total No. Awards	Total No. Entries
Group A	15	63	78	180
Group B	7	10	17	35
Group C	1	9	10	18
Group D	1	-	1	4
Group E	4	11	15	24
Total	28	93	121	261

The competition has an expert and dedicated team of judges led by Tony White of AWA Consulting. This year, he was supported by Murat Sipahioglu of Fin Etiket, Steve Wood of Steve Wood Services, Steven de Cleen of ProudDesign, and by visiting judge FINAT's scout Noel Mitchell.

A COLOURFUL COLLECTION

The chair of the FINAT judging panel Tony White comments: "With more winning entries than previous years (120) we were

delighted by the wide use of colour. I am always amazed that the degree of quality is not only maintained but continues to improve each year. We are always surprised by the imaginative ideas presented in the innovation and security classes which shows, by researching the needs of the customer, the label industry is able to introduce new, and in some cases, potentially lifesaving solutions. This is definitely an exciting and expanding industry to be involved in."



A Summary of the entries from the top eleven countries and the number of awards they received.

COUNTRY	NO. ENTRIES	OF TOTAL ENTRIES	NO. AWARDS
Turkey	37	(13%)	24 awards
UK	30	(10.5%)	13 awards
Germany	25	(8.8%)	10 awards
USA	19	(6.6%)	12 awards
France	19	(6.6%)	11 awards
Austria	18	(6.3%)	6 awards
Greece	17	(6.0%)	11 awards
Australia	13	(4.6%)	4 awards
UAE	12	(4.2%)	8 awards
Poland	9	(3.2%)	2 awards
India	9	(3.2%)	2 awards

GROUP AND BEST IN SHOW WINNERS

The 'Best in Show' and the Marketing/End-use Group Winner is Multi-Color Corporation, Chile for Alto del Carmen Barricas de Selección

The entry stood out from all the high quality entries with its impressive array of finishing technologies used. The dramatic image of a bird in full flight caught the imagination of the judges with the design judge commenting: "The story unfolds in three layers of labels. Craft at its best." A clear film was used to create the impression of a bird soaring in space. The two paper sections of the label added further interest with the hot foiling giving that touch of luxury. The clever use of a high gloss varnish to add depth to the body and wings of the bird gave the whole label great visual appeal.



The winner in the "Non-Adhesive Group" is Forlabels S.A., Greece for ADAMS Ouzo Santorini.

Printed digitally this colourful sleeve was designed to allow the customer to easily carry a small bottle of his favourite drink when travelling. A white flexo primer was used to provide an opaque base for the four colour printing on the back side of the PET film base.



The winner of the "Digital Printing Group" is Germark S.A., Spain for Un Rêve Doux.



 **CHECK OUT THE VIDEO** 

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The winner in the "Printing Processes Group" is Çiftsan Etiket, Turkey for Céu Shampoo.

This is an excellent example of screen printing at its best. The small type was sharp and highly legible and contrasted well with the larger brand logo in black. Printed in 4 colours the raised screen images combined with the braille characters gave the label a very tactile feel. A high degree of skill was used to produce this label.



The winner in the "Innovation Group" is Schreiner Group GmbH & Co. KG, Germany for Smart Blister Pack.



The concept behind this entry was to ensure that a patient is keeping to their medication regime. The medication is monitored remotely electronically and informs the clinician, via an electronic circuit, the time at which the medication is removed and is being used as prescribed. The data can be transmitted to a smart phone app using NFC or Bluetooth.

This label is used as a backdrop to display a particular French perfume. The illustration gives the impression of a painting depicting Paris in a past century. The matt varnish and the hot foil gold framing add to the atmosphere.

 **CHECK OUT THE VIDEO** 

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 **CHECK OUT THE VIDEO** 



The hosts of the awards ceremony - Tony White and Mikaela Harding

IMPRESSIONS FROM THE FINAT AWARDS CEREMONY 2019



Best in Show winner MCC Chile represented by MCC Cwmbarn



Group A category winners



Group B winner Çiftsan Etiket Turkey



Category B category winners



Group C winner Fortlabels Greece



Group D winner Schreiner Group Gemany



Group E Category winners



Group E winner Germark Spain



WLA 2018 FINAT winners

JUDGES' COMMENTS ON THE CATEGORY AWARDS

GROUP A MARKETING/END-USES

AI WINES JOINT WINNERS

IPE, Industria Gráfica, Spain for Abadia da Cova Blanco 2017



An outstanding label printed in three colours plus hot foil and multi-layer embossing and debossing. This is effectively a two part label which would present challenges when applying to a bottle. Printed on a patterned paper substrate. Received high praise from the design judge.

Multi-Color North America Wine & Spirits, USA for Pacific Rim Chenin Blanc Single Vineyard

This label gives the impression of age and wine from old vines. The balance of the peacock with the nicely gradated background and the excellent gold foil gives the label class. Subtle embossing adds depth to the label.



A2 ALCOHOLIC DRINKS

Multi-Colour Chile for Alto del Carmen Barricas de Selección

This award winning label stood out above the rest of the entries in group A. Printed using flexo and screen technology the fineness of the detail is outstanding. The use of two types of paper is a challenge but adds interest to the result. The addition of gold foiling gives a touch of luxury.



A3 NON-ALCOHOLIC DRINKS

Çiftsan Etiket, Turkey for Shadlee Mocktail

This colourful label promises a colourful drink. The use of a metallised holographic film gives the unicorn a vitality which is enhanced by matt lamination and high gloss screen varnish. The mix of colours supports the cosmopolitan name of the label.



A4 FOOD PRODUCTS JOINT WINNERS

Cabas S.A., Greece for Minoan Gaia-Select Harvest Extra Virgin Olive Oil

A great looking label with a modern yet classic look. The image of the goddess stands out against the plain white background and would stand out on the shelf. Digitally printed on an embossed textured paper the label carries all the mandatory information without being cluttered.



Doga Etiket, Turkey for Riccolivo Olive Oil

A dramatic looking label with a subtle screen pattern in the black background this contrasts with the bold gold band across the bottom of the label with the illustration of an olive tree in the centre. The reversed out white type adds yet another contrast level to the end result. The screen varnish adds depth to the larger more prominent lettering.



A6 HOUSEHOLD

Çiftsan Etiket, Turkey for Sir Asprins Multi Purpose Stain Remover

An extremely busy colourful, shiny label with a series of mini illustrations identifying the journey of a stain through



to its elimination by using the product. Digitally printed the red background combined with the metallic base the label attracts the eye on the shelf. The brand is displayed in a prominent position.

A7 INDUSTRIAL

Doga Etiket, Turkey for Beko No Frost



A fairly straightforward label illustrating the difference in appearance of fruit when stored in a frost free atmosphere. Printed digitally the fruit looks fresh and appetising.

A8 AUTOMOTIVE

Skanem Liverpool, United Kingdom for 5 Ltr Castrol EDGE 5W30

The background colour of this label matches the container perfectly. The dynamic illustration shows the product in a dramatic form. The litho printed images are sharp and the use of a varnish gives the label protection in potentially greasy environments.



A9 COSMETICS

Stratus Packaging, France for Yves Rocher Sérums Affinant & Raffermissant

A nice sharp label printed using a combination of screen and flexo printing. The green lettering matches the bottle top perfectly. The varnish over the type is in perfect register.



A10 PHARMACEUTICAL

Çiftsan Etiket, Turkey for Fitfox BCAA 3300



A bright and busy label printed on a metallic base to enhance the appearance. The use of silk screen varnish highlights the main message. A special security black light ink is used along the bottom of the label to protect against counterfeiting.

A11 SECURITY

Securikett Ulrich & Horn GmbH, Austria for VOID label for bottles including NFC Chip



A small but very functional label which acts as a tamper free security device, a product verifier using the OR code and a NFC tag plus several other verification features. A flower pattern is designed to catch the eye in a club atmosphere.

A12 BOOKLETS

August Faller GmbH & Co. KG., Germany for INFO-SEC



A two page booklet with the second page easy to open and reseal through static adhesion. Type is easily readable and braille information is provided using screen printing. Simple to look at but a challenge to produce.

A13 PROMOTIONAL COUPONS

Multi-Color Cwmbran Ltd, United Kingdom for Shloer 2-ply neck promotion

This small; two ply label is printed digitally and consists of a paper base with the unique number and a cover sheet printed on a metallic base for security reasons. The really small type is perfectly legible.



A14 SELF-PROMOTIONAL LABELS

Achertäler Druckerei GmbH & Co. KG., Germany for Promotion Labels for Achertäler Druckerei



This set of labels shows off the print quality and the various finishing techniques that this printer has at his disposal. Excellent printing using all the main printing processes. Truly a showcase for Achertäler Druckerei and demonstrates their capabilities.

A15 SETS OF LABELS

Kolibri Labels BV, The Netherlands for Ron de Jeremy Rum

This is an outstanding set of labels with



a unique story to tell. Design wise it scores high marks for printing the same. Basically printed using letterpress this limited edition shows how good letterpress printing can be. Could be mounted on a wall as a series of art pictures. Was a serious contender for a group award.

GROUP B PRINTING PROCESSES

BI FLEXOGRAPHY

Multi-Color Italia S.p.A., Italy for Bertolli Olio Extra vergine di Oliva Original

A busy label printed on a gold metallised surface paper to give the impression of gold foil. The brand name stands out in bright red and contrasts with the actual product name in olive green. The overall stippled embossing gives a nice tactile feel to the label.



B2 ROTARY LETTERPRESS

Çiftsan Etiket, Turkey for Savon De Royal, from MY Garden Luxury Hand Wash

A spectacular jungle of flowers on this very busy label with plenty to grab the viewer's interest. The gold foil adds gravitas to the end result. Printed using letterpress the black type is extremely legible if a little small to be read without a magnifying glass! Nicely printed.



B3 SCREEN PRINTING

Çiftsan Etiket, Turkey for Céu Shampoo

An excellent example of very good screen printing with excellent rendering of the small type. The combination of embossing for the braille characters and the raised screen images gives a very tactile feel to the label. A nicely printed label offering several levels of skill.



B4 REEL FED OFFSET LITHO

Achertäler Druckerei GmbH & Co. KG., Germany for Kakuzo Tea infused Vodka



This label is designed to create the maximum shelf appeal with dramatic looking images with an Asian bias. The

very detailed images are enhanced by the delicate use of gold foiling. Vodka and tea sounds like an interesting drink!!

B5 COMBINATION PRINTING JOINT WINNERS

Insignis Etiketten, Germany for Payer
Payer Wein Kultur



The label is deceptive as it contains several levels of expertise. The use of a negative image for the grapes combined with the heavy black high gloss areas with the brand name adds depth. The micro glitter finish adds a novel touch to the appearance. The gloss varnish covering the grapes contrasts nicely with the soft feel varnished background.

Çiftsan Etiket, Turkey
for Wunderbar 2 Phase

A nice looking label with some dynamic images combined with the central gold and black dominating the entire label. The base of the label has a matt lamination layer which is a perfect foil for the sharp, small black silk screen type. The central image is designed to look like a can and has an excellent 3D effect.



B6 GRAVURE

Multi-Color Cwmbra
UK Ltd, United Kingdom
for Heineken 00

This label appears to be backed with a metalized surface film giving the appearance of foiling. With contrasting deep blue, red images and white as the brand name all framed by the shiny gloss effect gives the label that extra boost.



GROUP C NON-ADHESIVE APPLICATIONS

CI SLEEVES

Forlabels S.A., Greece for
ADAMS Ouzo Santorini

The concept of this label is that small is beautiful. A four colour image is printed on the surface which is then backed by two white coats of ink to give an opacity to the image which shows through the PET base. Digital printing was used throughout the production process.



GROUP D INNOVATION & ELECTRONIC PRINTING

DI INNOVATION

Schreiner Group GmbH & Co. KG.,
Germany for Smart Blister Pack

The basic application for this label is to monitor electronically a medication



regime for patients to ensure that they are taking the correct dosage. It also enables a 24 hr watch to ensure the patient's compliance with the clinician's instructions by using an integrated built in circuit.

GROUP E DIGITAL

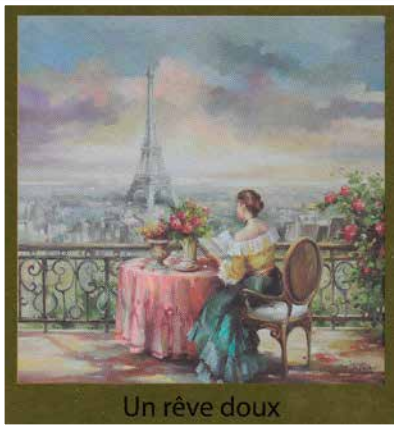
EI TONER TECHNOLOGY JOINT WINNERS

Amberley Adhesive Labels, United
Kingdom for Jack Vettriano



An atmospheric set of labels giving the impression of a series of oil paintings. The dark background matches the colour of the bottle and the contrasting red brand name works well. The reversed out white type provides the essential information required on a spirit label.

Germark S.A., Spain for Un rêve doux



The matt silk screen varnish gives the illustration on this label the appearance of painting. The gold foil framing adds to the impression. Digitally printed this is a subtle label nicely printed.

Marzek Etiketten + Packaging,
Austria for Mitzi



An eye catching set of labels using the digital technology to the fullest by changing the pattern on the dress with every image. Printed on a satin finish paper substrate the main brand type is enhanced using a screen varnish. A full cover varnish was added to protect the delicate images on the bottle.

E2 INK JET TECHNOLOGY

Royston Labels Ltd, United Kingdom for
Treatle Moon Cucumber Cactus Cool
shower gel

This is a vibrant label which teems with images making us think of music festivals of the 70's. The use of ink jet technology gives a slight tactile feel which is reinforced by the white screen text. The clear on clear substrate and adhesive gives excellent clarity.



NOTE

THE FOLLOWING CATEGORIES DID NOT HAVE ANY
(WINNING) ENTRIES.

- A5: Personal
- A16: Tags
- C2: Flexible Packaging
- D2: Electronic Devices

CONCLUSION

The awards were presented during the European Label Forum (ELF), 5-7 June in Copenhagen. In addition to the 27 Category and 5 Group winners a total of 93 Highly Commended certificates were distributed during the event. The FINAT winners of the 2018 World Label Award, judging of which took place just before Labelexpo Chicago, were also recognised during the ceremony.

Tony White | Chairman of Judges



HIGHLY COMMENDED CERTIFICATE WINNERS

GROUP A: MARKETING/END-USES

A1: WINES

Çiftsan Etiket	Taus Syriac Wine	Digital
Marzek Etiketten + Packaging GmbH	UHU Bella	Digital
Multi-Color Corporation Australia	6 FT 6 - Art Range Pinot Noir	Digital
Multi-Color Corporation Australia	TeAro Estate - The Vision Shiraz	Digital
Multi-Color Corporation North America Wine & Spirits	Erostaia Old Vine Zinfandel	Digital
Multi-Color Corporation North America Wine & Spirits	Octopoda Opulent Red Wine	Digital
Multi-Color Corporation North America Wine & Spirits	Smoking Loon Rosé	Flexo/Litho
Multi-Color Cwmbbran, UK Ltd.	19 Crimes Red Wine	Flexo/Digital
I.M. Flexlabel S.R.L.	Black D'Or red wine dry	Flexo
Multi-Color Corporation North America Wine & Spirits	Chateau Ste Michelle Artist Series	Screen/Litho
Multi-Color Corporation North America Wine & Spirits	Cigar Cabernet Sauvignon	Screen/Litho
Multi-Color Corporation North America Wine & Spirits	Crucible Incantation Red Wine	Flexo/Screen
Multi-Color Corporation North America Wine & Spirits	Opaque Malbec	Flexo/Screen/Litho
Multi-Color Corporation North America Wine & Spirits	Round Pond Estate 2018	Screen/Litho

A2: ALCOHOLIC DRINKS

CheMeS M.Szperliński	Soplica	Flexo/Screen
Flex-N-Roll LLC	Tsarskaya Polyana	Flexo
Germark, S.A.	Tibidabo - Blatcelona	Digital
GEWA Etiketten GmbH	VE Compass Box - Hedonism - The Muse - Scotch Whisky	Flexo/Screen/
Gravure		
I.M. Flexlabel S.R.L.	Armenian Mosaic Cognac	Digital
Marzek Etiketten + Packaging GmbH	KARTOFF Premium Vodka	Litho
Multi-Color Corporation Australia	BROOKIE'S MAC	Litho
Multi-Color Corporation Australia	M_ FOR MOLLIE	Digital
Multi-Color Corporation North America Wine & Spirits	Barnacles Rum	Digital
Multi-Color Corporation North America Wine & Spirits	Legend Seven Brewing Co. Patience Pale Ale	Digital
Royston Labels LTD	Old Pulteney Huddart single malt scotch whisky	Flexo/Screen
Skaneem Skurup AB	Pirate Bay Silver Rum 350 ml	Flexo
VollherbstDruck GmbH	Limestone Rum	Digital
VollherbstDruck GmbH	Mosaik Dry Gin	Digital

A3: NON-ALCOHOLIC DRINKS

Çiftsan Etiket	Pion Espresso	Digital
Doga Etiket ve Ambalaj San. Tic A.S.	Vally Water	

A4: FOOD PRODUCTS

Doga Etiket ve Ambalaj San. Tic A.S.	Tirilyeden Ipsana Zeytinyagi	Digital
Skaneem Skurup AB	White Pose Mint 2 ml	Digital
Cabas S.A.	Lalas Salted Fish - Mackerel fillet	Digital
Çiftsan Etiket	Anatolian Gold Extra Virgin Olive Oil	Digital

A5: PERSONAL

No highly commended winner in this category

A6: HOUSEHOLD

Stratus Packaging	Aura Mugler	Digital
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A7: INDUSTRIAL

No highly commended winner in this category

A8: AUTOMOTIVE

Doga Etiket ve Ambalaj San. Tic A.S.	Castrol Edge 5W-30 1L	Digital
Doga Etiket ve Ambalaj San. Tic A.S.	Shell Helix Motor Yagi	Digital
Kimoha Entrepreneurs Ltd	Castrol Magnatec Stop-Start	Flexo
Kimoha Entrepreneurs Limited	Shield Diesel Engine Oil	Digital

A9: COSMETICS

Çiftsan Etiket
Stratus Packaging
Stratus Packaging
Stratus Packaging
Stratus Packaging
Stratus Packaging

Master Premium Cream Cologne
Fèves de Cacao - Liquid Soap
Les secrets d'Emilie - Eau micellaire
L'Occitane shampoo
Luxance Shampooing sec
Marilou Baume corps gourmand

Digital
Digital
Digital
Flexo
Digital
Digital

A10: PHARMACEUTICAL

Cabas S.A.
Stratus Packaging

SCN - EGG ProActive6
Whey Strawberry

Digital
Digital

A11: SECURITY

Schreiner Group GmbH & Co. KG

((rfid))-Digital Void Label

Flexo/Screen

A12: BOOKLETS

No highly commended winner in this category

A13: PROMOTIONAL COUPONS

No highly commended winner in this category

A14: SELF-PROMOTIONAL LABELS

Hamilton Adhesive Labels
Stratus Packaging
Stratus Packaging

Crystal London
Bubble
Limited edition Stratus BOIS

Flexo
Flexo
Digital

A15: SETS OF LABELS

Çiftsan Etiket
Çiftsan Etiket
Kimoha Entrepreneurs Limited
Marzek Etiketken + Packaging GmbH
Marzek Etiketken + Packaging GmbH
Cabas S.A.

Savon De Royal Luxury Hand Soap
Vasso Shampoo
BoutiQue Shampoo
IBY
Rubin & Gold Edition
SCN - Carbo5Lytes8 (Strawberry / Green apple / Orange / Lemon)

Digital
Digital
Digital
Digital
Digital
Digital

A16: TAGS

Kimoha Entrepreneurs Limited

Underwater Wonder

Flexo

GROUP B: PRINTING PROCESSES

B1: FLEXOGRAPHY

CheMeS M.Szperliński
DGS Baski Teknolojileri A.Ş.
DGS Baski Teknolojileri A.Ş.
Drukkerij VOET (ETIVOET)
Manipal Utility Packaging Solutions Pvt Ltd

Rigid labels - for wet wipes
Coca-Cola fusetea Şeftali
Dalin Floral Bebek Kolonyasi 150ml
Oude Geuze - Felix De Boeck Series
400ml Medimix Nourishment Shampoo

Flexo
Flexo
Flexo
Flexo
Flexo/Screen

B2: ROTARY LETTERPRESS

No highly commended winner in this category

B3: SCREEN PRINTING

Çiftsan Etiket

Golverdi Pure Honey

Screen

B4: REEL FED OFFSET LITHOGRAPHY

No highly commended winner in this category

B5: COMBINATION PRINTING

Multi-Color Cwmbbran, UK Ltd.
Multi-Color Cwmbbran, UK Ltd.
Stratus Packaging

Captain Jack Beer
Desperados Sangre
Maison berger

Flexo/Screen
Flexo/Screen
Digital

B6: GRAVURE

Multi-Color Cwmbran, UK Ltd.
Multi-Color Cwmbran, UK Ltd.

Farris Bris Limited Edition Jordbaer & Kiwi
Desperados GravTouch

Gravure
Gravure

GROUP C: NON-ADHESIVE APPLICATIONS

C1: SLEEVES

Forlabels S.A.
Forlabels S.A.
Forlabels S.A.
Forlabels S.A.
IPE Industria Gráfica S.L.U.
Kimoha Entrepreneurs Ltd
Letra Graphix Pvt. Ltd.
Multi-Color Corporation
Sleever International

ADAMS Cherry Liquor
ADAMS Mastic Liquor
ADAMS sleeve OUZO HYDRA
ADAMS Watermelon Liquor
Parisparkles
MODA CARE LOTION body wash
Imperial Leather Sweet Innocence Perfumed Deodorant Body Spray
Morton Salt Sea Salt Coarse
LDPET

Digital
Digital
Digital
Digital
Flexo
Flexo
Flexo
Flexo

C2: FLEXIBLE PACKAGING

Çiftsan Etiket

Nesli's Dream French Flowers Hand & Body Lotion

Digital

GROUP D: INNOVATION AND ELECTRONIC PRINTING

D1: INNOVATION

Schreiner Group GmbH & Co. KG
Schreiner Group GmbH & Co. KG

((rfid))-DistaFerr WetDetect
Folding Frame

Screen

D2: ELECTRONIC PRINTING

No highly commended winner in this category

GROUP E: DIGITAL

E1: TONER TECHNOLOGY

Amberley Adhesive Labels
Cabas S.A.
Çiftsan Etiket
Doga Etiket ve Ambalaj San. Tic A.S.
Forlabels S.A.
Kimoha Entrepreneurs Limited
Kimoha Entrepreneurs Limited
Kimoha Entrepreneurs Ltd
Label Tech Ltd
Multi-Color Cwmbran, UK Ltd.

Goldfinger
SCN - Carbo5Lytes8 650g
Lina Scary Cute Shimmer Lotion
Tirilyeden Narlı Köyü Zeytinyagi
EDEM Hot Peppers in Brine
Boutique Hair Treatment Cream
OUD - Air Freshener
Vanilla Kiss Body Mist
Micil Irish Poitin
Crabbie's Can Labels

Digital
Digital
Digital
Digital
Digital
Digital
Digital
Digital
Digital
Digital

E2: INKJET TECHNOLOGY

No highly commended winner in this category



The image features a large, stylized graphic of a computer keyboard. The keys are depicted in a light grey color, and the entire keyboard area is overlaid with a semi-transparent blue pattern. This blue pattern consists of a grid of rounded rectangular shapes, similar to the keys themselves, but with a slightly darker blue fill. The keyboard graphic is framed by a thick orange border that runs diagonally across the top and bottom of the page.

FINAT

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