



**FINAT LABEL  
COMPETITION 2018**  

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**L9 WLA AWARDS 2017**  
**WINNERS**



# THE 38<sup>TH</sup> FINAT LABEL AWARDS - CONSOLIDATION AND EFFICIENCY

This is the second time that the judging panel had congregated in the new, modern FINAT offices in The Hague. The conditions for judging were ideal with plenty of natural light and even better logistics arrangements enabling the judges to concentrate on the task of examining the entries and completing the judging process in just 4 days.



*Steve Wood , Murat Sipahioglu, Tony White, Mick de Reuver*

We received 261 entries from 47 companies representing 28 countries. Turkey again led the way with a total of 44 entries closely followed by the UK (26) and UAE (24). The number of entries in each class was more evenly distributed than ever with Wines (44) leading and Sets of Labels (25) close behind, Cosmetics and Alcoholic Drinks followed with (22) entries each. The total number of entries winning awards increased to 115 reflecting a welcome

increase in quality which is confirmed later in the year by the fact that FINAT wins several World Label Awards each year. A Best in Show award was selected. Within the label industry the FINAT Label Competition is still regarded as an important event to win.

**The “Best in Show” and the “Marketing/End-Uses Group Winner” award goes to Multi-Color Corporation North America Wines & Spirits for the “Sidewinder**

**Spirits” label.** The judges were impressed by the aesthetic appeal of the label and the varying degrees of embossing and varnishing which add depth to the end result. A very fine black halftone image is used to create an aging effect around the embossing. The complexity of the die cutting especially around the watch winder was very clever. The final label has the feel and look of a silver metallic label, in fact it replaces an actual metal tag used previously for this brand.

**Breakdown of the number of Winners and Highly Commended Awards by Group**

	Winners	Highly Commended	Total No. Awards	Total No. Entries
Group A	18	63	81	192
Group B	5	12	17	37
Group C	1	6	7	14
Group D	3	2	5	8
Group E	2	3	5	10
<b>Total</b>	<b>29</b>	<b>86</b>	<b>115</b>	<b>261</b>

*Breakdown of the number of Winners and Highly Commended Awards by Group*

**The "Printing Processes Group Winner" is "Inform Etiketten GmbH. Co. KG, Germany" for "Spirituosenausstattung Edelbrände".** A true combination print using 3 printing technologies, digital, offset litho and silk screen and 3 finishing techniques, hot foiling, varnish and embossing in a single pass. In addition two types of substrate were used for different areas of the three part label. The black type and the gold foiling contrast well with the two colour grey backgrounds. A complicated label to produce to an exact specification giving an excellent result when seen on the final bottle.

**The "Non-Adhesive Group Winner" is "IPE, Industria Gráfica, Spain" for "Maxim's Noel 2017 Champagne".**

Certainly a sleeve with very high visual impact with maximum shelf exposure. Printed using flexo and a bright red ink combined with a gold lacquer and cold foiling makes the brand name stand out. A matt varnish adds to the appeal of this sleeve and the seaming is very accurate. The necessary product information is printed on a white panel set into the reverse side of the sleeve.

**The "Innovation Group Winner" is "Schreiner Group GmbH & Co. KG, Germany" for "Color Laser Film with a Fingerprint".** An innovative application

in which data printed with luminescent pigments within the adhesive layer which migrate (after application) into the surface of the paint on the car. The information which is visible using UV light can still be read even after the label is removed and is designed to last for at least 15 years.

**The "Digital Printing Group" winner is "Etiketten CARINI, Austria" for "Lemberger Gin".** Only two colours were used to print this label. The brand name is nicely surrounded by gold foiling. The effective use of a soft brushed lamination layer in combination with spot varnishing and hot gold foil all in very accurate register results in an outstanding result.

The Marketing/End-Uses Group dominated with 192 entries and the Printing Processes Group followed with 37. The dedicated digital categories continue to be under supported although, as last year, many of the mainstream categories include digital technology either as the main printing process or in combination with other technologies.

The judging panel included Tony White as Chairman ably supported by regulars Steve Wood (UK) and Murat Sipahioglu (Turkey), their hard work cannot be

underestimated. To provide expert advice and to help evaluating the design elements of the Marketing Applications Group we welcomed Mick de Reuver from Proud Design Studios (NL). We thank Jakovina (FINAT Secretariat) for her sterling work in preparing the entries ready for judging. The layout of the new offices improved the logistics for logging the results and for raising any queries during the judging procedure. As usual Connie (my wife) was extremely helpful in making the judging run even more smoothly and assisting with the many administration tasks which present themselves during the four days' judging. This enabled the judges to concentrate on the always difficult task of selecting the winning labels.

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

COUNTRY	NO. ENTRIES	OF TOTAL ENTRIES	NO. AWARDS
Turkey	44	(16.9%)	24 awards
UK	26	(10.0%)	9 awards
UAE	24	(9.2%)	12 awards
Austria	20	(7.7%)	8 awards
India	20	(7.7%)	8 awards
France	15	(5.7%)	5 awards
Australia	15	(5.7%)	3 awards
Germany	12	(4.6%)	8 awards
USA	12	(4.6%)	9 awards
Sweden	12	(4.6%)	5 awards

# IMPRESSIONS FROM THE FINAT AWARDS CEREMONY 2018



*Best in Show, MCC North America Wine and Spirits, USA, represented by MCC Wales*



*Category A winners*



*Group A, MCC North America Wine and Spirits, USA, represented by MCC Wales*



*Category B winners*



*Group B, Inform Etiketten, Germany*



*Group C, IPE Industria Gráfica, Spain*



*Group D, Schreiner Group, Germany*



*Group E, Etiketten CARINI, Austria*



*WLA 2017 FINAT winners*

# JUDGES' COMMENTS ON THE CATEGORY AWARDS

## GROUP A MARKETING/END-USES

### A1: WINES

Multi-Color Corporation North America Wine and Spirits, USA for Rodney Strong Sonoma Vineyards

An eye catching, dramatic looking label which involved several technical challenges including combining graduated, sculptured gold foiling in exact register. The matt black background added considerably to the visual impact.



### A2: ALCOHOLIC DRINKS

Multi-Color Corporation North America Wines & Spirits, USA for "Sidewinder Spirits"



The judges were impressed by the aesthetic appeal of the label and the varying degrees of embossing and varnishing which add depth to the end result. A very fine black halftone image is used to create an aging effect around the embossing. The complexity of the

die cutting especially around the watch winder was very clever. The final label has the feel and look of a silver metallic label, in fact it replaces an actual metal tag used previously for this brand.

### A3: NON-ALCOHOLIC DRINKS

Çiftsan Etiket Ambalaj San.ve Tic.Ltd. Şti, Turkey for Nishman Recover Sports Drink

Look for the hidden depths in this label which has an underlying sports theme. The generous use of varnish embossing gives a tactile feel to the result. Printed on a silver based, holographic material adds to its appeal. It could be said that X marks the spot for this sports drink.



### A4: FOOD PRODUCTS

Cabas SA, Greece, for Foods Cross Greek Thyme Honey

A deceptively simple label printed in two colours using the letterpress process. A simple message with an easy to recognise image of a perfectly printed honey bee encourages the consumer to purchase. A quality label for a quality product.



### A5: PERSONAL

Stratus Packaging, France for I'm Unique



A straightforward message printed on a randomised background which means that no two labels are the same, thus they are "Unique". This makes full use of one of the main features of the digital process. Over lamination gives a lift to the end result.

### A6: HOUSEHOLD

Skaneem, Liverpool, UK for 1.4 Ltr Dero Secret Garden Lavender

A very bright and colourful label with a multitude of flowers and butterflies giving a lively, fresh feeling to the product inside the container. The deep purple background brings harmony to the final result and the brand name is very prominent.



## A8: AUTOMOTIVE

**Çiftsan Etiket Ambalaj San.ve Tic.Ltd. Şti, Turkey for Nishman Wheel & Tire Cleaner**



Printed on a metallised, holographic material designed to catch the eye on the shelf. The tactile varnish serves to highlight the product and make the container easier to handle. The three main elements are clear, the brand, what the product does and the visual image of the wheel.

## A9: COSMETICS

**Azimut NPC NT Ltd., Russia for Spaquatoria: Milk Dew**

The mauve heart image dominates this label which is printed on a metallised material. Various parts of the label are highlighted using a high gloss varnish. The matt background helps to throw these images into high relief making the final result visually appealing.



## AIO: PHARMACEUTICAL

There are joint winners in this category, with both labels judged to be of equal merit.

**Schreiner Group GmbH & Co. KG, Germany for Label with 10 detachable parts**



The intricate and complex techniques used to produce this label and die cutting attracted the judges' attention. The multi-layer construction is very precise and sophisticated. A valuable aid to the labelling of up to ten containers with the same information for the dispensing of medical drugs.

**Kwality Offset Printers India, for A to Z Syrup for Pre-Workout 300**

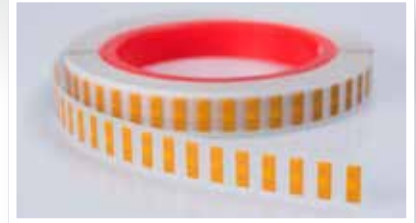
A very busy label with masses of information. Shelf appeal is increased by the use of a bright yellow background and an interesting repetitive "ribbed" effect around the main image. The use of a high gloss varnish against a deliberate matt background draws the eye to the main message



## AII: SECURITY

There are joint winners in this category, with both labels judged to be of equal merit.

**Schreiner Group GmbH & Co. KG, Germany for Chip/Sensor Protection Film**



This label performs an essential task in the production of printed circuit boards by protecting the chips and sensors from damage during the soldering process. The protection film which is removed after the board is complete, is heat resistant up to a staggering 260 degrees C.

**Doga Etiket ve Ambalaj San. Tic A.S, Turkey for Kinder Süt Dilimi**



Although this is basically a promotional label it performs at least two security functions. Keeping three chocolate bars secure and yet retains easy access to protect an essential identification code instead of using conventional scratch off technology.

## A12: BOOKLETS

### SkaneM Skurup AB, Sweden for Knorr BE Chicken Bottom label 150 ml

A cleverly designed 3 page booklet enabling a lot of information about the use of the product to be available on such a relatively small label. Additionally all the necessary legislative information is included on the front part of the label.



## A13: PROMOTIONAL COUPONS

### Kimoha UAE, for All Time Best Seller

You cannot mistake the main (and only) message on this label "All Time Best Seller". This can be used universally for a variety of promotional purposes throughout the world. Several countries can be identified by the various flags and names printed in the inner silver band.



## A14: SELF-PROMOTIONAL LABELS

### Azimut NPC NT Ltd, Russia for Dark Chocolate



There are two main requirements on a self-promotional label, it should be printed well and should include the printer's name. This entry does both. The different techniques used on this label indicate that this printer can show his ability to achieve high quality results even using 5 passes through the press.

## A15: SETS OF LABELS

There are joint winners in this category, with both labels judged to be of equal merit.

### Marzek Etiketten + Packaging, Austria for Holy Gin



An interesting set of three Holy Gin labels. The extensive use of fine line hot foiling tells the story of the source of the three types of gin on three different colourways. The use of a silvery coated paper gives additional lift to the result. The register is exceptional.

### Multi-Color Corporation Wales for Johnnie Walker Black Label – Storyline Edition

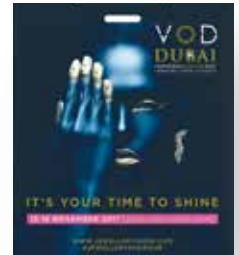


Reverting back to the use of black and white images the well known Johnny Walker Whisky brand is subtly placed in the corner of each label using gold foiling. The positioning of the various labels on the liner was critical to placing the labels on the bottle.

## A16: TAGS

### Kimoha Entrepreneurs Ltd, UAE for VOD Dubai

An interesting and dramatic looking event entry badge which is virtually indestructible. It features an evocative image with apparent gold highlights in the face and hands. A matt finish adds to the label's appeal.



## GROUP B PRINTING PROCESSES

### B1: FLEXOGRAPHY

### Doga Etiket ve Ambalaj San. Tic A.Ş., Turkey for Fuska Dogal Kaynak Suyu

Although two colours dominate, in fact 7 colours were used to produce this great flexo printed label. The gloss varnish over the stark white lettering adds interest to cool looking label.



### B2: ROTARY LETTER- PRESS

### Cabas SA, Greece for Cretan Nectar - White Balsamic Vinegar with Mustard & Honey

Once the printing process of choice, this well printed label printed on a silver based material highlights a utensil widely used in every traditional Greek household. The intelligent use of a selection of inks plus varnish makes the brand name stand out.



### B3: SCREEN PRINTING

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.  
Şti, Turkey for BCCA Train +Recover  
Sports Supplement

Designed as a "no label look" label this entry was printed in 7 colours in 3 passes through the press. The tactile feel is attributable to good screen printing, the Braille information meets the strict specifications for this type of alphabet.



### B5: COMBINATION PRINTING

InForm Etiketten GmbH & Co. KG,  
Germany for Spirituosenausstattung



#### Edelbrand Liebl

A true combination print using 3 printing technologies and 2 finishing techniques in a single pass. The black type and the gold foiling contrast well with the two colour grey backgrounds. A complicated label to produce to an exact specification resulting in an excellent result when seen on the final bottle.

### B6: GRAVURE

Multi-Color Corporation Wales, UK for  
Farris Bris Mango & Papaya

A process not often associated with the label industry. The brightly coloured images printed in eight colours have a high visual impact and there is a subtle pattern to the white background. The total label benefits from an overall protective lamination layer.



## GROUP C NON-ADHESIVE APPLICATIONS

### CI: SLEEVES

IPE, Spain for Maxim's Noel  
2017 Champagne

Certainly a sleeve with very high visual impact with maximum shelf exposure. Printed using a bright red ink combined with extensive gold foiling the brand name stands out. The necessary product information is printed on a white panel set into the reverse side of the sleeve.



## GROUP D INNOVATION & ELECTRONIC PRINTING

### DI: INNOVATION

There are three joint winners in this category, with all labels judged to be of equal merit.

Schreiner Group GmbH & Co. KG,  
Germany for Color Laser Film with a  
Fingerprint



An innovative application in which data printed with luminescent pigments migrates (after application) into the surface of the paint on the car. The information which is visible using UV light can still be read even after the label is removed.

Schreiner Group GmbH & Co. KG,  
Germany for Incontinence Sensor



This application consists of sensor made up of a conductive layer embedded in a self adhesive label material and is used to monitor patients suffering from incontinence. The label is of a sophisticated construction giving patients maximum comfort. The data is used to derive better care plans and reduce care costs.

Germark S.A.,  
Spain for RFID Chassis Motor

This label is printed in 2 colours and allows the complete traceability of the vehicle throughout the whole manufacturing process. It is fixed to the





car's chassis before painting and can withstand temperatures up to 230 degrees C for 2 hours. The data collected can be retrieved even after the car is sold to the end user.

## GROUP E DIGITAL PRINTING

### E1: LIQUID TONER TECHNOLOGY

There are joint winners in this category, with both labels judged to be of equal merit.

#### **Kwality Offset Printers, India for Whey Gold**

This 56 cm label is the largest in this year's competition. Printed in 4 colours using food grade toners on a metallised film base which gives the total label a bright metallic look contrasting with the black half of the label. A high gloss lamination layer finishes the label and aids the application using automatic label application techniques.



#### **Etiketten CARINI, Austria for Lemberger Gin**

Only 2 colours were used to print this label. The brand name is nicely surrounded by gold foiling. The effective use of a soft brushed lamination layer in combination with spot varnishing and hot gold foil all in very accurate register results in an outstanding result.



## NOTE

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

C2: Flexible Packaging

D2: Electronic Devices

E2: Inkjet technology

### CONCLUSION

In addition to the 29 Award Winners mentioned in this article 86 Highly Commended Certificates were awarded by the judges. The Best in Show, group, Category and the Judges awards were presented during the awards ceremony held on Wednesday evening 6th June on the occasion of the European Label Forum in Dublin. The FINAT winners of the 2017 World Label Awards judging which took place just before Labelexpo America in Chicago were also recognised during the ceremony with the presentation of their awards.

*Tony White | Chairman of Judges*

# HIGHLY COMMENDED CERTIFICATE WINNERS

## GROUP A: MARKETING/END-USES

### A1: WINES

Etiketten CARINI	Bickensohler MYSTERIOUS Red	Litho
MCC Label Paarl South Africa	Cambalala Sauvignon Blanc	Flexo
Multi-Color Corporation Australia	The Barossan Shiraz	Litho
Multi-Color Corporation	Octopoda Cabernet Franc	Digital
Multi-Color Corporation	Outcast The Mindset	Digital
Multi-Color Corporation	Tin Star Cabernet Sauvignon	Digital
Multi-Color Corporation North America Wine and Spirits	Borne of Fire Cabernet Sauvignon	Litho
Multi-Color Corporation Wales	Geyser Peak	Digital Flexo Screen
Multi-Color Corporation North America Wine and Spirits	Freelance Wines	Litho
Multi-Color Corporation North America Wine and Spirits	Hertelendy Chardonnay	Litho Screen
Nuceria Group	Tontiwine	Screen

### A2: ALCOHOLIC DRINKS

Amberley Adhesive Labels	9 Moons Special Cask Reserve Gin	Digital
Çiftsan Etiket Ambalaj San. Ve Tic. Ltd. Şti.	Night Kosmos Vodka	Digital Screen
Gietz AG	Gietz Whisky	Digital
Kolibri Labels BV	Tabu Absinth Classic	Letterpress Screen
Multi-Color Corporation Australia	Archie Rose - Horisumi	Digital
Multi-Color Corporation Australia	Mr Black Coffee Amaro	Litho
Skanem Poznań Sp. z o.o.	Republica Black	Flexo Screen

### A3: NON-ALCOHOLIC DRINKS

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Souver Drinking Water with minerals	Digital Screen
Doga Etiket ve Ambalaj San. Tic A.Ş.	Fuska Natural Mineral Water	Flexo
Skanem Skurup AB	Foodie Havtorn Eko 250 ml	Digital

### A4: FOOD PRODUCTS

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Koska Strawberry Preserves	Digital Screen
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Shana Sourcherry Jam	Digital Screen
Doga Etiket ve Ambalaj San. Tic A.Ş.	Tirilyeden Zeytinyagi	Digital
Kimoha Entrepreneurs Ltd	Organic Wheatgrass Powder	Flexo
Letra Graphix Pvt. Ltd.	Delight Nuts Peanut Butter 340g Crunchy	Flexo
Skanem Skurup AB	Orange Marmelade Pöltsamaa 425 g	Flexo
Skanem Skurup AB	Sunshine Chili 1 l	Digital
Stratus Packaging	La Sauce de Monin - Milk Chocolate flavoured sauce	Flexo

### A5: PERSONAL

Stratus Packaging	Origine France	Digital
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### A6: HOUSEHOLD

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Mallochesca Kids Laundry Detergent	Digital Screen
Desmedt Labels	Ecover Universal Waschmittel Hibiskus & Jasmin	Flexo
Desmedt Labels	New Year Honey	Flexo
Kimoha Entrepreneurs Ltd	Parin Disinfectant	Flexo
Skanem Skurup AB	Pirkka Softener Tropical Fruits	Digital

### A7: INDUSTRIAL

Doga Etiket ve Ambalaj San. Tic A.Ş.	Beko Frost Free	Digital
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### A8: AUTOMOTIVE

Kimoha Entrepreneurs Ltd	Active CVT Fluid	Flexo
Skanem Interlabels Industries Pvt. Ltd.	Castrol Magnatec Non-stop protection from every start	Flexo Screen

### A9: COSMETICIS

Azimut NPC NT Ltd.	Zeitun: leave-in hair care cream	Digital offset
Azimut NPC NT Ltd.	Zeitun: Natural flower water	Digital offset,inkjet
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Eyüp Sabri Tuncer Olive Oil Shower Gel	Digital Screen

Germark S.A.  
Germark S.A.  
Letra Graphix Pvt Ltd

Mask Shikiso Color and Highlights Protection UV Rays Digital Flexo Screen  
Zara Home - Red Berries Digital Screen  
Ossum Perfumed Body Mist 115ml – Pleasure Flexo Screen

#### AIO: PHARMACEUTICAL

Kimoha Entrepreneurs Ltd  
Letra Graphix Pvt. Ltd.

Bromol Flexo  
Mint-Pregabalin 75mg 100 cap - Mint Pharma - 20012213 Flexo

#### AII: SECURITY

Holostik India Limited  
Kimoha Entrepreneurs Ltd

Diamond Relief Label Litho  
Diesel Tech Flexo

#### AI2: BOOKLETS

Etivoet

La Lorraine Cougnou frais Flexo

**AI3: PROMOTIONAL COUPONS** | No highly commended winners in this category.

#### AI4: SELF-PROMOTIONAL LABELS

August Faller GmbH und Co. KG  
Azimut NPC NT Ltd  
Marzek Etiketler + Packaging

TE(A)-BOX Digital Flexo Litho  
Chinese tea Digital Offset  
Marzek Leporello Eigenwerbung Digital

#### AI5: SETS OF LABELS

Azimut NPC NT Ltd.  
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti  
InForm Etiketler GmbH & Co. KG  
KDS Sp. z o.o. Sp. k.  
Kimoha Entrepreneurs Ltd  
Marzek Etiketler + Packaging  
Marzek Etiketler + Packaging  
Marzek Etiketler + Packaging  
Multi-Color Corporation Wales

Cocktails E-liquids Digital  
Vasso Evolution Hipster Conditioner-Pre Shave Oil- Shampoo Screen  
NJU Korn translative offset printing  
PEEL-OFF Series of an animal's alphabet labels Flexo  
Oriental Golden Hours Digital  
HISS Der Wein vom Kaiserstuhl Digital  
Kattus Klassik Cuvée Nr. 1 und Cuvée Rosé Litho Rollen Offset  
Sir / Lady burgenland Rollen Offset  
Fuller's & Friends Digital

#### AIG: TAGS

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti  
Holostik India Ltd.

Eyüp Sabri Tuncer Toothpaste Tube Digital Screen  
Glucose D Flexo

## GROUP B: PRINTING PROCESSES

#### BI: FLEXOGRAPHY

DGS Baski Teknolojileri A.Ş.  
DGS Baski Teknolojileri A.Ş.  
Kimoha Entrepreneurs Ltd

3-S Mühendislik Potenza TD 15W40 Flexo  
Atlas Anadolu Lastik Capra Extreme Flexo  
WaveRider-s 10W-40 Gasoline Engine Oil Flexo

#### B2: ROTARY LETTERPRESS

Cabas S.A.  
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti

Ouzo Plomariou Letterpress  
Nishshe Makeup Remover Letterpress

#### B3: SCREEN PRINTING

Stratus Packaging

Jeremy Lin for Her Screen

**B4: REEL FED OFFSET LITHOGRAPHY** | No highly commended winners in this category.

#### B5: COMBINATION PRINTING

Azimut NPC NT Ltd.  
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti  
Multi-Color Corporation North America Wine and Spirits  
Multi-Color Corporation Wales

Red King Crab Digital offset  
Eyüp Sabri Tuncer Coconut Lotion Digital Screen  
The Countess Walewska Vodka Flexo Screen  
Desperados DOS Flexo Screen

#### B6: GRAVURE

Multi-Color Corporation Wales  
Multi-Colour Corporation

Chaudfontaine Sparkling Gravure  
Newcastle Brown Ale Gravure

## GROUP C: NON-ADHESIVE APPLICATIONS

### C1: SLEEVES

Doga Etiket ve Ambalaj San. Tic A.Ş.  
Doga Etiket ve Ambalaj San. Tic A.Ş.  
Doga Etiket ve Ambalaj San. Tic A.Ş.  
Kimoha  
Kimoha Entrepreneurs Ltd  
Stratus Packaging

Coca Cola Avengers  
Coca Cola Woman's Day  
Nutella  
Hummus Sauce  
Sublim Eclat Clarifiant Gommage Exfoliant  
Little Monster

Digital  
Digital  
Digital  
Flexo  
Digital  
Digital

**C2: FLEXIBLE PACKAGING** | No entries in this category.

## GROUP D: INNOVATION AND ELECTRONIC PRINTING

### D1: INNOVATION

Etivoet  
Kimoha Entrepreneurs Ltd

Korus Blonde  
Protec green 5W-40 makeover label

Digital  
Digital Flexo

**D2: ELECTRONIC PRINTING** | No highly commended winner in this category.

## GROUP E: DIGITAL

### E1: TONER TECHNOLOGY

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti  
Etiketten CARINI  
schäfer-etiketten GmbH & Co.KG

Lina Spiderman Body Lotion  
Felsengartenkellerei Riesling Senf  
Wella Professionals Ocean Spritz Love Edition

Digital Screen  
Digital  
Digital Flexo

**E2: INKJET TECHNOLOGY** | No highly commended winner in this category.

# THE 2017 L9 WLA AWARDS: WINNERS AND HONOURABLE MENTIONS



The L9 group of international label associations announced, in February, the results of the 2017 L9 World Label Awards (WLA) competition judged by an international panel of judges representing each of the participating associations. The judging took place in Brussels the day before Labelexpo Europe at the exhibition venue. The L9 is an alliance of global label associations formed to jointly formulate policies and collecting strategic information of global interest to the worldwide label industry.

The current structure includes 22 classes covering all the principal printing processes and market applications. The associations taking part in the 2017 competition included FINAT (Europe), TLMI (USA), JFLP (Japan), FPLMA (Australia), SALMA (New Zealand), LMAI (India) and PEIAC (China). In order to be considered for entry in this prestigious competition a label converter must first have won an award in their "local" association's competition as this is the only route to entry. Each L9

association is permitted to submit one entry in each class, entries from individual converters are not accepted. Winning an award in the WLA competition entries is highly valued throughout the worldwide label fraternity signalling that the label converter has achieved real excellence in label production. The awards reflect the achievements not only of the production departments involved in producing the label but are often used as a valuable marketing tool as they are

often referred to as the technical Oscars of the global label industry. The judges for the 2017 competition included Tony White (FINAT) Chair, Mike Buystedt (TLMI) Vice Chairman, Harveer Sahni (LMAI), Tony Wheeler (SALMA), Andrew Maxwell (FPLMA), Mr Masaaki Yoshitake (JFLP) and Ms Jean Li (PEIAC). FINAT entered 16 of the 22 classes. The FINAT WLA awards were presented during the presentation ceremony on the first evening (6th June) of the ELF in Dublin.

## THE RESULTS:

### CLASS 1: FLEXO LINE

**Winner SALMA:** *Rapid Labels, New Zealand for "NZ Sunscreen Pure Shade"*



### CLASS 3: FLEXO COLOUR PROCESS

**Winner FPLMA:** *Label Force, Australia for "John West Calamari"*  
**HM SALMA:** *Admark Visual Imaging Ltd, New Zealand for "Moana"*



### CLASS 2: FLEXO LINE/SCREEN

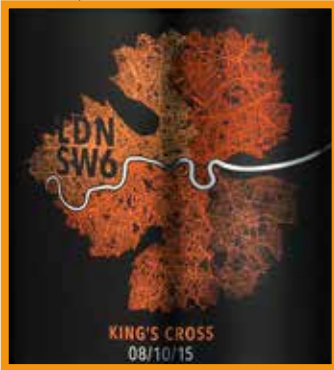
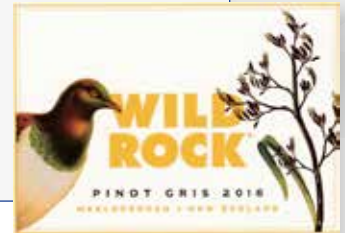
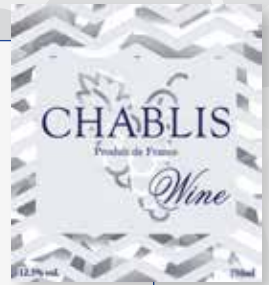
**Winner TLMI:** *Label Impressions Inc., USA for "Deva Curl Buildup Buster"*

**CLASS 4: FLEXO WINE/SPIRITS**

**Winner JFLP:** Takara Pac Ltd., Japan for "Chablis Wine Label"

**HM SALMA:** Rapid Labels, New Zealand for "Craggy Range Wild Rock Pinot Gris 2016"

**HM FINAT:** Royston Labels, United Kingdom for "King's Cross"



A dramatic looking label printed using flexo on a metallic substrate. The image of the sycamore leaf stands out against the deep black background. The veins on the leaf, on closer inspection, actually represent a street map of South West London (SW6). The detail is outstanding and the "show through" of the silver base highlights the river Thames and all other images.

**CLASS 5: LETTERPRESS LINE**

**HM FINAT:** Cabas SA., Greece for "Agro.VI.M.

Olive Oil Kalamata PDO 1L



A great example of UV letterpress printing. By printing on a metallic material the translucent yellow ink make the olive branch appear as gold. The combination of a double white with a matt varnish gives the label nice shelf appeal. The fine lines and type are extremely well printed.

**CLASS 6: LETTERPRESS LINE/SCREEN**

**Winner JFLP:** MARU-SIN Co. Ltd., Japan for "Safety Drive"



**CLASS 7: LETTERPRESS COLOUR PROCESS**

**Winner JFLP:** SATO PRINTING Co. Ltd., Japan for "Daimyo Futomaki (Sushi Roll)"

**HM SALMA:** Leading Label, New Zealand for "Pumpkin Seed Oil"



**CLASS 8: WINE/SPIRITS**

**Winner JFLP:** SATO PRINTING Co. Ltd., Japan for "Apple and Lime Liqueur 'Ringo Hime'"



### CLASS 9: OFFSET LINE

Winner SALMA: Panprint Ltd., New Zealand for "True Honey Co. 300+ MGO"



### CLASS II: OFFSET COLOUR PROCESS

Joint Winner PEIAC: Beijing YaZhengYuan Colourful Printing Co. Ltd., China for "JOMO Label"

Joint Winner JFLP: SHINWA LABEL PRINTING Co. Ltd., Japan for "YAMAGATA SAKURANBO"



### CLASS 12: OFFSET WINE/SPIRITS

Joint Winner JFLP: SEIIDO PRINTING Co. Ltd., Japan for "Japanese Sake Yamahousi"

Joint Winner SALMA: Panprint Ltd., New Zealand for "Pacific Potion Sauvignon Blanc"

HM FINAT: Multi-Color Corporation North America Wine and Spirits, USA for "Fortnight"

The combination of offset litho and screen printing added to hot foiling, embossing and varnish builds up to produce a dramatic looking label. The detail in the wing and head of the bird is outstanding and the minute touches of gold foil adds character to the end result.

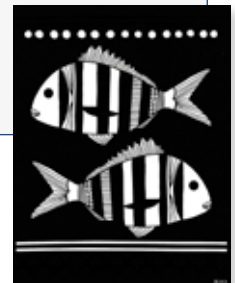
HM FPLMA: Multi-Color Australia for "D'SAS"



### CLASS 13: COMBINATION LINE

Winner SALMA: Rapid Labels, New Zealand for "Floating Oil Snapper"

HM FPLMA: Label House, Australia for "Pale Ale Birra Zonzo"



### CLASS 14: COMBINATION LINE/SCREEN

Winner TLM: McDowell Label & Screen Printing, USA for "Performance Nutrition"

**CLASS 15: COMBINATION COLOUR PROCESS**

**Winner JFLP:** SUNMEC Co. Ltd., Japan for "Denen Fuku" Box Label"



**CLASS 16: COMBINATION WINE/SPIRITS**

**Winner TLMi:** Multi-Color Corporation, USA, for "Octopoda Cabernet Wine"

**HM JFLP:** MARU-SIN Co. Ltd., Japan for "NEI (Japanese Shochu)"



**CLASS 17: DIGITAL PRINTING**

**Winner TLMi:** Digital Label Solutions Inc. USA for "KIA -The Extra Mile"



**HM FINAT:** iftsan Etiket Ambalaj San. Ve Ticaret Ltd. Şti., Turkey for "Winx Body Lotion 75ml"



A delightful looking label depicting a fairy with sparkling wings created by using a special spot varnish, which increases the appeal to the younger consumers. The pink background compliments the overall impression of animation connected to a fairy story.

**CLASS 19: SCREEN PRINTING**

**Winner LMAI:** Any Graphics Pvt. Ltd., India for "ComAD Designs"



**HM JFLP:** Sibel Industry Co. Ltd., Japan for "VRONIQUE & CLAUDETTE"



**CLASS 18: DIGITAL WINE/SPIRITS**

**Winner TLMi:** Syracuse Label & Surround Printing, USA for "Ryze Vodka"



**HM FINAT:** Marzek Etiketten GmbH, Austria for "Heathland Whisky"



The patterned gloss lacquer creates the impression of old leather and a vintage look in the background. The distinctive white lettering leaves us in no doubt of the brand name of the whisky. Minimal information tells us here the spirit is distilled, in this case Austria.

**HM FINAT:** Stratus Packaging, France for "Shampoo Color Lomé Paris"



Only two colours were used to depict this look back at the fifties dress style. The black keylines serve to contain the coloured images which are in exact register. A simple yet effective label carrying an unmistakable brand and product message.

**HM FPLMA:** Multi-Color Australia for "Silken Beastie Shiraz"







### CLASS 20: GRAVURE

**Winner SALMA:** Gravure Packaging Ltd., New Zealand for "Chobani 170g"



**HM FINAT:** Multi-Color Wales, United Kingdom for "Heineken Green Identity"

A "no label look" label printed in 7 colours using the gravure process. The sparing use of silver foiling adds considerable interest to the end result highlighting the historical awards given for this

well-known product brewed in Europe. Lamination protects the label when in use in what could be a very damp atmosphere.

### CLASS 22: INNOVATION

**Joint Winner FINAT:** Source Labels Ltd., United Kingdom for "Fortnum and Mason Beluga 000 Fresh Caviar"

This label was unusual in that it contained 14 Swarovski crystals strategically placed in predetermined positions within the design. The whole label was printed digitally using halftones to produce the background colour and to give the impression of gold ink in the background to the crystals. An eye catching result worthy of a WLA winners' award for innovation.



**Joint Winner JFLP:** Shibatasesco Co. Ltd., Japan for "Instant Pocket Label"



**Joint Winner LMAI:** Mudrika Labels Pvt. Ltd., India for "Colgate Deep Cleaning"



### CLASS 21: BOOKLETS

**Winner FINAT:** Stratus Packaging, France for "Multipages les recettes Végétales sans gluten"

A small but well printed 3 page booklet containing all the information about the gluten free constituents. It can be applied to even the smallest container easily and is protected during application by a strong gloss varnish. Printed using dry toner technology in 4 colours.



### BEST OF THE BEST

This is the fifth year that the Lg World label Awards Association has included 5 additional awards representing the "Best of the Best" entries from the principal printing processes selected during the judging process. The awards will be presented at the Tarsus Global Awards event which will be held during Labelexpo 2018 in Chicago in September 2018. The winners were selected from the winning entries in the Lg World label Awards competition from the following classes: Flexography, Letterpress, Offset Litho, Combination Printing, Digital Printing. The plaques will be presented and the winners revealed at the awards ceremony and are perceived as the "Oscars of the Oscars" of the international label industry.

#### For more information, please contact:

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### OVERALL RANKING OF WINNERS BY REGION

Association	Winners	Honourable Mention	Total
JFLP	8	2	10
FINAT	2	7	9
SALMA	5	3	8
TLMI	5	-	5
FPLMA	1	3	4
LMAI	2	-	2
PEIAC	1	-	1
<b>Total</b>	<b>24</b>	<b>15</b>	<b>39</b>



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FINAT - THE ASSOCIATION FOR THE EUROPEAN SELF-ADHESIVE LABELLING AND ADJACENT NARROW WEB CONVERTING INDUSTRIES