



# FORTY FOURTH INTERNATIONAL LABELLING COMPETITION

**PARTICIPATION DETAILS**

Last date for entries  
1<sup>st</sup> March 2024

PLEASE READ THE RULES AND GUIDELINES CAREFULLY AS THERE HAVE BEEN SEVERAL CHANGES IN GROUPS A AND D.

## WHY ENTER?

Winning an award from the FINAT Labelling Competition is recognised by the international label industry as the pinnacle of achievement for any label converter. Success can attract new business, raise the company's profile within an end-use sector and increase employee morale and motivation. In addition, the printer increases their profile within the label industry.

## OBJECTIVES

1. **SHINE A LIGHT!** To promote and highlight the advantages and uses of self-adhesive labels as an effective marketing, promotional or identification tool. To also promote the use of narrow web flexible packaging (*press widths up to 570mm*) as an important product range for label converters.
2. **PUSH BOUNDARIES!** To encourage printers/converters to extend the technical and quality boundaries of the self-adhesive and narrow web flexible packaging industries.
3. **LOVE LABELS!** To encourage the use of label and narrow web techniques and applications on a worldwide basis to the benefit of the label and associated industries in general.

## BENEFITS OF ENTERING

- **GET EXPOSURE!** In addition to industry wide coverage of the winning entries through the mainstream label industry media platforms there is an opportunity to gain coverage in the local and business press. Exposure in the FINAT LNO publication is an additional asset.
- **STAY RELEVANT!** Winning entries (BIS, Group and Category) can also be viewed during the annual European Label Forum after the official awards ceremony, on the FINAT website, and every two years during Labelexpo Europe.
- **GO EVEN FURTHER!** An additional bonus is that entries from this year's winning awards will be selected by the Chairman of Judges to represent FINAT at the Lg World Label Competition in 2024. This is the only route to entering the Lg competition as direct entries from individual companies are not accepted.



Ulrich Etiketten GesmbH, Austria

## GROUPS/CATEGORIES

### GROUP A MARKETING/END-USES (NOTE CHANGES)

This group is designed to highlight the marketing influence that a label has in a particular market segment. The aesthetic properties of the entry feature strongly in the judging process and will be given priority weighting in the final selection for awards. In addition a high standard of technical printing and converting expertise is expected from all entries. Any combination of printing/converting processes may be used in the production of the label. *(Please provide an illustration of the final end-use of the label to aid the judges.)*

#### Categories

- |    |                      |   |
|----|----------------------|---|
| A1 | Wines                | including champagne.<br><i>(A main back and neck label will be considered as a single label.)</i>   |
| A2 | Beers and Spirits    | including ales and any drink with an alcoholic level in excess of 5% Vol.   |
| A3 | General Applications | including Non-Alcoholic Drinks, Food Products, Personal Products ( <i>clothes, shoes, toys, etc.</i> ), Household Products ( <i>garden, DIY, animal, amateur tools</i> ), Industrial Products ( <i>building, computers, logistics, agriculture</i> ), Automotive Products ( <i>transport, oils, component parts, tyres</i> ) and promotional coupons ( <i>advertising campaigns, money-saving vouchers</i> ). |
| A4 | Cosmetics            | hair and beauty, baby or skin, sun or dental care products, etc.  |
| A5 | Pharmaceutical       | medicines both human and animal, vitamins, homeopathic or selfdosing products, OTC, etc.  |
| A6 | Security             | product protection, anti-counterfeiting, product identification, RFID application, tamper evident, etc.   |
| A7 | Booklets             | information booklets consisting of 2 or more pages.   |
| A8 | Self-Promotional     | entered by printers, converters, suppliers in which the name of the company appears on the label, etc.  |
| A9 | Sets of Labels       | of two or more labels comprising a series of products ( <i>this excludes composite labels e.g. front, back or neck label of bottles - see also point g under 'How to Enter' on page 4</i> )   |

## GROUP B PRINTING PROCESSES



*Çiftsan Label and Packaging Company, Turkey*

The categories in this group are specific to a particular printing process. (Note: a maximum of 10% of the TOTAL AREA of the label can include another PRINTING process). Additional converting features including hot and cold foil, embossing etc. can be used without penalty. The judges will expect a high technical standard of printing and converting. Faults such as misregister will be penalised heavily.

### Categories

- B1 Flexography
- B2 Rotary Letterpress
- B3 Screen Printing (silk screen)
- B4 Reel fed offset lithography
- B5 Combination Printing (main printing process plus a combination of any other processes in excess of 10% of the TOTAL area of the label.
- B6 Gravure
- B7: Digital (toner or inkjet)
- B8: Hybrid (conventional + digital)

## GROUP C NON-ADHESIVE APPLICATIONS



*IPE Industria Gráfica, Spain*

Design elements feature strongly in this group and will be considered as equally important as the technical printing/ converting procedures.

***(NOTE: Labels slit from wider webs will not be accepted, therefore it is essential that the make and width of press is included on the entry form.)***

### Categories

- |                             |             |
|-----------------------------|-------------|
| C1 Sleeves                  | Any process |
| C2 Flexible Packaging       | Any Process |
| C3 Tags/Non-adhesive labels | Any Process |

## GROUP D INNOVATION



*Schreiner Group GmbH & Co. KG, Germany*

This group is designed to recognise new industry applications/ products (in the opinion of the judges) not covered by other groups, including innovative use or applications of the label press. This group also includes labels which incorporate integrated electronic devices which are not included in Group A6 – Security.

Any process or combination of processes may be used to produce the label. It is important that comprehensive information is provided to assist the judges in their deliberations.

### Categories

- D1 Innovation any process

## AWARDS

The awards structure is designed to recognise labels/flexible packaging which meet a high standard in design and aesthetic appeal especially in the marketing applications group A. A high level of technical competence is expected throughout all groups.

### The main awards are:

- Best in Show
- Group Awards (Gold)
- Category Awards (Silver)
- Highly Commended Certificates (Bronze)

In addition, the members of the jury have the option to select an entry which, in their opinion, presents a new or different application not covered by the main groups, for a special Jury Award. Award winners are revealed during the official ceremony (live or online). All trophies and Highly Commended Certificates are handed out during the awards ceremony on the occasion of the European Label Forum. In case the ceremony is held online, or if winners cannot attend the event, the trophies and/or certificates will be mailed.

## ELIGIBILITY

1. Entrants need not be a member of FINAT to enter, but must become a member if they receive an award, at any level.
2. The company entering the label or flexible packaging must:
  - a) have printed the label or flexible packagingOr
  - b) be a recognised supplier of materials or equipment to the industry but the actual producer of the label or flexible packaging must be the printer.
3. Any awards will be credited to the company which actually produced the label.

## CONDITIONS OF ACCEPTANCE

The company entering the label\* must obtain the agreement of the brandowner BEFORE entering a label. All entries are accepted in good faith. FINAT cannot be held responsible for entries not qualified for whatever reason. FINAT on the recommendation of the Chairman of Judges reserves the right to re-assign or disqualify any entry which does not conform to the main criteria for the competition. FINAT also reserves the right to publicly withdraw any award presented for any entry proved later to be in violation of the rules of the competition. Any entries received by FINAT may be used by FINAT for marketing or technical purposes, unless advised to the contrary.

## PAYMENT

Participation fee amounts to Euro 100 for the first entry and Euro 60 for each subsequent entry.

**DO NOT** send a remittance with the entry. An invoice will be issued by the FINAT secretariat to each company entering labels.

## HOW TO ENTER

The following information is designed to assist entrants when submitting their labels\* to ensure smooth processing of the individual entries. There is no limit to the number of different labels a company can submit. However each label must have a separate entry form and a label can only be entered in one specific category.

1. Read the participation details very carefully and note the conditions for entering.
2. Select the labels you want to enter:
  - a. Entries must have been produced between January 1<sup>st</sup> 2023 and December 31<sup>st</sup> 2023.
  - b. All entries must have been produced primarily on a NARROW WEB reel to reel press.
  - c. Entries printed entirely on a sheetfed machine will be disqualified.

*\* (Note: the term label in this leaflet is also understood to include, tags, flexible packaging and related products.)*

- d. A specific label design can only be entered in one category. If the same label is entered in another category as well, it will be withdrawn from one of the categories at the Chairman's discretion.
- e. Entries with multiple designs (or colour ways) must be entered in category A9 Sets of labels. Any group of labels entered in any other category will be reassigned to A9.
- f. Composite labels e.g. wine front labels, neck labels and back labels will count as one label and **should NOT** be entered in A9: Sets of labels.
- g. The name of the printer or supplier **must NOT** appear on the label or it will be re-categorised to A8.

3. Fill in the online participation form. (*The link can be found on page 5*). An entry form is required for EACH specific label entry. Please complete the questionnaire as accurately as possible and in ONE visit. After you have clicked on 'submit', or if you accidentally exit the form by closing the window, your link will be severed, and you will not be able to access the same questionnaire anymore.

To facilitate the entry process – the system can be very laborious – you only need to fill in your address details **once in case you have more than one entry**. Make sure however to mention your company name and your e-mail address in each subsequent entry.

When you submit your entry, you will automatically and immediately receive a confirmation in your e-mail box from Typeform. Make sure the e-mail address you provide is correct. Also check your spam folder in case you do not receive the notifications from Typeform.

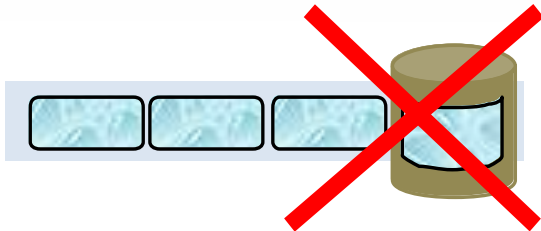
4. Please provide as much technical information as you can. You may leave questions empty, if you don't have the information at hand when filling in the form, but we recommend that you write all the details as the jury requires these to properly examine the entry/entries. You can send an email to Jakovina ([jvhaeringen@lejeune.nl](mailto:jvhaeringen@lejeune.nl)) with the request to adapt or add certain information to your registration after you have submitted the entry/entries.

We will treat your replies with the utmost confidentiality, but if there is technical information you do not want to share with the industry when our official report is published, make sure to select 'NO, it is confidential' under the question 'The entrant gives FINAT unconditional permission to use the technical information'.

5. Mount 1 label on a sheet of paper or cardboard. (*The colour of the paper or cardboard is not important, but the label –especially on clear film– should be clearly visible and readable*). **Please DO NOT include the name of the converter on this sheet.** This should be the best representation of your entry.



6. Enclose **20 samples** of the label, unmounted, in continuous form, but **DO NOT** include the cardboard core or reel. *(This will also minimize your dispatch costs). We require 20 samples in order to check consistency of printing and for possible submission of the label into the Lg WLA awards competition.*



7. Please include a copy (**SINGLE SIDED PRINT**) of the online confirmation mail with the actual label you are sending by post.
8. Enclose a picture of the end-product in use (*hard copy or digital on USB stick or by email to [info@finat.com](mailto:info@finat.com) or [jvhaeringen@lejeune.nl](mailto:jvhaeringen@lejeune.nl) to give the judges an idea of the label's function. (You can also send a sample of the actual end-product. **To minimise costs, facilitate dispatch and avoid unnecessary delay at customs, end-use products like wine bottles etc. can be sent to us empty.**)*
9. You can send your parcel (**NO VALUE**) by:

**Regular post:**

Lejeune Association Management  
attn. FINAT Label Competition  
P.O. Box 85612  
2508 CH The Hague  
The Netherlands

**Courier:**

Lejeune Association Management,  
attn. FINAT  
Laan van Nieuw Oost Indië 131-G (3rd floor)  
2593 BM The Hague  
The Netherlands  
(Tel. +31-70-3123910).  
Our office hours are from 08.30 – 17.30 CET (Monday – Friday).

10. Please respect the deadline. Entries for 2024 should be received by FINAT **no later than 1<sup>st</sup> March 2024**. **(Entries received after the 17th March 2024, when the judging starts, will automatically be disqualified.)**

## ENTRY FORM

You are able to submit the information about your entries online via the following link:

[CLICK HERE TO ACCESS ENTRY FORM](#)

## INFORMATION

For more information or questions about the competition, or if you experience problems with the online form or if you wish to change/add technical details to a form already submitted, please contact Jakovina at the FINAT secretariat (+31-70-3123910, [jvhaeringen@lejeune.nl](mailto:jvhaeringen@lejeune.nl))

[CLICK HERE TO SEE COMPETITION RULES ONLINE](#)

Below you can find an example of the questions featured in the online form, in order for you to collect the necessary information.

<https://lejeune131.typeform.com/to/EmYu2uCx>

### COMPANY INFORMATION

Company  
Name of contact person  
E-mail address  
Phone number  
Address  
City  
Postal code  
Country  
FINAT member (yes/no)

### LABEL INFORMATION

Name of the label  
The label is entered in group/category  
The brand owner's agreement has been obtained to enter this label (yes/no)  
The entrant gives FINAT unconditional permission to use the technical information (yes/no)  
The entrant gives FINAT unconditional permission to use the pictures of the label and/or end-product for marketing purposes (yes/no)  
Printing processes used to produce the label (flexo, letterpress, screen, litho, gravure, digital, other)  
Additional processes (hot foil, cold foil, embossing, varnish, lamination)  
Printing press  
Press printing width  
Printed in single pass or multi passes)  
Length of run (in meters)  
Average press speed (in meters per minute)  
Number of colours (inks) used to produce the label  
Specify colours (optional)  
Finishing/convertng (inline or offline)  
Offline technology used  
Type of ink used (uv, solvent, waterbased, liquid toner, dry toner, ink jet electro ink, other)  
Ink supplier  
Type of substrate used (film, paper, foil, other)  
Substrate supplier  
Pre-press technologies used (ctp or analogue)  
Half tone screen ruling used  
Why was self-adhesive used for this job  
Additional technical information which would help the judges (you can send a separate sheet with your entry).

### SUBMIT



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FINAT - THE ASSOCIATION FOR THE EUROPEAN LABEL INDUSTRY