



Results FINAT Label Competition 2017

THE 37TH FINAT LABEL AWARDS - A NEW BEGINNING

The start of a new era for FINAT began last year when the Association moved into new, modern offices in The Hague. The judging took place in two of the newly designed meeting rooms which offered the judges greatly improved lighting conditions and an easy to manage logistical area for evaluating the entries.

We received more than 280 entries from 45 companies representing 24 countries; all showing substantial increases over the 2016 competition, which is a very encouraging trend. There was also a more even spread of entries in all the classes, with Wines and Cosmetics leading the way. The total number of entries winning awards increased to 109 reflecting a great improvement in quality. A Best in Show award was selected along with two Judges' Special awards. All of these positive statistics indicate that the FINAT Label Competition is regarded by the members as an important event to win. The fact that FINAT wins several World Label Awards each year is added testament to the quality of the entries.

The "Best in Show" and the "Marketing/End-Uses Group Winner" award goes to **Royston Labels, UK** for the "**King's Cross**" label. In the judges' opinion this label stood out above the rest in this group and thoroughly deserves the highest honour. This dramatic looking label was printed in 6 colours using UV flexo on a metallic substrate. The image of a leaf stands out against the deep black background. The veins in the leaf, on closer inspection, actually represent a street map of South West London. The detail is outstanding and the reversed out lettering adds to the overall quality. The use of a matt varnish for the background and a gloss spot varnish to highlight the River Thames and certain lettering adds to the final quality of the label.



Özgül Yaman, Murat Sipahioglu, Steve Wood, Tony White, Jan-Frederik Vink, Yvette Moekotte

The "Printing Processes Group Winner" is "**Marzek Etiketten GmbH, Austria**" for "**Sonnwend Bock**". This unusually shaped label required a fairly complicated die-cut format. The combination of being printed in offset litho in four colours plus silver, with the addition of gold hot foil and a high gloss varnish and embossing makes this label stand out. The dynamic illustration gives a hint of what can be expected of the contents. The illustration suggesting heat from the flames and the reference to the sun grabs the attention of the viewer. The registration is very good and the precise production of the label merits the group award.

The "Non-Adhesive Group Winner" is "**IPE, Spain**" for "**Luna de Murviedro**". This rich looking sleeve is printed in 4

colours including white (the background), black, grey and a pearl white. The cold foil and matt varnish add to the complicated design components. The flexo printing and the cold foil are reproduced to a very high standard on a filmic substrate. This label fully deserves the group award.

The "Innovation Group Winner" is "**Schreiner Group GmbH & Co. KG, Germany**" for "**(rfd)-Parking Permit**". This digitally printed label is a Parking Permit especially designed for automatic vehicle identification in on-street parking or resident parking or company private parking. It is an integrated UHF RFID application which is placed on the inside of the windscreen of the vehicle. The label is infrared protected against use in direct

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

	Winners	Highly Commended	Total No. Awards	Total No. Entries
Group A	16	52	68	212
Group B	4	13	17	38
Group C	2	6	8	16
Group D	1	2	3	4
Group E	2	3	5	10
Total	25	76	101	280

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

sunlight and is UV and temperature resistant. The practical use of the label reduces administration time and is durable for the lifetime of the vehicle. A well printed and assembled label.

The "Digital Printing Group" winner is **"Etiketten CARINI, Austria"** for **"Kress-Beerenauselese"**. The central image of this digitally printed label shows a sailing ship in full sail with a message "T" in semaphore flags. The series of delicate and subtle images are mostly produced in tone form. Hot silver foil along with a matt varnish finishes the label which is nicely printed on a paper substrate with excellent registration.

There are two "Judges' Special Awards" which go to **"OMNIPACK AG, Switzerland"** for **"Glenfahrn 10th Anniversary Limited Edition"** and **"Source Labels, UK"** for **"Fortnum & Mason 000 Beluga Fresh Caviar"**. The Glenfahrn label was chosen as the label is digitally printed on a wood veneer where every background is different. This is an unusual looking label which



celebrates the 10th anniversary of the alcoholic beverage. The central image, all the type faces and the borders are printed using a halftone technique. The uniqueness of each label is special to this brand.

The Fortnum & Mason Caviar label was also unusual in that the label contained 14 Swarovski crystals within the design. The whole label is printed digitally using halftones to produce the background colour and to give the impression of a gold ink in the background to the crystals. An eye catching result worthy of the judges' award.

The continued separation of the Wines & Spirits and the Cosmetic categories continues to be popular with 59 and 43 entries respectively. These figures represent 21% and 15% of the total number of entries. Food and Alcoholic Drinks categories followed with 8% each of the total.

The Marketing/End-Uses Group dominated with 212 entries (an increase of 22%) and the Printing Processes Group with 38, which was approximately the same as 2016. 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) and our visiting "local" judge from Germany Michael Scherhag editor of Etiketten Labels magazine. 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 from an almost record number of entries.

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	52	(18.5%)	21 awards
UK	33	(11.8%)	16 awards
France	30	(10.7%)	8 awards
USA	18	(6.4%)	6 awards
Austria	17	(6.0%)	9 awards
Australia	16	(5.7%)	5 awards
Germany	15	(5.7%)	6 awards
Greece	11	(3.9%)	4 awards
UAE	11	(3.9%)	2 awards
Sweden	10	(3.5%)	7 awards

JUDGES' COMMENTS ON THE CATEGORY AWARDS

GROUP A MARKETING/END-USES

A1: WINES

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

Royston Labels, UK for King's Cross

This dramatic looking label was printed in 6 colours using UV flexo on a metallic substrate. The image of a leaf stands out against the deep black background. The veins in the leaf, on closer inspection are actually a street map of South West London which is rendered in outstanding detail. The use of a matt varnish for the background and a gloss spot varnish to highlight the River Thames adds to the final quality of the label.



Multi-Color Corporation North America Wine and Spirits, USA for Fortnight

This fairly deceptively simple looking label is printed in two colours plus hot foil, embossing and a gloss varnish. All components are in excellent register and by using a white felt paper substrate the main image is thrown into high relief. A nice example of using UV offset litho to full advantage.



A2: ALCOHOLIC DRINKS

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

"Vollherbst Druck GmbH, Germany" for "GIN- Citrus Infusion".

This label is printed digitally in 5 colours on a matt white paper substrate including hot foil and a high build gloss varnish. A halftone technique is used exclusively for the line images and the type content. The hot foiling adds a touch of class to the label. A well printed label with a lot of white space highlighting the main message and logo. The illustrations illustrate the three citrus fruits used in the manufacture of the gin.



"Multi-Color Corporation, Australia" for "MAX-TAWNY blended with whisky"

This is a bold gold label representing the MAX logo at the centre of the label. A combination of offset litho printing, hot foil, embossing and matt varnish contribute to making this label stand out in the crowd. Printed on a patterned coated stock using a gold ink adds to the ambience of the label. The touch of white in the design adds to the overall appearance



A3: NON-ALCOHOLIC DRINKS

Skaneem Skurup AB, Sweden for Munsbit Apple, Pear and Ginger Oat Smoothie 250ml

The images of the contents are nicely printed using digital ink jet technology in four colours and an opaque white on a filmic base using FM screening techniques. The gloss varnish adds a certain depth to the result.



A4: FOOD PRODUCTS

Stratus Packaging, France for Inspiration Amande



Printed on a filmic base using UV flexography in 8 colours which includes the four process colours a second black and 3 PMS inks. The rendering of the almonds and the cocoa beans looks very natural. A nicely produced label highlighting the benefits of the ingredients which are picked out of the dense black in reverse type faces.

A6: HOUSEHOLD

Çiftsan Etiket Ambalaj San. Ve Ticaret. Şti, Turkey for Sir Foam Spray



A lively, colourful and busy label printed digitally in 5 colours on a metallic base. The addition of a gloss varnish adds depth to the label. The image is sharp and well defined and illustrates the practical use of the product.

A7: INDUSTRIAL

Stratus Packaging, France for Etiquette Racks en TACO

This brightly coloured series of labels is digitally printed on a filmic base in two colours, the base colour and black. A grained PVC lamination film is used to add a grain effect to the end result.



A8: AUTOMOTIVE

Holostik India Ltd, India for Escorts Limited.

This label is used for identifying spare



parts for automobiles. It has many security features and could easily have been entered in the security category. Printed in 6 colours with a cold foil holographic strip and lamination this label serves a very useful service in what can be described as a hostile and challenging environment.

A9: COSMETICS

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

Royston Labels, UK for Dark Start Power Tan

A deeply atmospheric label printed by



flexography on a metallic film base which creates a dramatic contrast between the gold appearance and the dense black background. Six colours are used and the gradation in the background is achieved by using a halftone screen. The dense white ink used to highlight the lettering and the main product ensures that both can be read with ease including the really small ingredients panel.

Çiftsan Etiket Ambalaj San. Ve Ticaret. Şti, Turkey for Winx Body Lotion 75ml

A brightly coloured label with a predominately pink background and the image of the fairy would appeal to the younger generation. The use of a sparkling gloss lacquer adds to the attractiveness of the final result. Four colours printed digitally on a filmic substrate has produced an eye catching label whilst ensuring that the small type is very legible and clear.



A10: PHARMACEUTICAL

Holostik India, India for A to Z Syrup

Another label from Holostik which could have been entered in the security



category although the application is primarily pharmaceutical. This label is printed using UV flexo in six colours with the addition of a holographic cold foil. The small type is extremely well printed and is very legible.

A12: BOOKLETS

Etivoet, Belgium for Pentlabel Havoline

A very interesting booklet label packing in 9 pages of information (including the

cover) in a thickness associated with a single label. The opening of each alternate page is very clever. The pages open easily if the instructions are followed. The white filmic substrate makes it easy to use and to be able to read the black type areas the label is printed in UV flexo in three colours. A really versatile application for a booklet label.



A14: SELF-PROMOTIONAL LABELS

Multi-Color Corporation, USA for We Craft World Class Labels

The self-promotional label should show off the capabilities of the printer to its best advantage. This book does just that with actual printed labels on each page and a description of the converting method. A nice piece of marketing with many of the labels printed digitally. Many converting techniques are highlighted including embossing, hot foil, debossing spot varnish etc.



A15: SETS OF LABELS

Cabas SA, Greece for Gaea – Vinegars
250ml



As is usual with this printer the judges receive a full background story to the labels, this entry is no different. Printed in 6 colours using letterpress technology plus a gloss varnish gives the delightful labels a definite "lift". The reversed out lettering is sharp and clear and the illustrations contrast nicely with the dense black background. A credit to the Greek Vinegar industry.

GROUP B PRINTING PROCESSES

B1: FLEXOGRAPHY

DGS Baski Teknolojileri
for Della Gida Saka 10 lt

An overall blue label which reflects the mineral water product inside the bottle. The printing is of good quality with nice vignettes and clear type faces. Printed UV flexo in 6 colours including a varnish this label has a glossy appearance which gives the label a lift. The superior taste award adds to the intrinsic value of the product.



B2: ROTARY LETTERPRESS

Cabas SA, Greece for Agro.VI.M – Iliada
Olive oil Kalamata PDO 1Lt



Another great example of UV letterpress printing from this Greek converter. By printing on a metallic substrate the translucent yellow ink makes the olive branch appear as gold. The use of a double white background and a matt varnish gives the label nice shelf appeal. The fine type is extremely well printed including the small logos dotted around the label.

B5: COMBINATION PRINTING

Marzek Etiketten GmbH,
Austria for Sonnwend Bock

This unusually shaped label required a fairly complicated die cut format. The combination of being printed in offset litho in four colours plus silver, with the addition of gold hot foil and a high gloss varnish and embossing makes this label stand out. The dynamic illustration gives a hint of what can be expected of contents. There illustration suggesting the heat from the flames and the reference to the sun grabs the attention of the viewer. The registration is very good and the precise production of the label merits the group award.



B6: GRAVURE

Constantia Flexibles – Spear for Heineken Green Identity

This is one of the few gravure entries received each year. The label is printed in 7 colours on a clear film base allowing the product to be seen through the label. The printed surface is protected by a lamination layer and the foiling gives it just that lift needed to add to the value of the label. A nice result.



GROUP C

NON-ADHESIVE APPLICATIONS

CI: NON-ADHESIVE LABELS/TAGS

Çiftsan Etiket Ambalaj San. Ve Ticaret.

Şti, Turkey for Barbie Shimmer Lotion

Another label which will appeal to younger consumers. Digitally printed in 4 colours on a dull silver filmic base, this label is substantially brightened by the application of a sparkle lacquer highlighting the hair outline and various small images distributed throughout the white background. Again the really small type is easy to read as are the recycling icons.



Jaroslav Vendl, Owner

Compact design to fit limited floorspace

"We installed non-stop automation from Martin Automatic in 2011 and noticed an immediate improvement in productivity and reduction in waste levels.

This time we had less floorspace to work with, but Martin's compact MBSC and STR models offered the perfect solution for our latest flexo press, and the benefits are already obvious."

Colognia Press, Czech

Martin Automatic Inc

High Performance Splicing, Rewinding,
and Tension Control Systems
www.martinautomatic.com

OUR EXPERIENCE... YOUR ADVANTAGE

C3: SLEEVES

IPE, Spain for Luna De Murviedro

This rich looking sleeve is printed in 4 colours including white (the background), a black, a grey and a pearl white. The cold foil and a matt varnish add to the complicated design components. The flexo printing and the cold foil are reproduced to a very high standard on a filmic substrate. This label fully deserves the group award.



is placed on the inside of the windscreen of the vehicle. The label is infrared protected against use in direct sunlight and is UV and temperature resistant. The practical use of the label reduces administration time and is durable for the lifetime of the vehicle. A well printed and assembled label.

protection for the label when in use. It has a nice clean look with the subtle background colour behind the "New Look" logo produced through the use of halftone technology. Clean easily legible black type adds to the final result.

GROUP D

INNOVATION & ELECTRONIC PRINTING

DI: INNOVATION

Schreiner Group GmbH & Co. KG, Germany for ((rfid))-Parking Permit

This digitally printed label is a Parking Permit especially designed for automatic vehicle identification in on-street parking or resident parking or company private parking. It is an integrated UHF RFID application which

GROUP E

DIGITAL PRINTING

EI: LIQUID TONER TECHNOLOGY

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

schäfer-etiketten GmbH & Co. KG, Germany for Basler-New look Finish

A luxurious looking label which looks good on the container. Printed on a foil substrate in 4 colours plus a special ink and a laminated layer which adds

Etiketten CARINI, Austria for Kress – Beerenauslese

The central image of this digitally printed label shows a sailing ship in full sail with a message "T" spelled out in semaphore flags. The series of delicate and subtle images are mostly produced in tone form. Hot silver foil along with a matt varnish finishes the label which is nicely printed on a paper substrate with excellent registration.



CONCLUSION

In addition to the Award Winners mentioned in this article 76 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 7th June on the occasion of the European Label Forum in Berlin. The FINAT winners of the 2016 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