

**#LABEL** *icious*

IN SEARCH OF THE FUTURE LABEL TALENTS

# THE #LABELICIOUS COMPETITION

CONNECTING THE FUTURE WORKFORCE

POWERED BY:



#LABELicious is an initiative of FINAT, the association for the European label industry, and was first introduced in 2019. The PAN-European project, supported by national and international media, national label associations and other industry stakeholders, was developed to inspire, challenge and activate next generation talents to share their ideas and dreams about creative and sustainable labels and related packaging solutions for the future. It is also meant to bridge the gap between educational institutes and the label industry by introducing young professionals to the many working opportunities in this vibrant business.

## SUPPORTERS 2023/2024

– International Partners –



– International Media Partners –



– National Media Partners –



– National Media Partners –



– Association Partners –



– Association Partners –



– Association Partners –



## THE 2023/2024 COMPETITION

Students of graphic art schools and young professionals between the age of 18-25 are invited to design innovative labels for 'Humandate', a fictitious manufacturer of sustainable consumer products. Humandate are launching their new brand line Sexty Something® which is designed to empower senior consumers and support their health and wellness. This brand line is specifically intended for consumers who are born before 1955, who dress with glamour, drive with style and dream about future years to come. While being over sixty, they love life, live like legends, and feel far from the finishing line. When it comes to sustainability, they feel responsible to make better purchasing choices. The bonus for them personally: products that are healthier for both the inner body and outward appearance.



## REGISTRATION AND INFORMATION

Entries can be submitted via the official website ([www.labelicious.eu](http://www.labelicious.eu)) until the 31st of May 2024.

For practical information (rules, brief and eligibility) please consult the official website: [www.labelicious.eu](http://www.labelicious.eu) or contact

Jakovina van Haeringen at the  
FINAT secretariat,  
tel.: +31-70-3123910  
e-mail: [info@finat.com](mailto:info@finat.com)  
[jvhaeringen@lejeune.nl](mailto:jvhaeringen@lejeune.nl)



## JUDGING

In June 2024, a professional jury will select the international winners. Winners will be announced and recognized during an official awards ceremony that will take place during one of FINAT's forthcoming events.

## PRIZES

The winner(s) will receive the following prizes:

- € 1.000,-
- Access to valuable contacts in the label industry in their country for future work opportunities and visibility of their work in trade press and association media.
- The possibility of visiting the FINAT event for additional LIVE visibility of their work and personal introductions to professionals in the industry.



**Winners 2019**  
Niels Hyde (Belgium), Lucas Debock (Belgium) and Alessia Guerra (Italy) receive the awards from label industry leaders Avery Dennison, Gallus Group and HP during Labelexpo Europe 2019



**Winners 2020**  
Bjarne Castelein is awarded during the online ceremony. In view of prior engagements Sabrina Bento could not join.

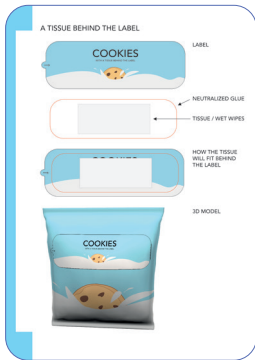


**Winners 2022**  
Gwen Calvo Suárez and Jorge Casterad (Spain) and Alessandro Tomaghelli (Italy) receive their awards during the European Label Forum 2022 in Bavono, Italy

## PREVIOUS COMPETITIONS

Here is a selection of winning entries in the previous competitions to give you an idea of the students' visionary capabilities and to inspire you to create something extraordinary.

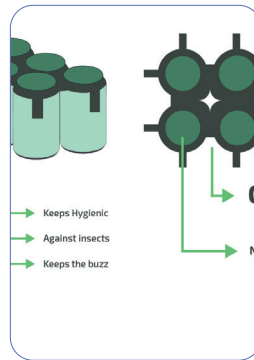
### 2019



**Smart Labels**  
Lucas DeBock, Belgium



**Design**  
Alessia Guerra, Italy



**Sustainability**  
Niels Hyde, Belgium



**Sabrina Bento,**  
Portugal



**Bjarne Castelein,**  
Belgium

### 2020-2021

### 2022



**Design**  
Gwen Calvo Suárez (Spain)



**Smart Labels**  
Jorge Casterad (Spain)



**Sustainability**  
Alessandro Tomaghelli (Italy)



**#LABELicious**

IN SEARCH OF THE FUTURE LABEL TALENTS

[WWW.LABELICIOUS.EU](http://WWW.LABELICIOUS.EU)

POWERED BY FINAT - THE ASSOCIATION OF THE EUROPEAN LABEL INDUSTRY - [WWW.FINAT.COM](http://WWW.FINAT.COM)