



FINAT LABEL COMPETITION 2025 WINNERS



RESULTS OF THE 45TH FINAT LABEL COMPETITION 2025

CELEBRATING EXCELLENCE IN LABEL PRINTING WORLDWIDE

The judging of this year's FINAT Label Competition took place under the new chairmanship of Z. Murat Sipahioglu, Heidelberg Turkey. After long years of chairing this prestigious event, Anthony White and his wife Connie decided to retire. The panel now consists of Messrs Z. Murat Sipahioglu, and fellow judge Steve Wood, both with more than 15 years' experience and in-depth technical knowledge of the processes used in the label industry; two newcomers with technical expertise in their own right within the label industry: Phil Baldwin (BOBST, UK) and Fahri Ilazi (Kocher+Beck, DE), and Mick de Reuver from FroQ Brandservices BV (NL) who provided his marketing experience.

The competition attracted a total of 184 entries, with 47 companies and 21 countries from all over the world participating, hence demonstrating the competition's global popularity. Türkiye and Austria topped the list of countries entering with a combined total of 47 entries followed by Spain with 18 and Germany with 16 entries. The highest

number of entries by category was led by Wines (38), Beers and Spirits (28) and with Sets of Labels in third place (16). The number of entries using digital as one of their main printing processes increased slightly to 88. This year, the Food & Beverages and Industrial & Automotive categories, previously included under General

applications, were separated hence increasing the number of categories from 21 to 23. This modification not only enabled us to see how many participants were actually interested in participating in each category, it also



From left to right: Mick, Phil, Fahri and in the front row Steve and Murat

Summary of the entries from the participating countries and the number of awards they received.

COUNTRY	NO. ENTRIES	OF TOTAL ENTRIES	NO. AWARDS
Türkiye	24	13%	16
Austria	23	13%	13
Spain	18	10%	6
Germany	16	9%	8
Italy	13	7%	4
Switzerland	13	7%	6
France	12	7%	4
USA	11	6%	4
South Africa	11	6%	2
Netherlands	10	5%	3
Belgium	8	4%	3
Australia	6	3%	2
Poland	6	3%	4
Ireland	4	2%	1
Bulgaria	2	1%	2
Greece	2	1%	1
Hungary	1	1%	1
Peru	1	1%	1
Romania	1	1%	1
South Korea	1	1%	1
UK	1	1%	1

showed that the Food & Beverages category is still a popular category.

The awards ceremony, presented by **Dr. Vlad Sljapic**, was held on 21 May on the occasion of the FINAT European Label Forum in Amsterdam. Overall, the 2025 FINAT Label Competition was again a testament to the dedication of the FINAT community and the high quality of label printing around the world.

BEST IN SHOW WINNER

Sancak Etiket,
Türkiye for Nicea Olive Oil



This was a really impressive label which was admired by the entire judging panel and unanimously chosen as a main winner. It offers the viewer outstanding visual impact, and it can easily be said that "the label was difficult to miss". The complexity of production was evident when we examined the perfectly applied relief varnish, especially when considering the three different sizes of the labels. Digital printing process together with silk screen printing (relief screen varnishing) was combined to give the final visually outstanding result. The use of relief screen varnish on all sizes of the labels was spot on and very effectively used to give the effect of a Nicean Tile Art, which is an art form performed in tile making around the city of Bursa in Türkiye. These tiles can be seen in many old mosques around Türkiye.



Best in Show - Sancak Etiket, Türkiye for Nicea Olive Oil

BREAKDOWN OF NUMBER OF WINNERS AND HIGHLY COMMENDED AWARDS BY GROUP

GROUP	CAT	NAME	TOTAL	HC	CW/ JCW	GW	JA	BIS
A	A1	Wines	38	10	1		1	
A	A2	Beers and Spirits	28	5	2	1	1	
A	A3	Food & beverages	9	3	1			
A	A4	General	7	3	1			
A	A5	Industrial & automotive	4	1	1			
A	A6	Cosmetics	8	2	1			
A	A7	Pharmaceutical	4	2	1			
A	A8	Security	3	2	1			
A	A9	Booklets	4	3	1			
A	A10	Self-Promotional	12	4	1		1	
A	A11	Sets of Labels	16	5	1	1		1
B	B1	Flexography	6	1	1			
B	B3	Screen Printing (silk screen)	3	1	1	1		
B	B2	Rotary Letterpress	2	1	1			
B	B4	Reel fed offset lithography	0					
B	B5	Combination Printing	6	2	1			
B	B6	Gravure	0					
B	B7	Digital (toner or inkjet)	10	4	1			
B	B8	Hybrid (conventional + digital)	2	1				
C	C1	Sleeves	6	2	1			
C	C2	Flexible Packaging	4	1	1			
C	C3	Tags / Non-adhesive labels	5	1	1	1		
D	D1	Innovation	6		2	1		
		TOTAL	183	54	22	5	3	1

GROUP WINNERS

The Group Winners are organised into the following main groups: Marketing/End Uses, Printing Processes, Non-Adhesive Applications and Innovation.

THE JOINT WINNERS OF THE MARKETING/END USES GROUP ARE:



Sancak Etiket, Türkiye for Nicea Olive Oil

The detailed explanation for the Nicea Olive Oil label can be seen under the BIS.



Multi-Color Corporation North America Wines, USA for Astraeus Single Malt Gin

As for the Single Malt label it is really a work of art, with a lot going on for it. It is a big and heavy label, because of the choice of substrate. A high degree of preparation and attention was required to apply the embossing used on this label. The images and embossing were spot on. The pre-press did a wonderful job on preparing the artwork that makes the observer think it is a metallic plate. The choice of colours brings a certain luxury effect to the label. It is a digitally printed label combined with immaculately applied embossing and tinting matte varnishing.



THE WINNER OF THE PRINTING PROCESSES GROUP IS:

Çiftsan Label and Packaging Company, Türkiye for Royal Caviar Shampoo.

When thinking of how difficult it is to print fine text with screen printing, it is easy to understand why this specific label was chosen as the group winner out of the other labels. The fine text printing performed by the operator, of course coming from a perfectly prepared screen mesh, is executed to perfection. The complexity of production and the control required to achieve such results is truly remarkable which is evident when we see the finished label. The interaction of screen printing process, relief varnish finishing is perfectly applied. This label brings about a certain luxury with relief varnish effect of the letter "R" and emphasises a sophisticated feel.



THE WINNER OF THE NON-ADHESIVE APPLICATIONS GROUP IS:

Optimum Group BV, The Netherlands for Best Moments Macarons.

This flexible packaging label was printed with flexography in 8 colours with a cold foil application and varnishing on White Paper 130g FSC material, in one pass and 100mt/min. The artwork and pre-press is nicely prepared to bring forward the product in the pack. All of the fine line text is legible and the printing quality of flexography proves the craftsmanship.



THE WINNER OF THE INNOVATION GROUP IS:

Schreiner Group GmbH & Co.KG, Germany for Smart Syringe Box

This is a product that enables the syringes or vials that are carried in it to be used within the required terms of use (item number of syringe or vial, contents, temperature, date of expiration, etc). The circuits behind the closure brackets are connected to each other and transmit information to a phone with the application of the Smart Syringe Box.

Every time a bracket is removed, the necessary information is shared with the user to prevent misuse or prevent the syringe's or vial's reuse. Main benefit of the product is efficiency within scope of use (hospital, laboratory, etc). It was printed using screen printing technology in one colour with varnish in a single pass combined with the etched conductor lines and PCB attachment.



A SPECIAL JUDGES AWARD WAS GIVEN TO THREE COMPANIES:

Multi-Color Corporation North America Wines, USA for Astraeus Single Malt Gin

The detailed explanation for the Single Malt label can be seen under the Marketing/End Uses Group Joint Group Winner. Because of the very minor

differences to the BIS, this label deserved the Special Judges Award for the effort put into the label as a whole.



Marzek Etiketten + Packaging GmbH, Austria for Braunrath Blaufränkisch

This label was printed in digital and with the use of relief varnishing the artwork was enhanced. The colours used give a kind of sophistication and minimalist

approach to the label. The relief varnish images of a man and a woman, with an underlay of grey gives the label a 3D effect, whilst providing a modern look at the same time. This 5 coloured label has a simple, yet effective design and together with the nicely performed relief varnish imaging it earns the Special Judges Award.



CCL Label Trittenheim GmbH, Germany for Christmas Label

Coming from the Self-Promotional labels category, this label shows us that the converter put a lot of emphasis on the use of flexography together with hot foiling with different kind of foils and micro & multi-layer embossing at the same time. The label shows the craftsmanship required to apply all these processes in unison, hence the Special Judges Award.



JUDGES' COMMENTS ON THE CATEGORY WINNERS

GROUP A MARKETING/END-USES

A1 WINES

**Multi-Color Corporation
Premium Solutions,
Australia for Sparrow &
Barrow Pinot Noir**

This is a very simple label depicting a sparrow on a pile of soil in a barrow, holding a worm in its beak. Very simply designed but with a lot going for it. This label was printed in litho in 5 colours, hot foiling detail on the pile of soil, boots and the worm and the flexo satin varnish on the hot foil and also screen high build. All of these processes were done in one pass to arrive at this simple but effective label.



A2 BEERS AND SPIRITS Joint Category Winners

**Multi-Color Corporation
North America Wines, USA
for Astraeus Single Malt Gin**
The detailed explanation for the Single Malt label can be found on page 4.



**Label Tech Ltd.,
Ireland for
Sailor's Home
Caravelle 10
Year Old Irish Whiskey**

The label features a bronze hot foil for a premium metallic accent and elegance, embossing adds depth and a relief varnish creates contrast and texture. Additional to these processes, a precisely

die-cut shape removal adds a distinctive and refined touch to the finished

product. The combination of all these techniques brings about a sophisticated label with a pinch of luxury.

A3 FOOD & BEVERAGES

**ETIVOET, Belgium for KEFIR DE LUX
25CL**



Beautifully used textured paper printed in digital and second pass with hot foiling brings a certain sophistication to the label. Especially the butterfly pops out with the gold foil and the colouring on its body and wings. The use of black in the background helps with the effect created by the butterfly. Overall a nice piece of converting.

A4 GENERAL

**Çiftsan Label and Packaging Company,
Türkiye for Festive Spice The Scent of
Christmas Fragnanced Room Spray**

A very festive looking label bringing the joy of Christmas to our minds. It shows a beautiful scenery of a Christmas Market in the town square, a big Christmas tree and people enjoying the holiday season. The burgundy colour enhances the seasonal effect. The label has a parkling relief varnish on the roof tops; the tree is a perfect solution for snow visualisation, because of its shine, and also the spot



relief varnish on the people makes them pop out of the image. All in all, a beautiful combination of digital, hot foil and relief varnishing.

A5 INDUSTRIAL & AUTOMOTIVE

**CONE AUTOADHESIVOS, S.L., Spain for
Impregnador-Waterproof**

As expected from an industrial label, the information is clearly readable and the images on the label explain the product's intention of use : a chemical used to keep shoes waterproof. The water droplets on the shoes at the top left corner and on the blue illustration at the bottom left corner highlighted with the relief varnish enhance that message to the consumer. It is a label printed with flexography in 4 colours, matte varnishing and in combination with screen for relief varnishing.



A6 COSMETICS

Çiftsan Label and Packaging Company, Türkiye for Rebul Magnolia Shower Gel



A beautifully worked label, enhancing elegance and luxury. Digital printing technique is used to print this outstanding label. The magnolia flowers, the R lettering of the logo, the brand name and the MAGNOLIA name pop out with spot relief varnishing. The leaves of the magnolias look alive with the relief varnish. The matte lamination really pushes the boundaries of sophistication.

A7 PHARMACEUTICAL

STRATUS PACKAGING, France for SOLAIRE SUN 50+ Mineral / RFID

Again a very nice, to the point label since it has to do with a pharmaceutical product. Also a piggyback application with all the information printed on all the layers of the label. Since it is a sun blocking cream the orange colour conveys this message, as is usually done with all sun block cream



products. This label was printed with flexography in 11 colours, overvarnished and with RFID planted in the label.

A8 SECURITY

CODEX Ltd., Hungary for Special Stick&Stick Stamp Block



This is a label that consists of a label on a label. It is a piggyback label, but does not quite seem so. It is printed with flexography in 5 colours and everything was done inline, in one pass. It is a nicely printed label, especially the illustration of Houdini being prepared by his assistants to perform one of his famous escape acts i. The special fluorescent ink used on the stamp can be seen by using a UV lamp and gives the impression as if you are seeing what is hidden under the stamp. A very cleverly thought of and executed label.

A9 BOOKLETS

Helvetikett AG, Switzerland for Sustainable 14pages F.E.A.R. booklet Haarlemmermeer



A well-known product type, demanded by many a customer to be able to fit all the information necessary for their products into a small booklet label. This specific specimen consists of 14 pages of information. It is printed in litho and finished offline by folding and fix-a-form. The customer's requirements could only be met by way of printing this very nice piece. The craftsmanship on printing such beautiful and effective images in such a small area is really worth judging and admiring.

A10 SELF-PROMOTIONAL

IPE Industria Gráfica S.L.U, Spain for OXOM Eau de Parfum for IPE

The interesting part of this label is the woven material used for the label. It is normally printed with one screen colour and hot foil. It is actually showing the fact that simple can also be something interesting and worthwhile, it can enhance sophistication as well. These labels are promoting perfume labels to prospect clients. The jury believed a lot of them would be impressed with the chic simplicity of the labels.



A11 SETS OF LABELS

Sancak Etiket, Türkiye for Nicea Olive Oil

The detailed explanation for the Nicea Olive Oil label can be seen on page 3.



GROUP B

PRINTING PROCESSES

BI FLEXOGRAPHY

**Multi-Color Corporation Paarl Labels,
South Africa for Vergelegen Pear Eau
de Vie**



The images on this particular label were printed like a work of art. The colouring was pastel and the fruits looked like they were taken out from a picture by some famous painter. It is a multilayer label with textured paper material laminated on clear material. The clear layer is printed in 4 colours with gold foil details and the textured paper material was also printed in 4 colours, with offline hot foiling and varnishing. The double sided label enables the consumer to see the product's brand name on the front. On the back of the label is another world with an image of a pear, giving a different effect. A beautifully and craftfully finalised label for a pleasing and exclusive product.

B2 ROTARY LETTER-PRESS

**KURESA S.A., Peru for
L'ESSENCE, Colonia
Orquidea Exótica**

A very clean, pretty and soft label. It is for a lady's



cologne. The image of the orchid is so beautifully highlighted with the partial varnish that even though it is on the background of the texts printed with silkscreen, it still pops out as if you could touch it. The image looks so real, even the imperfections on the petals of the orchid are visible, as if light is passing through them. The craftsmanship of the pre-press and the skills of the operator really show.

B3 SCREEN PRINTING (SILK SCREEN)

**Çiftsan Label and Packaging Company,
Türkiye for Royal Caviar Shampoo**



The detailed explanation for the Royal Caviar Shampoo label can be seen under the Printing Processes Group Winner on page 4.

B5 COMBINATION PRINTING

**Multi-Color Italia S.p.A.,
Italy for Calimaia Nobile
di Montepulciano Riserva
75 cl**

The processes used on this specific label are offset, flexo printing for foil overprinting, relief varnish, embossing and on the



background of the complete label surface you see debossing. The registration on the many processes was done excellently and in one pass. The debossed surface of the label, shapes the image with embossing and the gold foil details show sophistication. Effective craftsmanship..

B7 DIGITAL

**Haitoglou SA Graphic Arts, Greece for
The Zivania 500ml**



The peacocks look so perfect facing each other, as if on a coat of arms. The product's name is highlighted with gold foil. The tree branches that the peacocks are perching on also have details of hot foiling. It is a digital print done in a perfect way, and the usage of gold foil brings about an extra sense of quality to the label in the consumer's eyes.

GROUP C

NON-ADHESIVE APPLICATIONS

CI SLEEVES

**OVELAR, Spain for Sleeve Efecto
mariposa**

This image that you see on this work of modern art, printed in flexography in combination with relief varnishing, was created with the combination of the traditional and the futuristic imaging systems. You take a photograph, put the AI technology to work and ask it to

create something that is exotic, beautiful and out of this world. This is the kind of image you get. The colours on the wings pull you in with their beauty, you want to touch it. And to add to that, to create the 3D effect on the skeletal structure of the wings and give the printed image some life, relief varnish was used. The use of shrink sleeves for this particular design emphasises the brilliance of the created butterfly when shrunk around the final product, as if it has landed on the package and waiting for its next flight. The sleeve's drive efficiency is convenient in the packaging process which is a fact we cannot overlook.



C2 FLEXIBLE PACKAGING

Çiftsan Label and Packaging Company, Türkiye for Valeria Delicious Crème Mains

This very colourful, cheerful and tasty



looking tube laminate product is printed in digital. To add more life and 3D effect to the images, relief varnish effect was

used to perfection. The donuts and cookies look as if they are real. You can almost take them in your hand and eat them. To add sophistication to the touch, soft touch lamination was also used.

C3 TAGS/NON-ADHESIVE LABEL

Optimum Group B.V., The Netherlands for Best Moments Macarons

The detailed explanation for the Best Moments Macarons label can be seen under the Non-Adhesive Applications Group Winner on page 4.



Helvetikett AG, Switzerland for Helvetikett CODEtape the worldwide longest gapless unique-codes label «Eindhoven»



This digitally printed label has the world's longest gapless code printed for hundreds of meters. This code is scanned at all times to enable monitoring the exact position of the transport elevator. Position monitoring tool so to speak. It is a non-adhesive very long filmic label printed in 4 colours.

GROUP D INNOVATION

DI INNOVATION Joint Category Winners



Schreiner Group GmbH & Co.KG, Germany for Smart Syringe Box

The detailed explanation for this label can be found under the Group D winner on page 5.

L9 WORLD LABEL AWARDS 2025

The judging for the L9 World Label Awards 2025 which was reinstated in 2024 will take place during Labelexpo Europe in Barcelona in September 2025. The best winning entries from the L9 Associations including FINAT will be selected for entry into this prestigious international label competition.

We trust that we will continue to build on the optimism and confidence of the world label industry which is set to grow way into the future.

HIGHLY COMMENDED CERTIFICATE WINNERS

GROUP A: MARKETING/END-USES

A1: WINES

Dars g1-Dimitar Sabkov	Radostina Muscat	Digital
Grupmicros	Serres Velles	Screen
Marzek Etiketten+Packaging GmbH	Terra Oka	Digital
Marzek Etiketten+Packaging GmbH	KISS	Digital
Marzek Etiketten+Packaging GmbH	Frühwirth Purist	Digital
Marzek Etiketten+Packaging GmbH	SiR emotion wine	Digital
Marzek Etiketten+Packaging GmbH	Braunrath Blaufränkisch	Digital
MCC Premium Label Solutions	William Light	Litho
Multi-Color Corporation Americas Wine	Freakshow Petite Petit	Litho
Ulrich Etiketten GesmbH	Leo Hillinger - Blaufränkisch Ried Umriß - Rust	Digital

A2: BEERS & SPIRITS

CARINI GmbH	Snake	Flexo/Screen
Masterpress S.A.	Distilia – The Last Cask Series (Qilin, Guyana Uitvlugt)	Flexo/Screen
Orion Zankowanie Towarów	Breslauer Gin	Gravure
Riojadesivos	Tequila Gold - Kick The Rules	Digital
SC Etichete Flexo SRL	Wolfpack - Barrel Aged Gin Limited Edition	Digital

A3: FOOD & BEVERAGES

Çiftsan Label and Packaging Co.	Servet Citrus Honey	Digital
Çiftsan Label and Packaging Co.	Hayfene Spicy Seasoning	Digital
Etiquetas Adhesivas Rever S.L.	Nature's Bounty series	Flexo



A1 Marzek Sir



A2 SC Etichete Wolfpack



A3 Etiquetas Rever Nature Bounty



A4 Carini MegaLoona

A4: GENERAL

CARINI GmbH
Reynders label printing
Tikedo srl

Megalooona
Hammer Thor Nordic Freeze
Didò Glitter Fila Group

Digital
Flexo/Screen
Hybrid

A5: INDUSTRIAL & AUTOMOTIVE

robos labels

Bosch Pro Core 18V

Hybrid

A6: COSMETICS

Orion Znakowanie Towarów
Stratus Packaging

totpa urban garden serum for hands
I wanna have - A sweet escape

Flexo/Hybrid
Flexo/Gravure

A7: PHARMACEUTICAL

Çiftsan Label and Packaging Co.
Helvetikett AG

Apiksir Beekeeper' s Elixir
Helvetikett pharma traceability sticker in sticker peel off function «Utrecht»

Digital
Flexo

A8: SECURITY

Schreiner Group GmbH & Co. KG
SECURIKETT Ulrich & Horn GmbH

3rd license plate Kosovo
E-Commerce Anti-Tamper Label PaperSeal with Cut-Indicator

Flexo/Screen
Flexo

A9: BOOKLETS

Helvetikett AG

Helvetikett reclosable sustainable slim shaped 32-pages booklet label
«Maastricht»

Litho

Helvetikett AG
robos labels

Helvetikett bottle cap booklet wobbler special shaped execution «Den Haag»
Dupli-Color Next Generation

Flexo
Flexo



A4 Tikedo Dido Glitter



A5 Robos Bosch ProCore



A7 Çiftsan Apiksir

AIO: SELF-PROMOTIONAL

CCL Label Trittenheim GmbH
Stratus Packaging
Dars g1- Dimitar Sabkov
SENSEE, Inc.

Christmas label
Let's save the world
Digi Marvel
SENSEE braille seal label

Flexo
Digital
Digital
Flexo

AII: SETS OF LABELS

Giftsan Label and Packaging Co.
etiVoet
Marzek Etiketten+Packaging GmbH
Marzek Etiketten+Packaging GmbH
Ulrich Etiketten GesmbH

Exodus Miss Flowers Body Mist Exotic
Alfia Spritz
Mevrou Series
Sammerhof Edelbrände Series
Secreto Mistico

Digital
Digital
Digital
Digital
Digital

GROUP B: PRINTING PROCESSES

B1: FLEXOGRAPHY

OPM (Labels & Packaging) Group Ltd

Tanologist Self Tan Mousse Light 2-ply P&R 200ml

Flexo

B2: ROTARY LETTERPRESS

Tikedo srl

Tenuta Albaricca Olio Extra Vergine Italiano

Rotary Letterpress

B3: SCREEN PRINTING

Multi-Color Corporation Americas Wine

Prisoner Correction

Screen printing

B5: COMBINATION PRINTING

Giftsan Label and Packaging Co.
Tikedo srl

Néfertiti Skin Brightening Lotion
Della Gherardesca Brunello di Montalcino

Combination print
Combination print



A10 Sensee Braille label



B5 Giftsan Nefertiti



B5 Tikedo Della Gherardesca

B7: DIGITAL

DGS Baskı Teknolojileri A.Ş.
DGS Baskı Teknolojileri A.Ş.
Lebone Paarl Labels
Multi-Color Bingen GmbH

Dory Aroma Gel For Washing Colored fabrics
Grass Polyrole Matte
Happiness
Topanito Mezcal Artesanal Tepeztate Bianco

Digital
Digital
Digital
Digital

B8: HYBRID

Helvetikett AG
Hybrid

Helvetikett 360° bottle cap booklet wobblers special shaped execution «Rotterdam»

GROUP C: NON-ADHESIVE APPLICATIONS

C1: SLEEVES

Masterpress S.A.
Stratus Packaging

OSHEE Vitamin Water - Limited Edition
Hei Poa - Elixir d'amour

Digital
Flexo

C2: FLEXIBLE PACKAGING

Giftsan Label and Packaging Co.

Exodus Embrace Crème Mains

Digital

C3: TAGS/NON-ADHESIVE LABELS

Optimum Group B.V.

Ravenwood Miss Perfect Délice

Flexo



B7 DGS Polyrole Matte



B7 MCC Bingen Topanito



C1 Masterpress Oshee



C1 Stratus Hei Poa Elixir
D'amour



C2 Giftsan Exodus Embrace

IMPRESSIONS OF THE AWARDS CEREMONY



Group A category winners



Group B category winners



Group C category winners



Highly Commended Grupmicros



Highly Commended Sensee



Group D category winners



WLA winners



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