FINAT LABEL
COMPETITION 2018
L9 WLA AWARDS 2017
WINNERS
THE 38TH 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.

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.
The “Printing Processes Group Winner” is “Inform Etiketten GmbH. Co. KG, Germany” for “Spirituosausstattung 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 stands 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.

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

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>NO. ENTRIES</th>
<th>NO. AWARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>44</td>
<td>24</td>
</tr>
<tr>
<td>UK</td>
<td>26</td>
<td>9</td>
</tr>
<tr>
<td>UAE</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Austria</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>India</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>France</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Australia</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Germany</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>USA</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Sweden</td>
<td>12</td>
<td>5</td>
</tr>
</tbody>
</table>
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
Skanem, 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.

**A10: 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.

**A11: 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 foil printing 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 foil printing. 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 added interest to cool looking label.

B2: ROTARY LETTERPRESS
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.

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.

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.

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.

GROUP D
INNOVATION & ELECTRONIC PRINTING

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

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

EI: 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

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Etiketten CARINI</td>
<td>Bickenshohler MYSTERIOUS Red</td>
<td>Litho</td>
</tr>
<tr>
<td>MCC Label Paarl South Africa</td>
<td>Cambalala Sauvignon Blanc</td>
<td>Flexo</td>
</tr>
<tr>
<td>Multi-Color Corporation Australia</td>
<td>The Barossan Shiraz</td>
<td>Litho</td>
</tr>
<tr>
<td>Multi-Color Corporation</td>
<td>Octopoda Cabernet Franc</td>
<td>Digital</td>
</tr>
<tr>
<td>Multi-Color Corporation</td>
<td>Outcast The Mindset</td>
<td>Digital</td>
</tr>
<tr>
<td>Multi-Color Corporation North America Wine and Spirits</td>
<td>Tin Star Cabernet Sauvignon</td>
<td>Digital</td>
</tr>
<tr>
<td>Multi-Color Corporation Wales</td>
<td>Borne of Fire Cabernet Sauvignon</td>
<td>Litho</td>
</tr>
<tr>
<td>Multi-Color Corporation North America Wine and Spirits</td>
<td>Geyser Peak</td>
<td>Digital Flexo Screen</td>
</tr>
<tr>
<td>Multi-Color Corporation</td>
<td>Freelance Wines</td>
<td>Litho Screen</td>
</tr>
<tr>
<td>Multi-Color Corporation North America Wine and Spirits</td>
<td>Hertehendy Chardonnay</td>
<td>Litho</td>
</tr>
<tr>
<td>Nuceria Group</td>
<td>Tontiwine</td>
<td>Screen</td>
</tr>
</tbody>
</table>

#### A2: ALCOHOLIC DRINKS

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amberley Adhesive Labels</td>
<td>9 Moons Special Cask Reserve Gin</td>
<td>Digital</td>
</tr>
<tr>
<td>Çiftsan Etiket Ambalaj San. Ve Tic. Ltd. Şti</td>
<td>Night Cosmos Vodka</td>
<td>Digital Screen</td>
</tr>
<tr>
<td>Gietz AG</td>
<td>Gietz Whisky</td>
<td>Digital</td>
</tr>
<tr>
<td>Kolibri Labels BV</td>
<td>Tabu Absinth Classic</td>
<td>Letterpress Screen</td>
</tr>
<tr>
<td>Multi-Color Corporation Australia</td>
<td>Archie Rose - Horisumi</td>
<td>Digital</td>
</tr>
<tr>
<td>Multi-Color Corporation Australia</td>
<td>Mr Black Coffee Amaro</td>
<td>Litho</td>
</tr>
<tr>
<td>Skanem Poznâh Sp. z o.o.</td>
<td>Republika Black</td>
<td>Flexo Screen</td>
</tr>
</tbody>
</table>

#### A3: NON-ALCOHOLIC DRINKS

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Çiftsan Etiket Ambalaj San. ve Tic. Ltd. Şti</td>
<td>Souver Drinking Water with minerals</td>
<td>Digital Screen</td>
</tr>
<tr>
<td>Doga Etiket ve Ambalaj San. Tic A.Ş</td>
<td>Fuska Natural Mineral Water</td>
<td>Flexo</td>
</tr>
<tr>
<td>Skanem Skurup AB</td>
<td>Foodie Havtorn Eko 250 ml</td>
<td>Digital</td>
</tr>
</tbody>
</table>

#### A4: FOOD PRODUCTS

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Çiftsan Etiket Ambalaj San. ve Tic. Ltd. Şti</td>
<td>Koska Strawberry Preserves</td>
<td>Digital Screen</td>
</tr>
<tr>
<td>Çiftsan Etiket Ambalaj San. ve Tic. Ltd. Şti</td>
<td>Shana Sourcherry Jam</td>
<td>Digital Screen</td>
</tr>
<tr>
<td>Doga Etiket ve Ambalaj San. Tic A.Ş</td>
<td>Trilyeden Zeytinyagi</td>
<td>Digital</td>
</tr>
<tr>
<td>Kimoha Enterpreneurs Ltd</td>
<td>Organic Wheatgrass Powder</td>
<td>Flexo</td>
</tr>
<tr>
<td>Letra Graphix Pvt. Ltd.</td>
<td>Delight Nuts Peanut Butter 340g Crunchy</td>
<td>Flexo</td>
</tr>
<tr>
<td>Skanem Skurup AB</td>
<td>Orange Marmelade Põltsamaa 425 g</td>
<td>Flexo</td>
</tr>
<tr>
<td>Skanem Skurup AB</td>
<td>Sunshine Chili 1 L</td>
<td>Digital</td>
</tr>
<tr>
<td>Stratus Packaging</td>
<td>La Sauce de Monin - Milk Chocolate flavoured sauce</td>
<td>Flexo</td>
</tr>
</tbody>
</table>

#### A5: PERSONAL

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stratus Packaging</td>
<td>Origine France</td>
<td>Digital</td>
</tr>
</tbody>
</table>

#### A6: HOUSEHOLD

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Çiftsan Etiket Ambalaj San. ve Tic. Ltd. Şti</td>
<td>Mallochesca Kids Laundry Detergent</td>
<td>Digital Screen</td>
</tr>
<tr>
<td>Desmedt Labels</td>
<td>Ecover Universal Waschmittel Hibiskus &amp; Jasmin</td>
<td>Flexo</td>
</tr>
<tr>
<td>Desmedt Labels</td>
<td>New Year Honey</td>
<td>Flexo</td>
</tr>
<tr>
<td>Kimoha Enterpreneurs Ltd</td>
<td>Parin Disinfectant</td>
<td>Flexo</td>
</tr>
<tr>
<td>Skanem Skurup AB</td>
<td>Pirkka Softener Tropical Fruits</td>
<td>Digital</td>
</tr>
</tbody>
</table>

#### A7: INDUSTRIAL

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doga Etiket ve Ambalaj San. Tic A.Ş</td>
<td>Beko Frost Free</td>
<td>Digital</td>
</tr>
</tbody>
</table>

#### A8: AUTOMOTIVE

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kimoha Enterpreneurs Ltd</td>
<td>Active CVT Fluid</td>
<td>Flexo</td>
</tr>
<tr>
<td>Skanem Interlabels Industries Pvt. Ltd.</td>
<td>Castrol Magnatec Non-stop protection from every start</td>
<td>Flexo Screen</td>
</tr>
</tbody>
</table>

#### A9: COSMETICS

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Product Name</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azimut NPC NT Ltd.</td>
<td>Zeitun: leave-in hair care cream</td>
<td>Digital Offset</td>
</tr>
<tr>
<td>Azimut NPC NT Ltd.</td>
<td>Zeitun: Natural flower water</td>
<td>Digital Offset Inkjet</td>
</tr>
<tr>
<td>Çiftsan Etiket Ambalaj San. ve Tic. Ltd. Şti</td>
<td>Eyüp Sabri Tuncer Olive Oil Shower Gel</td>
<td>Digital Screen</td>
</tr>
</tbody>
</table>
**A10: PHARMACEUTICAL**
Kimoha Entrepreneurs Ltd
Letra Graphix Pvt Ltd

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

**A11: SECURITY**
Holostik India Limited
Kimoha Entrepreneurs Ltd

- Diamond Relief Label
- Diesel Tech

**A12: BOOKLETS**
Etivoet

- La Lorraine Cougnou frais

**A13: PROMOTIONAL COUPONS |** Nor highly commended winners in this category.

**A14: SELF-PROMOTIONAL LABELS**
August Faller GmbH und Co. KG
Azimut NPC NT Ltd
Marzek Etiketten + Packaging

- TEAI-BOX
- Chinese tea
- Marzek Leporello Eigenwerbung

**A15: SETS OF LABELS**
Azimut NPC NT Ltd.
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
InForm Etiketten GmbH & Co. KG
KDS Sp. z o.o. Sp. k.
Kimoha Entrepreneurs Ltd
Marzek Etiketten + Packaging
Marzek Etiketten + Packaging
Marzek Etiketten + Packaging
Multi-Color Corporation Wales

- Cocktails E-liquids
- Vasso Evolution Hipster Conditioner-Pre Shave Oil- Shampoo
- PEEL-OFF Series of an animal's alphabet labels
- Oriental Golden Hours
- HISS Der Wein vom Kaiserstuhl
- Kattus Klassik Cuvée Nr. 1 und Cuvée Rosé
- Sir / Lady burgenland
- Fuller’s & Friends

**A16: TAGS**
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
Holostik India Ltd.

- Eyüp Sabri Tuncer Toothpaste Tube
- Glucose D

**GROUP B: PRINTING PROCESSES**

**B1: FLEXOGRAPHY**
DGS Baski Teknolojileri A.Ş.
Kimoha Entrepreneurs Ltd

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

**B2: ROTARY LETTERPRESS**
Cabas S.A.
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti

- Ouzo Plomariou
- Nishshe Makeup Remover

**B3: SCREEN PRINTING**
Stratus Packaging

- Jeremy Lin for Her

**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
- Eyüp Sabri Tuncer Coconut Lotion
- The Countess Walewska Vodka
- Desperados DOS

**B6: GRAVURE**
Multi-Color Corporation Wales
Multi-Colour Corporation

- Chaudfontaine Sparkling
- Newcastle Brown Ale
GROUP C: NON-ADHESIVE APPLICATIONS

C1: SLEEVES
- Doga Etiket ve Ambalaj San. Tic A.Ş
- Coca Cola Avengers Digital
- Coca Cola Woman's Day Digital
- Nutella Digital
- Hummus Sauce Flexo
- Sublim Eclat Clarifiant Gommage Exfoliant Digital
- Little Monster Digital

C2: FLEXIBLE PACKAGING | No entries in this category.

GROUP D: INNOVATION AND ELECTRONIC PRINTING

D1: INNOVATION
- Etivoet Korus Blonde Digital
- Kimoha Entrepreneurs Ltd Protec green 5W-40 makeover label 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 Lina Spiderman Body Lotion Digital Screen
- Etiketten CARINI Felsengartenkellerei Riesling Senf Digital
- schäfer-etiketten GmbH & Co.KG Wella Professionals Ocean Spritz Love Edition Digital Flexo

E2: INKJET TECHNOLOGY | No highly commended winner in this category.
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 2: FLEXO LINE/SCREEN
Winner TLMI: Label Impressions Inc., USA for “Deva Curl Buildup Buster”

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 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.V.I.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
CLASS 9: OFFSET LINE
Winner SALMA: Panprint Ltd., New Zealand for “True Honey Co. 300+ MGO”

CLASS 10: 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 11: OFFSET WINE/SPIRITS
Joint Winner JFLP: SEIEIDO 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 12: COMBINATION LINE
Winner SALMA: Rapid Labels, New Zealand for “Floating Oil Snapper”
HM FPLMA: Label House, Australia for “Pale Ale Birra Zonzo”

CLASS 13: 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 Fuka” 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”

**CLASS 18: DIGITAL WINE/SPIRITS**

Winner TLMI: Syracuse Label & Surround Printing, USA for “Ryze Vodka”

**CLASS 19: SCREEN PRINTING**

Winner LMAI: Any Graphics Pvt. Ltd., India for “ComAD Designs”

HM JFLP: Sibel Industry Co. Ltd., Japan for “VRONIQUE & CLAUDETTE”

HM FINAT: Stratus Packaging, France for “Shampoo Color Lômé Paris”

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”

HM FINAT: Stratus Packaging, France for “Shampoo Color Lômé 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 unmistakeable brand and product message.
BEST OF THE BEST

This is the fifth year that the L9 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 L9 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:
Tony White, Chairman of the WLA Judging Panel | Tel +44 1379 741844 | e-mail: tony.white@awaconsulting.co.uk

OVERALL RANKING OF WINNERS BY REGION

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

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 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.

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: Shibataseco Co. Ltd., Japan for “Instant Pocket Label”

Joint Winner LMAI: Mudrika Labels Pvt. Ltd., India for “Colgate Deep Cleaning”