FORTIETH INTERNATIONAL LABELLING COMPETITION

PARTICIPATION DETAILS

Last date for entries 1st March 2020
OBJECTIVES

1. To promote and highlight the advantages and uses of self-adhesive labels as an effective marketing, promotional or identification tool. Also to promote the use of narrow web flexible packaging (press width up to 570 mm) as an additional product range for label printers.
2. To encourage printers/converters to extend the technical and quality boundaries of the self-adhesive and narrow web flexible packaging industries.
3. To promote the use of label and narrow web techniques on a worldwide basis to the benefit of the label and associated industries in general.

BENEFITS OF ENTERING

• Comprehensive exposure of the winners will be provided in all the label industry media platforms, including the FINAT LNO and the mainstream package and printing journals.
• All winning entries will be displayed during the European Label Forum (ELF) 2020 in Rome.
• The trophies for Group, Best in Show and Judges Award will be presented to the winners during the awards ceremony evening held during ELF.
• Entries to represent FINAT for the 2020 L9 World Label Competition will be selected from the entries receiving awards from this year’s competition. *Note this is the only route to entering the L9 competition as direct entries from individual companies are not accepted.

COMPETITION GROUPS/CATEGORIES

GROUP A MARKETING/END-USES
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 treatment 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. Special conditions apply to categories A1 and A9 (Wine labels will only be accepted in category A1. Cosmetic labels will only be accepted in category A9.)

Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>A1* Wines</td>
<td>(including champagne: A main, back and neck label will be considered as a single label) spirits, beer, etc.</td>
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<tr>
<td>A2 Alcoholic Drinks</td>
<td>juices, soft drinks, water, etc.</td>
</tr>
<tr>
<td>A3 Non-alcoholic Drinks</td>
<td>confectionery, snacks, foods, etc.</td>
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<tr>
<td>A4 Food Products</td>
<td>clothes, shoes, toys, cutlery, china, etc.</td>
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<tr>
<td>A5 Personal</td>
<td>garden, DIY, under sink, animal, amateur tools, etc.</td>
</tr>
<tr>
<td>A6 Household</td>
<td>building products, computers, logistics, agriculture, etc.</td>
</tr>
<tr>
<td>A7 Industrial</td>
<td>transport, oils, automotive related cleaners, component parts, tyres, in car products, etc.</td>
</tr>
<tr>
<td>A8 Automotive</td>
<td>hair and beauty, baby or skin, sun or dental care products, etc.</td>
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<tr>
<td>A9* Cosmetics</td>
<td>medicines both human and animal, homeopathic or selfdosing products, OTC, etc.</td>
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<tr>
<td>A10 Pharmaceutical</td>
<td>product protection, anti-counterfeiting, product identification, RFID application, tamper evident, etc.</td>
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<tr>
<td>A11 Security</td>
<td>information booklets, etc.</td>
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<tr>
<td>A12 Booklets</td>
<td>advertising campaigns, money saving vouchers, etc.</td>
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<tr>
<td>A13 Promotional coupons</td>
<td>entered by printers, converters, suppliers in which the name of the company appears on the label, etc.</td>
</tr>
<tr>
<td>A14 Self-promotional labels</td>
<td>of two or more labels comprising a series of products</td>
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<tr>
<td>A15 Sets of labels</td>
<td>any non-adhesive label or tag, excluding sleeves and flexible packaging</td>
</tr>
<tr>
<td>A16 Tags/Labels</td>
<td></td>
</tr>
</tbody>
</table>

GROUP B PRINTING PROCESSES
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 process plus any other process in excess of 10% of the printed area of the label)
B6 Gravure

Wine and Cosmetic labels can only be entered in categories A1 and A9 respectively.

GROUP C NON-ADHESIVE APPLICATIONS
This group has been modified to include flexible packaging up to 570 mm* press width and sleeves. 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

GROUP D INNOVATION AND ELECTRONIC PRINTING

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 A11 – 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
D2 Electronic devices any process

GROUP E DIGITAL
This group recognises the significant part that digital is playing in the modern label industry. The two categories are designed to cover the main digital printing technologies including toner and ink jet processes.

Labels in this group will be judged on the effective use of the respective digital process. The judges will expect a very high standard of printing and finishing including accuracy of die-cutting. Attention will be paid to the effective use of either inline or offline converting and the finishing technology used. Particular attention will be paid to the suitability of a design for the digital process and the use of colour. The type of substrate and the final application of the label on the product will be considered.

It is important that additional technical and application information is provided to allow the judges to make informed decisions about an entry.

Categories
E1 Toner technology Liquid or dry toner
E2 Ink jet technology

Wine and Cosmetic labels will only be accepted in categories A1 and A9 respectively.

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. The Best in Show, Group Awards and any Special Award will be presented at an awards ceremony to be held during the 2020 ELF. All other awards will be presented off stage during the ELF event. Highly commended certificates can be collected from the FINAT reception desk after the awards ceremony till the end of the forum on Friday afternoon.
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. It is essential that ALL winners of the main awards (BIS and Group Awards) attend the revised and dedicated awards ceremony during ELF. Participation in the awards ceremony is free of charge.
3. The company entering the label or flexible packaging must:
   a) have printed the label or flexible packaging
   Or
   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.
4. 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.

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

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 (RULES AND GUIDELINES)

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.

* Note: in this section the term label is also understood to include flexible packaging, tags and associated products.

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 1st 2019 and December 31st 2019.
   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.
   d. With the exception of Category A16 and groups C and D the substrate must be coated with pressure sensitive or heat activated adhesive.
   e. 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.
   f. Entries with multiple designs (or colour ways) must be entered in category A15 Sets of labels. Any group of labels entered in any other category will be reassigned to A15.
   g. Composite labels e.g. wine front labels, neck labels and back labels will count as one label and should NOT be entered in A15: Sets of labels.
   h. The name of the printer or supplier must NOT appear on the label or it will be re-categorised to A14.
   i. Wine labels will only be accepted in Category A1. They will NOT be accepted in any other category.
   j. Cosmetic labels will only be accepted in Category A9. They will NOT be accepted in any other category.
3. Fill in the online participation form. A fully completed entry form is required for each specific label entry.
4. Please provide as much technical information as you can. If confidential information is supplied please indicate this on the entry form and confidentiality will be respected by the judges.
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.) 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 L9 WLA awards competition.)
7. Please include a copy of the online confirmation with the actual label you are sending by post.
8. Enclose a picture of the end-product (hard copy or digital on USB stick or by email to info@finat.com) 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 sent to us empty.)
9. Send your parcel (NO VALUE) by post to FINAT, P.O. Box 85612, 2508 CH The Hague, The Netherlands. If you are using a courier, our visiting address is FINAT c/o Lejeune Association Management, Laan van Nieuw-Oost Indië 131-G (3rd floor), 2593 BM The Hague, The Netherlands. Tel. +31-70-3123910.
10. Please respect the deadline. Entries for 2020 should be received by FINAT no later than 1 March 2020. (Entries received after the judging commences on 23 March 2020 will be automatically disqualified.)

**HOW TO ENTER (ENTRY FORM)**

This year you are able to submit the information about your entries online via the following link:

![CLICK HERE TO ACCESS ENTRY FORM](image_url)

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.

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. Please include a copy of this confirmation with the label you are sending by post.

The accompanying labels, end-use products and pictures should be in our possession no later than 1 March 2020. An answer is required for each question! We will treat your replies with the utmost confidentiality, but if there is technical info 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 questions ‘has the entrant given FINAT permission to’.

**INFORMATION**

For more information about the competition, questions, or if you experience problems with the online form, please contact Jakovina at the FINAT secretariat +31-70-3123910, info@finat.com or jvhaeringen@lejeune.nl.

![CLICK HERE TO SEE COMPETITION RULES ONLINE](image_url)