



FORTY THIRD INTERNATIONAL LABELLING COMPETITION

PARTICIPATION DETAILS

**Last date for entries
16th February 2023**

PLEASE READ THE RULES AND GUIDELINES CAREFULLY AS THERE HAVE BEEN SEVERAL CHANGES.

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.
- Winning entries can be viewed on our website, in our magazine and every two years during Labelexpo Europe after the official awards ceremony.
- Entries to represent FINAT for the Lg 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 Lg competition as direct entries from individual companies are not accepted.**



MCC (former Skanem), Sweden

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.

Categories

A1	Wines	(including champagne. A main, back and neck label will be considered as a single label.)
A2	Alcoholic Drinks	spirits, beer, etc.
A3	Non-alcoholic Drinks	juices, soft drinks, water, etc.
A4	Food Products	confectionery, snacks, foods, etc.
A5	Personal	clothes, shoes, toys, cutlery, china, etc.
A6	Household	garden, DIY, under sink, animal, amateur tools, etc.
A7	Industrial	building products, computers, logistics, agriculture, etc.
A8	Automotive	transport, oils, automotive related cleaners, component parts, tyres, in car products, etc.
A9	Cosmetics	hair and beauty, baby or skin, sun or dental care products, etc.
A10	Pharmaceutical	medicines both human and animal, vitamins, homeopathic or selfdosing products, OTC, etc.
A11	Security	product protection, anti-counterfeiting, product identification, RFID application, tamper evident, etc.
A12	Booklets	information booklets consisting of 2 or more pages.
A13	Promotional coupons	advertising campaigns, money saving vouchers, etc.
A14	Self-promotional labels	entered by printers, converters, suppliers in which the name of the company appears on the label, etc.
A15	Sets of labels	of two or more labels comprising a series of products (this excludes composite labels e.g. front, back or neck label of bottles – see also point g under 'How to Enter' on page 4)

GROUP B PRINTING PROCESSES (REVISED)



InForm Etiketten GmbH & Co. KG, Germany

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

(Please note that as of 2023, digital printing is no longer a separate group. It has been incorporated as one of the printing techniques into Group B: Printing Processes. New to this Group as well is Hybrid Printing.)

- B1 Flexography
- B2 Rotary Letterpress
- B3 Screen Printing (silk screen)
- B4 Reel fed offset lithography
- B5 Combination Printing (main printing process plus a combination of any other processes in excess of 10% of the TOTAL area of the label.
- B6 Gravure
- B7: Digital (toner or inkjet)
- B8: Hybrid (conventional + digital)

GROUP C NON-ADHESIVE APPLICATIONS



Azimutprint, Russia

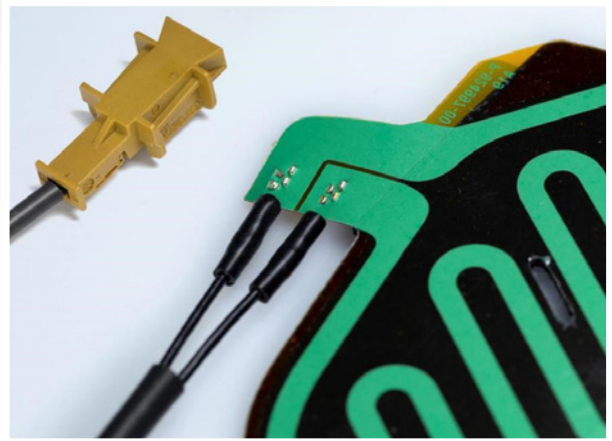
Design elements feature strongly in this group and will be considered as equally important as the technical printing/ converting procedures.

*** 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 |
| C3 | Tags/Non-adhesive labels | Any Process |

GROUP D INNOVATION AND ELECTRONIC PRINTING



Schreiner Group GmbH & Co. KG, Germany

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 |

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. Award winners are revealed during the official ceremony (live or online). All trophies and Highly Commended Certificates are handed out during the awards ceremony on the occasion of the European Label Forum. In case the ceremony is held online, or if winners cannot attend the event, the trophies and/or certificates will be mailed.

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. The company entering the label or flexible packaging must:
 - a) have printed the label or flexible packagingOr
 - 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.
3. 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 2022 and December 31st 2022.

- 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. 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.
- e. 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.
- f. 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.
- g. The name of the printer or supplier **must NOT** appear on the label or it will be re-categorised to A14.

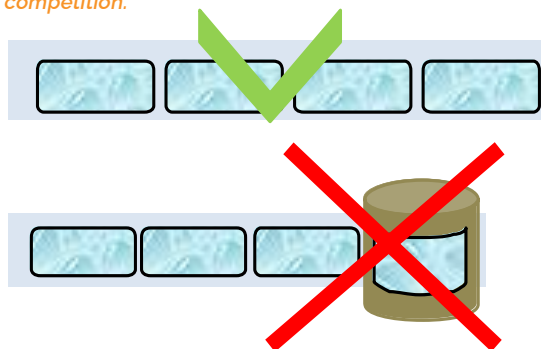
3. **Fill in the online participation form. A fully completed entry form is required for each specific label entry.**

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).* **Please DO NOT include the name of the converter on this sheet.** 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 Lg WLA awards competition.**



7. Please include a copy (single sided print) of the online confirmation mail with the actual label you are sending by post.
8. Enclose a picture of the end-product in use *(hard copy or digital on USB stick or by email to info@finat.com or jvhaeringen@lejeune.nl 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 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 2023 should be received by FINAT **no later than 16th February 2023**. **(Entries received after the judging commences on 6 March 2023 will be automatically disqualified.)**

HOW TO ENTER (ENTRY FORM)

You are able to submit the information about your entries online via the following link:

CLICK HERE TO ACCESS ENTRY FORM

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. **To facilitate the entry process (the system is very laborious) you only need to fill in your address details once in case you have more than one entry. Make sure however to mention your company name and your email address in each subsequent entry.**

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 (**single sided print**) 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 16th February 2023**. 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**

Below you can find an example of the questions featured in the online form.

COMPANY INFORMATION

Company
Name of contact person
E-mail address
Phone number
Address
City
Postal code
Country
FINAT member (yes/no)

LABEL INFORMATION

Name of the label
The label is entered in group/category
The brand owner's agreement has been obtained to enter this label (yes/no)
The entrant gives FINAT unconditional permission to use the technical information (yes/no)
The entrant gives FINAT unconditional permission to use the pictures of the label and/or end-product for marketing purposes (yes/no)
Printing processes used to produce the label (flexo, letterpress, screen, litho, gravure, digital, other)
Additional processes (hot foil, cold foil, embossing, varnish, lamination)
Printing press
Press printing width
Printed in single pass or multi passes
Length of run (in meters)
Average press speed (in meters per minute)
Number of colours (inks) used to produce the label
Specify colours (optional)
Finishing/convert (inline or offline)
Offline technology used
Type of ink used (uv, solvent, waterbased, liquid toner, dry toner, ink jet electro ink, other)
Ink supplier
Type of substrate used (film, paper, foil, other)
Substrate supplier
Pre-press technologies used (ctp or analogue)
Half tone screen ruling used
Why was self-adhesive used for this job
Additional technical information which would help the judges (you can send a separate sheet with your entry).

SUBMIT



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