

FINAT celebrates the excellence of the label industry at European Label Forum

Results 43rd FINAT Label Competition 2023

Vienna, 31 May 2023 - The label industry has survived the ravages of Covid and the uncertainty created by the conflict in Ukraine and continues to go from strength to strength building on the encouraging, buoyant results of 2022. We appear to be slowly returning to a new normality. The FINAT Label Competition retains its popularity and is edging towards its 50th anniversary thanks, in no small part, to the support of the international label community and the efforts of the FINAT staff in administering the competition so efficiently.

Each year the Participation Details are re-evaluated in order to adjust to the evolving nature of the label industry. The organising committee decided to reduce the number of Groups by eliminating the Digital Group. The reason being that a very high percentage of entries include a digital component and it was considered that digital should now be considered as a “conventional” process along with labels produced on hybrid presses.

The expert technical judging panel included Tony White (Chairman), Murat Sipahioğlu and Steve Wood aided by Steven de Cleen from Proud Design Agency viewing the entries from a marketing perspective.

The principal awards were presented on 31 May at the Awards Ceremony moderated by Vlad Slijapic during the FINAT European Label Forum held, this year, in Vienna.

The number of entries this year was slightly down compared to 2022 (222) with 212 entries from 47 companies and 23 countries worldwide. Austria comfortably led the number of countries entering with 44 entries followed by Turkey with 20 entries. The highest number of entries by category was again led by Wines (49), Alcoholic Drinks (32) with Cosmetics and Sets of Labels drawing for 3rd place (16). The number of entries using digital printing technology as their main process remained fairly static at 108.

Best In Show

Due to the sudden and unexpected withdrawal by the Brand Owner of the entry selected by the judges as the Best In Show, only Group and Category winners are detailed in this Press Release.

Group Winners

The winner of the Marketing/End-Uses Group was **Çiftsan Label & Packaging Company, Turkey for Mustafakaya Miracle Rose Water**. This is a bright and busy label printed using digital technology, and lots of reflective elements giving the label an extra boost. It scored highly from a marketing perspective, “giving a very nice balance of colours, details and enrichments”. Printed on a metallic based film in five colours the added value of varnish, embossing and holographic hot foil all combined to produce a label worthy of the Group award.

Taking the Group award for the Printing Processes Group was also **Çiftsan Label & Packaging Company, Turkey for Shaik Platinum Love Chloé Body Mist**. This label stands out because of the “droplet effect” of the diamonds raining down in the background. The platinum effect, which

matches the product, has been achieved with a soft touch lamination printed on a metallised film material using flexography in five colours. While the jewellery was highlighted using a partial lacquer the visual effect was enhanced by the application of a glitter emboss on the jewellery. Lots of elements to consider on this well printed label.

The winner of the Non-Adhesive Applications Group was **Kimoha Entrepreneurs FZCO of the United Arab Emirates for Bird's Color Sleeve**. The design and detail in the feathers on this label create an almost 3D effect against the deep black background which is enhanced by the use of a metallic ink; such is the reality of the illustration. A 150 lpi halftone screen was used to achieve depth of detail. Printed digitally in six colours, it is a really attractive label which thoroughly deserves the group award.

The final group Innovation & Electronic Printing always intrigues the judging panel because, so often, new and innovative solutions using label technology are discovered based on an application researched within an industrial sector. This year is no exception. Although no printing was used for this particular application, the possibility remains to utilise a printing function. The winning entry was entered by **Schreiner Group GmbH & Co. KG from Germany for Film-Based Cover with Pressure Compensation Seal**. Several label based technologies were used including laminating, dispensing slitting and finishing. This Seal replaces an injection moulded plastic cover. The Film based cover is laser welded onto plastic housings to protect electronic components, creating a waterproof closure. The pressure compensation seal enables the housing to "breathe" so that pressure differences in the atmosphere can be compensated easily. The main benefits compared with injection moulding include reduced tooling costs (no injection mould required), reduced price per item, reduced process costs, reduced weight and reduced carbon footprint.

A special Judge's Award was given to **Lebone Paarl Labels from South Africa for Neil Ellis West Coast**. At first glance this was just another well printed label. But on closer inspection (and reading the converter's explanation) it transpired that the entry consisted of 12 slightly different images each representing the months of the year in a seascape scenario (in effect a repeat length of 12 images). This can only be achieved using digital printing technology. The combination of hot foil and embossing and a rough touch high build varnish gave a unique "sand" effect. The marketing judge made these comments "Beautiful texture (sand), beautiful image and great storytelling". An interesting concept not seen in the FINAT label competition before.

Judges' Comments on the Category Winners

Group A Marketing/End - Uses

A1 Wines - Joint Winners

Ulrich Etiketten GmbH, Austria for Stoak

A dramatic looking label depicting a bull's head. By providing an "on the bottle" illustration it was possible to see the impact of this label on a black bottle. The marketing judge commented "Beautiful image, impactful, confirming that in this case less equals more!" A slightly glossy varnish "lifts" the main four colour image from the background.

Inessens, France for Premium Rosé

Only two colours were used to produce this label. The design benefits from leaving a clear centrepiece which has been laminated and printed in a grey ink. The abundance of great hot foiling "makes" this label stand out. The marketing comment was "a beautiful no label look with the artwork really crafted, a classic." Waterless offset was used to produce this high quality label.

A2 Alcoholic Drinks - Joint Winners

Multi-Color Italia S.p.A., Italy for Ron Cristóbal Santa Maria Limited Edition 70 cl

A historic label depicting Christopher Columbus and his ship the Santa Maria. The intense black lettering contrasts nicely with the understated gold background. The bust of Columbus is highlighted with a screen gloss varnish/embossing and the label is printed using litho printing technology. A soft touch PP lamination adds a touch of class to the end result. The marketing view is that it has a powerful shelf presence.

CARINI GmbH, Austria for Gin Spirit of Ellmau

This label depicts the popular night skiing resort of Ellmau in Austria. The dark illustration of the mountain in the background is perfectly matched to the bold gold lettering. The use of two white inks combined with two silver inks and an intense black give this label a dramatic look. The marketing judge was very enthusiastic about the appearance of the label on the bottle with authentic and distinctive typography, it tells a powerful story.

A3 Non-Alcoholic Drinks

Stratus Packaging, France for Vintage Paper Very Thés

A colourful label printed on a surface of metallised paper giving the appearance of gold enhancement. Digitally printed in four colours plus a background white to boost the colours. Lamination gives the label a smooth feel and appearance. A nice result.

A4 Food Products

Çiftsan Label & Packaging Company, Turkey for Al Qaissi Citrus Honey

A nicely printed label with a subtle gloss screen lacquer highlighting images of honey bees in the black background. Printing on a metallised film base allows a gold effect to contrast with the background and increase the visual impact. Very small typefaces printed with absolute clarity. Matt lamination amplifies the overall appearance of the label.

A9 Cosmetics

Çiftsan Label & Packaging Company, Turkey for Mustafakaya Miracle Rose Water

This is a bright and busy label printed using digital technology, and lots of reflective elements giving the label an extra boost. Printed on a metallic based film in five colours the added value of varnish, embossing and holographic hot foil all combined to produce a beautiful label.

A10 Pharmaceutical

Çiftsan Label & Packaging Company, Turkey for Hero Sport Premium Amino 5600

Very much a tactile label with almost 100% of the total area being covered by a screen lacquer printed pattern. Added impact is achieved by the use of a holographic metallised film base. Thanks to soft touch lamination an ultra matt look was achieved. Part of the embossing in the orange holographic area includes the brand name HS which can be found outlined in the screen lacquer. The central area focusses the eye on the product name printed in white to contrast with the black background. A well printed label with well defined, very small reversed out type.

A11 Security

SECURIKETT Ulrich & Horn GmbH, Austria for James B

This tamper evident label has so many features that it is difficult to condense the information without making it a list of features. Whatever techniques that the counterfeiter might use this label has the answer. The label protects against the use of liquids, heat, cold peeling or colour changes. In addition it is totally recyclable with normal packaging materials. For comprehensive information about the whole gamut of tamper evident protection the converter should be contacted. Printed in 13 colours using flexo and digital technologies, three types of ink and two presses this is a security system to die for.

A12 Booklets

Helvetikett AG, Switzerland for Re-closable convenience 12 page booklet

A neat and compact booklet label for attaching to a smoked garlic pack. This label can easily be opened and closed several times without loss of adhesion due to its' additional plastic base layer. Printed using flexo and litho the Fix a Form technology is put to good use. Printed in five colours including silver plus varnish and lamination. This a great example of a well-designed booklet.

A14 Self-Promotional

Marzek Etiketten+Packaging GmbH, Austria for Oscar

A well printed label in the form of a section of cine film. Printed digitally in four colours, the finishing technology uses gold hot foil, silver hot foil, embossing, screen relief lacquer and is finally die cut using laser technology. In addition the rendering of the butterfly is really well designed with plenty of detail especially in the wings. This label is an excellent example of what can be achieved with the right technology and a clever converter.

A15 Sets of Labels

Marzek Etiketten+Packaging GmbH, Austria for Falkenstein Pink/Green/Red Falk

Three outstanding renderings of a falcon hovering above its prey. The full use of four colours plus hot foil and a screen relief varnish makes these labels outstanding. The slightly textured backgrounds definitely heighten the dramatic effect of the illustrations. Well designed and executed.

Group B Printing Processes

B1 Flexography

Çiftsan Label & Packaging Company, Turkey for Shaik Platinum Love Chloé Body Mist

This label has several outstanding features already mentioned in the Group award section which includes the diamonds in the background. A platinum effect which matches the product design has been achieved with a soft touch lamination printed on a metallised film material using flexography. The jewellery was highlighted using a partial lacquer and the visual effect enhanced by the application of a glitter emboss on the jewellery. Lots of elements to consider on this well printed label.

B3 Screen Printing

Çiftsan Label & Packaging Company, Turkey for Amber Oud Xtra Oud Room & Linen Spray

A small but busy label with plenty of visual impact. The design shows how good screen printing can be. The detail in the main image and the reproduction of the small black type is excellent. The label has a great tactile feel due to the application of a screen varnish and the addition of a sparkle effect adds depth to the image.

B4 Reel Fed Offset Lithography

MCC Label Paarl South Africa for L'Ormarins Brut Classique

A label which immediately suggests opulence. This is confirmed by the extensive use of gold hot foiling and exact register of the high-build screen varnish on the main type faces. The rendering of the coat of arms in the centre of the label is sharp and well defined. A quality label for a quality product.

B5 Combination Printing

Multi-Color Bingen, Germany GmbH for Nero Marone

Produced using a combination of offset litho, screen printing, hot foiling, embossing and varnishing this is a true combination job. Printed in three colours this label benefits from having a full protective coating over the black area relieved by the underlying, partial gloss design in the background. The bold white lettering clearly identifies the product and the gold foiling in the centre adds a touch of quality.

B7 Digital Printing (toner or inkjet)

Çiftsan Label & Packaging Company, Turkey for Shaik Lost in Fantasia Body Mist

An attractive looking label printed on a holographic, metallised film base which is used to maximum effect in the green areas to emphasise the kiwi product flavour. The patterned embossing/varnish adds both a tactile feel and structure to the product image. The printed information is very clear and legible against the pale background. The ice cream looks almost good enough to eat!

Group C Non-Adhesive Applications

C1 Sleeves

Kimoha Entrepreneurs FZCO, United Arab Emirates for Bird's Color Sleeve

The design and detail in the feathers on this label seem to create an almost 3D effect against the deep black background which is enhanced by the use of a metallic ink, such is the reality of the illustration. A 150 lpi halftone screen was used to achieve depth of detail. Printed digitally in six colours.

C2 Flexible Packaging

Çiftsan Label & Packaging Company, Turkey for Valeria Sweet Cherry Hand Cream

There is no doubt that this label is all about cherries! Pink is the predominant colour highlighting the product. Printed digitally in six colours including varnish, lamination and embossing on an ABL laminated tube with a metallic surface adds depth to the result. The background was produced half metallic with a white trim. The fruit and logo are highlighted with the application of matt varnish. A neat and tidy label.

C3 Tags/Non-Adhesive Labels

Helvetikett AG, Switzerland for Sustainable Customised Static label (Free from PCV)

This is a neat label designed to be placed on a coffee machine. The adhesion is provided by static energy produced by the application of a special in-house developed coating applied to the back of the label. The label is also made of sustainable PP to allow it to be eventually recycled easily. Printed using flexography in five colours plus a varnish on the front surface.

Group D Innovation and Electronic Printing

D1 Innovation

Schreiner Group GmbH & Co. KG, Germany for Film-Based Cover with Pressure Compensation Seal

Several label based technologies are used to produce this application including laminating, dispensing slitting and finishing. This seal is designed to replace an injection moulded plastic cover. The film based cover is laser-welded onto plastic housings to protect electronic components creating a waterproof closure. The pressure compensation seal enables the housing to "breathe" so that pressure differences in the atmosphere can be compensated for easily. The main benefits compared with injection moulding include reduced tooling costs (no injection

mould required), reduced price per item, reduced process costs, reduced weight and reduced carbon footprint.

D2 Electronic Devices

Schreiner Group GmbH & Co. KG, Germany for Smart Blister Card

Because we live in a time of an aging population, there is a need for polypharmaceutical applications. It is important that a patient receives the correct dose of a number of medications at correctly timed intervals. Normally a standard blister pack is filled with the medication. This Smart Blister pack attachment is applied to the back of a standard blister pack using a self-adhesive coating. The Smart blister pack is attached to a small, electronic unit which records the time when the patient removes the medication from the standard pack. This means that the patient's adherence to a medication regime can be tracked in real time and the data stored and transmitted to a database.

L9 World Label Awards 2023

It is planned to reinstate the L9 World Label Awards competition this year with the judging taking place during Labelexpo Europe which is being held in Brussels in September (10-14). The best winning entries from the past three L9 Associations domestic competitions including FINAT will be selected for entry to this prestigious international label competition.

Pictures of the award winning entries can be downloaded from this link: <https://we.tl/t-Y6VZEV3VCU>

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FINAT, founded in Paris in 1958 with headquarters in The Hague (The Netherlands), is the European association for manufacturers of self-adhesive labels and related products and services. With more than 550 members in over 50 countries around the world, FINAT has much to offer to labels and package printing converters and all suppliers to the industry in terms of information exchange and in terms of international networking. www.finat.com

For more information about the competition and the comments on the category winners, please contact:

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