

LABELS

You Need to Supply

- If you choose to mount work a loose sample must be supplied, judges must have access to the back and front of entries. Section (B) of the entry form can be attached to the back of the mount.



Please Provide Detailed Information On

- Stocks used
- Production method/s
- The number of colours used
- Print equipment used including the number of press passes
- Print run length.

Judging Criteria

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award
- Multi Process Reelfed – label must comprise five or more processes – e.g. letterpress, flexographic, gravure, offset, screen, digital, foiling, embossing, varnishing, thermographics, lamination, additional stock encapsulation/lamination, adhesive kill, spot adhesive, printing on adhesive, stock de-lamination/re-lamination, die cutting, perforation. Please list the processes used in the label production on Section B.

The following aspects are important to the judges considering each entry

- Print to print registration
- Print to die registration
- Colour consistency
- Creases or marks on print
- Embossing
- Foiling
- Die cutting
- Uniformity of borders
- The degree of difficulty in producing the entry, taking into account the limitations of the stocks and technology used.

Finishing

- For entries that include any binding, foiling, embossing, die-cutting or thermography, these processes all form part of the entry. Please refer to 'Finishing' for what the specialist judges will be considering when assessing your entry
- Winning work from this category submitted by SALMA members will be entered into the World Label Awards.