

AWA INTERNATIONAL SLEEVE LABEL AWARDS 2019 - NOTES

[Click to Download Entry Form Here](#)



HOW TO ENTER

Please complete and submit the entry form by email to sleeve.awards@awa-bv.com. All entries will be acknowledged by email. The Sleeve Label Awards 2019 are open for entries until February 28, 2019.

All entries must be accompanied by 10 examples of the printed sleeve and 3 finished product containers, fully sleeved, submitted via signed/recorded delivery to:

AWA Alexander Watson Associates,
Koningin Wilhelminaplein 13
1062 HH Amsterdam
Netherlands
AWA cannot be held responsible for lost or damaged entries.

WHO CAN ENTER

The awards are open to all participants in the sleeve label value chain, including designers, film producers, printers/converters, end users/brand owners, etc.

AWARD CATEGORIES

Heat Shrink TD Sleeves
Sleeved Cans
Roll-fed MD Shrink Sleeves
Stretch Sleeves
Environmental Contribution* (inks/materials/design/combination)

All entries will automatically be entered for "Best Sleeve Label Award 2019" All entries must be commercial products. Entrants are reminded to share background information on the product.

JUDGING CRITERIA

Judges will be giving special consideration to the following features for each submission:

FIRST IMPRESSION/SHELF APPEAL

What features of this sleeve label make it stand out on the shelf among its competition?

PRINTING & ARTWORK EXECUTION

What features in the printing process make this a remarkable example worth recognition? Judges will consider e.g. : registration, are there any defects, number of colors, graphic alignment at the seam, other notable attributes.

CONVERTING AND SEAMING Provide additional remarks on slitting, seam lip, underlap, layflat.

SHRINK EXECUTION ONTO THE CONTAINER

How has the artwork been aligned, especially if this is not a round container? Are there any wrinkles? Is there any pull-up?

INNOVATIVE FEATURES

For example, foil, matte finish, tactile or other special effects?

Please note that in the case that there is only one submission in any given category, the entry will be judged on its own merits.

JUDGING PANEL

Entries will be judged by an international panel of experts to be announced.

WINNERS WILL RECEIVE

- Industry recognition through International media coverage
- Framed certificate and trophy
- Featured display at the AWA International Sleeve Label Conference 2019 and at Empack 2019
- Complimentary registration for prize winning participants at the International Sleeve Label Conference 2019

CONTACT

For any additional information please contact: sleeve.awards@awa-bv.com

*Sleeve labels which address the elements of environmental sustainability. This category may be judged on materials, design, inks, or a combination.