

News release

HURRY -- GET YOUR ENTRIES IN FOR THE
2016 AWA SLEEVE LABEL AWARDS!

The global competition to identify and applaud the very best in sleeve label design, production, and end-use -- the AWA Sleeve Label Awards -- is now in its second year – and accepting entries until 29 January 2016. Many entries have now been received – but latecomers still have time to participate!

Developed to recognize the dynamic sleeve label industry's outstanding achievements in stretch- and shrink-sleeve labeling and product decoration, the 2016 Awards are open to all participants in the value chain -- designers, film producers, printers/converters, end users/brand owners.

Selected by an independent judging panel of industry experts, this year's AWA Sleeve Label Awards winners will be announced at a special awards ceremony during the 2016 AWA International Sleeve Label Conference & Exhibition to be held in Denver, CO, USA on March 3-4, 2016.

Four category winners and 'best in show'

Last year's prizewinners' line-up was a sparkling affair across all four competition categories. 'Best Sleeve Label' of 2015 was Diageo's Smirnoff® Sours heat shrink TD sleeve labels, from CCL Label, and in addition to this top prize for 2016, awards will be presented for heat shrink TD sleeves, stretch sleeves, roll-fed MD shrink sleeves, and sleeves of any type which demonstrate special environmental consideration.

Entry forms are available via the AWA Alexander Watson Associates website at https://www.awa-bv.com/files/web/files/Entry_form_sleeve_awards_2016.docx.

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