

**NEW**  
CATEGORIES  
FOR 2023

**DIGITAL LABELS  
& PACKAGING**  
AWARDS 2023

# ENTRY FORM

ENTRY DEADLINE – 21 APRIL 2023

ALTERNATIVELY DOWNLOAD HERE:



29 JUNE 2023 | THE KIA OVAL

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# Celebrating excellence in digital print for packaging

The Digital Labels & Packaging Awards are a dedicated awards programme, celebrating excellence in digital print for packaging. From labels and shrink sleeves, to pouches, folding cartons and corrugated boxes, these awards showcase what it takes to succeed with digital, and will honour the best work from printers and converters using digital technology to produce labels and packaging.

## WHY ENTER?

The 14 categories of the Digital Labels & Packaging Awards cover the gamut of digital production, whether you're: designing cutting-edge labels and packaging with a digital-first mindset; printing primary or secondary labels and packaging using inkjet, toner or hybrid technology; converting

and finishing reels and sheets into high-value saleable products; and/or striving to deliver the highest levels of environmental performance. The Supreme Award will be bestowed upon the entry that has ranked highest with the judges from all the winning entries.

## CLOSING DATE:

21 April 2023

**Please send your entries to:**  
30 London Road, Southborough, Tunbridge Wells, Kent, TN4 0RE

## RULES

1. Where appropriate, entries must have been produced by the printing company entering the awards.
2. Where appropriate, entries are for commercial work undertaken by the printing company entering the awards.
3. All entries must directly relate to the period since the start of the preceding calendar year, 1 January, 2022.
4. The printing company's contact details should be submitted with the entry if it is being entered on their behalf.
5. Whitmar Publications reserves the right to use any entries received for marketing and promotional purposes in its magazines and on its websites.
6. Entrants must have obtained the permission of their customer before entering the competition.
7. Whitmar Publications cannot accept responsibility for entries submitted.
8. The decision of the judges is final and no correspondence will be entered into.
9. Entries may be moved to a different category at the discretion of the judges.
10. Entries received after the deadline will be subject to a flat £50 late fee.
11. By entering you agree to all technical information supplied being published online and in print.
12. All printing companies entered agree that, if nominated, they will be directly represented at the awards ceremony in London on 29 June, 2023

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## AWARDS CEREMONY

The awards ceremony is a lunchtime event and will be held on 29 June 2023 at The Kia Oval, London.

A limited number of tables are available, each for 10 guests at £2500+VAT per table and individual places are £250+VAT.

Email: [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk)

Call: **Chloe Ward - +44(0)1892 779599**

# HERE'S WHY YOU SHOULD ENTER

## ATTRACT NEW BUSINESS

Just being nominated improves brand awareness and promotes your business to new customers.

## RAISE YOUR PROFILE

Winning at the Digital Labels & Packaging Awards significantly raises your company profile and earns respect from your customers and peers.

## FREE MARKETING AND EXPOSURE

Gain extensive media attention through coverage in the nominees and winners issues, the awards website, and pre- and post-awards promotional emails.

Nominees and winners can also use this acknowledgement in their own PR and marketing activities. Such exposure will be sure to help attract new customers and increase respect from existing clients.

## EMPLOYEE MOTIVATION

Everyone likes being part of a winning team. Achieving recognition in the awards will have a positive effect on staff morale, motivation and retention.

## ACKNOWLEDGE STAFF AND CUSTOMER LOYALTY

Attending the awards is an opportunity to thank and reward staff for their contribution to the business, thank customers for their loyalty, and impress prospects with your hospitality.

## NETWORKING OPPORTUNITIES

Attending the awards gives you the opportunity to build contacts, meet and network with other award participants, businesses and potential customers and partners.

## CATEGORIES (please tick)

### Excellence with inkjet

For entries printed using inkjet-based digital processes

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that showcase the technology and so why their entry should be considered the winner*

### Excellence with toner

For entries printed using toner-based digital processes

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that showcase the technology and so why their entry should be considered the winner*

### Excellence with hybrid printing

For entries printed using a combination of two or more complementary processes

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that showcase how processes have been combined to make their entry the winner*

### Excellence in finishing and embellishment

For entries that showcase the best use of finishing and embellishment to elevate digitally printed packaging

*Each entrant to this category should be sure to **highlight specific elements**\*\* that showcase what finishing and embellishment has added to the printed product to make the entry a winner*

### Self-promotional print **NEW FOR 2023**

For non-commercial labels and packaging samples, produced digitally by printers and converters to showcase the breadth and depth of their capabilities.

*Entries for this category **must not** have been produced for sale directly to customers and consumers, rather **showcase the work**\*\* of a printer for its own branding and marketing initiatives*

### Excellence in design

For entries showcasing work that has been designed specifically with digital printing in mind

*Each entrant to this category should **be sure to highlight**\*\* how the design is specifically suited to digital production and the benefits this has brought to the submitted entry*

### Application excellence – primary packaging

For entries showcasing the best primary packaging printed digitally

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that are relevant to the application that showcase why their entry should be considered the winner*

### Application excellence – secondary packaging

For entries showcasing the best secondary packaging printed digitally

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that are relevant to the application that showcase why their entry should be considered the winner*

### Analogue-to-digital

For entries that were previously printed using conventional processes

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that showcase how the entry has benefitted from the move to digital, and so should be considered the winner*

### Innovation

For entries showcasing new applications and end uses of digitally printed labels and packaging

*Each entrant to this category should be sure to **highlight specific elements**\*\* of the printed product that showcase how the entry has innovated in terms of the application and/or the customer, and so should be considered the winner*

### Variable data **NEW FOR 2023**

For those entries showcasing the use of variable data printing, customisation and/or personalisation for the benefit of the brand in question and its consumer customers.

*Each entrant to this category should be sure to **highlight where and how VDP has been used**\*\* as part of the final printed product and how, to what extent, this has impacted consumer engagement*

### Best new company **NEW FOR 2023**

For brand-new businesses that have started using digital to produce commercial work and/or existing companies that have added digital directly to their production mix for the first time, during the judging window - see rule 3 (N.B. new sites of existing companies **ARE NOT** eligible for this award).

*Entrants to this category must supply a supporting statement detailing growth achieved that is directly related to the use of digital label and package printing*

### Environmental company of the year

For printers and converters who are able to demonstrate the greatest advances in ESG and environmental performance.

*Entrants to this category must supply a supporting statement outlining the advances that have been made and their impact on the business and/or the wider industry*

### Future star **NEW FOR 2023**

This award is for any employee under the age of 30 within the supply chain, who is set to play a key role in the future of digital package printing.

*Entries for this category must include a supporting statement outlining why this individual should be considered for the award, their progress and their achievements to date.*

\*\* Please see the following page

## HOW TO ENTER

There are 14 categories to enter, please complete one entry form (photocopies are acceptable) and provide three samples of the campaign you are entering **PER CATEGORY** entered.

Up to three entries per category are FREE of charge and it is £50 per entry thereafter. Payment must be made by cheque (made payable to Whitmar Publications Ltd), alternatively contact [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk) to arrange a bank transfer.

### Returning entries

Whitmar Publications is unable to return entries except by prior arrangement. We require you to arrange collection. All entry returns must be collected within four weeks of the awards ceremony.

Please tick here if you would like your entries returned.

## ENTRY FOR AWARDS

Company submitting: .....

Contact person: .....

Address: .....

Telephone: .....

Email: .....

Entry name: .....

Customer: .....

Date produced: .....

Category being entered: .....

Packaging format (PS label, pouch, box, etc.): .....

Print process (inc. make and model): .....

Finishing and converting technology (please state specific makes and models used): .....

.....

Substrate(s): .....

Consumables (please state the specific products and solutions used): .....

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**\*\*Please use this space to highlight specific elements and provide further details relevant to the entry and the category being submitted for (see the 'Categories' section for further details)**

*Please continue on separate A4 paper as required*

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**Permission from customer obtained**

I would like to register to receive *Digital Labels & Packaging* magazine and e-newsletter

## DETAILS OF ENTRANT

Name: .....

Company name: .....

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Company address: .....

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Telephone: .....

Email: .....

