DIGITAL LABELS & PACKAGING

AWARDS 2025

ENTRY FORM

EXTENDED DEADLINE - 17 APRIL 2025

10 JULY 2025 • THE KIA OVAL

Celebrating excellence in the digital packaging value chain

The Digital Labels & Packaging Awards are a dedicated awards programme, celebrating excellence in digital packaging. From labels and shrink sleeves, to pouches, folding cartons and corrugated boxes, these awards showcase what it takes to succeed when digitally printing, finishing and converting, honouring the best work from printers and converters using such technologies to produce labels and packaging.

WHY ENTER?

The 16 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. A Supreme Award will be bestowed upon the entry that has ranked highest with the judges from all the winning entries.

CLOSING DATE:
17 April 2025

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

RULES

1. Entries must have been produced by the printing company entering the awards.

2. Entries are for commercial work undertaken by the printing company entering the awards, with the exception of 'Self-promotional print'.

3. All entries must directly relate to the period since the start of the preceding calendar year, 1 January, 2024.

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 10 July, 2025.

13. No previous winning job may be re-entered from the same or different company.

14. Whitmar Publications reserves the right to withdraw a category at any time.

AWARDS CEREMONY

The awards ceremony is a lunchtime event and will be held on 10 July 2025 at The Kia Oval, London.

A limited number of tables are available, each for 10 guests at £2785+VAT per table and individual places are £280+VAT.

Email: **donatella.m@whitmar.co.uk**
Call: **Donatella Moranelli – +44 (0)1892 779597**

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.
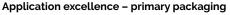
NETWORKING OPPORTUNITIES

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

CATEGORIES

☐ **Analogue-to-digital**
For work previously printed using another process but now produced using digital
Each entrant to this category must highlight specific elements** of the printed product that showcase how the entry has benefitted from the move to digital and what the customer/end user has gained from the move and so should be considered the winner

☐ **Application excellence – primary packaging**
For entries showcasing the best primary packaging decorated digitally
Each entrant to this category must 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 decorated digitally
Each entrant to this category must highlight specific elements** of the printed product that are relevant to the application that showcase why their entry should be considered the winner

☐ **Best new company**
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 digital users 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 environmental performance and responsible behaviour towards both the natural environment and people
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

☐ **Excellence in design**
For entries showcasing work that has been designed specifically with digital printing in mind
Each entrant to this category must highlight** how the design is specifically suited to digital production and the benefits this has brought to the submitted entry and customer

☐ **Excellence in finishing and embellishment**
For entries that showcase the best use of digital finishing and embellishment processes to elevate the look and feel of labels and packaging
Each entrant to this category must highlight specific elements** that showcase what finishing and embellishment has added to the printed product to make the entry a winner

☐ **Excellence with hybrid printing**
For entries printed using a combination of two or more complementary processes (digital+flexo, digital+offset, digital+digital, etc)
Each entrant to this category must highlight specific elements** of the printed product that showcase how processes have been combined to make their entry the winner

☐ **Excellence with inkjet – labels**
For labels printed using inkjet-based digital processes
Each entrant to this category must highlight specific elements** of the printed product that showcase the technology and why their entry should be considered the winner

☐ **Excellence with inkjet – packaging**
For flexible packaging, folding cartons, corrugated boxes and other packaging formats decorated using inkjet-based digital processes
Each entrant to this category must highlight specific elements** of the printed product that showcase the technology and why their entry should be considered the winner

☐ **Excellence with toner – labels**
For labels printed using toner-based digital processes
Each entrant to this category must highlight specific elements** of the printed product that showcase the technology and so why their entry should be considered the winner

☐ **Excellence with toner – packaging**
For flexible packaging, folding cartons, corrugated boxes and other packaging formats decorated using toner-based digital processes
Each entrant to this category must highlight specific elements** of the printed product that showcase the technology and why their entry should be considered the winner

☐ **Future star**
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 the digital packaging value chain; nominees are welcomed from all areas of the supply chain
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

☐ **Innovation**
Entries could example new manufacturing techniques, a previously unrealised application of digital print, and/or a new end-use for digitally manufactured packaging; be innovative with your submissions!
Entries to this category must highlight exactly where innovation(s) have been made and how they have benefitted the application and/or customer.

☐ **Self-promotional print**
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

☐ **Variable data**
For entries that showcase the application of variable data/serialisation/customisation/personalisation to the benefit of the brand and its consumer customers
Each entrant must make sure to highlight where and how variable data has been used in the entered work and the purpose/outcome

** Please see the following page

HOW TO ENTER

There are 16 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 donatella.m@whitmar.co.uk to arrange a bank transfer.

ENTRY FOR AWARDS

Please only submit pages 5 and 6 of this entry form when printing the entry form off. The other pages are for your reference.

Company submitting: ....

Contact person:...

Address: ....

Telephone:..

Email:...

Entry name: ....

Customer:..

Date produced:..

Category being entered:..

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

Print process (please state 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): ....

....

Software used (ie MIS, workflow, colour management and printer control): ....

....

Run length/volume: ....

**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**

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.**