GRAPHIC DESIGN

#LABELICIOUS 2019 COMPETITION

#LABELicious
IN SEARCH OF THE FUTURE LABEL TALENTS

DEADLINE

15 MAY 2019

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
10 Feb 2019	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The #LABELicious competition is a challenge for young and future professionals in Europe. Could you be one of the future heroes of product labelling? Or are you already working in the label industry, ready to create the most spectacular brand label in the near future?

Enter the competition with your most innovative ideas for labels. You can enter your ideas in the 3 categories:

• Smart / Intelligent / Multifunctional Labels #Labelicious calls for truly fresh & feasible ideas about integrating technologies in brand/functional labels to enhance the experience and the value of the label in the end-customer's business case in 2025. The entry should demonstrate how label converting technology adds value to a label through new functionality, production methods or other technical innovation.

• Brand Design #Labelicious calls for next-generation labeldesign, both visually and from a contructive and functional perpective. The entry should demonstrate how in 2025 a branded label creates an outstanding experience, competitive advantage and added value for a brand in its own product category.

• Sustainability #Labelicious calls for new approaches to improve sustainability in the field or product labelling. The entry should demonstrate how in 2025 a new approach to label design, production and application can contribute to a positive sustainability performance.

The objective of the #Labelicious competition is to challenge students and young professionals among the next generation of technology operators, creative designers and middle management in the labels and packaging industry to show their vision for labels towards the year 2025.

There is no entry fee.

ELIGIBILITY

Open to anyone aged between 18 and 25 resident in any of the following countries:

Andorra, Austria, Belgium, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, the Netherlands, Norway, Poland, Portugal, Romania, San Marino, Slovakia, Slovenia, Spain, Sweden, Turkey, Switzerland, the United Kingdom.

PRIZE

Each winner will be invited to visit Labelexpo Brussels (24-27 September) to receive the Trophy of the #Labelicious 2019 competition at the #Labelicious Pavillion. Moreover, each winner will receive a one-week industry experience week, provided by the Platinum Partners.

In addition to the week industry experience and cost covered to visit Labelexpo Brussels, winners will receive a financial reward of 1,000 EUR.