



INTERNATIONAL PRINT & INNOVATIONS

AWARDS 2021

# ENTRY FORM

## DEADLINE

9 July 2021

## AWARDS CEREMONY

13 October 2021

ROYAL LANCASTER LONDON

GOLD SPONSORS

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# The FlexoTech Awards highlight the great advancements made in flexo by recognising the best efforts in the industry from across the world. Submit your finest work to be honoured at the most prestigious event in the industry's calendar.

## HOW TO ENTER

There are 14 printing categories, an innovation category and a new sustainability category to enter. Just complete an entry form for each item you submit, multiple entries for one category are allowed, as are entries for more than one category.

A separate entry form and run of print for each category is required even if the same print is being entered in more than one category (photocopies are acceptable).

All printed samples must be unconverted, of full press width and include at least three repeat lengths, except corrugated samples where one sheet is sufficient. This should include control strips and registration marks.

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), or bank transfer.

Nominated finalists will be announced prior to the awards presentation dinner.

Nominated entries will be reviewed at the dinner and each winner will be presented with an award by the category sponsor.

**CLOSING DATE:**  
9 July 2021

**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. No previous winning job may be re-entered from the same or different company.
3. All entries must be produced in the 12 months prior to 9 July 2021.
4. Entries are for commercial work undertaken by the printing company entering the awards, except promotional print and innovation categories.
5. Whitmar Publications reserves the right to use any entries received for marketing and promotional purposes in its magazines and on its website.
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 received after the deadline will be subject to a flat £50 late fee.
10. Entries may be moved to a different category at the discretion of the judges.
11. By entering you agree to all technical information being published on the website and in the magazine.
12. Please submit at least three repeat images of complete web for judging.
13. With the exception of labels and corrugated post-print, cut-outs will NOT be considered by the judges.

## AWARDS DINNER

The awards ceremony will be held on 13 October 2021 at the prestigious Royal Lancaster London.

A limited number of tables are available, each for 10 guests, at £2450+VAT per table, individual places £245+VAT.

**Tables and tickets are now available, to book:**

**Visit:** [www.flexotechawards.com](http://www.flexotechawards.com)

**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

## EMPLOYEE MOTIVATION

Everyone likes being part of a winning team. Achieving recognition at the awards will have a positive effect on staff morale, motivation and retention. Who wouldn't want to work for an award winning company?

## FREE MARKETING

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

## 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.

## RAISE YOUR COMPANY PROFILE

Gain extensive media attention through coverage in the winner's issue, the website and promotional emails.

You can also use the award for your own PR activities. This exposure helps to attract new customers and increase respect from existing clients and your peers.

## 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.

## STAND OUT FROM THE COMPETITION

Entering the awards is a great way of helping your company stand out from the crowd. Independently judged, they provide a genuine comparison between your company and its peers.

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'Everybody at Roberts Mart & Co was highly delighted to hear that we had won the FlexoTech Supreme Award, having now won over 20 print awards over the past three years around the globe this was the biggest and best award to date!'

**William Roberts, managing director, Roberts Mart & Co**

## CATEGORIES (please tick)

- Labels (process)**  
Using process primary inks to create colour shades (CMYK, EGP and similar).
- Labels (line and tone)**  
Using spot colours to print line-works and halftones. Halftone overprints should be limited to a maximum of three colours.
- Flexible packaging (narrow web)**  
Flexible packaging <600mm wide.
- Flexible packaging (medium web)**  
Flexible packaging 600-1000mm wide.
- Flexible packaging (wide web)**  
Flexible packaging >1000mm wide.
- UV Flexo on paper or board**  
The use of UV inks (including UV-LED ink) on paper or board substrates.
- Corrugated post-print (A,B,C and D flute)**  
Post-print flexo on corrugated board with A, B, C or D fluting.
- Corrugated post-print (E and F flute)**  
Post-print flexo on corrugated board with E or F fluting.
- Best use of hybrid printing**  
Using flexo as the main printing process but using different processes to give the print additional qualities or attributes.
- Process colours only**  
Using just CMYK with or without a white or a varnish.
- Originally printed by another process**  
Any flexo job which was originally printed by a different process (a print sample of the previous printing process must be included).
- Digital labels and packaging**  
Any packaging or labels which have been printed with digital printing technology only.
- NEW - Best use of embellishments**  
Using embossing, foiling or any other embellishments to make visually stunning results on packaging or labels.
- NEW - Environmentally sustainable company of the year**  
Print companies that can demonstrate their commitment to the environment by implementing policies which reduce waste, emissions or carbon footprint. This could be achieved with investment in infrastructure or management of consumable materials. Entrants should submit a 500 word report which outlines how they meet the criteria of this category, as well as any supporting documents which will help the judges make their assessment.
- NEW - Best newcomer**  
For companies which have not entered the awards before, or in the last five years.
- NEW - Best use of ECG**  
The best example of using an extended colour gamut print production (fixed palette production). Entries should demonstrate:  
**A)** How using ECG has removed the use of all spot colours  
**B)** Two or more jobs batched together in a print run using the same ECG colour set.
- Promotional print**  
Flexo print produced to showcase the abilities of a printer. (Must be submitted by the printer and can NOT be a commercial job).
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- Innovation - supplier only category**  
New products and services for the flexographic industry which have been launched and are commercially available in the 12 months prior to 9 July 2021. Not eligible for printers.
- Please submit sufficient documentation to explain the innovation entry in detail to the judges. This should include a summary (minimum 200 words) supported by product brochures, colour photos, videos (if available), customer testimonials and any other relevant evidence of the entry's merit in advancing the flexographic printing process. If insufficient documentation is supplied, the entry will not be put forward to the judges.
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## ENTRY FOR PRINT AWARDS

Company name: .....

Entry title: .....

Awards category: .....

Printing press (manufacturer and model): .....

Web width: .....

Number of colours: .....

Press speed and run length: .....

Sleeves supplier: .....

Anilox (supplier and screen ruling): .....

Inks (manufacturer and type): .....

Decoration (manufacturer and type): .....

Substrate (manufacturer, type and grammage/microns): .....

Plate material: .....

Platemaking equipment (manufacturer and type): .....

Backing tape (manufacturer and type): .....

MIS/workflow: .....

Pre-press (in house or name of company): .....

Finishing equipment (manufacturer and type): .....

Permission from customer obtained

(Please indicate all equipment, machinery and materials used)



## Whitmar Publications

### DETAILS OF ENTRANT

Name: .....

Company name: .....

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Company address: .....

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Telephone: .....

Email: .....

### TABLE BOOKINGS

Tables and tickets are available to book,

Visit: [www.flexotechwards.co.uk](http://www.flexotechwards.co.uk)

e-mail: [chloe.w@whitmar.co.uk](mailto:chloe.w@whitmar.co.uk)

Tables of 10: £2450+VAT

Individual tickets: £245+VAT