

While the glory days of American muscle may have passed us by, there's still nothing like a fast car with a sparkling paint job. Who knows what makes us so obsessive over our cars' appearances? But if you're someone who wants to keep your ride looking its best, it would be logical to assume that you'd reach for a product from a company that put time and effort into making sure its label stood out against the competition. With the label for Meguiar's Paint Protect, that is precisely what WS Packaging Group of Green Bay, Wisconsin has accomplished. This year's TLMI Label Awards Best of Show Winner implements digital print and flexography to clearly demonstrate just how well the product inside "Beads Water Like Crazy." This label's superb registration, sharp de-



sign and effective use of a holographic substrate combined to propel it to victory in TLMI's premier competition.

"All in all, the label provided excellent registration throughout the multi process application while maintaining the absolute highest levels of quality," said Paul Teachout, vice president of sales and marketing for Nilpeter and one of the competition's judges. "From its design to level of execution, it is a well-deserved winner of our most prestigious award."

While this spectacular label earned the competition's highest accolades, several more stunning entries joined the competition from converters around the world. Browse the following pages to catch a glimpse of some of the industry's other top labels.



Wine & Spirits - Offset - Line/Prime

FIRST PLACE

Collotype Labels International Holdings

Diavolo, 2010 Shiraz Cabernet

Printed four colors then a duct matte varnish, followed by a silver foil and a gold ink, plus a screen highbuild using 'DW' screen mesh and a spot matte varnish on an uncoated stock.

Wine & Spirits - Digital Printing/ Toner - Color Process Prime

FIRST PLACE

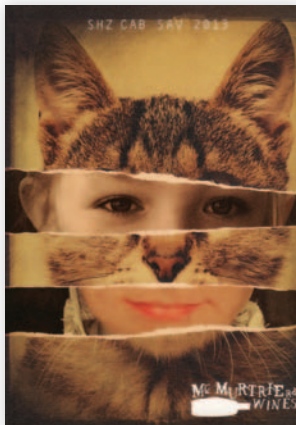
Collotype Labels International Holdings
McMurtrie Rd. Wines, 2013 Shz Cab Sav

Printed CMYK plus a matte varnish, then a screen highbuild using '125W' mesh on an uncoated stock.

SECOND PLACE

Collotype Labels International Holdings
Flor Marché, 2015 Red

Printed on an uncoated stock, CMYK plus a gold foil and a matte varnish.



Wine & Spirits - Offset - Line & Screen/Tone - Prime

FIRST PLACE

Collotype Labels International Holdings

Hogshead, 2014 Shiraz

Printed a buff, then a grey fleck and a cool grey 6, also a black and a duct matte varnish, followed by a red foil, a black overprint and a flexo matte varnish, finishing with a sculpted emboss on an uncoated stock.



INTERNATIONAL WINNERS



Wine & Spirits - Offset - Color Process - Prime

FIRST PLACE

Collotype Labels International Holdings
McWilliam's Original Vineyards Hilltops, 2013 Shiraz
Printed CMYK, plus three colors, then a matte varnish X2 and a screen highbuild using '125W' screen mesh on an uncoated stock.



Coupons & Expanded Information Labels

FIRST PLACE

Collotype Labels - Daventry
Beefsteak Club, 2014 Malbec
To produce a paper booklet label with a detachable token. The inside of the booklet had to have a specific design of plate, along with specific ink strength and coverage to ensure the release was consistent. We also used a laminate to ensure the regularity. In addition we had to ensure the correct type of bite on the perforated edge, so it would tear away.



Wine & Spirits - Flexography/ Letterpress - Line/Prime

FIRST PLACE

Collotype Labels UK
City of London Dry Gin
The challenge was to print on the adhesive and remove the internal cut out using a spring loaded tool.

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Wine & Spirits - Flexography/Letterpress - Color Process - Prime

FIRST PLACE

Collotype Labels - Daventry

Compass Box Whisky Co. Hedonism

High resolution print plate to create an image that is printed with a smaller and finer dot.



Wine & Spirits - Flexography/Letterpress - Line & Screen/Tone - Prime

FIRST PLACE

Collotype Labels - Daventry

The Irishman Single Malt Whisky

The challenge was to obtain a solid and fine detail using one rotary hot foil in one pass.



Offset - Color Process - Prime

FIRST PLACE

Multi-Color Corporation Poland
AkzoNobel Dulux



Promotional

FIRST PLACE

Multi-Color Corporation Poland

Mennica Polska - TVN

Promotional label stuck to the glass of storefronts. Challenge was to achieve high opacity. One image may not interfere with the image from the other side.



Multi-Process - Line/Prime

FIRST PLACE

Schreiner Group

Pharma-Tac Plus Hanger Label

Hanger production by screen printing and diecutting. Testing and inspection in separate process steps. Base and top label printing in flexography. Creating label layers by laminating of top and base film materials. Extensive adhesive neutralization of adhesive area on reverse side of top label. Realizing peel-off parts with release varnish and diecutting. Dispensing of hanger in separate production step, dispensing of top label in separate production step. Material configuration with high release polyester liner to assure stable dispensing process.

Multi-Process - Line & Screen/Tone - Prime

FIRST PLACE

Multi-Color Corporation China

Mobil 1 OW-40

Flexo under print and foiling is challenging.

SECOND PLACE

Multi-Color Corporation China

Infinitus

Foiling and metallic effect.





**Wine & Spirits - Digital Printing/
Toner - Color Process Prime**

FIRST PLACE

BEST OF CLASS - DIGITAL

Collotype Labels
Tres Manos, Añejo Tequila
Challenges included aligning the foiling, embossing and die-cutting to the pre-printed Indigo process over a large label with special shape. Production sequence was Indigo, foil stamping, embossing, flood UV matte varnish, spot UV gloss varnish, die-cutting. Achieved the vision of the graphic designer and met client expectations.

SECOND PLACE

Collotype Labels
Diströya

The greatest focus was on the Indigo print imagery, followed by the offline enhancement elements. The goal was to achieve an "old world" parchment look, yet present highly refined 210 line screen to create a delicate representation of the central graphic.

**Wine & Spirits - Offset - Line
& Screen/Tone - Prime**

FIRST PLACE

BEST OF CLASS -
OFFSET - WINE &
SPIRITS

Collotype Labels North
American Wine and Spirits
Hidden Crush, 2014 Pinot Noir

Uncoated paper, seven offset colors, hot foil stamping, overprinting, silkscreen varnish, flexo matte varnish, flatbed sculpt embossing, flat diecutting, all one pass.

SECOND PLACE

Collotype Labels North American Wine and Spirits
Silver Totem, 2013 Cabernet Sauvignon

Uncoated paper, four offset colors, hot foil stamping, overprinting, silkscreen varnish, flexo matte varnish, flatbed sculpt embossing, flat diecutting, all one pass.



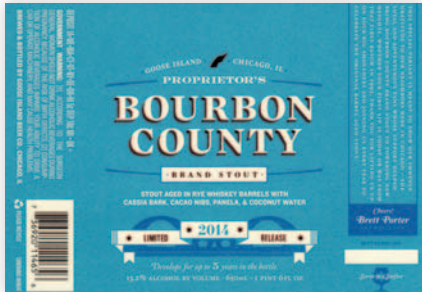
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<p>TT TOOLING TECHNOLOGY</p>	<p>PT PRINTING TECHNOLOGY</p>	<p>WT WINDING TECHNOLOGY</p>



Non-Pressure Sensitive - All Process/Cut & Stack - Line/Prime

FIRST PLACE

BEST OF CLASS - OTHER

Inland

Goose Island Bourbon County Stout

Because this label is manufactured using a multi-process printing method, there was a special challenge that we had to overcome regarding registration. While we were manufacturing the label during the offset process, we needed to ensure that the registration was lined up perfectly for the foil stamping process.



Promotional

FIRST PLACE

BEST OF CLASS - FLEXOGRAPHY & LETTERPRESS

McDowell Label & Screen Printing

The Curse!

This handout store promotion label was created on a pressure sensitive silver board material. The tricky part, along with the tight register diecut was to blend the process image along with a heavy solid black background.

Wine & Spirits - Flexography/ Letterpress - Color Process - Prime

FIRST PLACE

BEST OF CLASS - FLEXOGRAPHY

WINE & SPIRITS

ASL Print FX

Night Glider, 2013 Pelee Island Winery

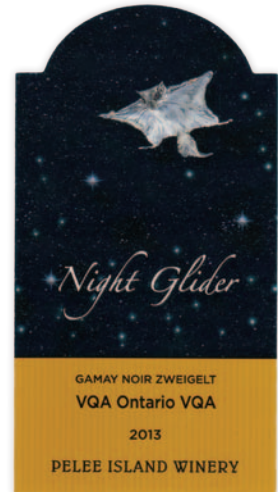
Needed to create a night sky that glittered with "diamonds in the sky" without taking away from the flying squirrel brand image.

SECOND PLACE

McDowell Label & Screen Printing

Jimmy's Texas Bourbon Whiskey

A very unique and complex printed label that incorporates HDUV process printing, cold foil, tactile doming techniques and rotary screen printing, all on a clear no-label-look material.



Multi-Process - Color Process - Prime

FIRST PLACE

BEST OF CLASS - MULTI-PROCESS

BEST OF SHOW

WS Packaging Group

Meguiar's Paint Protect

Achieving the 5mm lift on screen tactile while keeping registration of the spot gloss varnish around type and water droplets through the multiple processes.

SECOND PLACE

Multi-Color Corporation

Bath & Body Works White Barn Holiday Apple Crisp



Wine & Spirits - Offset - Color Process - Prime

FIRST PLACE

Collotype Labels North American Wine and Spirits

Dream No. 7, 2013 Red Wine Blend

Uncoated paper, seven offset colors, flexo matte varnish, silkscreen gloss varnish, sculpted flat combo emboss/deboss, flat diecutting.

SECOND PLACE

Artcraft Label

Fourth Floor - Be Spoke Chardonnay

Full process image with varying tonal background with an objective of a match base color. Porous stock that required dense ink laydown.





Wine & Spirits - Offset - Line/Prime

FIRST PLACE

Collotype Labels North American Wine and Spirits
LaBarge, 2012 Sta Rita Hills Syrah

Uncoated paper, four offset colors, hot foil stamping,

special magnesium textured emboss/deboss, flexo matte varnish, flat diecutting, all one pass.

SECOND PLACE

Collotype Labels North American Wine and Spirits
Capensis, 2013 Chardonnay

Uncoated paper, three offset colors, hot foil stamping, flexo matte varnish, sculpted flat embossing, flat diecutting, offline sequential numbering.

Wine & Spirits - Flexography/ Letterpress - Line & Screen/ Tone - Prime

FIRST PLACE

Collotype Labels North American Wine and Spirits
Michael David Sloth, 2013 Zinfandel
Coated paper, five colors, hot foil, flexo varnish, screen varnish, rotary embossing, flat diecutting.

SECOND PLACE

Collotype Labels
Vendetta Cabernet Sauvignon-Malbec

The special challenge for this label is achieving adequate emboss depth to create the two-dimensional look and feel of this label.

Digital Printing/Toner - Color Process Prime

FIRST PLACE

Syracuse Label & Surround Printing
1911 Founders' Reserve Heritage Dry Hard Cider

We utilized the variable data capabilities of the HP WS660 in printing the words Heritage

Dry in the flavor box. The customer wanted a handwritten look with multiple signed Heritage Dry variations.

SECOND PLACE

Creative Labels of Vermont
JK Adams 14" Walnut Lazy Susan

Meeting the customer's and designer's quality needs while supplying a label with adhesive that would work perfectly with a wood oiled product.

Flexography - Color Process - Non-prime

FIRST PLACE

Syracuse Label & Surround Printing
Turkey Hill All Natural Lemonade



Flexography - Line & Screen/Tone - Prime

FIRST PLACE

Infinite Packaging Group
18.21 Man Made Sweet Tobacco Shampoo
The challenge was to develop a design to resemble a cigar wrapper band.

SECOND PLACE

McDowell Label & Screen Printing
Tribulus Chosen Vitamins
Multiple color screen vignettes fading to zero, chrome material, heavy solids and transparent inks are used to create the label the customer needed.



Non-Pressure Sensitive - All Processes/Cut & Stack - Color Process - Prime

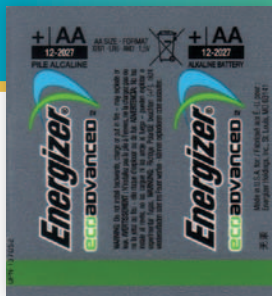
FIRST PLACE

Inland
Hormel Buffalo Style Chicken

The ready to heat food container was a special challenge for us to overcome in the manufacturing printing process because it is a full coverage IML container. In order to successfully print this label so that the container could be molded, we needed to ensure that our diecut tolerance capabilities were extremely tight. In addition, the label itself has very high quality graphics of the images portrayed on the label. Using our world class presses, we needed to ensure that our top of the line color management was used to the best of its ability.

SECOND PLACE

Multi-Color Corporation
Tide + Febreze Pods
Used two flexo whites to achieve the opacity needed.



Gravure - Line/ Prime

FIRST PLACE

National Label Company
Energizer EcoAdvanced AA

The customer requires extremely tight application tolerances so diecutting and slitting requires tight controls. A trim and perf diecut system was used to prevent movement. Energizer wanted to promote its new EcoAdvanced alkaline batteries made from recycled content. So the typical silver material was replaced with ink to avoid waste from metallization. The label must function as a barrier to prevent static charge to the end user, so materials were selected carefully. The material must shrink up to 10 percent around the battery cell so all inks and lamination coatings must shrink with the film without degrading or chipping.



Multi-Process - Line/ Prime

FIRST PLACE

National Label Company
Neutrogena Rainbath

This label is printed on two sides so the inside graphics are visible when seeing through the front label on the bottle. The customer wanted to do a graphics restage to refresh the brand and see a pattern through the fill. The back side is printed with our in-house manufactured ink to have a pearlescent reflective effect. The reflectance is visible at all viewing angles and does not flip to a dark tone like a metallic ink can. The entire back panel is printed with silkscreen white ink. It needs to be very opaque to be visible on the shiny pearl background and has fine details. A super high gloss varnish was used for shine and protection from scuff.

SECOND PLACE

McDowell Label & Screen Printing
Núcure Vitamin E

This all line label incorporates multiple print tones that are blended together to complement each other. Included in this label is tight register tactile dome and translucent and opaque inks.

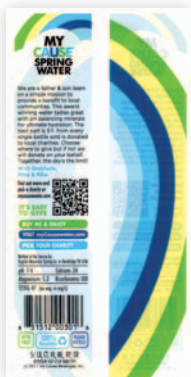
Multi-Process - Line & Screen/Tone - Non-Prime

FIRST PLACE

Multi-Color Corporation
My Cause Spring Water
Used two flexo whites to achieve the opacity needed.

SECOND PLACE

Multi-Color Corporation
Irish Spring Signature for Men



SECOND PLACE

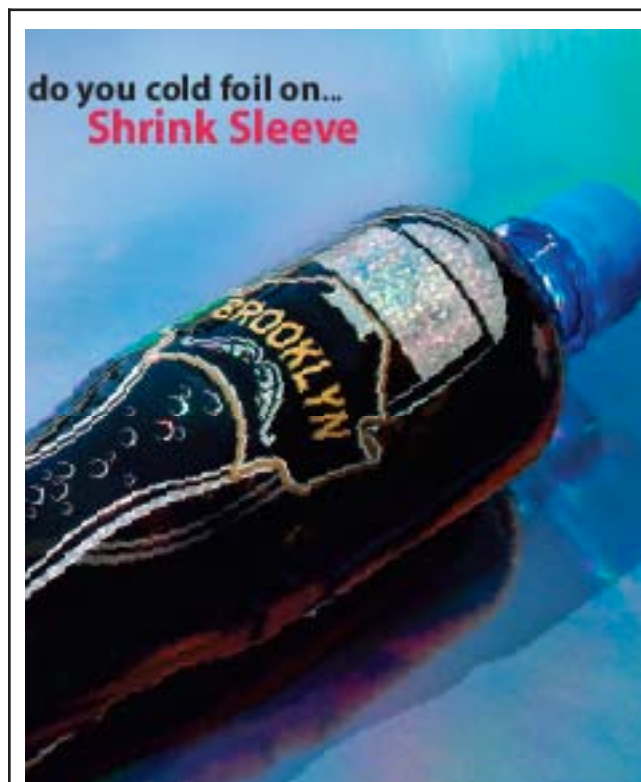
Smyth Companies
Daily Chef 9" Plastic Plates

Customer need for a very crisp 4/CP image on a relatively low-cost paper facestock. High customer expectations for matching proof. On press, special care taken to hold highlight areas clean.

Flexography - Color Process - Prime

FIRST PLACE

Yerecic Label
Great Lakes Growers Living Butter Lettuce
The team had to reverse print the back before laying down two whites and process colors. Getting the proper color on the back without being visible through the white.



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Tags - Merchandising

FIRST PLACE

Digital Label Solutions
Sacred Serum Blueberry Sour Diesel

Achieving a visually appealing tag that resembled a foil embossed piece was a top challenge for this project considering the low budget and small quantity requested. With creative use of our white ink we achieved a foil embossed look on this double-sided piece that ultimately gave the end client an elegant tag for an inexpensive price.

Wine & Spirits - Flexography/ Letterpress - Line/Prime

FIRST PLACE

ASL Print FX
Lush Brut Rosé

Complicated sculpted embossing with hot stamping fine details, pearl inks, etc. Making up 12 full colors.

SECOND PLACE

McDowell Label & Screen Printing
Salt Lick Cellars Hill Country Blend

A line printed wine label that incorporates silver cold foil, tactile dome in tight register with brand name and a very accurate diecut were all needed to finish this label.



Coupons & Expanded Information Labels

FIRST PLACE

Quality Assured Label
Hot Shot Insecticide
Produce a Roll-Fed label that delivers all required copy and carries coupons without interrupting the customer's filling/labeling production environment; in a cost effective way. At the same time, maintain the Brand's aesthetics and shelf appeal.

SECOND PLACE

Yerecic Label
NPB Ribs: Great for Grilling
Keeping the T-10 Sparkle matched in over top of the flames only.



Digital Printing/Inkjet - Color Process Prime

FIRST PLACE

Digital Label Solutions
Voluspa
The top challenge primarily encountered with this label was not only achieving a double-sided, perfectly registered label, but guaranteeing a visually appealing outcome. This label was the discovery of a new capability for our company. With the use of reverse printing, white ink, and a second pass of printing, we created a double sided silver label that would have normally only been offered on white substrate. We took a risk in offering something we had never done before and it turned out to be a beautiful label that could now be appreciated on both the front and back of a clear bottle.

SECOND PLACE

Digital Label Solutions
Wen Kids Conditioner

This project not only faced the challenge to achieve a print so vibrant that it would resemble a painting, but also allowed us to push the envelope on our maximum length around for diecutting. Normally offering a 17.5" maximum length around our cylinder.



FIRST PLACE

Multi-Color Corporation - Mexico
Tequila Reserva 1800 Cristalino Añejo
Embossing in different levels; varnish registered.

Wine & Spirits - Flexography/Letterpress - Color Process - Non-Prime

FIRST PLACE

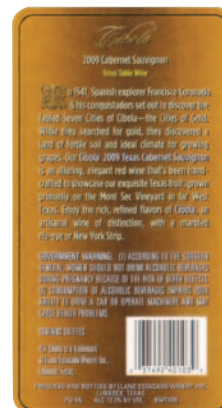
McDowell Label & Screen Printing
Cibola, 2009 Cabernet Sauvignon

This non-prime label utilized process printing with multiple reverses, very tight register, gold foil and rotary screen tactile dome.

Wine & Spirits - Digital Printing/Inkjet - Color Process Prime

SECOND PLACE

International Label & Printing
Village Vintner Winery Zinfandel





Non-pressure Sensitive - All Processes/Cut & Stack - Line & Screen/Tone - Prime

FIRST PLACE

Control Group
Crest Pro Health HD

Twelve colors including rotary screen, cold foil, lamination and varnish. Process was extremely difficult due to the base web plastic thickness at .015 and final product which also needed to be laminated with a .00048 laminate to protect the inks. A final special heat releasing varnish was added to help in the sealing process at the packer's facility. Lamination was done using a special process as not to increase the curl in the product after diecutting. All processes, 10 colors, rotary screen, cold foil, lamination varnishing and diecutting were done in-line in one pass. Order was printed using 175 line screen.

SECOND PLACE

Multi-Color Corporation
Thimble Island Brewing Company Coffee Stout

Roll to Roll - Color Process - Prime

FIRST PLACE

CL&D Digital
BarkTHINS Snacking Chocolate
1. Reverse printed a 120 ga matte film and laminated to a 3.5 mil PET Foil/Poly. 2. Custom white plate created to knock-out certain graphics to the silver substrate. 3. Bag was hand-formed with gussets and a 45 degree seal. Hole punch, tear notches and zipper were added to finish the product.



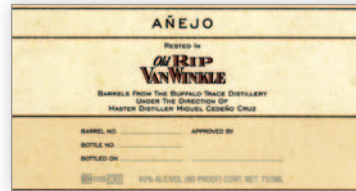
SECOND PLACE

Syracuse Label & Surround Printing
Freeman Formula Carmel Caffé
The most challenging part of this print run was holding a soft transition in the gradient to zero in the design.

Roll to Roll - Multi-process - Color Process - Prime

FIRST PLACE

McDowell Label & Screen Printing
JWOWW
The reverse HDUV printed sleeve with added cold foil and reverse side printed rotary screen dome was incorporated to give this product dimension and texture. Soft vignettes were added to give the logo a sense of shading.



FIRST PLACE

McDowell Label & Screen Printing
Old Rip Van Winkle Añejo
This non-prime line and screen tone wine label is a back on-add label that utilized a special two-tone vignette to print the background. Cold foil was added to give the label definition and defined spaces.

Roll to Roll - Multi-process - Line & Screen/Tone - Prime

FIRST PLACE

McDowell Label & Screen Printing
Poo-Pourri Déjà Poo

With a tremendous amount of high detail, full color and soft background panels, this roll-to-roll sleeve has everything. Solid reverse side printed graphics, turned over rotary screen printed tactile doming all add to the finish of this sleeve.



SECOND PLACE

Control Group
Crest 3D White Brilliance
Thirteen colors were printed including cold foil, rotary screen, lamination and varnish along with in-line diecutting in one pass. Job was difficult because of custom made/flood cold foil. Printing on .015 plastic also produced challenges due to unevenness.



Multi-Process - Color Process - Non-prime

FIRST PLACE

McDowell Label & Screen Printing
King Ranch
This non-prime back label incorporates HDUV print technology and a very effective rotary screen printed tactile dome to high-light the customers logo. An added heavy solid reverse image for the test was created to add to the "western" look the customer required.



Roll to Roll - Line/Prime

FIRST PLACE

McDowell Label & Screen Printing

Madame Hair Refresher

Tight, clean, dark lines matched with tight register and solid colors were combined in this label.

Roll to Roll - Line & Screen/Tone - Prime

FIRST PLACE

McDowell Label & Screen Printing

Twinlab Premium Creatine Fuel

This sleeve is both reverse printed with HD UV inks, and includes a foil application to enhance the product awareness. In addition, the sleeve is also turned over and a matte coating was employed to give the final product a feeling of depth between the gloss and matte parts.



SECOND PLACE

McDowell Label & Screen Printing

Purus Labs Amino.D.

This pouch was printed using straight line art with tight register and a pattern matte varnish to give the sleeve added depth.

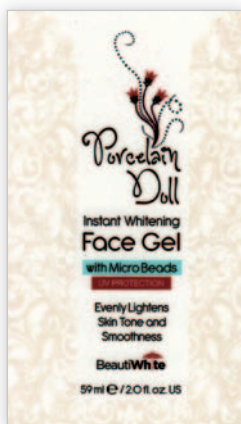
Roll to Roll - Multi-process - Line/Prime

FIRST PLACE

McDowell Label & Screen Printing

Porcelain Doll

This very clean design was used to go on a clear bottle to show the milky white contents. The art complemented the bottle fill by utilizing tight register foil placement and a reverse printed matte varnish to give some added depth to the container presence.

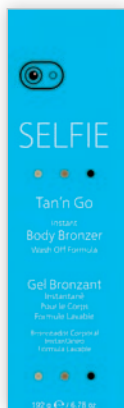


SECOND PLACE

Infinite Packaging Group

Super Tan Sheer Black

The challenge was creating a unique effect using surface printed matte varnish along with cold foil.



Multi-Process - Line & Screen/Tone - Prime

FIRST PLACE

Smyth Companies

Persil ProClean Original

Extremely challenging transitions in white burst image especially building the soft edges to match customer expectations. Customer desire for high clarity of laminate over the holographic cold foil. Need for optimal transfer of foil stamping with minimal pinholes. Spot color vignettes in swoosh element very sensitive to color shift on press

SECOND PLACE

McDowell Label & Screen Printing

American Muscle Exile

This multi-process line and screen label incorporates not only a unique brushed material, but soft reverse vignettes and tight register tactile dome.



Wine & Spirits - Flexography/Letterpress - Line/Non-Prime

FIRST PLACE

McDowell Label & Screen Printing

Tropical

This cap label was printed with heavy solid reverse and intricate foil was applied and then registered very carefully with the multi-sided die shape. The detail in the foil leaf was critical to the finished design for the customer.

Flexography - Line/Prime

FIRST PLACE

Smyth Companies

Sociable Cider Werks - Freewheeler

MET stock required special attention to transparent tint colors.

