

# TAG AND LABEL MANUFACTURERS INSTITUTE, INC.

33RD  
ANNUAL AWARDS COMPETITION

CALL FOR ENTRIES  
DEADLINE: JUNE 30, 2010



2009 BEST OF SHOW  
LOGMATIX



## TLMI ANNUAL AWARDS COMPETITION

**This brochure outlines how to enter the competition and highlights some of the factors that can affect the judging of your entry and may help put you on the winning track.**

### OBJECTIVE

The objective of the TLMI Annual Awards Competition is to stimulate innovative printing and to recognize technical achievement in all areas of the narrow web industry, including tags and labels, cartons, flexible packaging, non-woven pressure-sensitives and more. The competition recognizes and honors the finest efforts of our converter members throughout the previous 12-month period. But, of course, you can't win if you don't enter!

### ELIGIBILITY

The annual competition is separated into two divisions: Division I - tag and label manufacturers defined as converter members of TLMI per the bylaws; Division II - tag and label manufacturers defined as international members of TLMI per the bylaws, as well as converter members of FINAT, LATMA, and SALMA that do not have offices in North America.

**PLEASE NOTE: SUBSIDIARIES/DIVISIONS OF CONVERTER MEMBERS ARE INVITED TO PARTICIPATE ONLY IF THEY ARE LISTED WITH TLMI AS A DIVISION OF A PARENT COMPANY.**

### DEADLINE

All submissions and entry fees must be received at TLMI Headquarters by **June 30, 2010**. Entries received after that date will not be judged.

### DISPLAY OF WINNERS

Winning entries will be awarded and displayed at the 2010 Annual Meeting, in October, at the Boca Raton Resort and Club, Boca Raton, FL. TLMI will publicize the winning entries in industry magazines, the ILLUMINATOR, and the TLMI web page. TLMI winning entries will be entered into the World Label Awards Competition and winning labels will be published globally in industry magazines.

### JUDGING

In judging entries, emphasis is placed on innovation and technical achievement in order to recognize the finest examples of the tag and label industry. Several years ago, a judging system was instituted to ensure the utmost objectivity in the judges, eliminate chances of bias, and establish a reliable set of standards and criteria that could be used in competitions throughout the industry.

To assure anonymity, entries are assigned a number and organized into appropriate categories and subcategories. Vendor information regarding the type of equipment and materials used to produce the entry is kept confidential from the judges, as is the name of the company submitting the entry.

Judging is performed by a panel of knowledgeable and impartial experts from association supplier members. Teams judge the entries using the TLMI point system and a specific set of criteria (see judging criteria).

A scoring system is used to provide consistent emphasis on the particular printing processes used in producing the entry. The point scale is 1-10, with 1 lowest, 10 highest. An average label is considered a 5.

For those point criteria that combine two factors: e.g., Appeal/Purpose, the point value considers both factors, even though only one point value is given.

For all but prime labels, overall quality is split into two areas - image sharpness and registration. For prime labels, registration is valued separately from the combined image sharpness/print quality.

For example, a score of 1 to 10 is given to a non-prime entry for printing based on a single criterion - overall quality. The weight of the score given for overall printing quality accounts for approximately one-fourth of the entry's total score. However, printing for a prime label receives a score of 1 to 10 based on five criteria (registration, image sharpness, difficulty, screen values, and smoothness of vignette or halftone) and therefore receives more emphasis, or weight, for overall print quality.

## JUDGING CRITERIA

### For Tags, Coupon, Non-prime, EDP, Promotional and Plateless Printing

#### Judging criteria include:

- Function (appeal/purpose)
- Printing (overall quality)
- Production (over all difficulty)
- Technical Excellence/Execution

### For Prime labels in the various printing process categories and subcategories

#### Judging criteria include:

- Function (appeal/purpose)
- Printing (registration, image sharpness/ print quality, degree of difficulty, smoothness of vignette/halftone if screen/ tone)
- Non-printing process (laminating, die-cutting, embossing, hot stamping, etc.)
- Production (over all difficulty, all processes)

## AWARDS

A first and second place award may be given by the judges in each subcategory. Selected winners of TLMI's Division I move on to the World Label Association Awards Competition to be judged on an international level later in the year. The competition is between winners of the TLMI Converter Division, Japanese Federation of Label Printing Industries, FINAT, LATMA, SALMA and India.

In addition, the Best of Show Award will be presented by the judges for the most outstanding label or tag as judged against all other first place winners produced in North America and are in the Division I Competition.

TLMI also has a special Innovator Award, which may be presented by the judges to recognize new technology and/or product development which is a significant breakthrough in the tag and label industry.

## SUBMITTING ENTRIES

Each entry must be accompanied by a separate entry form, furnished by TLMI or reproduced by the converter. The completed entry form must be signed by a company representative. See "Key Points To Remember When Submitting Entries" for the amount of samples required.

**Companies are limited to three entries per subcategory.** Each company may enter as many subcategories as they choose. If a subcategory has more than three entries, a TLMI staff member will pull, at random, entries allowing only three in a single subcategory for a single company. Each submission may only be entered in one subcategory of the converter's choosing. For example, a submission may be entered into a printing process category even if it could otherwise be defined as either a coupon or EDP label. Entries may be reclassified at the discretion of the judges. Reclassified entries will be disqualified if there are already three submitted from your company in the appropriate subcategory.

Entries are accepted in good faith. TLMI cannot assume responsibility for the inclusion of entries not qualified. TLMI reserves the right to withdraw any award made to a label or tag in violation of competition rules.

All entries submitted will become the property of the Tag and Label Manufacturers Institute, Inc. Winning entries will be retained for display purposes. Non-winning entries will be disposed of following the judging.

Complete each entry form in its entirety and mail it, along with the required entry fee(s) and samples, to TLMI Headquarters by the deadline of **June 30, 2010**.

### **"NEW"**

Submitting a color proof, if available, will help to enhance your entry.

## KEY POINTS TO REMEMBER WHEN SUBMITTING ENTRIES

It all starts at the converter's plant. If you have a label or a tag that you feel would meet the competition objectives, you are on your way. Many converters watch for winners throughout the year.

Submitting an entry is easy. Following the rules and sending supportive data are the two keys to start you on the winning track. Here are some pointers gleaned from our experiences as judges:

- *It is most important that your entry is submitted in the correct category.* You are encouraged to submit as many "winning" entries as you'd like, but *only three entries per subcategory.* An entry may be reclassified at the discretion of the judges.
- *Reclassified entries will be disqualified if there are already three submitted from your company in the appropriate subcategory.*
- In this awards brochure, TLMI provides the criteria used by the judges. *Use the judging form to judge the entry yourself,* being as critical as possible, prior to entering the label or tag. Look at the sample for overall quality, not just aesthetics. Screens are more heavily weighted, and are scored according to the degree of difficulty in printing. For the competition, screen values have been established as the following:

>200 Line	=	10 points
200 Line	=	9 points
175 Line	=	8 points
150 Line	=	7 points
133 Line	=	6 points
120 Line	=	5 points
100 Line	=	4 points
85 Line	=	3 points
<85 Line	=	2 points

- Check print quality under a monitor (loupe, linen tester, glass, etc.) for sharpness of print.
  - Are all the dots sharp? Are there halos? Are they in the correct registration, or out of register  $\frac{1}{2}$ , or  $\frac{1}{4}$  of a dot?
  - Are colors trapping with no overlaps?
  - Remember, yellow is very forgiving in most printing jobs, but not in an awards judging.
- Send sufficient samples. TLMI rules require that you submit sufficient samples of the actual tags, labels (pressure sensitive and non-pressure sensitive), cartons, etc.
- Roll-to-roll entries should be submitted in continuous form with a minimum of **25**. In the case of cartons and in-mold, a minimum of **25** individual samples should be submitted. *A roll of at least 25 uncut samples are also required.* In the event of a tie, the entry with continuous run samples will be chosen the winner. If you do not follow these requirements your entry will be disqualified. In case of shrink sleeves, entries should be submitted before the sleeving/seaming process. *Send only 1 set of continuous labels or tags even if you are running multiple copy changes.* The quality of every copy submitted on one entry will be reviewed by the judges, and variable quality in multiple copy changes can affect the scores.
- For digital printing cannot send in proof, must be a production run. This is especially important if submitting prime and non-prime labels on the same liner. By definition, "If the entry classification of a label is unclear, it will be considered a prime label." The non-prime portion submitted along with the prime label will be judged against the more stringent criteria for a prime label.
  - Send samples of the objective. If color matching was critical to the success of the label, submit a sample of the color to be matched.**
  - Send a sample of the end use. Viewing the tag/label in use helps judges understand its uniqueness and difficulty of producing the entry. This clearly demonstrates to the judges the function and appeal the tag/label offers the merchandise.**
- Use the space provided on the entry form to describe what was unique, innovative or technically difficult about producing the label. *Don't just tell what was possible-show what was difficult:*
  - Was there anything unusual or innovative used in producing the entry?
  - Was the entry a creation of the converter or customer to fulfill a special need? (Who came up with the concept?)
  - Were multiple screens used?
  - Did the sequence of printing colors make the entry more difficult to produce? Was white printed over black? Were UV or other coatings applied before printing?
  - If the entry was particularly difficult to produce because of the artwork submitted, or not submitted, state this information and any other specific information that could make your point clearer to the judges.  
*Again, send samples of the difficulties overcome, and/or a sample of the final product.*

## DEFINITIONS TO USE WHEN CATEGORIZING YOUR ENTRY

**COLOR PROCESS** - A full-color reproduction using four color process and/or hybrid process printing. Line and screen/tone work may be included on the same label.

**COUPON** - Removable labels supplying information or having redeemable value. They may be either pressure sensitive or non-pressure sensitive.

**DIGITAL PRINTING** - Any label reproduced without the benefit of a printing plate divided into five categories: Health & Beauty Products, Household Goods, Wine & Spirits (Beer), Food & Beverage Products and All Other.

**EDP LABEL** - The submission may be designed for the sprocket-fed, roll-fed, or sheet-fed imprint of variable information by either impact or non-impact printers.

**LINE AND SCREEN/TONE** - Any reproduction of line and single or multiple screen/tone work not utilizing the combination of the three primary process colors. Any number of colors can be utilized. Entries may be submitted with screen tones only.

**MULTI-PROCESS** - A combination of two or more printing processes to include decorative methods such as hot stamping and embossing. Ion deposition, laser printing and consecutive numbering are not considered processes for the multi-process category. Whether the multiple processes are completed in one or several passes will not be considered in evaluating the printing complexity. All processes must have been performed by the converter submitting the label or tag.

Note-Any entry that includes hot stamping or embossing and is submitted in a printing process category or subcategory will be automatically reclassified by the judges into the multi-process category. The exception is wine and spirits. All those will be reclassified into the wine and spirits category. Reclassified entries will be disqualified if there are already three submitted from your company in the appropriate subcategory.

**NON-PRESSURE SENSITIVE** - A label that does not have a pressure sensitive adhesive to functionally affix the label to the product. This includes wrap-around can/bottle labels, shrink sleeve, roll on/shrink on, in-mold, etc. Converters are encouraged to submit information regarding the type of process used to help judges more adequately evaluate the submission.

\* Cut and Stack: In-line with the printing process

\* Roll to Roll: Any product printed roll to roll with no secondary converting process

**NON-PRIME LABEL** - Label supplying supportive information to a product or performing any other function. If the entry classification of a label is unclear, it will be considered a prime label.

**OFFSET PRINTING** - All offset printing must be rotary roll to roll or roll to sheet. ***No sheet fed offset*** will be accepted.

**PAPERBOARD/RIGID PACKAGING** - Blister cards, inserts, folding cartons and carded packaging up to 30 point (.030 inches or 762 micron), printed narrow web up to 30 inches/762 millimeters. The complete product must be submitted, not just the roll-to-roll pre-printed film or board.

**PRESSURE SENSITIVE** - A label that has a pressure sensitive adhesive to functionally affix the label to the product. Converters are encouraged to submit information regarding the type of process used to help judges more adequately evaluate the submission. These labels can be produced in the form of either rolls, sheets, fanfold, or by any other techniques that produce like products which have been slit or cut from the converted rolls.

**PRIME AND NON-PRIME** - A prime label is one which is used to identify and display a product. A non-prime label supplies supportive information or performs another function. The awards competition committee has determined that a label which appears to be a prime label even when enclosed in a box will be considered a prime label by the judges; once the box is thrown away, this label is used to identify and display the product.

**PROMOTIONAL** - Anything affixed to windows, coolers, etc., that promotes the product for sale inside store coolers, etc. The entry could not be a tag, nor a coupon and could not be self-promotion for the company submitting the entry. Magnetic labels would also be classified in this category.

**SCREEN PRINTING** (Flat and Rotary) - Label printed by screen process from roll form. (Do not confuse "screen printing" with screens and half tones.)

**SELF-PROMOTION** - Labels/tags used in promoting the converter or supplier member's company are ineligible for the competition. The TLMI Board of Directors has determined that the anonymity of this competition would be lost if this classification was established.

**SHelf DAnGLERS** - A shelf dangler will be classified as a tag.

**SPECIALTY DECORATED PRODUCTS** - Non-ink imaging including foil stamping, embossing, holographic, etc.

**TAG** - A product which identifies the object/article or conveys information about it; may have additional information applied to it by the end-user; may be blank with no initial printing; is produced by a printing process; printed on tag stock or other media; single or multi-part; can be a patch, punch or eyelet; can be die cut and/or perforated; can be attached to an object or article by string, wire, plastic, rivet, or self-attached (by means of die cut, cohesive, or an adhesive strip).

**WINE & SPIRITS** - A printed label which is to be applied to a wine, spirit, or liquor bottle, printed by any printing method (excluding beer labels).

## COMPLETING THE ENTRY FORM

Each entry submitted must be accompanied by a completed entry form, signed by a company representative, along with a minimum of 25 unmounted samples of the item or items entered. This will help assure the judges of the consistent quality of work entered and speed up the judging process. Failure to provide the minimum number will result in the entry being excluded from the judging.

It is very important to follow directions and supply all the information that is requested when submitting an entry. Read all of the entry requirements, definitions, etc., as set forth in the awards competition brochure. Please verify that the spelling of each entry's name is accurate. Award plaques will be issued based on the entry form information.

Fill out the entry form as thoroughly as possible. The more information provided, the easier it is for the judges to understand the processes used and to evaluate the entry. Essential information omitted could affect the judging of your submission.

### NAME OF TAG/LABEL, ETC. ENTERED

This should briefly describe the product name and purpose of the items being submitted for judging. For example, "Acme Shampoo, 7 oz. Prime label."

### CATEGORY ENTERED

There are 22 award categories. Most categories have several subcategories, divided according to the specific printing processes used and whether the label is considered prime or non-prime. Companies are limited to three entries per subcategory, although each company may enter as many categories as it chooses.

If the purpose of the label being entered is not clear, converters are urged to use the space on the entry form to DESCRIBE END USE OF ENTRY to further clarify this for the judges, and submit final product, if possible.

### SPECIAL CHALLENGES

The entry form contains space in the upper section for a description of those difficulties overcome in producing the submission or supply an attachment. Supply as much additional information in this area as possible, without identifying specific suppliers. Here is an example of a descriptive paragraph:

Water based inks, with UV overprint varnish, using 200 line ceramic anilox rolls, with 70 durometer rubber rollers, using photopolymer plates.

### DESCRIBE END-USE OF ENTRY

Include an explanation of end-use to assist the judges in understanding unique application. For example: "The entry is specially treated for use in both the Fiji Islands and Arctic Circle, with outdoor exposure for 30 years.

The judges do recognize the exceptional problems created by unique end-uses call for innovation printing techniques and technical improvisations, although the entry may not be otherwise judged to be "perfect".

### SUPPLIER DATA

The entry form also requests supplier data, concerning the types of plates used, inks, dies, etc. This information is not made available to the judges; it is used on the winning award boards and in press releases to recognize TLMI supplier members.

### ENTRY CHECK LIST (Use the following checklist to make sure you supply all the essential information)

- Entries are submissions that have not previously received a TLMI award in that same subcategory.
- Entries were converted through roll-fed production equipment.
- Entries were produced between May 2009 and June 2010.
- Entries are production samples made for customer sales and not converter's promotional use.
- 25 unmounted samples are included. Samples for roll-to-roll entries should be submitted in continuous (uncut) form. In the case of tags, cartons, in-mold, etc., a minimum of 25 individual samples should be submitted.
- Color proof (optional)
- Sample of end use (optional, however, very useful to judges)

**DEADLINE FOR ENTRY: JUNE 30, 2010**  
**2010 TLMI ANNUAL AWARDS COMPETITION ENTRY FORM**

For Office  
Use Only  
Code Number

NAME OF TAG/LABEL ENTERED: \_\_\_\_\_  
CATEGORY/SUBCATEGORY ENTERED:  (Enter category/subcategory code from other side)

Please choose **only one** category from the list on the back of this booklet. Only **three** submissions per subcategory per company are permitted. Any entry over three will be disqualified.

**SPECIAL CHALLENGES:** To assist the judges in making their decision on the merit of each entry, please include any information on special problems presented in the manufacture of the particular tag, label, or coupon. In other words-**specific reasons as to why this tag, label, or coupon is being entered into the competition.** (Do not include specific vendor information on equipment, material, plates, inks, etc. Include information such as running speed, number of colors, etc.)

\_\_\_\_\_  
\_\_\_\_\_

**DESCRIBE END OF USE ENTRY:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**LIST ALL PRINTING PROCESSES USED:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FOR OFFICE USE ONLY - INFORMATION BELOW WILL NOT BE PROVIDED TO THE JUDGES**

**SUPPLIER DATA:** To recognize the appropriate TLMI Supplier Members, please include name of company who supplied materials to produce this label. This information will be supplied to industry magazines in the event the entry is chosen as a winner.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We certify that this entry was produced between May 2009 and June 2010 \_\_\_\_\_  
Signature of Company Representative

**ENTRY FEE:** Each submission package must be accompanied by an entry fee as follows (US funds only drawn on US bank):

North American Initial Entry	\$60.00**	International/FINAT Initial Entry	\$75.00
Each Additional Entry	\$50.00	Each Additional Entry	\$60.00

*Entry fee is non-refundable*

**\*\*If you are a new Converter Member who has joined since January 1, 2010, you are welcome to submit up to 5 labels at no cost. Any additional labels will be priced accordingly.**

**PAYMENT METHOD:** Check enclosed for \$ \_\_\_\_\_ Credit Card:  Visa  MasterCard  American Express  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_ CV # \_\_\_\_\_

**MEMBERSHIP TYPE:**  TLMI CONVERTER MEMBER  TLMI INTERNATIONAL MEMBER  FINAT CONVERTER MEMBER

**MEMBER INFORMATION:**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_

MAIL TO: **TLMI Awards Committee - Tag & Label Manufacturers Institute, Inc.**  
**One Blackburn Center - Gloucester, MA 01930**

## CATEGORY CODES

**Choose only one category/subcategory code and enter on entry form on page**

1000	<b>COUPON</b>		<i>MULTI-PROCESS</i>
	<b>TAGS</b>		
2101	Industrial and/or systems	5601	Line - Prime
2102	Merchandising	5602	Line - Non-Prime
		5603	Line & Screen/Tone - Prime
		5604	Line & Screen/Tone - Non-Prime
3000	<b>PROMOTIONAL</b>	5605	Color Process - Prime
		5606	Color Process - Non-Prime
	<b>DIGITAL PRINTING</b>		
			<i>OFFSET (no sheet fed offset accepted)</i>
4001	<i>HEALTH &amp; BEAUTY PRODUCTS</i>	5701	Line - Prime
4101	<i>HOUSEHOLD GOODS</i>	5702	Line - Non-Prime
4201	<i>WINE &amp; SPIRITS (BEER)</i>	5703	Line & Screen/Tone - Prime
4301	<i>FOOD &amp; BEVERAGE PRODUCTS</i>	5704	Line & Screen/Tone - Non-Prime
4401	<i>ALL OTHER</i>	5705	Color Process - Prime
		5706	Color Process - Non-Prime
6000	<b>SPECIALTY DECORATED PRODUCTS</b>		
			<i>ROTARY SCREEN PRINTING</i>
7000	<b>PAPERBOARD/RIGID PACKAGING</b>	5801	Line - Prime
		5802	Line - Non-Prime
	<b>NON-PRESSURE SENSITIVE-ALL PROCESSES</b>	5803	Line & Screen/Tone - Prime
		5804	Line & Screen/Tone - Non-Prime
	<i>CUT &amp; STACK</i>		
			<i>WINE &amp; SPIRITS - FLEXOGRAPHY/LETTERPRESS</i>
8001	Line - Prime	5901	Line - Prime
8002	Line & Screen/Tone - Prime	5902	Line - Non-Prime
8003	Color Process - Prime	5903	Line & Screen/Tone - Prime
		5904	Line & Screen/Tone - Non-Prime
	<i>ROLL TO ROLL</i>	5905	Color Process - Prime
8101	Line - Prime	5906	Color Process - Non-Prime
8102	Line & Screen/Tone - Prime		
8103	Color Process - Prime		<i>WINE &amp; SPIRITS - OFFSET (no sheet fed offset accepted)</i>
	<b>LABELS</b>	5911	Line - Prime
		5912	Line - Non-Prime
5100	<i>EDP Label</i>	5913	Line & Screen/Tone - Prime
		5914	Line & Screen/Tone - Non-Prime
	<i>FLAT SCREEN PRINTING (ROLL FED ONLY)</i>	5915	Color Process - Prime
5201	Line - Prime	5916	Color Process - Non-Prime
5202	Line - Non-Prime		
	<i>FLEXOGRAPHY</i>		
5301	Line - Prime		
5302	Line - Non-Prime		
5303	Line & Screen/Tone - Prime		
5304	Line & Screen/Tone - Non-Prime		
5305	Color Process - Prime		
5306	Color Process - Non-Prime		
	<i>GRAVURE</i>		
5401	Line - Prime		
5402	Line - Non-Prime		
5403	Line & Screen/Tone - Prime		
5404	Line & Screen/Tone - Non-Prime		
5405	Color Process - Prime		
5406	Color Process - Non-Prime		
	<i>LETTERPRESS</i>		
5501	Flatbed - Prime		
5502	Flatbed - Non-Prime		
5503	Rotary Line - Prime		
5504	Rotary Line - Non-Prime		
5505	Rotary Line & Screen/Tone - Prime		
5506	Rotary Line & Screen/Tone - Non-Prime		
5507	Rotary Color Process - Prime		
5508	Rotary Color Process - Non-Prime		

**DEADLINE FOR ENTRY: JUNE 30, 2010**

**SUBMIT TO:**

**TAG & LABEL MANUFACTURERS INSTITUTE, INC.  
1 BLACKBURN CENTER  
GLOUCESTER, MA 01930**

**We hope you have found this brochure helpful in preparing your competition entry, and that you are truly on the winning track. We have provided you with a judge's perspective on the competition. Defining exactly what makes a particular label a "winner," like producing an award-winning label, is not always easy. Of course, the surest test of quality is acceptance by the customer. But perhaps the most visible symbol of quality is being honored by your peers through the Annual TLMI Awards Competition. We hope this brochure may contribute to your success.**

**Steve Lee - Awards Committee Chair  
RotoMetrics**

