



# ERA PACKAGING AND DECORATIVE GRAVURE AWARD 2017

## CONDITIONS OF ENTRY AND PROCEDURES

The ERA Packaging and Decorative Gravure Award 2017 Competition is sponsored by the ERA (European Rotogravure Association) to encourage the very best packaging – **and now also decorative** – gravure production (**both within Europe and overseas, among both members and non-members of ERA**), to promote gravure as the key printing process for packaging and decorative products, and to encourage and recognise technical innovation and achievement in gravure production technology.

### 1. Competition categories

Entries may be made for gravure production within the following categories, which are based on product and substrate type:

- A** Flexible packaging – paper (with no plastic or metal component)
- B** Flexible packaging – plastic film (including film-film laminates: no paper, no metal)
- C** Flexible packaging – paper-plastic film laminates (with no metal)
- D** Flexible packaging – metallized film, metallized laminates and metal foil-plastic film composites (with or without a paper component)
- E** Flexible packaging – unsupported aluminium foil, paper-foil composites (with no plastic)
- F** Shrink-wrap sleeves
- G** Cartonboard (of all types: tobacco, cosmetics, drinks etc.)
- H** Labels (paper or film)
- J** Decorative base paper for laminate flooring and furniture
- K** Wallpaper
- L** Gift wrap
- S** Speciality and security etc., including ‘intelligent’ packaging such as printed RFID tag aerials, over-temperature sensors etc.

There are two additional categories:

- I Innovation prize** for new techniques or fields of application (this could be an innovation in process, material, environmental or any other aspect, and is also open to suppliers of equipment and materials)
- W Workflow prize** for the best use of a standard data format (e.g. PDF/X) in the workflow between brand owner, designer, repro, cylinder engraver and printer

In each category, one or more European Gravure Award trophies and Certificates of Excellence may be presented. Commendations may be awarded to other entries of merit in each category. Additionally, a special “Newcomer’s Prize” may be awarded to the best entry from a company which has not previously participated in the competition.

## 2. Who may enter

All product categories are open to all packaging and decorative gravure printers, engravers, suppliers (of equipment, inks, substrates etc.), buyers, designers, in fact any person or company involved in the creation or manufacture of the product. The Innovation Prize is also open to suppliers of equipment, materials, software etc. in prepress and printing. There is no limit to the number of entries from a company. Multiple entries may be made within each category, if wished.

## 3. How to enter the competition

To enter the ERA Packaging and Decorative Gravure Award Competition, please submit:

- a) a completed application form (3 pages) for each entry, together with
- b) the printed samples (see § 4 below), or
- c) for the Innovation Prize, a detailed description in English explaining the innovation, together with printed samples if appropriate (see § 4 below)
- d) for the Workflow prize, a diagram of the workflow, together with proof of its use (e.g. sample PDF/X files by e-mail or on CD-ROM or DVD, “flight check” reports, and related printed samples)

to:

**ERA Packaging Gravure Award 2017 Competition**  
c/o European Rotogravure Association (E.R.A.) e.V.  
Swakopmunder Strasse 3, 81827 Munich, Germany

## 4. Samples submitted

The samples entered for the competition must have been produced during 2016/2017, using the gravure process. ***The samples must be extracted from a commercial production run:***

– ***for flexible packaging, wallpaper and gift wrap***, complete, un-slit web of approximately two metres in length

– ***for decorative base papers***, ca. two metres of full-width printed web ***plus*** one laminated mounted sample (e.g. 20 cm × 20 cm) as normally prepared for appearance assessment

– ***for other non-reel-to-reel processes***, ten samples of the package, flat if possible (note: if the package is filled, the content must be non-perishable!)

***In cases of doubt about appropriate samples, please contact the secretariat.***

All entries will be coded by the ERA Secretariat and kept anonymous until the jury has performed its function and the winners have been nominated. Samples will not be returned.

***Please pack your samples carefully so that no damage is incurred.***

## 5. Cover charge payment

The cover charges must be paid in euros, by bank transfer, cheque or PayPal.

For the first entry, the cover charge is €250.

For each additional entry, **the charge is now reduced to only €100** per entry.

On receipt of entries, an invoice will be raised and sent to you, with details of how to pay.

## 6. Timetable

All entries must be received by **Monday 21 August 2017** at the ERA Secretariat.

Upon receipt of the completed application form and payment, with all details enclosed as listed above, the ERA Secretariat will send a confirmation of participation in the ERA Packaging and Decorative Gravure Award 2017 Competition, together with the invoice for the entry fees.

The awards will be presented at the 2017 ERA Packaging and Decorative Conference, to be held in Barcelona on 7-8 November 2017.

## 7. Jury

The international jury will be selected from recognised professionals with in-depth knowledge and experience in the packaging gravure printing industry.

## 8. Judging criteria

Printed samples will be judged according to various aspects of product quality, e.g. register, tone (density, gradation and colour balance), detail, evenness of print (missing dots, moiré etc.), job complexity, and absence of printing faults (such as scumming, doctor-blade lines etc.).

The Innovation Prize is particularly intended to recognise developments which will benefit and advance the gravure process. It will be judged according to the following criteria: addresses a serious customer requirement, meets a general need (not a one-off product), increases demand for gravure, is integrable, is revolutionising, is in use (not a prototype), gives economic (cost or time) benefits, improves or stabilises quality, advances gravure, stimulates further process development, shows innovation (not a foreseeable enhancement of an existing product by a vendor), has environmental benefits.

The Workflow Prize is intended to honour companies which are using a workflow based on international standards such as the PDF data format and the PDF/X-plus specifications of the Ghent PDF Workgroup Packaging Subcommittee. Evidence of successful implementation of the workflow will be required, and the more process steps covered, the better the prospects.

## 9. Rights reserved

All rights to entries and submitted materials shall become and remain the property of the European Rotogravure Association (E.R.A.) e.V., which shall have the right to promote and display the entry, in any meeting or publication, as an example of gravure technology. The entrant shall obtain any necessary permission from clients or suppliers before submitting an entry.

The jury reserves the right to reclassify an entry if this is considered to be in the best interest of the entrant, who will be notified of any such change.

All decisions of the jury shall be final in all respects.