

Smart Label Brief – 'Making Labels Smarter'

This is one of the three different #LABELicious competition category briefs.
All briefs can be found at www.labelicious.eu

Smart Label Brief

Labels are well known in various roles

- Representing the brand identity (visibility on the supermarket shelf, product information for the consumer, interactivity with the user, using the specific features of printing, pre- and post-printing technology)
- Having a functional packaging role (reclosing an opening in packaging, safety seal, braille marking, display hanging features, etc.)
- Having a functional business process role (identification for logistic purposes, identification for security purposes, identification for authenticity purposes, compliance and anti-counterfeiting purposes, food safety purposes etc.)

For our next generation labels, **we want to make a leap forward in integrating other smart functions in labels for branding or functional purposes.**

The obvious known exploration routes are in the domain of Internet of Things, personalization, process integration etc. However, we believe that the application of label-integrated technologies is far from being saturated. On the contrary, we believe that we have not even seen the beginning yet.

Therefore, #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.

We don't want to steer you in any direction, but save you some "Google" time to list technologies that could be part of your new and fresh idea.

The list below is far from exhaustive and serves merely as inspiration.:

- Printed sensor technology
- Connectivity technology
- Biometric technology
- Geolocation technologies
- Data processing technologies
- Blockchain technologies
- Digital printing technologies
- Personalization technologies
- AR/VR technologies

Your proposal should answer the following questions

- *Technology*: which additional technology/technologies is/are embedded in the label and combined with the printing process?
- Which *printing processes* are applied?
- *Value proposition*: which challenge is solved with the application, or which new value is added with the label technologies

Deliverables

- The original artwork created by the contestant (e.g. creative design, technical design etc.) in the form of a hires 300 dpi A3-visual in PDF or JPG format. As the submitted artwork is a digital file, it will not be returned to the Entrant.
- The description in English of how the brief was translated into the submitted solution (including comments about the innovative element, the sustainability angle and the feasibility aspect of the submission) via the online form (max 250 words).
- Submission details can be found at www.labelicious.eu/submissions

Judgment criteria

- *Innovation* Factor (35%)
 - How does the entry score when it comes to crossing the boundary of known / existing solutions?
- *Impact* Factor (25%)
 - How does the entry score when we imagine the impact of the proposed design or solution?
- *Functional* Factor (20%)
 - How does the entry score when it comes to meeting all the functional requirements form the briefing?
- *Feasibility* factor (20%)
 - Can the entry technically be realized, where the jury encourages design that test the limit of technical execution?

PRACTICAL COMPETITION INFORMATION

The campaign website, <http://www.labelicious.eu/>, contains all additional information.

One of the documents on the website contains **the full terms & conditions** to enter the competition. The key elements are summarised below:

- Each Entrant can enter a maximum of 3 submissions. Entries can be submitted in one or more of the three categories below:
 - *Smart / Intelligent / Multifunctional Labels*
 - *Brand Design*
 - *Sustainability*
- Entrants must be between the age of 18 and 25 at the date of submission and reside in Europe (see detail in the full terms & conditions document)
- Competition entries can be submitted between Wednesday 15 January 2019 09:00 CET and Wednesday 15 May 2019 20:00 CET.
- Competition entries can *only* be submitted through the website www.labelicious.eu.
- All entries will be judged by the professional Jury. The Jury will be presided by a chairperson and vice-chairperson.
- The Jury will select one (1) International Winner in each of the three Categories. Information about prizes is outlined in detail in the Terms & Conditions file on www.labelicious.eu, and include a visit to Labelexpo 2019 in Brussels and a one-week industry experience week, provided by the Platinum Partners.
- The International Winners will be announced publicly during Labelexpo 2019 (24-27 September) in Brussels, Belgium.

(this is only a summary of selected key elements of the full Terms & Conditions, available at www.labelicious.eu)

For any questions please contact the FINAT Secretariat (info@finat.com or +31-70-3123910).