

PRESS RELEASE

L9 World Label Competition Best of the Best Awards 2024

The Hague, March 13, 2025. The L9 World Label Association (WLA) is proud to present the winners of the Best of the Best awards which were judged by an international panel of judges just before Labelexpo Chicago 2024. Once the main WLA judging had been completed the winning labels are judged again in the following main printing process classes: Flexography, Letterpress, Offset Litho, Combination Printing and Digital Printing.

The plaques will be handed out during local awards ceremonies.

The winning labels in the respective classes are listed along with the company printing the label and the representative association which submitted the label.

Flexographic Printing

Submitted by JFLP (Japan)

The winner is: Takara Pac Ltd, Japan for Japanese sake Label



This is a two layer label in which the upper label is printed, die-cut, laminated, then re-applied to the base layer, which is then die-cut. This enables the upper label to be removed whilst leaving the base layer to remain as a product label.

A very complex and innovative use of the MPS EFA-10C press, as the complete operation takes place in one pass. Along with the technical points, the label is excellently reproduced with definite customer appeal whilst incorporating a product security feature.

Letterpress Printing

Submitted by JFLP (Japan)

The winner is: Kyushu Craft Industries, Japan for The Frozen Eel



The use of a silver metallic substrate creates a visual impact, with which the vendor intends to attract purchasers. It was particularly demanding of the operators skills to achieve accurate print reproduction, and also extremely fine registration. This is particularly evident in the fine reversed out letter characters.

Offset-Litho Printing

Submitted by CPF (China)

The winner is: Ningxia Sunrise Printing Co. Ltd., China for Tong Ren Tang — President Brand Instant Bird's Nest Bottle Label



The label central image of a Golden Swiftlet is printed in four colour process, using a particularly fine screen ruling, but in excellent register. The image is further highlighted by the use of very accurate embossing emphasising the feathers.

The debossed lines in the background of the label, together with the radially textured outer hot-foiled border give this label the intended quality appearance.

Combination Printing

Submitted by TLMI (USA)

The winner is: McDowell Label, a Resource Label Group Company, USA for Isopept Vanilla Ice Cream



This striking label is printed onto a silver foil substrate, featuring an extremely even matt black background. Also printed with similarly even and dense white, onto which very fine black type characters and gold lacquer areas with reversed out fine text are printed. Finishing touches are both flat gloss and high build varnish, domed and tactile varnished with extreme accuracy, especially where positioned over the reversed out Braille dots.

Digital Printing

Submitted by CPF (China)

The winner is Cymmetrik (Jiangsu) Printing Co., Ltd, China for P&G HR Shampoo Label



Printed four colour process at 1200 dpi, the label has an almost photographic appearance. The background of the label has a slight tactile feel, as do the varnished areas and the sharply printed Chinese characters. A relatively simple but effective label.

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For more information, please contact:

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About the L9

The L9 is an alliance of global associations, set up in 2010, to jointly formulate policies and to collect strategic information of global interest to the worldwide label industries.



About the World Label Awards

The World Label Awards is an annual contest, existing since 1991, showcasing the best quality labels submitted by the L9 associations.

<https://www.worldlabelawardsassociation.com/>

About FINAT

FINAT, founded in Paris in 1958 with headquarters in The Hague (The Netherlands), is the European association for manufacturers of self-adhesive labels and related products and services. With more than 600 members in over 50 countries around the world, FINAT has much to offer to labels and package printing converters and all suppliers to the industry in terms of information exchange and in terms of international networking. www.finat.com