



# ERA Gravure Award 2021

for

## Sustainable Packaging

### Entry Conditions

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#### 1. Who may enter

The Award is open for printers, engravers, cylinder and machinery manufacturers which are involved in the production of gravure printed packaging material.

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.

#### 2. How to enter the competition

To enter the Gravure Award Competition, please submit:

- a. a completed application form for each entry, together with
- b. the printed samples (see § 3 below), or
- c. for the Innovation Prize, a detailed description in English explaining the innovation, together with printed samples if appropriate (see § 3 below)

to:

European Rotogravure Association (ERA) e.V.

**Gravure Award 2021**

Swakopmunder Strasse 3

81827 Munich

Germany

#### 3. Samples submitted

The samples entered for the competition must have been produced during 2020/2021, using the gravure process. The samples must be extracted from a commercial production run:

- **for flexible packaging / shrink-wrap sleeves & labels**  
complete, un-slit web of approximately two metres in length
- **for other categories such as paper, carton board**  
ten samples of the package, flat if possible
- **for innovation prize**  
you need to give details of the innovative aspects of the entry, in English, on a separate sheet of paper



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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.

#### **4. Cover charge payment**

For ERA members no entry fee is charged.

For ERA non-members the cover charge for the first entry is € 250. For each additional entry, the charge is € 100 per entry.

The cover charges must be paid in Euros or by bank transfer

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

#### **5. Timetable**

All entries must be received by 16 August 2021 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 Gravure Award 2021 Competition, together with the invoice for the entry fees.

The awards will be presented at the 2021 ERA Annual & Packaging/Decorative Conference, to be held in Thessaloniki, Greece on 21-23 September 2021.

#### **6. Jury**

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

#### **7. 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 (e.g. scumming, doctor-blade lines etc.).



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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.

#### **8. 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.