



International Gravure Award 2025

Entry Conditions

1. Who may enter

The Award is open for

- Printers
- Engravers
- Cylinder and machinery manufacturers

which are involved in the production of gravure printed material.

All product categories are open to all

- gravure printers
- engravers
- suppliers (of equipment, inks, substrates etc.)
- buyers
- designers
- 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.

International Gravure Award 2025

Swakopmunder Strasse 3

81827 Munich

Germany



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3. Samples submitted

The samples entered for the competition must have been produced during 2024/2025, using the gravure process. The samples must be extracted from a commercial production run:

- **for packaging (flexible, paper, carton, label)**
complete, un-slit web of approximately two metres in length
- **for various (publication, decor, security)**
five samples of the printed product
- **for innovation prize**
you need to give details of the innovative aspects of the entry, in English, on a separate sheet of paper

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 the cover charge for the first entry is € 330. Each additional entry is fee.

For ERA non-members the cover charge for the first entry is € 600. For each additional entry, the charge is € 300 per entry.

The cover charges must be paid in Euros 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 15 July 2025 at the ERA Secretariat.



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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 International Gravure Award 2025 Competition, together with the invoice for the entry fees.

The awards will be presented at the 2025 ERA International Gravure Days, in Istanbul.

6. Jury

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

7. Judging criteria / Typical gravure printing 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.).

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.

We reserve the right to adjust the categories.