

**#LABEL***icious*

IN SEARCH OF THE FUTURE LABEL TALENTS

# THE #LABELICIOUS COMPETITION

CONNECTING THE FUTURE WORKFORCE

[WWW.LABELICIOUS.EU](http://WWW.LABELICIOUS.EU)

POWERED BY:



# #LABELicious

IN SEARCH OF THE FUTURE LABEL TALENTS

#LABELicious is an initiative of FINAT, the association for the European label industry ([www.finat.com](http://www.finat.com)), and was first introduced in 2019. The PAN-European project, supported by national and international media, national label associations and other industry stakeholders, was developed to inspire, challenge and activate next generation talents to share their ideas and dreams about creative and sustainable labels and related packaging solutions for the future. It is also meant to bridge the gap between educational institutes and the label industry by introducing young professionals to the many working opportunities in this vibrant business.

## PRIZES

The winner(s) will receive the following prizes:

1. € 1.000,-
2. Access to valuable contacts in the label industry in their country for future work opportunities and visibility of their work in trade press and association media.
3. The possibility of visiting the FINAT event for additional LIVE visibility of their work and personal introductions to professionals in the industry.



## THE 2024 COMPETITION

Students of graphic art schools and young professionals between the age of 18-25 are invited to design innovative labels for 'Humandate', a fictitious manufacturer of sustainable consumer products. Humandate are launching their new brand line Sixty Something® which is designed to empower senior consumers and support their health and wellness. This brand line is specifically intended for consumers who are born before 1955, who dress with glamour, drive with style and dream about future years to come. While being over sixty, they love life, live like legends, and feel far from the finishing line. When it comes to sustainability, they feel responsible to make better purchasing choices. The bonus for them personally: products that are healthier for both the inner body and outward appearance.



## REGISTRATION AND INFORMATION

Entries can be submitted via the official website ([www.labelicious.eu](http://www.labelicious.eu)) until the 7<sup>th</sup> of January 2025.

For practical information (rules, brief and eligibility) please consult the official website: [www.labelicious.eu](http://www.labelicious.eu) or contact

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