



WINE LABEL
DESIGN AWARDS
2019



synchron **UPMRAFLATAC**
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THE WINE LABEL DESIGN AWARDS 2019

PROUDLY SPONSORED BY ROTOLABEL

In association with UPM Raflatac and Synchron



ENTRY KIT

IMPORTANT DATES

Deadline for submission of entry forms: 14 February 2019

Deadline for payment of fees (online/eft): 15 February 2019

Delivery of wine samples: 15 February 2019

Judging: 19 and 20 February 2019

Announcement of the competition results: 13 March 2019

ENQUIRIES

Contact: Christian Eedes | Jacqueline Lahoud

Tel: 083 454 3644 | 083 654 7721

Email: winemagsa@gmail.com or jax@winemag.co.za



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THE COMPETITION AND HOW IT WORKS

The motivation for the Wine Label Design Awards is to reward outstanding design as an influence on wine purchases. Judging criteria include originality of concept, execution, shelf appeal and effectiveness as a piece of communication.

There are four classes of entry for wine

1. A single wine selling for R80 or under a bottle.
2. A single wine selling for over R80 a bottle.
3. Wines over R500 a bottle.
4. Wine labels in a series - no price constraints.

An administration fee of R665 incl. VAT per entry applies (in the case of class 4, the fee applies only once no matter how many wines in the series).

RULES

1. Only wines produced in South Africa may be entered. Labels designed outside the country are however allowed.
2. Completed entry forms must be emailed to winemagsa@gmail.com by Friday 15 February 2019.
3. A fee of R665 incl. VAT per entry applies and the full amount must be paid online by credit card or via EFT (electronic payment), using Winemag Shop by Friday 15 February 2019. Purchase your entry through Winemag Shop by selecting Wine Label Design Awards or (see entry form for banking details). **NO CASH OR CHEQUE PAYMENTS WILL BE ACCEPTED.**
4. An entry sample takes the form of a bottle (or bottles in the case of series) bearing the actual label as it appears in the market place. This must be accompanied by 150-word creative rationale and a copy of the entry form. Samples must be delivered to 44 Liesbeek Road, Rosebank between 08h30 and 15h00 on Friday 15 February 2019. **LATE SUBMISSIONS WILL NOT BE ACCEPTED.**
5. Only commercially available wines may be entered. At least 50 six-bottle cases must be available from the date of entry until 31 March and this is subject to verification by the organisers.
6. All entrants must be able to supply up to 18 bottles of each entry for the awards ceremony. This applies to award winners only.
7. Entries for which no payment has been made will be disqualified. Entry fees are not refundable.



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ENTRY FORM

Email to: winemagsa@gmail.com

(A copy of this entry form to accompany wine deliveries).

Class of Entry	Name and vintage of wine	Consumer Price incl. VAT

ENTRANT INFORMATION

Name of wine producer (please specify whether estate/private cellar, producer-wholesaler or own brand such as supermarket or restaurant.)	
Email of wine producer:	
Design Firm Responsible for Label	Design Firm Email Address
Contact Person for all Communication Relating to Wine Label Design Awards	
Telephone Number	Cell Number
Email Address	
Invoice Details Company	
Postal Address	
VAT Registration No	

WRITTEN RATIONALE

Each entry must be accompanied by a rationale describing the brief, concept and execution in 150 words or less.

PAYMENT MUST BE MADE ONLINE

Account Name: Winemag (Pty) Ltd
 Name of Bank: Nedbank
 Branch number: 10470900
 Account No: 113 674 0015
 Ref: Your invoice number and company name