

← All Press Releases



AWA Sleeve Label Awards 2024 – Winners

On the 17th of October 2024, the Sleeve Label Awards 2024 were announced in Miami, Florida, USA. These prestigious awards, now in their tenth year, have been established to recognize outstanding achievements in the shrink-sleeve labeling industry worldwide.

28 October 2024

On the 17th of October 2024, the Sleeve Label Awards 2024 were announced in Miami, Florida, USA. These prestigious awards, now in their tenth year, have been established to recognize outstanding achievements in the shrink-sleeve labeling industry worldwide.

A panel of independent experts, which included Dr. Séamus Lafferty, Consultant; Tom Hammer, Head of Technical Marketing at Siegwirk Narrow Web – USA; and Heath Luetkens, Executive Director of iC3D Software, served as judges for this year awards. They evaluated the entries based on numerous criteria, including printing and artwork quality, shrink application onto containers, converting and seaming, innovative features, and shelf appeal.

Given the record number of submissions and their quality, Five categories of award were announced for 2024 edition. Corey M. Reardon, President and CEO of AWA Alexander Watson Associates, presented awards to the following companies:



Environmental Category Winner

Client: Super Coffee

Company: Brook + Whittle

Super Coffee stands as a deserving winner in the Environmental category, thanks to its innovative packaging solution that represents a significant step forward in the shrink sleeve's sustainability journey. It provides up to 99% light blocking using a clear PET bottle and the Association of Plastic Recyclers (APR) recognized clear PET shrink sleeve, and washable inks. This achievement highlights the converter's technical expertise and commitment to sustainability, delivering a strong environmental solution, without sacrificing the aesthetics or quality of the shrink sleeve.

This enables brands to transition from difficult-to-recycle colored PET to clear PET (bottle and sleeve), facilitating compatibility with recycling systems while still delivering the essential light protection properties that prevent spoilage, nutrient loss, or flavor change of the container's contents. Clear PET has a higher recycling value, whereas colored PET is often more costly to manage and frequently ends up in landfills or being recycled in lower value applications. By adopting these innovative technologies, brands can introduce significant volumes of fully recyclable clear PET into the market.



Can Category Winner

Client: Super Coffee

Company: McDowell Label

The Super Coffee Can delivers an exceptional visual and tactile experience, making creative use of sandpaper and tactile doming varnish embellishments, combined with the simple, yet striking, show-through areas of the silver bright can. This world-class execution of design, printing, and sleeve converting elevates the brand's market presence, making it a standout on the shelf, and leaving a lasting impression on consumers.

The judges noted that this year's entries were of the highest quality ever seen, leading to the selection of joint winners for the prestigious TD Sleeve Category. They are:



TD Sleeve Category Winner

Client: Bo-Ho

Company: REYNDERS Label Printing

With flawless color matching between the shrink sleeve and pump on a white bottle, and simple yet striking graphics, Bo-Ho's execution is so impeccable that the judges initially mistook it for direct print! The sleeve converting, application, and shrinking are among the finest the judges have seen. Bo-Ho exemplifies the versatility of shrink sleeve labels and reflects the brand owner's and converter's commitment to quality execution making it a deserving winner in the TD Sleeve category.



TD Sleeve Category Winner

Client: Champagne Salmon

Company: IPE Labels & Sleeves

The judges were captivated by the depth and detail of the marble design, the perfect alignment of graphics at the seam, the premium printing, and the high-precision registration. This exceptional execution brought the marble effect to life, making the Champagne Salmon bottle a premium standout on the shelf and a winner in the TD Sleeve category. The converter’s skill and the brand owner’s vision have created a truly remarkable product.



Best of Show

Client: Evian Coperni Limited Edition

Company: Sleever International

The Evian Coperni container stands above the rest as Best of Show. The design exudes luxury and elegance, and upon “looking closer” it becomes a deeply captivating and experiential label. Simple yet sophisticated graphics are flawlessly executed and encourage consumers to peer inside the bottle, where a star-filled universe of fashion and intrigue awaits. This unique experience is further enhanced by engaging with the bottle’s online experience through its QR code. The judges were thoroughly impressed by the meticulous attention to detail and the ambitious, flawless execution of the shrink sleeve label on this deceptively complex shaped bottle.

Sleeve Awards for 2025 are already open

Entries are now being accepted for the 2025 AWA International Sleeve Label Awards – the competition which, for the last 10 years, has annually documented the ground-breaking achievements that sleeve labeling has brought to today’s packaging industry.

You can find more information in the link below.

<https://events.awa-bv.com/AWASleeveLabelAwards2025>



[Market Intelligence](#)

[About AWA](#)

[Conferences & Events](#)

[AWAAccess™](#)

[Get In Touch](#)



Upcoming Conferences & Events

[Follow Us On LinkedIn](#)

Past Conferences & Events