



KURZ LABEL DESIGN AWARD 2026

// where creative ambition takes shape

DESIGN BRIEF

AGENDA



- 01** AWARD GUIDELINES
PAGE 03
- 02** DESIGN MOOD & PRODUCT STORY - WINE & SPIRITS
PAGE 06
- 03** DESIGN MOOD & PRODUCT STORY - HEALTH & BEAUTY
PAGE 09
- 04** TECHNICAL SPECIFICATIONS
PAGE 12
- 05** SUBMISSION CHECKLIST
PAGE 14

AWARD GUIDELINES

01

AWARD GUIDELINES

ELIGIBILITY

- Submissions must not include political, religious, or discriminatory statements.
- All designs must be original works, and participants must hold the copyright to the submitted designs.

EVALUATION CRITERIA

Designs will be evaluated based on:

- Creative concept and storytelling
- Use of print finishing and surface effects
- Production feasibility and real-world applicability
- Overall visual impact and shelf presence

Designs will be reviewed digitally during jury evaluation; selected designs will be developed further as physical samples.

PRODUCTION, RIGHTS & USAGE

- Selected winners will work collaboratively with KURZ and its partners to further develop their designs for pre-press and commercial production.
- Submitted designs do not need to be fully production-ready; technical refinements may be made in collaboration with the winners to ensure smooth pre-press handling and production quality, while preserving the original creative intent.
- Please provide your designs in separate, clearly structured PDF files to support smooth layer differentiation and pre-press workflows. Designers are encouraged to combine hot stamping and cold foil decoration within their concepts.
- Design ownership remains with the designer.
- By participating, designers grant the KURZ Group the right to use submitted designs and produced samples for promotional and marketing purposes.

TIMELINE

- Submission deadline: April 30, 2026
- Jury review: May 2026
- Winner notification: June 15, 2026 (Pre-press development and production will begin following confirmation.)
- Production testing: August 15, 2026
- Winner announcement: September 16, 2026

AWARD GUIDELINES

THEME SELECTION

- Two design themes are available: Wine & Spirits and Health & Beauty.
- Please select one theme as the basis for each design concept.
- Each submission should focus on one theme only; separate submissions are required for different themes.
- A maximum of two submissions per participant is permitted.
- Designers are encouraged to explore hot stamping and cold transfer effects, either individually or in combination, within their chosen theme.

DESIGN MOOD & PRODUCT STORY

WINE &
SPIRITS

02

Mood boards are provided for inspiration only. All referenced images remain the property of their respective owners. Submitted designs must be original and must not infringe on third-party rights.



PRODUCT STORY

LA CLAVE NEGRA

Born in America, shaped by Havana nights.

Hidden behind shuttered doors, La Clave Negra is poured low and slow - rum, smoke, and a hint of spice hanging in the air. A drink for first glances, quiet deals, and nights that linger.

Jazz up your night.

GLASS BOTTLE



LABEL DIMENSIONS
\\ *coated substrate*



DESIGN MOOD & PRODUCT STORY

**HEALTH &
BEAUTY**

04



KURZ 

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PRODUCT STORY

VEELA

veela is skincare as ritual.

Light-catching gels, soft emulsions, and botanical actives melt into skin - cool, calming, intentional. Fresh yet indulgent. Natural yet precise.

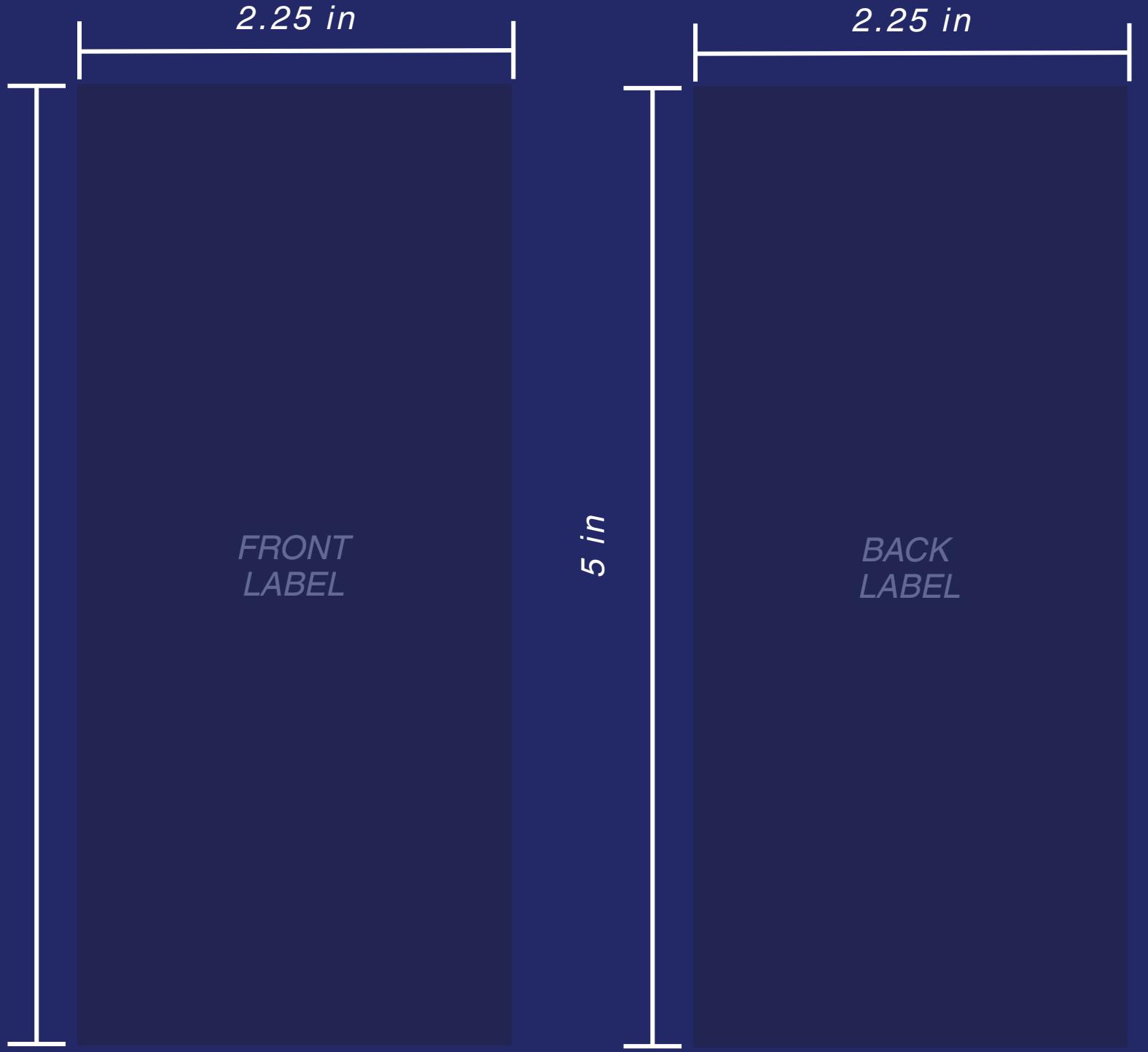
A quiet morning moment, captured in texture and glow.
Designed to feel as good as it looks.

rise. ritual. radiate.

GLASS BOTTLE

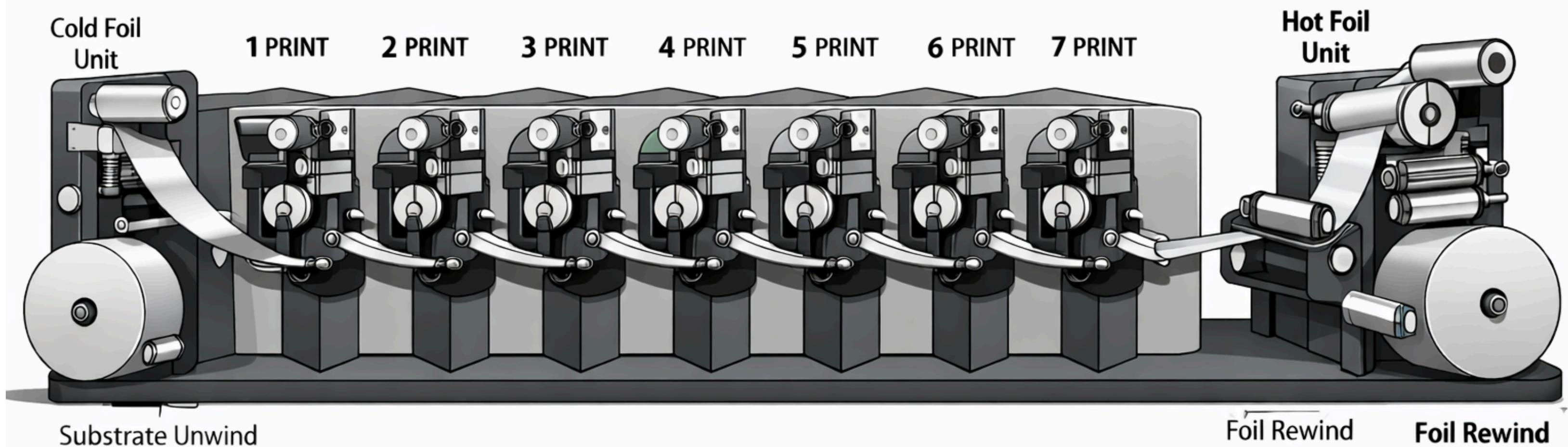


LABEL DIMENSIONS
\\ high gloss BOPP



TECHNICAL SPECIFICATIONS 05

PRODUCTION WORKFLOW



TECHNICAL SPECIFICATIONS

COLD TRANSFER

First layer down

Bleed:	0.125 in (if needed)
Substrate:	Coated, semi-gloss or high-gloss paper OR BOPP clear film
Foil Shades:	Silver KURZ ALUFIN® ALUFIN® Matte LIGHTLINE® LASER AL Gold KURZ LUXOR® 220 Matte Gold KURZ LUXOR® 425 → Link to customer portal Foil effects should be used for premium accent, no full surface coverage. Designs should include tactile embossing or debossing effects.
CMYK flexo print:	7 color print; cold foil layer can be overprinted (Metallic effects must be achieved via foil, not metallic ink.)



**While creative freedom is encouraged, designs should remain commercially viable and suitable for real-world production.
We will reserve the right to adjust design to optimize for pre-press and commercial viability.*

TECHNICAL SPECIFICATIONS

HOT STAMPING

Last layer down

Bleed: 0.125 in (if needed)

Substrate: Coated, semi-gloss or high-gloss paper OR BOPP clear film

Available Shades:

[Link to customer portal](#)

Foiling: Designs should stay at min. 5 pt line weight (reverse outs min. 5 pt).
Foil effects should be used for premium accent, no full surface coverage.
Designs should include tactile embossing or debossing effects.

File & delivery requirements: Preferred file format PDF with layer separation.
Each foil and embossing layer should be represented individually with its own layer.



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SUBMISSION CHECKLIST

BEFORE SUBMITTING, PLEASE MAKE SURE YOU HAVE:

- Selected one theme (Wine & Spirits or Health & Beauty)
- Prepared your PDF design file(s) with clearly structured layers
- Explored hot stamping and/or cold transfer effects
- Completed the submission form

READY TO BRING YOUR IDEA TO LIFE?

This is an invitation to explore, experiment, and push creative boundaries through print embellishment. Bring your concept, we'll help shape it into a production-ready label.

NEXT STEPS:

Review the design brief, prepare your concept, and submit your design by April 30, 2026.

We're excited to see what you create.

Please submit your designs [here](#).

In case of questions, you can get in touch with us [here](#).