

KURZ LABEL DESIGN AWARD 2026

SUBMISSION FORM

Deadline: April 30, 2026

*Winner Announcement:
September 16, 2026*

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The KURZ Label Design Award 2026 invites designers to explore the creative potential of print embellishment - from precision hot stamping to vibrant cold transfer - and see their concepts realized as finished, production-ready labels.

A platform for design excellence, craftsmanship, and real-world execution.

WHY ENTER?

The KURZ Label Design Award 2026 gives you the opportunity to explore print embellishment as an integral part of label design and see your creative vision translated into real-world production. Selected designs will be developed with industry-leading materials and technologies and produced live at LOUPE 2026, where the winners will be officially announced.

Participants gain industry visibility and a tangible, portfolio-ready label that connects creative ambition with technical excellence. The award is free to enter and open to both emerging and established designers.

RULES

1. The competition is open to student and professional designers. Participation is free of charge.
2. Submissions may be entered in the KURZ Rising Star (students/emerging designers) or KURZ Design Excellence (professional designers) category.
3. Two design themes are available: Wine & Spirits and Health & Beauty. Each submission must focus on one theme only.
4. A maximum of two submissions per participant is permitted. Separate submissions are required for different themes or categories.
5. All submissions must be original works created by the participant and must not include political, religious, or discriminatory content.
6. Designs do not need to be fully production-ready at the time of submission. Concepts should be developed with real-world application in mind and may explore hot stamping and/or cold transfer effects.
7. Designs will be evaluated based on creative concept and storytelling, use of print finishing and surface effects, production feasibility and real-world applicability, and overall visual impact and shelf presence.
8. Selected winners will work collaboratively with KURZ and its partners to refine designs for pre-press and commercial production. Technical refinements may be made while preserving the original creative intent.
9. 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 related to the award.
10. Submissions must include a PDF design file and a completed submission form, submitted via email as outlined in the submission instructions.
11. Submissions close on April 30, 2026. Winners will be notified by June 15, 2026 and announced on September 16, 2026 at LOUPE in Chicago, IL.

**Please send your entries to:
marketing@kurzusa.com**

Submissions close by April 30, 2026.

CATEGORIES

Please submit the completed submission form along with the design file.

KURZ RISING STAR 2026

sponsored by Avery Dennison

The KURZ Rising Star Award is for **student designers and recent graduates** building their portfolios and exploring the transition from concept to real-world production. It encourages experimentation with materials, print embellishment, and storytelling, bringing ideas to life as professionally produced labels.

Eligibility Requirements:

- **Student status:** Currently enrolled in, or a recent graduate (within the past 12 months) of a recognized college, university, or accredited design program.
- **Geographic eligibility:** Enrolled at an institution located in the United States or Canada.
- **Discipline:** Studying graphic design, communication design, packaging design, visual design, or a related creative field.
- **Professional status:** Not currently employed full-time as a professional designer at a design agency, brand, or converter. Freelance work, internships, or part-time design roles are permitted.
- **Submission type:** Individual submissions only. Group, studio, or agency entries are not permitted.

KURZ DESIGN EXCELLENCE 2026

sponsored by UPM Adhesive Materials

The KURZ Design Excellence Award is for **professional designers** pushing the boundaries of label design through creative vision, print embellishment, and a strong understanding of materials and real-world production.

Eligibility Requirements:

- **Professional status:** Open to professional designers currently working in design agencies, brand design teams, studios, or as independent designers.
- **Geographic eligibility:** Open to designers based in the United States or Canada.
- **Discipline:** Practicing in graphic design, branding, packaging design, visual design, or a related professional creative field.
- **Experience level:** Designed for designers with professional experience in commercial or brand-related design projects.
- **Submission type:** Individual submissions only. Group or agency submissions are not permitted.

Please check the award category you are applying to.

ENTRY FOR AWARD

Please submit the completed submission form along with the design file.

Full name:

Address:

Telephone:

E-Mail:

Company/ school:

Enrolled program:

Link to portfolio/ website:

Category being entered:

Selected theme:

Date produced:

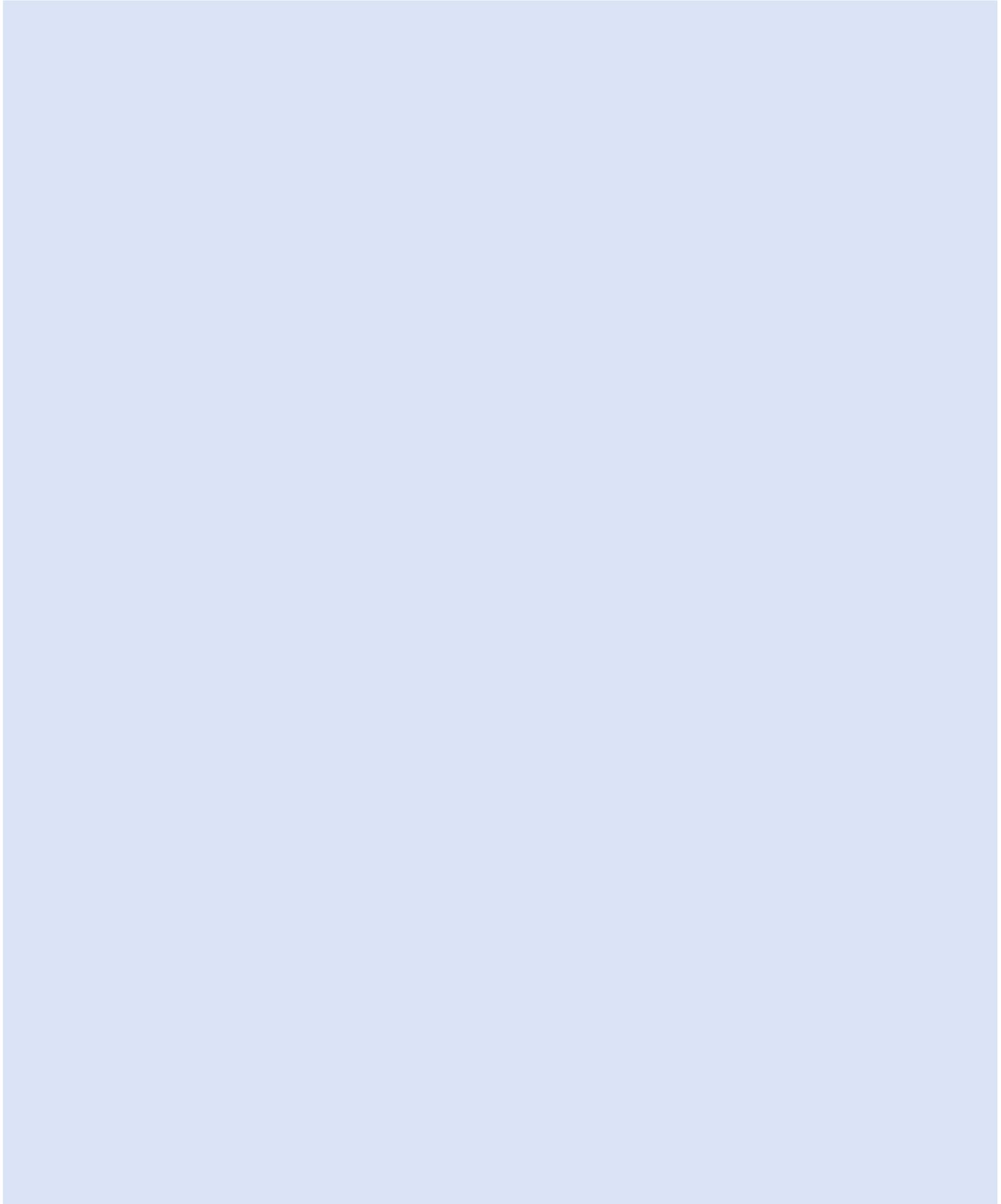
Used foil shades:

Please use this space to highlight specific elements and provide further details relevant to the submission and the category being submitted for (see “Categories” section for further details). Please continue on next page for more space:

ENTRY FOR AWARD

Please submit the completed submission form along with the design file.

Please use this space to highlight specific elements and provide further details relevant to the submission and the category being submitted for (see “Categories” section for further details):



With your submission, you confirm originality of the design and your agreement to the terms of the award.