

FINAT European Label Forum 2026

POST-EVENT REPORT 2026 | 27-29 May 2026, Seville, Spain



Where the label industry meets

The FINAT European Label Forum (ELF) isn't just another event. It's where private conversations between leaders shape the public future of the label industry. The ELF invites you into a trusted circle of peers, where insight flows freely and true connection drives competitive edge.

Hosted annually by FINAT, the ELF offers a unique source of networking, knowledge, and experience that is key to the strategic success of small- to mid-sized label businesses. Professionals from various management levels come together to meet, discuss, and get inspired on relevant topics and developments in the label industry.

Attend ELF | Gain insights | Join a community



260+
delegates



150
companies



25
countries



35
sponsors



33
speakers



#FINAT26

Organised by FINAT

#SESSIONS



Session 1 - Setting the scene: Labels in a changing world

The label industry is entering a more strategic phase. The opportunity for converters and suppliers is to move upstream in the customer conversation, use data and market intelligence more actively, and position themselves as consultative partners in a changing packaging ecosystem.



Session 2 - Regulation, innovation, technology

The label industry must move beyond compliance and experimentation. The winners will be those who turn regulation into direction, sustainability into value, AI into operational capability, and innovation into disciplined business transformation.



Session 3 - Looking ahead: Skills, strategy, and succession

Back to FINAT's core value: labels matter, but the industry's real strength lies in acting together. In a fragile and demanding market, FINAT's role is to bring the European label supply chain into one room, build trust, share intelligence, and turn individual companies into a collective industry voice.

#TAKEAWAYS

1

The label industry is moving from recovery to strategic repositioning.

6

Innovation must be broader, faster and more disciplined.

2

Geopolitics, regulation and competitiveness are now part of everyday business strategy.

7

Europe must compete on quality, compliance, agility and proximity – not cost alone.

3

Sustainability is becoming a market-access requirement.

8

People are the real differentiator.

4

The label is becoming more strategic in the packaging value chain.

9

The industry needs more confidence in the value it creates.

5

AI is entering the operational core of the industry.

10

Collaboration is the strongest route to resilience.

8,5

Overall rating for event
from participant' survey

#WORKSHOPS

YPN workshop

At the European Label Forum 2026, the Young Professionals Network gathered to tackle the industry's most pressing challenges, and arrived at answers that are sharper, more human-centred, and more forward-looking than you might expect on topics 'AI and automation', 'Sustainability', 'Talent Attraction', and 'European Competitiveness'. The next morning, the young professionals learned all about the architecture of influence. As the most flexible communicator normally controls the room, the skills learnt were very helpful and could be directly used in their personals and business life. A full report on this YPN event is available on the FINAT website.



Trends Round Table

Real Challenges. Real Dialogue. Real Connections. Suppliers and label printers gathered from a few rounds of discussion to talk openly about pressing topics in the industry. It was clear that three structural shifts, in Automation and AI Skills, Sustainability versus Cost, and Future Competitiveness of Europe, were shaping the future of the industry. Insights and an industry outlook were shared.

AI Breakfast workshop

New this year, was the AI breakfast workshop on Friday morning. Pre-registered participants built an AI agent that turned a messy incoming RFQ into a reviewable, costed quote for a label / narrow-web converter. It was built as a "skill stack": six small, focused skills that chain into a pipeline. A very hands-on workshop that helped participants implement AI in practice. Afterwards, all received a download link to further develop and keep working on their 'Label Estimating Agent'. A practical tool to implement in daily business.



#LABELAWARDS

Competition results

204 Entries

24 Countries

11 Categories

Best in Show

Multi-Color Corporation, Australia

Judges Awards

Multi-Color Corporation America Wine & Spirits, USA

ET Dars91-Dimitar Sabkov, Bulgaria
Label Tech, Ireland

Group winner A: Marketing/End-Uses

Multi-Color Corporation, Australia

Group winner B: Printing Processes

Multi-Color Corporation America Wine & Spirits, USA

Group winner C: Non-Adhesive Applications

IPE Industria Gráfica, Spain

Group winner D: Innovation

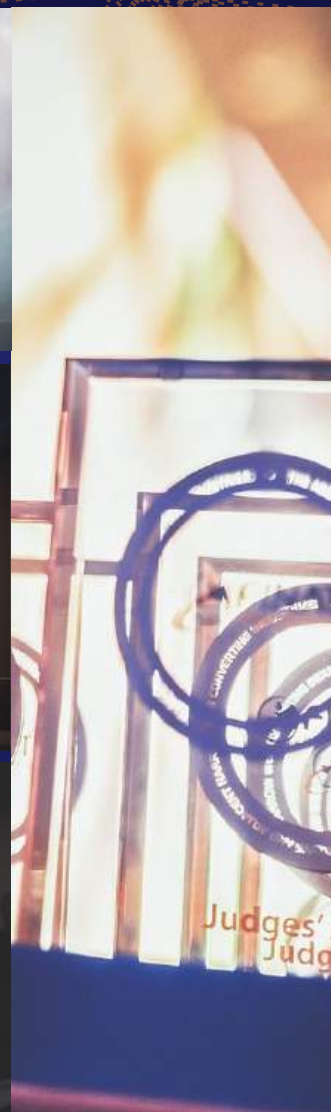
Schreiner Group, Germany

World Label Award 2025

Winning FINAT members

Multi-Colour Corporation Americas,
USA

Sancak Etiket, Turkey



#NETWORKING

Connections made via the event app

 378

Total
Connections

 68

Posts Connection
Center

 1281

Read Push
Messages

 271

Chat Messages

 300296

Ad views



#EXHIBITORS

Many thanks for your continuous support!



See you next year!



FINAT European Label Forum 2027

19 - 21 May 2027
Hilton Warsaw City
Warsaw, Poland

More information and start
registration mid February 2027

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