



NEW ZEALAND PRIDE IN PRINT AWARDS 2018



Celebrating 25 Years of Print Excellence

Complex Spice Mix Packaging Wins Supreme Award

Amcor Flexibles Asia Pacific Christchurch plant has won the Pride In Print Supreme Award, for the second time in three years, both times with a packaging product for the Farrah's brand. Amcor is a flexible packaging producer specializing in leading high quality flexographic printing, film extrusion, lamination and speciality bag making.

Christchurch's print manager, Mark Thian, said it was an enormous thrill for everyone at the plant and for himself in particular, because "this type of work is challenging and we don't do too many jobs that are so complex."

The multi-coloured and "very complex" Fajita Spice Mix packaging won Best in Category for Packaging, after being described by judges as a testament to a well executed piece of Kiwi excellence. Pride In Print judge Scott Porter said the packaging was an extremely complex manufacturing process and it was this which caught the attention of all judges involved in the selection process. Porter said the fine detail of the print was obvious in the final result.

"To produce a multi process job like this in New Zealand keeping the skills and knowledge on shore is outstanding, especially in the very cost competitive environment we work in."

Australia and New Zealand generate approximately 7% of sales for the global packaging giant which has its regional head office in Victoria, Australia. There are three manufacturing sites in New Zealand and five in Australia.

Thian said it took five processes to produce the packaging and most of the departments within the 170-strong plant workforce had a hand in producing it, making the job somewhat unique.

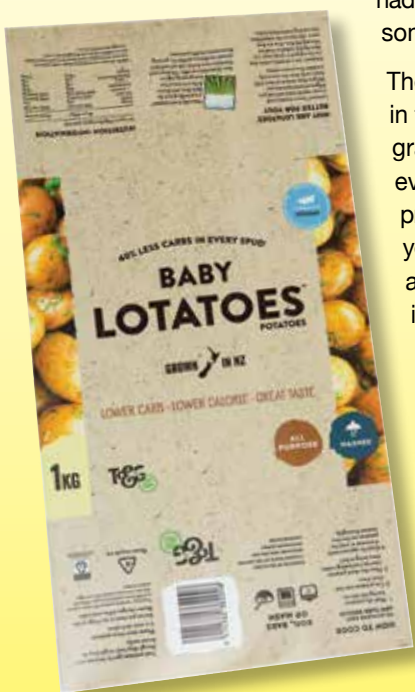
The annual Pride In Print Awards, now in their 25th year, are the printing and graphic arts industry's premier awards event with judging carried out by key printing industry experts and peers. This year's awards had more than 900 entries and the event is the single largest industry event in New Zealand.



Farrah's Fajita Spice Mix



Above; Mark Thian and Amcor Flexibles Team



Lotatoes Potato 1kg (Gold Medal)



Amcor Flexibles Asia Pacific

03 98 3200 / www.amcor.com

**2 Gold and 1 Highly Commended
Medals won in Packaging**

Amcor is a flexible packaging producer specializing in leading high quality flexographic printing, film extrusion, lamination and speciality bag making.

For full results visit www.prideinprintawards.co.nz



Celebrating 25 Years of Print Excellence

Portrait of Girl... Craftsmanship at its Very Best

A photographic portrait of a girl with her Cello which was screen printed onto canvas to resemble a fine art print, won runner-up to the Supreme Award, Best in Category for Specialty Products and best for Screen Printing Process at Pride In Print.



Portia



Southan Print Ltd

09 265 2362 / www.southanprint.co.nz

2 Gold and 1 Highly Commended

Medals won in Industry Development & Creativity and Specialty Products

Southan Print Ltd is a specialised company established in 2014, offering large format digital and screen printing. Including signage, self-adhesive labels, packaging and displays on any substrate from timber to synthetics.

The entry, titled Portia, was described by the judges as craftsmanship at its best.

It's only the second time a Supreme Award runner-up has been presented, but awards' manager Sue Archibald said Pride In Print was about promoting printing excellence and judges are often splitting hairs when it comes to the Supreme Award winning decisions. This was the case with this entry, it was so close. All category winning printers are at the top of their game.

Judge Tim Upton, said the piece was printed utilising real craft skills – “the way screen printing has been done for 70 years. It just stood out from everything else in its category. It was a perfect piece of work,” he said.

“The finished print was real art; the skin tone was perfect as were the wisps of hair on the girl's arms and face. “It's very hard and very skilful to get that sort of detail right. It's so good to see craftsmanship like this.” Upton said The client had wanted a one-off piece of art, and that's what Southan Print has delivered. He added that the portrait was the only piece of work in its category of Specialty Products that wasn't driven by technology but by skilled hand application, “the old fashioned way.”

“Southan Print Ltd has produced a portrait of enduring quality that the end client could hang on their wall and treasure for a very long time.”

A thrilled Cyril Southan, director of Southan Print, along with his son Dylan Southan, said Southan Print Ltd, based in East Tamaki, Auckland had won five gold's in four years including two Best in Process wins.

He said the company only had a staff of five and the Portia print was produced on a 1986 machine.

“We've done a bit of research and development on screen printing on canvas and this was the first payable screen print on this medium that we've produced. To win two awards in one go for it is outstanding.”



Cyril Southan, Southan Print



Fledge (Gold Medal)

What is **Pride In Print Awards** all about?

With more than 900 entries every year, the Pride In Print Awards is the largest printing industry event in New Zealand. Excellence is a must, so printers submit only their best work, which is judged by industry peers — those who work in and are respected in the industry.

There is no obligation to be a member of an association or use any particular products; the Awards are entirely independent. And, there is just one criteria: All print work must be done in New Zealand.

Awards Manager Sue Archibald says winning a gold medal is no mean feat.

“New Zealanders have a tough mentality with many things, and the Awards are no different,” she says. “Our judges absolutely scrutinise entries to ensure they are the best of the best.”

Ms Archibald says Kiwis often see themselves as living in a little country at the bottom of the world. But, in fact, much New Zealand-produced print packaging, signage and labelling goes on to international acclaim, particularly if successful at the Pride In Print Awards.

Pride In Print Chair, Scott Porter, agrees that Kiwi printers foot it with the best: “In the time I have been involved as Chair, I have found the constant improvement in quality and regular adoption of innovation goes to highlight how clever and quick on the uptake NZ manufacturers are.”

A recipe for success

Why has the Pride In Print Awards lasted and continued to grow for 25 years? Ms Archibald puts



Scott Porter, Awards Chairman, Sue Archibald, Awards Manager

it down to getting industry buy-in and ensuring people understand what the Awards are all about: “You’ve won a gold medal. So what?”

It is no secret that the industry has changed rapidly, particularly in the last five to six years, so Ms Archibald says staying relevant and continuing to push boundaries is vital.

“You can’t be stale. You’ve got to keep lifting the bar.”

To stay relevant, Pride In Print never stands still

and continually monitors printing trends, which has led to format changes. Examples include the introduction of the Apprentice Awards in 2000 and product categories in 2012 — embracing digital printing is another.

“Recent industry data has shown us that 54% of people gain a fuller understanding of a story if read from print media rather than a screen. 77% of Millennials pay attention to direct mail advertising — and with today’s fear of “Fake News” print, which is well established and has an excellent track record, is a trusted source of information. So whilst the media mix may have changed print is very much a relevant and needed commodity and it is important New Zealand print continues to push boundaries and meet the needs of the market” says Ms Archibald.

Mr Porter says that when he joined the committee about ten years ago, the Awards were technically orientated and recognised many printing processes.

“I have witnessed a major shift in how the Awards are structured to better present to a wider audience the quality of New Zealand printers’ work across the finished applications, rather than being very print-production orientated,”

“We now look at the product not just the process and this has led to today’s very strong Awards programme.” he says.



PRIDE IN PRINT AWARDS 2018 TABLOID

Management / **Promote Ltd, Wellington**

PR / **Word Works / Rosemary Williams**

Photography / **Neil Mackenzie, Onlinefotos Ltd**

Design Production / **Art Services**

Print Production / **NZME. Print, Auckland**

Ink Supplier / **DIC New Zealand**

Paper Supplier / **Norske Skog**

Plate Supplier / **Fujifilm**

Distribution / **NZME The Herald, Dominion Post, The Christchurch Press, Gisborne Herald, Otago Daily Times, Ashburton Guardian, Waikato Times**

For information on the Pride And Print Awards please call **04 237 0482** or visit the website **www.prideinprintawards.co.nz**



Innovation and Diversity Will Set Printers Apart

While printing has become less of a craft with increasingly sophisticated machinery and technology, it is innovation and diversity that sets companies apart.

Pride In Print convener, Symon Yendoll, who is celebrating over 30 years in the industry, says getting good quality with today's technology is expected, but to "stand out from the crowd you need innovation, and kiwis are great innovators."

Yendoll's employer, printing.com has won a number of gold's in PIP over the years, and he has been convener of the awards for the past three.

He remembers the time when printing used to be a "huge" trade; 1000 apprentices alone were taken on the year he became one. He says it used to take hours to get the first makeready. Setting up all the keys of the ink duct on a large press manually, alone took ages.

"We live in an on-demand world. These days, companies only print enough for their immediate needs sometimes month by month."

"Offset printers would read colour on the press and corrected it on the fly. Now, of course, it is corrected by software and in some instances once a job is set up, you simply push a button and stand back." So, what had previously taken a day to print could now be done in hours or even minutes and on some machines a makeready sheet was produced in six minutes.

Processes have also changed. "When I started there were only a few main processes, now there's a huge number of different ways to print on paper. Diversity has grown exponentially.

The Pride In Print Judges like to see people "do cool things, especially with packaging and embellishments and personalisation" and these trends were increasing across the industry. New finishing methods to improve a product's appeal and to make them stand out from the crowd were a pleasure to see. "When we as judges look at an entry, we are not just judging quality but looking at what makes that piece of printing unique, and why it is good for the industry and the clients."

Yendoll says printing has had a bad rap in the past and there is "still a lot of misinformation out there.



2018 Convenors - Fraser Gardyne, Symon Yendoll and Dickon Lentell

"Paper is not an evil commodity. It is a sustainable product. Most of the industry's paper is resourced sustainably and the industry has done a lot to reduce harmful chemicals in its operation."

He says the whole industry has changed in recent years along with the world it serves.

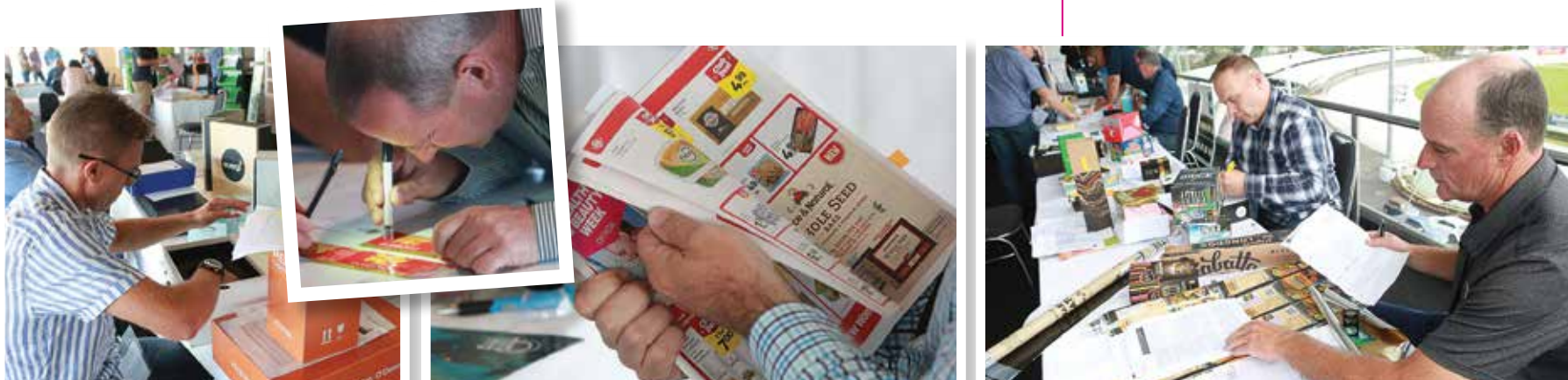
"We live in an on-demand world. These days, companies only print enough for their immediate needs sometimes month by month. In publishing for instance, the benefit of on-demand is a huge reduction in waste. Books can be printed as they're sold, not thousands of copies as before when there could be a wastage of up to 50%."

He says there has been a bounce-back to print, albeit on reduced quantities with magazines and

newspapers still popular, along with brochures and catalogues. With research showing retention is far better when reading from a printed product rather than a computer screen and the public trust print far more than what is being claimed on social media platforms then we will always have a strong place for the printed product.

"With all the dire predictions about print disappearing, this has not been the case. The challenge for the printing industry is to keep on adapting and each year work entered into the Pride In Print Awards show just how the New Zealand print industry is meeting those challenges.

Symon Yendoll
Convenor of Judges



Print – sustainable, effective and here to stay

Print is an effective, engaging communication tool and it plays a dominant role in the lives of both business and consumers. While consumers are more multi-device literate than ever before, a preference for print still exists with 76% of Kiwis preferring to read books and magazines in print.

And many printed products simply cannot be replaced – imagine doing your supermarket shopping without the benefit of the printed packets on the shelves, or navigating your way to a destination without the benefit of street signs.

It requires a talented skill base to provide the broad array of products that the printing industry produces. The industry in New Zealand employs over 11,500 people in nearly 2000 businesses with a turnover totalling \$2 billion.

The career options are vast, from design and production to sales, marketing and management. On-job training enables career progression and a way for businesses to benefit from more confident and capable staff that have had their competence recognised with a formal qualification.

Print is a highly skilled, technologically advanced industry that is committed and forward thinking. As the number of forms of communication continue to increase, print remains reliable, trusted and responsive to working with other mediums to get the best result.

Print Apprentice of the Year Winner

Dilanka Attale, Kiwi Labels, Christchurch



Dilanka Attale of Kiwi Labels in Christchurch was named this year's Print Apprentice of the Year.

In Dilanka's words "find your passion, never give up and make your success."

Honoured and expressing how much the award meant to himself and his family, Dilanka paid tribute to his employer, his trainers and the industry.

"I sincerely thank Kiwi Labels for putting me into this apprenticeship and also special thanks to my managers for sharing their knowledge in printing with me," he said. "They identified the extra interest which I had towards

printing and let me shine. From the first day they have been very helpful and encouraging me – always welcoming my ideas."

Describing Dilanka's achievement as "outstanding", Kiwi Labels general manager Guy Phillips said it was "reflection of the hard work and commitment Dilanka has shown right from day one."

"A proud moment for our company," Guy emphasised that training was of "great importance" to Kiwi Labels.



"We want to be able to support and mentor keen committed people. We also want to keep supporting our wonderful clients with the best staff."

"Training is a big commitment for both the employee and employer and we are 100% behind it. Upskilling and learning never stops. The benefit for us is offering our clients a quality product made by skilled and committed people."

PrintNZ general manager Ruth Cobb said the judges were blown away by Dilanka's thorough technical knowledge of the process alongside the real passion he exhibited for the work he produces, the people he works with, the business he works for and the overall industry.

Dilanka was also named as the BJ Ball Packaging Apprentice of the Year and the Jenkins Group Label Printer of the Year.

On behalf of the entire industry, congratulations to Dilanka for his incredible achievements.

Richard Hislop - BJ Ball Papers, Dilanka Attale - AOTY Winner, Ruth Cobb - PrintNZ



The red-tinted lighting is low, and, seated at tables, men wear sharp suits and women wear dresses that wouldn't be out of place at a Hollywood soir e.

25 Years of Pride In Print Awards Celebrated in Style

It's a Friday evening on the 11th of May. More than 700 printing-industry professionals from up and down the country pack the New Zealand Room at Auckland's Sky City Convention Centre. Then, right on 6.45pm, an anonymous voice from the public address system announces, "Good evening ladies and gentlemen. Welcome to the 25th Pride In Print Awards."

The atmosphere is grand, lavish, stupendous ... maybe all of the above. The red-tinted lighting is low, and, seated at tables, men wear sharp suits and women wear dresses that wouldn't be out of place at a Hollywood soir e.

Radio personality Leah Panapa is the emcee for the evening, and DJ Karn, to the right of the stage, maintains the energy with deftly placed music in between announcements.

Throughout the evening, we see footage of the Awards over the years via massive screens (it's impossible to miss a thing), patrons and sponsors are acknowledged for their support, and gold medals are presented.

Who were the big winners?

To win a gold medal is a significant achievement. All gold winners are considered for the next level – Best of Process and Best of Category. To take out a category – and there are 8 of these on offer, is the best, and you must take a category to be considered for the grand finale – the Best of the Best. The final two awards stand above all others: the Supreme Award and the Supreme Award Runner-Up.

Amcor Flexibles Asia Pacific from Christchurch took away this year's Supreme

Award for their Farrah's Fajita Spice Mix packaging, which judges described as a "well-executed piece of Kiwi excellence." And, the Supreme Award Runner Up? Well, that went to Southan Print Ltd from Auckland for a photographic portrait of a girl with a cello, titled "Portia," that was screen-printed onto canvas to resemble a fine art print.

The eight category winners were:	
Publications	Format Print - Wellington
Business Print	Valley Print - Wellington
Packaging	Amcor Flexibles - Christchurch
Labels	Label & Litho - Wellington
Sign & Display	Juggernaut Graphics - Auckland
Promotional Print	Spectrum Print - Christchurch
Specialty Products	Southan Print - Auckland
Innovation	Gravure Packaging - Wellington

Go on,
celebrate,
make as
much noise

PRINT
OUT
LOUD



Continued on page 8



Celebrating 25 Years of Print Excellence

Continued from page 7



Gold Medal Winners 2018

A-Z Gold Medal winning Print Companies

ABC Original Print

09 636 1020 / www.abcoriginalprint.co.nz

8 Gold and 5 Highly Commended
Medals won in Packaging and Sign & Display Print

ABC Original Print is a 100% NZ owned wide format screen and digital print house. They are part of a wider group of printing companies under the ABC Group umbrella. ABC Original Print has been one of the market leaders in the sign and display market for 22 years. With a full structural design department, one of the most advanced screen printing departments and a leading edge digital department. They can design, print, and manufacture high quality print media to a wide variety of customer requirements.



Streets Cookie Crumble
Footpath Sleeve (2 x Gold)



Farmers Mix and Match
FSDU (3 x Gold)



Berocca Forward D-Clip
Display (2 x Gold)

Berocca
Performance FSDU

Admark Visual Imaging Ltd

6 Gold and 1 Highly Commended Medals won in Sign & Display Print

Admark offers a wide range of printed signage, POS, fleet signage and label solutions to the corporate and small business markets nationwide. A full project management service is available if required. Inherent in Admark's team is the love of a technical challenge – they relish the opportunity to create innovative solutions to the needs of their clients.



The Bean Machine Van Wrap

Burger King Chicken Wings & Fries - Backlit



The Grand Tour Plane Graphic



Burger King Chicken Wings - Backlit



Burger King Late Night Crunch - Backlit

alyssandra - Striking Stationery

3 Gold and 1 Highly Commended Medals won in Specialty Products

Specialising in corporate greeting cards and event stationery including wedding stationery and special occasions. Alyssandra works with her clients bringing their dreams into reality. She loves thinking how can she do that versus no.



Best Day Ever



Brisbane Victorian



Amcor Flexibles Asia Pacific (Details see page 1)

03 98 3200 / www.amcor.com

2 Gold and 1 Highly Commended
Medals won in Packaging

Amcor is a flexible packaging producer specializing in leading high quality flexographic printing, film extrusion, lamination and speciality bag making.

Lotatoes Potato 1kg

Farrah's Fajita Spice Mix **Supreme Winner & Packaging Category Winner**



APC Innovate

09 273 1070 / www.apcinnovate.co.nz

13 Gold and 3 Highly Commended
Medals won in Industry Development & Creativity, Packaging, Promotional
Print, Sign & Display Print and Specialty Products

APC Innovate, your retail solution provider, specialise in point of sale material, corrugated board displays and permanent displays, for more information contact Greg Nash on 021 99 73 44 or email gnash@apcinnovate.co.nz.



Top row from left; Monteiths FSDU Display (2 x Gold) / L'Oreal Gigi Hadid Display / Villa Maria Shelf Display (2 x Gold) / Aotearoa Book Display

Bottom row from left; Garden Lights Display / Kit Kat Display / Project Fuse (2 x Gold) / Black Dog Display (2 x Gold) / Whittaker's Toffee Milk Chocolate 3 Tier Bin



Celebrating 25 Years of Print Excellence

Beacon Print Hawkes Bay

06 281 2801 / www.beaconprint.co.nz

1 Gold

Medal won in Publications

Beacon Print Hawkes Bay is a commercial offset web printing company located in Hastings. Utilising their 6 tower Goss Community Press line, they are able to offer a variety of newspaper printing options, printing publications for customers nationwide. Beacon Print Hawkes Bay is a subsidiary company of The Beacon Printing & Publishing Co. Ltd. They have been proudly publishing and printing community newspapers since 1939.



Beacon Print Whakatane

027 455 0621 or 07 307 9562 / www.whakatanebeacon.co.nz

1 Gold

Medal won in Publications

Beacon Print is a commercial offset web printing company located at Whakatane. Utilising their Goss Community Press line, they are able to offer a variety of newspaper printing options, printing publications for customers nationwide. Beacon Print is a subsidiary company of The Beacon Printing & Publishing Co. Ltd. They have been proudly publishing and printing community newspapers since 1939.



Beacon October 27



Wairarapa Times Age

BJ Ball Papers

09 579 0050 / www.bjball.co.nz

2 Gold and 1 Highly Commended

Medals won in Industry Development & Creativity

BJ Ball is a leading environmentally responsible supplier of print media, including paper, packaging, label and foil.



GSMIO



NZ Made Packaging Tree Box Campaign

Blue Star Works

027 220 2567 - Michelle Hill / www.bluestargroup.co.nz

2 Gold and 1 Highly Commended

Medals won in Promotional Print and Publications

Blue Star Works are an end to end integrated print manager. In-house capabilities include wide format, small format digital, offset print, mailing services, merchandising services, distribution and logistics. Blue Star are corporate, retail, point of sale and display specialists. Customer communication and data management using world class tools and an in-house team of specialists. Meaning delivering your message to the right audience will be streamlined, targeted and tracked for easy reporting.



Monteiths Sparkling Cider Strut card



Craft Beer Trade Presenter

Bookbinding Press

GOLD
2

09 444 5523 / www.bookbindingpress.co.nz
2 Gold
Medals won in Packaging and Specialty Products

Operating and servicing NZ and the Pacific Islands for over 35 years, Bookbinding Press produce/design presentation bespoke boxes/books, menus and folders, commercial case bound books and foiling from small one off to large runs in the 1000s, restoration of pre loved books and documents.



Taska Prosthetics



World Fashion Books

Brazen Clothing

GOLD
2

04 939 2729 / www.brazenclothing.co.nz
2 Gold
Medals won in Promotional Print

Brazen Clothing is a custom screen printing & embroidery company. They are a quality based company and have been delivering great printing, on time, nationwide for over 20 years.



Parrots



Chocolate Fish

Brebner Print

GOLD
1
HC
2

021 420 345 / www.brebnerprint.co.nz
1 Gold and 2 Highly Commended
Medals won in Business Print, Packaging and Publications

Brebner Print has been specialising in all things print since 1978. As one of the largest commercial printers in the Central North Island Brebner Print offers all offset and digital print and related services from design through to packaging, mail and logistics.


Craggy Range
Prestige Release
Booklet

Centurion Print

GOLD
1

09 849 8313 / www.centurionprint.co.nz
1 Gold
Medal won in Industry Development & Creativity

Centurion Print specialise in commercial sheet fed offset & digital, large format digital & roll labels. As well as business cards to full size POS material, conventional & UV, die cutting up to 1020 x 720 sheet size.

Yin & Yang





Crucial Colour

09 589 1550 / www.crucialcolour.com

6 Gold and 6 Highly Commended

Medals won in Business Print, Packaging, Promotional Print and Publications

Crucial Colour is one of the largest privately owned and operated printing companies in New Zealand, operating for the past 11 years from their Penrose plant in Auckland employing over 80 staff. They specialise in high quality digital and offset printing production. Their range of machines includes A1, A2 Offset presses, & B2 digital Indigo.



**Matrix Biolage
Xmas Carton**



Denizen Magazine Issue 24



AAG Art and Ideas (2 x Gold)



Modern Living Magazine Issue 2



Chinese Eye 310pp



easy2C

09 625 3359 / www.easy2c.co.nz

1 Gold

Medal won in Promotional Print

easy2C have prospered in the advertising calendar industry for more than 80 years as a result of fresh ideas, innovative design and cutting-edge printing technology. Today they are proud to be positioned as one of the market leaders in their field with top quality products created by a talented design team and printed on the latest digital and offset presses available.



Ultramarine



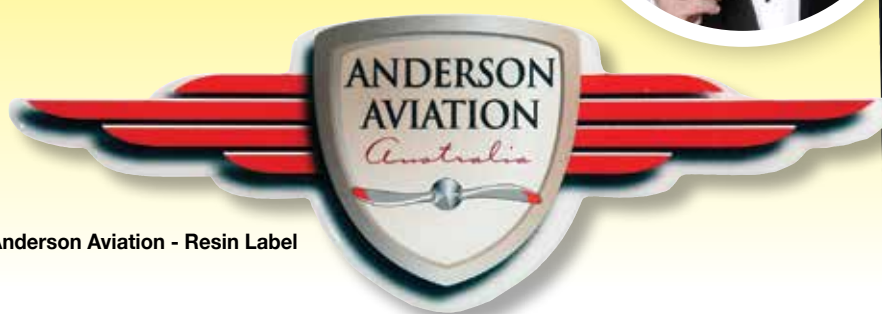
Electronic Imaging

0800 244 770 / www.electronicimaging.co.nz

2 Gold and 1 Highly Commended

2 Gold and 1 Highly Commended Medals won in Industry Development & Creativity and Labels

Electronic Imaging specialise in screen and digital printing and print on a wide range of flat sheet products from basic self-adhesive labels & signs to more complex products like membrane switches and electroluminescent lamps.



Anderson Aviation - Resin Label



Wheel Heat Indicator Labels

Ellar Graphics

GOLD
1

09 274 9697 / www.ellargraphics.co.nz

1 Gold

Medal won in Sign & Display Print

Ellar Graphics are a large format digital print and display company based in East Tamaki. They specialise in high end retail and POS application print work, looking after many leading brands. Ellar are a small team of dedicated professionals able to work to tight deadlines to meet their client's expectations. They have a broad understanding of colour management and the various large format print options to give their clients the optimum result each time.


Viaduct Event Centre
16mtr Wall Mural

Excel Digital

GOLD
5

HC
2

04 499 0912 / www.exceldigital.co.nz

5 Gold and 2 Highly Commended

Medals won in Labels, Promotional Print and Publications

Boasting the most advanced label press in Australasia, Excel Digital is the largest digital label supplier in NZ. They are constantly innovating on behalf of their passionate customers.


+Square Mile
Sauvignon Blanc 2017


Kapiti Kitchen 750ml Syrup Range


Stella Maris 2017
Sauvignon Blanc

Yeastie
Boys
'Pullyu'
Strong
White Ale

Abbey Brewery
500ml Illustrative
Beer Range

Forbes Packaging

GOLD
1

HC
2

09 414 6690 / www.forbespackaging.co.nz

1 Gold and 2 Highly Commended

Medals won in Packaging

Proudly NZ owned, Forbes Packaging manufacture high quality printed and plain cartons, counter displays and other custom designed cardboard packaging solutions to enhance and maximize your brand.



Sweet Cherry & Vanilla Candle Box



Format Wows Winning Best in Publications

The 70+ page 2017 programme for the WOW (World of Wearable Arts) Awards in Wellington, has won Best in Category for Publications plus Best in Process for Sheetfed printing at Pride In Print and was described by judges as a 'wow' piece of work in itself.

The WOW book simply "stood out from all the other entries," said judge Mason Smith. "It is a really stunning document and was obviously technically very difficult. All elements that went into bringing it together worked extremely well.

"Images used and the vibrant colours were beautiful, the strong rich blacks were perfect and the spot UV used on the cover was also in perfect registration – it was just a perfect piece of work from the stunning design through to its finish."

Wellington-based Format Print, which entered the WOW book, also won Best in Process in Print Finishing for another entry, the Elections E83 2017 voting paper, entered under the specialty products category.

Darren Comrie, of Format Print, Wellington said it was thrilling to win the best in category and two best in process awards simply because of the sheer amount of work these jobs took to produce. "Some of the challenges producing the WOW book were the heavy ink coverage and the laminating at the end of it, but the production itself involved a lot of planning before printing ever commenced, and its completion was down to team work."

Format Print took out five gold medals on the night and as a company pride themselves on working with customers to deliver the results they need. Both winning jobs are testament to a complete team effort from design through to the delivery of the final product.

The Elections E83 form was described by judges as 9 out of 10 for difficulty. The

form had three glue lines to create two envelopes, several lines of perforation including cross-perfs, a QR code, numbering and variable data all done in one pass.

The job, done in conjunction with Multimail Solutions, of Auckland, took three years of planning. It had a run of 951,000 and the whole job took two and a half months to print.

Judge Johnny McHarg said the voting form in terms of print finishing was something they hadn't seen before. "While the printing of the job was pretty straight forward, the finishing certainly wasn't. It was very complex and quite something considering it went onto the machine as a flat piece of paper and came off completely finished, all in one pass. The process was exceptional." He said the judges were very impressed, especially with what had to be done with the spot gluing, then the perforating, variable data, creasing and folding.

"Normally you would do a job like this on a variety of machines, not one. I thought it was an incredible effort."

Format Print

04 569 3519 / www.format.co.nz

5 Gold and 2 Highly Commended
Medals won in Business Print, Industry Development & Creativity,
Publications and Specialty Products

Format Print make printing cleaner and more sustainable. They pride themselves in how they work with their customers to get the results they need.



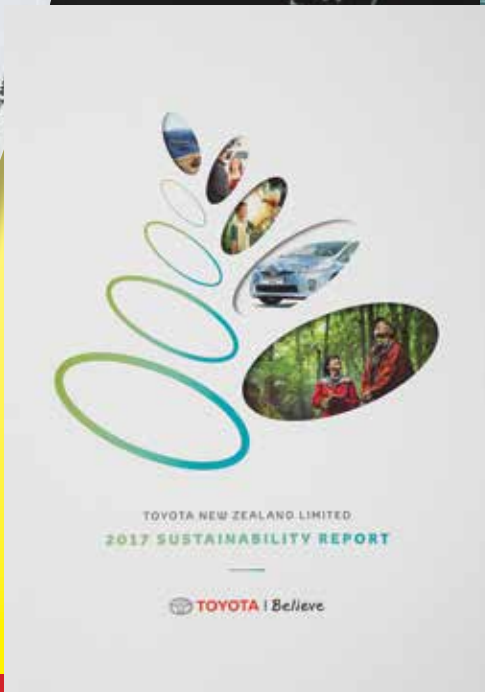
Elections E83 (x 2 Gold)
Process Winner Print Finishing

Toyota
Sustainability
Report



WOW Awards
Book Publications
Category Winner
& Process Winner
Sheetfed

Padua Collection



Fuzed09 849 7100 / www.fuzed.co.nz

4 Gold and 3 Highly Commended

Medals won in Business Print, Industry Development & Creativity and Specialty Products

Fuzed is at the forefront of print technology in New Zealand. With over 40 gold medals achieved in just 5 years of entering the Pride In Print Awards. They love a challenge, when others say it's too hard, using their years of industry experience, team work and technology, Fuzed comes through! Fuzed is the only print company in New Zealand to offer digital, offset, wide format, 3D digital overglossing and lenticular printing all in one location.



Apple Orchard

WMS 50th Anniversary
Dinner Invite

Blue Frog Braille Cards

Perfectly Pressed
Business Cards**Gisborne Herald**06 869 0600 / www.gisborneherald.co.nz

1 Gold

Medal won in Publications

The Gisborne Herald is an award winning independent cold set web company producing both the daily newspaper and feature publications. The company also specializes in 4 colour process jobs, whether it being big or small runs, on both 45gsm newsprint and 70gsm white offset.

Tairāwhiti Gisborne

Gravure Packaging Game Changing Light Barrier Technology

A light barrier shrink sleeve on an export bottle of UHT milk that provides a brightly coloured print while protecting the bottle's contents, was described as a "game changer" by Pride In Print judges, who awarded it winner of the Industry Development and Creativity category. Submitted by Gravure Packaging Ltd, who won five gold's on the night from the ten entries submitted, including Best in Process in Gravure printing for its Kiwifarm Kiwifruit Juice label.

The Ausgreen UHT milk shrink sleeve entry used new Environmental Blizzard Light Barrier technology giving the bottle great visual appeal all the while being "better downstream," because the sleeve can be removed and recycled separately into soft plastics while the clear bottle under it can be recycled into its own sector, judges said.

PIP judge Fraser Gardyne said the entry was both innovative and environmentally friendly because the light blocking print was built into the sleeve (not the bottle itself) between two layers of white.

"Recyclers don't like opaque printed plastic bottles because they can't be recycled easily, if at all. This sleeve could be applied to either a clear plastic or glass bottle, giving clients a better choice." He said it is quite a step up from light blocking plastic and similar technologies that have gone before it.

Grant Amelung, of Gravure Packaging Ltd, who entered the Ausgreen bottle, said he was very happy to win Best in Category in particular, because they'd worked quite hard to develop the technology that made the packaging a 'greener' option.

"It's quite difficult aligning a commercial requirement within innovation. Not only is this innovative, but it uses less ink – about half that's used in other light blocking methods, and half the solvents."

Developed over three years, the ink they used targeted special wave lengths of light and had an advantage over other light blocking technology in that it produced brighter, clearer and more colourful imaging, unlike other methods where images could be dull or grey.

The selective light protection barrier was sandwiched into the shrink sleeve structure.

Meanwhile the green kiwifruit juice label that won Best in Process for Gravure printing was commended by the judges for its sharp, photo realistic "true to life" images.

Amelung said the difficulty in this job was mainly at the pre-press stage and a lot of technology went into making it all happen successfully.

"We entered the label because it looks so good, the realism of the fruit pictured is amazing."

Gravure Packaging Limited

04 568 8467 / www.gravurepackaging.com

5 Gold and 1 Highly Commended

Medals won in Business Print, Industry Development & Creativity, Labels and Packaging

Gravure Packaging supply innovative flexible packaging to a diverse range of markets which include FMCG, pharmaceutical and security. Their world class products include; shrink sleeves, confectionary and snack wraps, laminations, rewinds, soap wrap, labels, tamper bands, paper overwraps and interactive packaging.



Chobani - Chinese New Year Special Edition



Kiwifarm - Kiwifruit Juice Process Winner Gravure



Berocca - Tropical Orange



Whittaker's 3-pack Coconut Slabs



Ausgreen Industry Development & Creativity Category Winner

Hally Labels



09 574 3999 (Auckland)

03 349 5299 (Christchurch) / www.hally.co.nz

3 Gold and 4 Highly Commended
Medals won in Labels

Hally Labels is a long-standing, significant and thriving trans-Tasman business. Nothing is too big or small and they are well equipped to service all industries and tackle any labelling challenge.



Ora Manuka Honey 250g



Simply Squeezed Low Pulp Orange Juice



Barker's Squeezed Redcurrants with
Cranberry and Pomegranate

Horton Media Limited



09 273 5300 or 09 273 5633 / www.horton.co.nz

1 Gold and 3 Highly Commended
Medals won in Publications

Horton Media are Australasia's largest independent contract web offset commercial and publications printer. Prints range over all formats of newspapers & magazines to directories and promotional handouts. Their clients are based from England to the Pacific islands.



National Business
Review Nov 10



Huhtamaki Henderson Ltd



09 837 3537 / www.foodservice.huhtamaki.co.nz

1 Gold
Medal won in Packaging

Huhtamaki know how important your brand is and in today's global market, it is critical to stand apart from the crowd. Huhtamaki brings industry-leading technology to the art and science of paperboard and plastic packaging. With decades of experience and knowledge in the industry Huhtamaki can help you optimise your brand through their packaging solutions.



Huhtamaki Christmas Cracker

Juggernaut's Billboard Wows Judges

The Tiffany billboard that hung on Auckland's Parnell rail bridge not only wowed commuters driving the short distance into the CBD, but won its creator Best in Category for Sign and Display and best Inkjet Process, at the Pride In Print Awards.

Entered into the awards by Parnell-based Juggernaut Graphics which is primarily a trade supplier of large format digital printing to agencies, designers, sign-writers and event companies.

The 12m by 3.2m billboard that stretched from one side of the rail bridge to the other above oncoming traffic, was described by judges as a perfect print with “not a single mistake or mark on it,” an extremely difficult feat to carry out.

PIP judge Grant Blockley said the billboard stood out from other entries. “To get the Tiffany blue colour correct was difficult in itself, but to get it so that it was flawless, meant that it had to be exactly right at the prepress stage. The quality was so good that you could look at the subject close up. Most billboards of this size are so pixelated that you have to stand a long way back to see the image properly, and this is normal for a billboard. The size of this file must have been enormous for this print, because it is exceptional in terms of the resolution, even close up.”

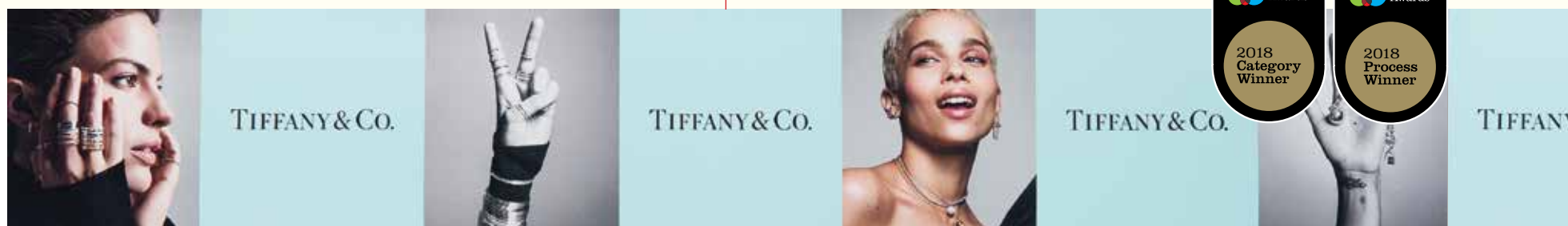
“The subject matter – jewellery retailer Tiffany & Co - had helped the wow factor, but over all entries and given the degree of difficulty, this banner really stood out.” He said

Don Caird, of Juggernaut Graphics said he was thrilled to win the award and was so proud of the entry because it was such a challenge to produce.

Not only was the Tiffany colour very hard to match but it took a week to get the border around the print right and three days of making sure it was perfect.

"We had to literally lay out each panel in perfect matching order on the ground to make sure we got it right."

An added challenge was the size of the Parnell over-bridge. At 27 metres long, and their machine only able to produce part of this size and depth at a time, the job wasn't easy to produce.



Tiffanys Billboard Sign & Display Print Category Winner and Process Winner Inkjet

Label & Litho Take Out Label Award

A “visually attractive” honey label which used a clever technique to create a gold foil look with digital print, took out Best in Category for Labels and best Digital Process.

The Auribee Honey label stood out from all of the entries in the Labels category, said judge Tony Wheeler and was deemed as an 8 out of 10 for difficulty.

Entered by Label & Litho, of Wellington and showcasing the New Zealand grown and bottled honey, the label was digitally printed in a wrap-around design giving the final product a strong visual impact. Tony said it was definitely “a very attractive design.”

“The designer created the gold foil with a yellow over-print. It was a clever use of gold in the design itself which gave it the bling factor. While only one foil was used, the digital over-printing made it look like they’d used two.”

Judges said the design and execution of the printed label represented Auribee Honey very well, reinforcing the product's innovative, New Zealand-made and natural branding.

Wayne Emerson, general manager of Label & Litho, said that they were very pleasantly surprised to win both categories, after winning gold medals in the past but never being a finalist.

“It was fantastic to get a major win like this, both the category and best in process win.”

He said the biggest gain, apart from the win being a plus for the company's marketing, was to bring it back to staff who'd worked on the job.



Auribee Honey Labels Category Winner and Process Winner Digital



Quick Brown Fox



Madam Sass

Juggernaut Graphics Ltd

09 360 8422 / www.juggernaut.co.nz

1 Gold
Medal won in Sign & Display Print

Juggernaut Graphics Ltd was founded by Directors Ross Duffus, Ben Vogt & Don Caird in 2006 as a provider of grande format digital print, specialising in outdoor Billboard production. Drawing on the combined NZ billboard point experience of over 50 years within the Directors (also partners) - Juggernaut has been able to provide a high-quality service that extends to many formats that complement the requirements of an impressive, and extremely discerning, clientele.



Laserfoil's Flawless Wedding Invitation Wins

Taking out the Best in Letterpress Process, a simple but elegant wedding invitation, entered by Auckland's Laserfoil Design and Print.

Describing themselves as a bespoke print and design service who specialise in foil and letterpress work the wedding invite was an excellent example of true print craft.

"The 'Malcolm and Claire' wedding invites were absolutely flawless", said judge Ian Shemilt. The job was described by judges as a "well crafted example of letterpress" and a "beautiful job."

"Whilst a very simple, single colour job, it was technically perfect. The letterpressing was clean and crisp, there was no ink bleed and the embossing of the edge design perfectly centered" said Mr Shemilt.

"Not everyone can do letterpress printing perfectly, it's a dying skill and Laserfoil Design and Print have nailed it."

All judges agreed, saying it was a great use of traditional methods that was stunning.

Laserfoil Design and Print

0800 FOILED (0800 364 533) / www.laserfoil.co.nz

3 Gold and 2 Highly Commended
Medals won in Business Print and Specialty Products

Laserfoil is a bespoke print and design service. They specialise in foil and letterpress work and offer a wide range of products from business cards to wedding stationery and packaging to sticky labels.



Leon & Tanya Wedding Invites



Detail Studio
Business Card



Malcolm and Claire Wedding Invites Process Winner Letterpress

Label & Litho

04 568 3696 / www.label.co.nz

3 Gold
Medals won in Labels

Label & Litho love labels and they know that their passion for labels shines through in the quality of the awesome labels that they produce! They have world class printing presses (both flexo and digital) and state-of-the art finishing lines. L&L are a division of the Labelmakers Group - Australasia's largest label manufacturer.



Leading Label

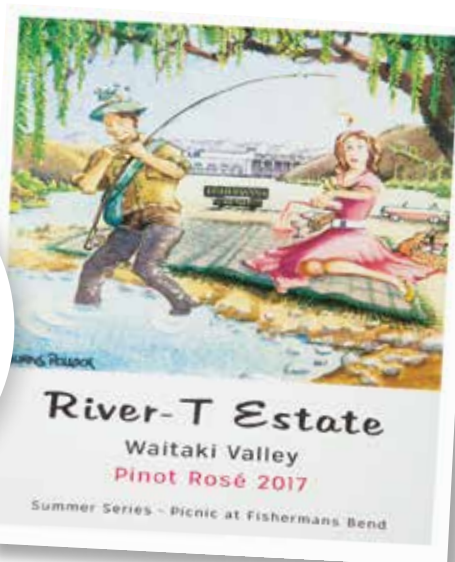
03 365 1260 / www.leadinglabel.co.nz

1 Gold
Medal won in Labels

Leading Label are specialists in self-adhesive labels.



River-T Estate Pinot Rosé 2017



GOLD
1

Logan Print Ltd

06 867 1214 / www.loganprint.com

1 Gold
Medal won in Promotional Print

Logan Print are In Mould Label (IML) printers, producing labels from single serve food to industrial containers on white clear and metallised substrates.



Logans Coffee Cup

GOLD
1

Logick Print & Graphics Ltd

09 589 1670 / www.logick.co.nz

3 Gold
Medals won in Industry Development & Creativity and Packaging

Logick Print specialises in bespoke print: offset, digital, foiling stamping, embossing, debossing and die cutting. From packaging, stationery, labels, wedding invites, point of sale, publications they do it all.



KOA Chocolates



Tisane Tea Boxes



Rives Promotion

GOLD
3

McCollams Print

09 477 0125 / www.mccollams.co.nz

4 Gold and 1 Highly Commended
Medals won in Packaging, Promotional Print and Publications

McCollams Printing and Packaging provide their clients with customised print solutions. They are specialists in high quality sheet-fed offset and digital printing to commercial clients ranging from large corporate and government departments to SME's and agencies. McCollams traditional forte is large format printed collateral but now have a complete full-service packaging solutions along with direct mail, digital printing, large/wide format digital printing, including packing and distribution.



Church Road Bottle Sleeves



The Arts Foundation Patronage Brochure

Together Journal - Issue Eight



Bowerbank Ninow Auction Catalogue No6

GOLD
4
HC
1

Microfilm Digital Print Ltd

03 366 7731 / www.digitalprint.co.nz

1 Gold and 1 Highly Commended
Medals won in Specialty Products

Microfilm Digital Print are an award-winning specialist in Giclee fine art reproductions for 15 years. Their experienced techniques in scanning and printing, will reproduce your artwork onto archival watercolour, canvas or photographic media, using long-life pigment inks and fine detailed printer. See website for Free info pack.



"Where's Quas?"

NZME

021 925 893 (Russell Wieck, Operations Manager) / www.nzme.co.nz

1 Gold and 3 Highly Commended
Medals won in Publications

NZME Publishing Limited specialises in the manufacture of quality newspaper products in Tabloid, Broadsheet and Stitch & Trimmed formats. The print plant caters for short and long run production with paginations up to 192 pages produced in full colour in one pass. The site offers a range of inserting and distribution options as part of the overall service.



SUNDAY
STAR
TIMES

Orangebox

09 415 3699 or 04 576 2035 /
www.orangebox.co.nz

3 Gold and 4 Highly Commended
Medals won in Industry Development & Creativity, Labels,
Promotional Print and Specialty Products

Orangebox provide data driven marketing solutions and are market leaders and innovators in the digital print arena. As NZ's most awarded mailhouse at Pride In Print, they specialise in producing highly creative DM campaigns with complex variable data and dynamic content, combined with superior digital print solutions.



New World - Montana Reserve



Orangebox Christmas
Celebration (2 x Gold)



Celebrating 25 Years of Print Excellence

Orora Cartons Christchurch

03 983 6812 - Mathew Scott, Operations Manager or 09 979 3825 - Terri Smith, National Sales Manager / www.ororagroup.com

2 Gold

Medals won in Packaging

Orora Cartons handle and service a broad range of diverse customers concentrating on delivering specialized FMCG packaging throughout New Zealand. In their Christchurch branch, they have their own preferential onsite reprographic provider Inkbox. Orora work in conjunction everyday with Inkbox ensuring all customer graphical requirements are met in a timely efficient manner. This is a point of difference amongst other industry leaders. They have complete access to files immediately, adjustments can be initiated in a fraction of the time in consideration to standard industry.



Enchilada Skillet Large

Darrell Lea Liquorice Allsorts 640g

Orora Packaging

09 979 3800 / www.ororagroup.com

2 Gold

Medals won in Packaging

Orora Packaging are an Auckland cartonboard packaging supplier.



Hubbards
Coconut
Currants and
Cinnamon



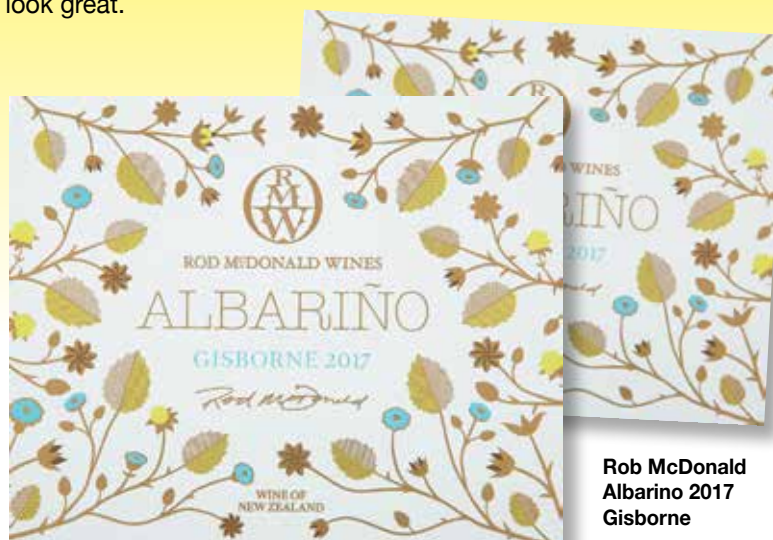
Healtheries - Strawberry
with a Lime twist

Panprint Ltd

09 414 1730 / www.panprint.co.nz

1 Gold and 2 Highly Commended
Medals won in Labels

Panprint is unique in NZ, offering clients the finest labels utilising both offset & flexo label converting capabilities. They make your products look great.



Rob McDonald
Albariño 2017
Gisborne

Permark Industries

0800 523 400 / www.permark.co.nz

2 Gold and 3 Highly Commended

Medals won in Business Print and Labels

Permark are specialists in precision screen printing. They custom design and manufacture a variety of plastics, metals and specialty adhesives.



Phoenix
Mecano /
Dewert



Dreamline Embossed Resin Label

Gold for PMP Print's Farmer's Brochure

A multi-page Farmer's catalogue with "superb images and relatively high sheen," which was distributed throughout the country, won the top Web Heatset process award for Auckland's PMP Print based in Manakau.

PMP are a quality printer who produce and distribute a range of high quality magazines, catalogues and marketing collateral for an extensive range of clients.

Judge Symon Yendoll said the brochure maintained an extremely high quality for the size of the run of 810,000 copies.

"Relatively speaking, it was also produced on a high standard of paper and the ink had a high level of sheen to it ensuring the images gave the reader a visual high impact which promoted the content to the best advantage." he said.



PMP Auckland

09 928 4200 / www.pmplimited.co.nz

8 Gold and 2 Highly Commended
Medals won in Promotional Print and Publications

PMP Limited produce and distribute a range of high quality magazines, catalogues, brochures & marketing collateral, utilizing the latest in web heatset, sheetfed and digital technology.



Farmers Beauty Process
Winner Web Heatset



Farmers Toy Sale

Paperboy



Paperboy



Velux Folders



New World 8-14
January 2018



Food Mag



Whitcoulls

PMP Christchurch

03 983 2200 / www.pmplimited.co.nz

1 Gold and 1 Highly Commended
Medals won in Publications

PMP Limited produce and distribute a range of high quality magazines, catalogues, brochures & marketing collateral, utilizing the latest in web heatset, sheetfed and digital technology.



Farmers
October
Beauty





Celebrating 25 Years of Print Excellence

Printlink

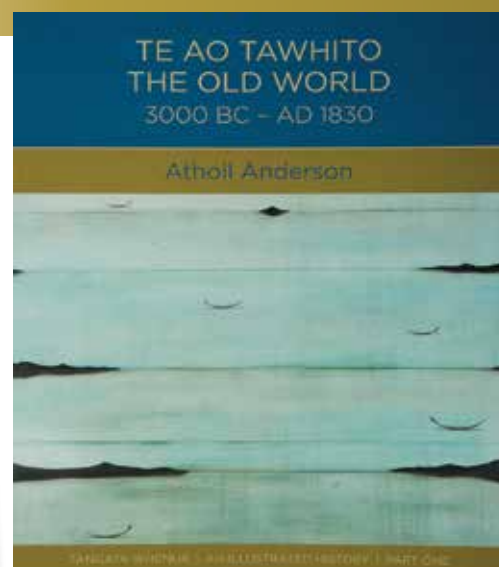
04 576 5151 / www.printlink.co.nz

2 Gold and 1 Highly Commended Medals won in Business Print and Publications

At Printlink they deliver results for a diverse range of private and public-sector clients, producing a wide spectrum of both print and digital communication services, including offset and digital print through to mail-house and electronic cross and multi-channel communication services.



Meridian Energy
2017 Annual
Report



Tangata Whenua / An Illustrated History

Production Partners

09 376 5386 / www.productionpartners.co.nz

4 Gold Medals won in Industry Development & Creativity, Packaging and Promotional Print

Production Partners specialise in innovation in print, packaging and point of sale.



Microsoft AZURE
Business Brochure

Energi
Christmas
Gift Box

Nokia 3310
Snake Box

Rowing NZ Legacy
Awards Box

Print Central Ltd

03 442 5992 / www.printcentral.co.nz

1 Gold Medal won in Industry Development & Creativity

Print Central was established in Queenstown in 1999 and offer design, offset print, digital print and in-house finishing services.

Utilising the attributes of quality, expertise and skill they are known for in the offset print area they have successfully expanded in house offerings to include large format print and signage services.



Going Beyond
Ink On Paper



Rapid Labels



09 414 1700 / www.rapidlabels.co.nz

7 Gold and 4 Highly Commended

Medals won in Industry Development & Creativity, Labels and Promotional Print

At Rapid Labels, they get out of bed each morning to create labels that are innovative, eye catching and tactile over multiple market sectors that offer solutions for their customers.



Clover Honey 500gm



Quest Farm Pinot



Authenticote Series



Crafty Dozen



Heartwood Chardonnay



Coopey's Sparkling

Blue Rock Pinot

Redshift



04 232 7653 / www.redshift.nz

1 Gold

Medal won in Industry Development & Creativity

Redshift provides business systems and software for the graphic arts industry and represents a number of nationwide marketing and communication brands such as Printing.com, Netti and Wholesale Print.



Redshift Student Academy

Rocket Print

0800 275 762 / www.rocketprint.co.nz

1 Gold and 1 Highly Commended Medals won in Labels

Geared up to deliver the print work you need quickly, without any compromise on quality you can't go past Rocket for your next print job be it labels or general to inspire, motivate and create change through the power of print.



Zealong Tea Labels x12 Kinds

Sealed Air Beef Jerky Packaging Wins

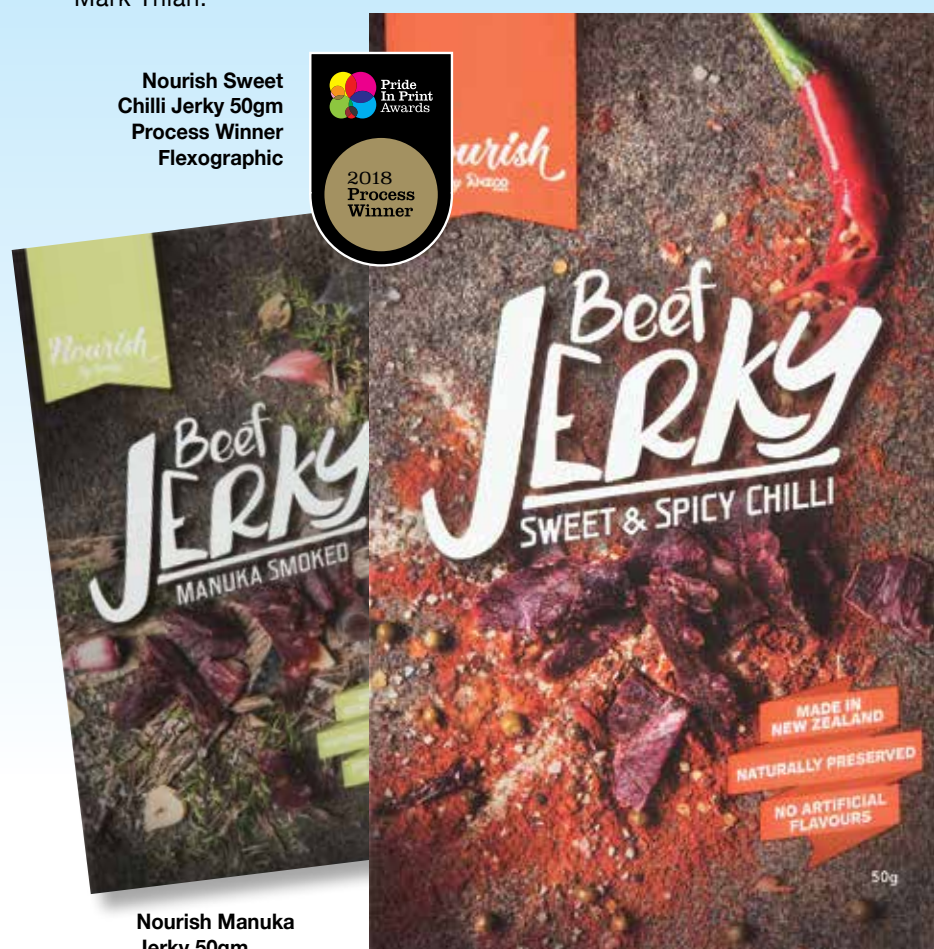
Beef Jerky packaging using four-colours in reverse print on a Matt film took out the Best in Process for Flexo print at the Pride In Print Awards.

The Nourish Sweet Chilli Jerky 50gm packaging, entered by Sealed Air Hamilton, took the aspects of flexo printing that can potentially show up as a negative and turned them into a positive outcome, according to judge Mark Thian.

He said the packaging was well designed to make the most of its four-colour process, and with the degree of difficulty being around eight out of 10, the entry deserved to take out the Best in Process award.

“This job was in perfect registration in all four colours and the colour balance itself was excellent. He said the actual design of the packaging lent itself to four colours, making the most of the colour gambit.”

Sealed Air specialise in supplying packaging to the FMCG market and the Beef Jerky Packaging is a testament to the company's commitment to delivering a quality product that stands out from the crowd.



**Nourish Manuka
Jerky 50gm**



Sealed Air Hamilton

07 850 0100 / www.sealedair.com

2 Gold Medals won in Packaging

Sealed Air's Food Care works with food packaging companies in the FMCG (fast moving commercial goods) area to create packaging & hygiene solutions that increase operational efficiency & extend shelf life, their innovations can double the shelf life of your products.



Sealed Air Porirua

04 237 6069 / www.sealedair.com

1 Gold and 1 Highly Commended Medals won in Packaging

Sealed Air Porirua has been operating on the same site since the mid 1960's. They are part of a global company specialising in vacuum and shrink packaging for the domestic and export food industries - mainly, fresh red meat, dairy and processed meats, etc.



**Hellers Premium
Roast Beef**



Seabreeze Apparel Ltd

09 426 6586 / www.seabreezeapparel.co.nz

1 Gold

Medal won in Promotional Print

Seabreeze Apparel was established in 1984 and remains 100% New Zealand owned and operated. They are an apparel supplier, clothing manufacture and screen printer. Their comprehensive services include pattern making, grading and sample development; cutting, sewing and quality control; screen printing, labelling, tagging, bar-coding, packaging and nationwide dispatch.



Swandri Kiwi

Service Printers

04 384 2273 / www.serviceprinters.co.nz

1 Gold and 5 Highly Commended

Medals won in Business Print and Publications

Service Printers are a high-quality sheet fed offset/digital printing company. They have been providing excellence in print for more than 39 years. They are New Zealand's most awarded printer in Pride In Print. Service Printers are proud in the fact that they are the only printer in Wellington to have won the Supreme Award and the only printer in New Zealand to have won the Supreme Award three times. They are the first and only printer to receive 100 gold medals and to date their telly stands at 123 Pride In Print Gold.



Open Polytechnic Annual Report



Soar Printing Ltd

09 302 9100 / www.soarprint.co.nz

5 Gold and 10 Highly Commended

Medals won in Business Print, Labels, Promotional Print, Publications and Specialty Products

SOAR Printing is a 3rd generation NZ owned family business founded in 1920. They provide offset and digital print to a wide range of NZ leading businesses and are acclaimed for their sustainable business practices.



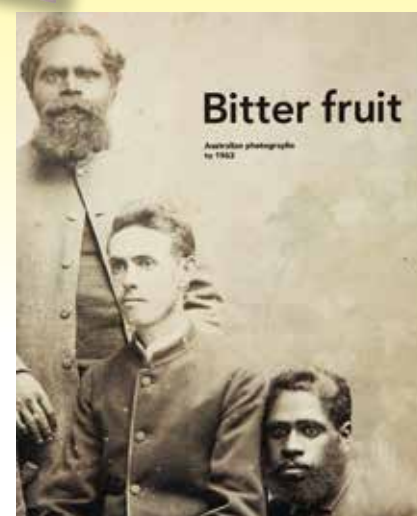
WMG Smart Move



Black Magazine



Leasing Magazine



Bitter Fruit



Southan Print Ltd (Details see page 2)

09 265 2362 / www.southanprint.co.nz

2 Gold and 1 Highly Commended

Medals won in Industry Development & Creativity and Specialty Products

Southan Print Ltd is a specialised company established in 2014, offering large format digital and screen printing. Including signage, self-adhesive labels, packaging and displays on any substrate from timber to synthetics.

Portia Supreme Runner-up, Specialty Products Category Winner & Process Winner Screen Fledge



Southern Colour Print

03 455 0554 / www.scolour.co.nz

4 Gold

Medals won in Business Print

Southern Colour Print is recognised in New Zealand and internationally for producing exceptional quality postage stamps, visa labels, examination question papers and other security and non-security products.



Dragonflies of Bhutan Souvenir Sheet



Earth Male Dog Year Souvenir Sheet



**Grow Your Own | Sustainable
New Zealand Miniature Sheet**



Heartwarming Year of the Dog Sheet

Ora King Salmon Folder a Stand Out

Spectrum Print of Christchurch perfectly printed presentation folder for Ora King Salmon with “various embellishments” and a pocket that matched the backing sheet exactly, took the Best in Category for Promotional Print at the Pride In Print awards along with an accompanying gold medal.

Pride In Print judge Tim Upton said that with so many embellishments on the folder there were many things that could have gone wrong – but nothing had. It was a superb piece of promotional printing that stood out from the others.

The Ora King Salmon presentation folder had an inside pocket with the print on the pocket perfectly matching the background behind it.

Spectrum Print

03 365 0946 / www.spectrumprint.co.nz

7 Gold and 7 Highly Commended
Medals won in Business Print, Promotional Print, Publications and Specialty Products

Spectrum Print produces first class traditional offset along with small and large format digital print. They are a team of solution finders who strive to produce the best quality and deliver the best service in the industry.



“Not only did they get the colour matching exactly right but to get the image to match so perfectly as well, is a very difficult thing to do. What Spectrum achieved for their client was a beautiful, solid silver.”

The company used a spot UV over gloss to create the salmon scales which Upton said was very effective.

Judges said the presentation folder was an exceptional piece of promotional print for Ora King and with its innovative design, print quality and execution, the folder stood out from other entries. It reflected the company it was produced for, and its quality salmon product, perfectly.

Shane Goggin, of Spectrum Print spent much of the night firing off messages to staff when each of the six gold's from other entries, and then the icing on the cake, the Ora King best in category win was announced.

He said it was always good to be judged favourably by peers and the Ora King Salmon entry that won as a finalist had five processes and had been reasonably tricky in getting it perfectly finished.

“Winning best in category for us gives us the knowledge that Spectrum are still leaders in quality in terms of what we put out to the market. There were a number of things that could have gone wrong in the variety of process the Ora King Salmon presentation folder went through, but nothing did. “And it's really good for our production staff to get the recognition and the feedback.”



Top row from left; ENZTEC Product Portfolio / CCHL Annual Report / CCHL Business Cards / “Ora King” Presentation Folder
Promotional Print Category Winner. Bottom row from left; Say Yes To Adventure / Harvest Lane / Wools of NZ Profile

For full results visit www.prideinprintawards.co.nz



Celebrating 25 Years of Print Excellence

Stratex Group

09 525 4600 / www.stratexgroup.co.nz

1 Gold

Medal in Packaging

Stratex are a leading supplier of packaging materials to food producers. They utilize a range of coating, laminating and printing technology in Australasia. Their Auckland factory houses state of the art extrusion laminating, adhesive laminating and print technology.



Doritos Nacho+ Sweet Chilli Guardians of the Galaxy Promo

Nelson Mail Motoring Wins Best Process Award

The 12-page Nelson Mail Motoring publication won unanimous praise from Pride In Print judges who awarded it Best in Process for Web Coldset at Pride In Print.

Entered by Stuff Christchurch, the tabloid was described as a faultless job among a host of good entries in the Publications category.

Judge Arthur Lenssen said the publication had consistent ink density and there were no visible mechanical markings; both of these were difficult to achieve and were the primary reasons why this job had won best in process.

"All judges were unanimous in their praise, and this publication stood out for all the right reasons," he said.

"Given the tight production deadlines associated with printing newspapers this entry is a verification of what the Pride In Print awards represent, and a nod to old fashioned craftsmanship."



Stuff Christchurch

027 871 9813 - Jason Laine (Print Manager)

1 Gold and 3 Highly Commended Medals won in Publications

Stuff Christchurch specialise in the production of coldset publications, including newspapers and advertising material from 8 to 128 Tabloid pages. They print 3 daily newspapers, including The Press and numerous community publications across the South Island from their modern print plant near Christchurch Airport.



Nelson Mail Motoring Process Winner Web Coldset



Stuff Wellington

04 568 0600 / www.stuff.co.nz

1 Gold and 2 Highly Commended Medals won in Publications

Stuff Wellington's plant was established in 1989 and has seen many changes in the upgrading of equipment to stay commercially viable and competitive in the present media market.



Your Weekend December 23rd 2017



Supacolour Group Ltd

09 438 1674 / www.supacolour.co.nz

4 Gold and 5 Highly Commended

Medals won in Business Print, Industry Development & Creativity and Promotional Print

Supacolour is a new way of branding. Premium transfers produced using a hybrid of digital colour and traditional transfer printing, reproducing logos the way they were designed to look on a wide range of promotional products and garments.



Stay Kerikeri



Supacolour
Paua



Wynnum Seagulls



Supacolour Gold



The Big Picture

09 444 1664 (Auckland), 04 384 2126 (Wellington) and 07 574 2221 (Tauranga) / www.thebigpic.co.nz

5 Gold and 6 Highly Commended

Medals won in Industry Development & Creativity, Promotional Print, Sign & Display Print and Specialty Products

Established as wide-format printing and signage specialists in 2008, The Big Picture covers the whole spectrum of digital print and signage from its branches in Auckland, Wellington and Tauranga.

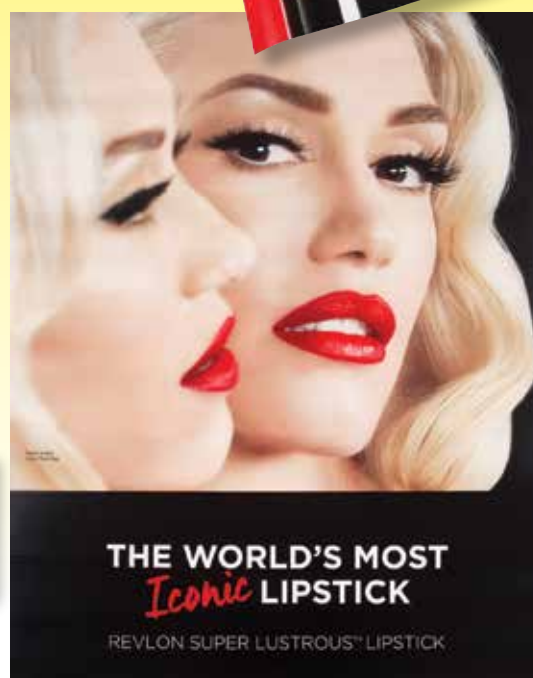


Revlon
Translucent

3D Printed Embossing Plates



Icebreaker EU Touchstone



Revlon Translucent



Icebreaker Sales
Conference



Valley Print – Best in Business Print

Combining an old technique with new technology Wellington's family owned Valley Print produced a beautifully crafted business card for Ora King Salmon that was both innovative and very fit for purpose, Pride In Print judges said in awarding the entry Best in Category for Business Print.

Produced for Ora King Salmon, the business card was digitally printed and laminated on one side to give the effect of salmon scales. A separate piece of card at the front was produced using letterpress which was debossed and then printed. The two cards were then mounted together and the edge of the business card coloured pink to represent the inside of a salmon.

Judge Ian Shemilt said the business card was "absolutely beautiful and it could not have been better for the customer. "A good business card always leaves the right kind of impact. It's both a first impression and a lasting brand extension that people need to be compelled to hold onto, and this one fulfils that brief entirely," he said.

Judges were also intrigued as to how perfectly the printer got the pink trim onto the card edge. "The combination of the two printing techniques produced a piece of work that brought out the best of both traditional and digital methods for a truly intelligent and impactful design," he added.

Shelly Fawcett, of Valley Printing Company in Petone, Wellington, said she was very pleased with the win because of the amount of work it took to produce in their team of just eight people. There were 30 different variations of the business card and a run of 8750.

The card was put through eight different processes including colouring the edge the salmon pink colour which they literally "figured out on our own." It took about nine months to go from design to production.

"It touched a lot of hands in that time and was a big investment by Ora King and it was really nice for our staff and the designer to get the recognition for it through Pride In Print," she added.



Ora King Business Cards Business Print Category Winner

Valley Printing Company

04 568 5451 / www.valleyprint.co.nz

1 Gold and 3 Highly Commended Medals won in Business Print, Promotional Print and Specialty Products

Valley Print is a family owned, specialist printing company based in Petone, Wellington. They deliver high-end results across digital, offset and letterpress printing, crafting and pushing the boundaries of print.



Wakefields Digital

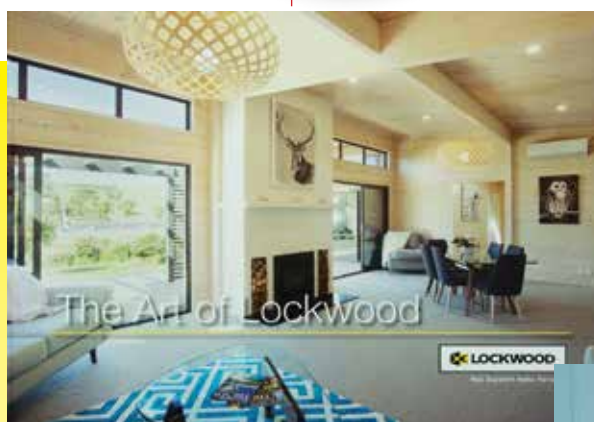
0800 999 339 / www.wakefields.co.nz

4 Gold and 8 Highly Commended Medals won in Industry Development & Creativity, Promotional Print, Publications and Specialty Products

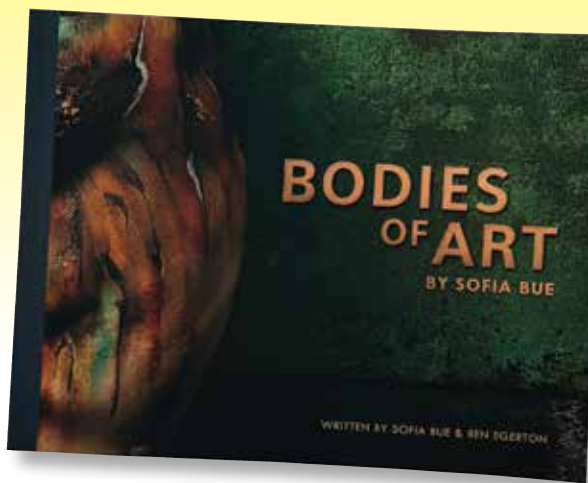
Wakefields are a digital printer - specialising in creating beautiful print work.



Bodies of Art



The Art of Lockwood



Christmas Note Pad



Matauranga

Webstar – Auckland

09 477 4380 / www.webstar.co.nz

5 Gold and 5 Highly Commended
Medals won in Publications

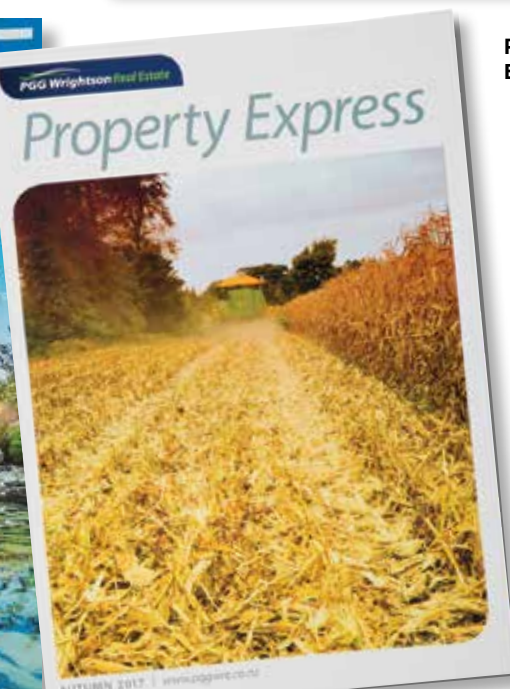
Webstar specialises in high-volume, high-quality catalogues, magazines and directories, delivered to millions of New Zealand homes and businesses each week. They operate two of New Zealand's leading commercial web print facilities in Masterton and Auckland.



NZ Home -
April/May 2017



NZ House & Garden March 2017



Property
Express



Nadia Magazine

Fashion Quarterly
Autumn 2017

Webstar – Masterton

06 370 0440 / www.webstar.co.nz

4 Gold and 1 Highly Commended
Medals won in Promotional Print

Webstar specialises in high-volume, high-quality catalogues, magazines and directories, delivered to millions of New Zealand homes and businesses each week. They operate two of New Zealand's leading commercial web print facilities in Masterton and Auckland.



Bula Fiji



Fargo Feast



Autumn Sale



Long Weekend



Our Industry,

PIP Awards have Raised the Bar for 25 Years

The success of Pride In Print over a quarter of a century is a direct result of industry-wide involvement in the process, and the fact is the Awards have raised the bar for quality and innovation in that time.

Awards manager, Sue Archibald says that almost every year, whilst printing company numbers have shrunk, the number of entries into the Awards has been steady. This year's awards attracted over 900 entries.

She says their success has been in industry-wide involvement. The award winning process is transparent; judges are chosen from across the industry for their expertise in their particular fields, and the written comment sheets used during the judging process goes back to all entrants. "This means the entrant can see what the judging criteria has been and how their entries have been judged. It's a very fair and transparent process."

PIP Awards convenor Symon Yendoll says entries are judged on their degree of difficulty and there is a robust discussion among judges around this when each entry is examined.

"Just being a perfect entry no longer qualifies it for gold. We also look at what makes up each category and whether each entry raises the bar on quality and innovation in the New Zealand industry."

"In the Self-Promotion category, for instance, we look for a point of difference from other entries. In Packaging, we look for whether the entry is fit for purpose and check quite vigorously that the claims printers have made about their job, do check out. The process is entirely transparent, fair and unbiased."

Sue Archibald says the Pride In Print Awards, and the industry as a whole, has grown in quality and innovation exponentially.



Judges are all industry experts in their field

History – The Timelines

1992

Pride In Print idea bought back from Chicago by John North and Brian Hartley – Sue Archibald is engaged to sell the programme to industry. Pride In Print launched



1993

Entry is opened and roadshows commence

1994

First Awards presentation - Presented for work produced in the print calendar year 1993. Awards were held in Auckland at the Aotea Centre and 1000 people attended. First Supreme Award won by McCollams Print Auckland for "Designworks Credentials"

1994

Awards (presented in 1995 in Christchurch) McCollams Auckland again take out the Supreme Award



Our People.



Symon Yendoll discussing an entry with fellow judges



Top and above; Patrons and Sponsors are a key element to the Awards success over 25 years

Pride In Print has become a quality benchmark in the New Zealand printing industry and awards have become a marketing tool for those who've won them.

“All over the country, printers display their framed awards in their reception areas, so that’s the first thing you see when you walk into their premises. Many include a list of the Pride In Print Awards they’ve won in their marketing pitches to new clients, and on their websites.”

She says that to help printers use their successes with Pride In Print for this purpose the awards are now run by product, rather than in the past where they were simply judged on the process.

This change in focus has made the whole awards event more accessible to the end user and the general public who can see clearly what product has won, and why.

1995

(Presented in 1996) The Tablet Dunedin win the Supreme Award, breaking McCollams’ hold. Entries were at a record high that still today has not been surpassed – 1152 entries received



1996

(Presented in 1997) A Flexible Packaging “Ernest Adams Butter Crust” Christchurch entry wins Supreme – this is very controversial but highlights the fact that any process print entry has a shot at the Supreme Award

1997/98

(Presented in 1998) The committee agrees to change the dates to align with the presentation year as this will increase PR opportunities for print. The Caxton Press wins the Supreme Award for a stunning limited edition New Zealand Fishing Flies book produced on a 23-year-old two-colour machine with 16 passes required. The book was a collector’s item, case bound and a stunning piece of print produced by a small South Island print company



1999

The Supreme Award again goes to Dunedin – and again a very controversial piece of work, being the first digital winner. Printed for the Dunedin Art Gallery, “Chinese Splendour” wins for Hughes Lithographic

For full results visit www.prideinprintawards.co.nz



Service Printers – Simply the Best after 25 years

GOLD
123



Top Gold Medal recipients
Service Printers Limited

GOLD
90



PMP Limited
Auckland

A quarter of a century has passed since the first Pride In Print Awards, 25 years in which the world has changed beyond recognition in many areas. In 1993 there was no internet, no streaming and you could still afford to buy a house in Auckland.

However, while change has been non-stop some things remain wonderfully consistent, including many of the country's leading print businesses, who have featured strongly in Pride In Print on multiple occasions.

Top of the list of winners is Wellington's Service Printers, who have collected an astounding 123 Gold Medals, the only printer to have reached three figures in the Gold medal tally, and the only printer to have taken 3 Supreme titles over the course of the Awards 25 year journey.

When asked why Service Printers have been so successful over the years, Dean Oliver, General Manager states that "the success of Service Printers is purely down to company culture – to be the best is what we strive for on a daily basis and our track record in Pride In Print totally reflects that" said Mr Oliver.

Top 10 Gold Winners since 1993

Winning Company	Total
Service Printers Limited	123
PMP Limited Auckland	90
Panprint Ltd	82
APC Innovate	73
McCollams Print	71
Format Print	70
Southern Colour Print	69
Permark Industries	63
Printlink	57
Crucial Colour Ltd Webstar Group	51

History – The Timelines

2000

Panprint Auckland takes the Supreme Award with a Transpower Asset Management plan



2001

The first of three Supreme Awards for Service Printers Wellington, who win with a packaging entry Rav 4 Sunglasses Pack



2002

Again it's Service Printers taking Supreme for a Transpower Asset Management Plan job (same client as Panprint had won a Supreme Award for in 2000)

2003

The Awards are presented in Christchurch and the first web offset job to win Supreme goes to APN Webprint (now NZME) for the "Woman's Weekly Special 70th year Edition"



2004

Another first, a screen print job takes Supreme – Original Print Auckland's "100% Pure New Zealand" poster for Tourism New Zealand



GOLD
82

Panprint Ltd



GOLD
73

APC
Innovate



GOLD
71

McCollams Print



GOLD
70

Format Print



GOLD
69

Southern Colour Print



GOLD
63

Permark
Industries



GOLD
57

Printlink



GOLD
51

Crucial Colour Ltd

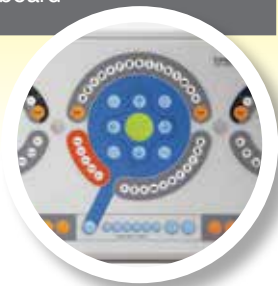


GOLD
51

Webstar Group

2005

Permark Auckland wins the Supreme Award for a light-operated mouse and keyboard



2006

A piece of history is created that still stands today. Service Printers Wellington wins its third Supreme Award – no other printer has taken three Supreme Awards to this day. The job is “Future Watch” printed for the Ministry of Research, Science and Technology

2007

Cover to Cover Christchurch win – the first Supreme award won for Print Finishing



2008

Original Screen take out their second Supreme Award for the “Wella Colour Poster”



2009

Amcort Cartons Christchurch win Supreme for their packaging entry “Cadbury Old Gold”

First Woman – Inducted into Pride In Print Awards Roll of Honour

Pride In Print manager Sue Archibald received a standing ovation when more than 600 people at the awards event stood to their feet and applauded when it was announced that she was to be inducted into the Pride In Print Awards Roll of Honour.

Ms Archibald said she was stunned by the response and didn't have an inkling that she was to be honoured this way.

The PIP roll of honour was set up in the early 2000's to recognise those who had played a strong role in the development of the awards and honours them for their services to the programme. The first to be inducted was Warren Johnson.

Chairman Scott Porter told the crowd that since the inception of the Pride in Print Awards programme 25 years ago, "one person has been instrumental in the development of the process, systems and format of the entire organization."

From the coordination of campaigns for entries, the judging roster and execution of the judging process right through to the planning and production of the awards night event.



Scott Porter Awards Chairman and Sue Archibald Awards Manager

"Sue Archibald's commitment to our industry and the awards has been evident from day one, her passion and desire to make it the best it can be is evidenced in the growth of the awards and the quality of the events that we have all witnessed over the years.

"To stay as determined and focused as she has for the last 25 years is testament to Sue and her great personality that has allowed the awards to reinvent itself over this period of time without ever compromising the end goal of giving New Zealand printers a world class platform for the promotion of the skills and attitudes that keep us on top of the world in innovation and quality of execution within our specialist fields."

He said Ms Archibald was "the epitome of the phrase camp mum, tirelessly chasing all of us and keeping us focused on the job at hand even when some times the energy levels were at an all-time low."

Roll Of Honour



From left; **Warren Johnson** (deceased) - for services to the Pride In Print Awards programme. **John North** - for services to the Pride In Print Awards programme. **Fraser Gardyne** - for services to the Pride In Print Awards programme. **Leo Caunter** - for services to Judging 1993 - 2009. **Grant Letfus** - for services to Judging 1994 - 2009. **Sue Archibald - Messenger** - recognition for services to the Awards programme - 1992 - 2018

History – The Timelines

2010

Fonterra Canpac take out Supreme – another first – a metal printed "Karicare Baby Formula" can



2011

Geon Auckland win Supreme for "Urbis"

2012

Logick Print Auckland win Supreme for a beautiful logo sheet for Jacobs Creek wines. The judges' comment: "This was such a complicated job that many printers would not have taken it on due to the high risk of error"

2013

Foster Screenprint win for "New Zealand Milford Sound Postcard" produced for Arria Design



2014

GTO Printers – a very small print shop on Auckland's North Shore win Supreme for a letterpress entry. This again highlights anyone is able to take out Supreme if the work meets the highest standards in print

Innovation Opening New Markets

Innovation continues to grow in the New Zealand printing industry with this year’s Pride In Print judges impressed by entries where print had been used to open up new markets here and overseas.

The category winner, entered by Gravure Packaging of Wellington was a light protection sleeve over a clear bottle which was described as “game changing” both innovatively and environmentally, and there were plenty of other entries that wowed.

A printed aluminium wifi sleeve entered by Electronic Imaging of Christchurch, that fitted over a modem’s antennae to expand or boost household internet coverage, was described as attractive, functional and “a novel way of promoting your business.”

The sleeve was digitally printed and the run of 1240 units were sent out to customers as an alternative to a traditional Christmas card.

Male and female embossing blocks for letterpress printing impressed the judges, costing a mere \$2 to make, which won a gold medal for The Big Picture of Auckland. Describing the entry as “very innovative,” and saying it was the first time they’d seen an existing technology – traditionally made embossing blocks – replaced by a completely new technology (3D printing).

Also entered by Electronic Imaging of Christchurch, a stick-on label that lets truck drivers know when any of their wheels have reached potentially dangerous temperature levels and is a first for Australasia even though the technology has been used elsewhere in the world.

The hub alert stickers are printed as three parts and laminated together and work when the label changes colour from white to orange, letting driver



Above; Hamish Woulfe of The Big Picture. Above right; Jai Chand of Gravure Packaging with Patron Peter Thomas of Fuji Xerox. Inset right; Jared Maxwell-Smith of Electronic Imaging

Top left; Wheel Heat Indicator Labels. Top right; Ausgreen Industry Development & Creativity Category Winner. Above; 3D Printed Embossing Plates

know that the wheels need checking. The label uses printable wax which melts at certain temperatures. Although it has been used overseas, the label could have wider applications here than just trucks and could include trains or electrical devices. Judges were impressed and said it was an excellent business opportunity to open up new markets in New Zealand.

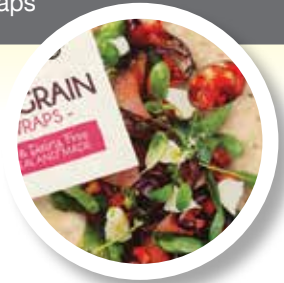
Meanwhile, the category winner from Gravure Packaging received a lot of praise for its new technology. The Ausgreen shrink sleeve replaces the need to print directly onto plastic bottles and can be used on any clear container needing a light blocking function.

The sleeve is laminated with two coats of white with a UV selective

Continued over page

2015

A flexible print job again takes Supreme – not quite as controversial as the 1996 job. Amcor Flexibles win for “Farrah’s Multigrain Wraps”



2016

Southern Colour Print Dunedin take the Supreme Award for the “All Black 2015 Rugby Jersey” stamp issue



2017

Logick Print Auckland make a comeback and take out the Supreme Award for an amazing piece of packaging for the True Honey Company – for the first time in Awards history a runner-up is announced – this goes to Caxton of Christchurch for the “Lets Take a Walk” book



2018

Amcor Flexibles – Christchurch for “Fajita Spice Mix” packaging take out Supreme and runner-up is Southan Print of Auckland for their entry “Portia”



Continued from previous page

light barrier blocker added between coats. It can be removed from the bottle and recycled separately.

There are three brands currently using this light blocking technology, two of which were entered into the Pride In Print Awards.

PIP organiser, Sue Archibald says the level of innovation has grown every year the Awards have been established and they continue to raise the bar across the industry.

"New Zealand really is at the forefront of some innovations and it's pleasing to see them turn up here as entries. It's very encouraging for all participants and for the industry as a whole."

Judges/Convenors



Left; 1993 - 1996 / **Dr Rodney Wilson** - Auckland
Right; 1997 - 1999 / **John Maasland** - Auckland



Left; 2000 - 2003 / **John McQuarrie** - Blenheim
Right; 2004 - 2005 / **Warren Johnson** - Wellington



Left; 2006 - 2008 / **Grant Letfus** - Auckland
Right; 2009 - 2010 / **Fraser Gardyne** - Auckland



Left; 2011 - 2015 / **John Wills** - Dunedin
Right; 2016 - 2018 / **Symon Yendoll** - Wellington



Incoming Convenor
Dickon Lentell - Wellington

Innovation Growing Every Year

Digital print's migration into areas of the market traditionally carried out by other printing methods is growing every year, according to Pride In Print Awards incoming convenor, **Dickon Lentell**.

Lentell, who has had 30 years experience in the print industry and is managing director of Wakefields Digital, believes one growth area within the industry is the digital print migration into packaging, labels, and point-of-sale print.

"Both the quality and what is now possible with digital technology grows every year. In POS work, for instance, producers of this medium have now got their head around what good design and innovation can do for their clients. There has been a significant change in this market from what could be done in the past to what is being achieved now."

Lentell says the whole industry is in a new place from even five years ago.

"Print has a big advantage over other mediums such as the internet and email etc," he says. "What print has is a tactile experience that other media cannot offer. You simply can't beat the experience that a really beautiful piece of printing gives. People are tactile and they love it when something is produced with all the specialty bits – and it's a lot less expensive to do these days," he adds.

"This is because the barrier is constantly moving, and printers can add to the crafted aspect to their jobs – that's the difference print can offer to clients."

A concern for the industry is that print buyers today aren't necessarily aware of what the industry can do and produce.

"In the past, print buyers knew everything about our industry and what we could do, but because there are so many options now from email campaigns to other forms of communication, clients need



Dickon Lentell judging with Angelique Spamaay – Martin

to actually see the difference that can be made to a product. Gone are the days where account managers are simply order takers.

"It's just a different way of dealing with customers. Today's print is still very much a valuable and viable commodity and when used to full advantage marketing results can be astounding."

PIP judges had a lot to say about POS, packaging, labels and signage, commenting that the sector appeared to be going from strength to strength.

Displays were getting better in their construction and some were considerably sturdier than past entries and certainly more innovative.

"Some of them are so solid, you could almost climb on them. They are impressive."



Design Part of Changing Attitudes in Print Industry

Previous convenor **Fraser Gardyne** who has been involved with the Pride In Print Awards since their inception, agrees that attitudes towards designers and their role in the print industry has changed hugely.

When the awards were first launched, Gardyne who represents DINZ, the Designers Institute of New Zealand, says designers were treated with some suspicion because many printers 25 years ago thought that designers didn't understand print and just made their jobs more difficult.

"Today there is more understanding of the impact well considered design decisions can make on a finished printed product. There's more communication between printers, designers and their clients, because we all want the same thing, the best job that should benefit all the parties involved."

This has resulted in much more integration and team work between all parties to achieve the best results.

As the longest serving judge of the awards, Gardyne says the quality of the entries has ramped up every year and "I'm sure their craft challenges the very best in the world."

"There are some areas, such as flexographic printing, where I'd be surprised if we weren't world leaders. Because of New Zealand's relatively small packaging market compared to overseas, our print runs are shorter, which makes flexographic printing more affordable."

"Overseas with much longer print runs, they would more commonly print gravure for the best quality jobs which require much more expensive printing plates. With improvements in flexo technology and operator skills over the last twenty five years, the quality today is hard to differentiate between the two technologies with the naked eye," he adds.

The other game changer since the mid 1990's has been in digital printing. At first when digital entries started coming into the Pride In Print Awards, he says, there was quite a lot of discussion over whether digital work should qualify as it was perceived as just pushing a button rather than a craft.

"But like every area of print, you get good and bad digital print jobs in the same way as you do with other printing technologies. Today, digital printing allows the flexibility of short runs and turnaround at affordable prices which encourages more printing. And the technology and quality continue to improve."

Gardyne says one significant change for the printing industry has been the advent of the internet. This has resulted in falling demand for business and stationery printing and fewer company brochures and product support products that were previously staples of the industry.

With packaging, the story is different with the focus on great design and printing critical in a very demanding and competitive marketplace, saying: "If your products presentation isn't outstanding you will struggle to be noticed."

This could change in the future with the growing awareness of the environmental impact of over-packaging and waste.

"Recycling has become an increasingly important



Fraser Gardyne

focus, and we're discovering that some things that were thought to be recyclable, simply aren't. This increased public awareness will undoubtedly have a significant impact on the print industry in the future and I'm sure the best will continue to rise to the challenge."



Above; Kerenza Smith - Auckland. Above right; Sue Archibald with Print Finishing Team - Gary Horsborough and Steve Watson



Angeliqe Spamaay - Martin, Wellington

Pride In Print Awards Chairs



Above; 1993 **Sue Archibald** - Messenger - Wellington. Centre; 1994 - 2009 **John North** - Auckland. Right; 2010 - 2018 **Scott Porter** - Hamilton

2018 Apprentice of the Year Winner



Dilanka Attale, AOTY, in the middle and Guy Phillips, General Manager Kiwi Labels on the left

Apprentice of the Year Sector Winners



Heidelberg Sheetfed Apprentice of the Year

Jordan Lawson
Huhtamaki, Auckland

Huhtamaki production manager Clinton Sampson describes Mr Lawson, as an "exceptional apprentice and a breath of fresh air with regards to attitude and leadership."

"Jordan started in 2012 as a factory aid and his ability to take instructions and execute them well stood out straight away," he says.

"He demonstrated a high level of responsibility and pride towards the smallest tasks and as his manager, you had to be impressed with everything he did. He will go on to lead and teach other apprentices."

Jordan said "having that trade qualification felt like a major achievement in my life."

"Being able to come to work and see a massive and highly-specialised machine, and know that I could operate it was a great feeling to have."

"I was so proud to get that award, not only for myself, but also for the people that supported me. As clichéd as that sounds ... living through it myself, there's definitely meaning to it."



BJ Ball Packaging Apprentice of the Year

Dilanka Attale
Kiwi Labels, Christchurch

Kiwi Labels technical manager Andrew Thomson says the willingness of Mr Attale to learn and produce "exceptional" work makes him a well-respected member of the team.

"Dilanka initially started as a printer's assistant and established a great understanding of the flexo process and label production," he says.

"Dilanka's enthusiastic nature and high attention to detail landed him a position with our digital team where he rapidly developed his craft, producing exceptional award-winning product. He has a creative/innovative problem-solving ability and a great passion for his industry."

Dilanka says it was "incredible" to be named the BJ Ball Papers Packaging Apprentice of the Year and he was further delighted to win the Jenkins Award for Top Label Printer.

"My goals involve growing with the company and continuing to learn. I would like to use everything I learned throughout my education and career to make new innovations."



WRH Global Binding & Finishing Apprentice of the Year

Kelly-Ann Perry
Quality Print, Taupo

Such was the impression Ms Perry made when applying for a role that Quality Print owner Shawn Vennell says "I didn't want her to walk away" and promptly presented and offer of a role in the bindery.

"We are absolutely delighted that she has been recognised with this award."

Describing Kelly-Ann as absolutely fastidious, Shawn says "you never need to ask twice if a job is going to be finished on time."

Kelly-Ann says being named the WRH Global Binding and Finishing Apprentice of the Year left her "quite shocked to begin with."

"To hear my name called for the top in my category, I was blown away, it was all nerves and OMG!" she says.

"I thought after making a U-turn on a teaching career at university that perhaps I would be in for years of some kind of work without reward. But switching to the trades from my original professional goal has been the best move for me."



Trust4Skills Reelfed Apprentice of the Year

Jordan Godsfiff
Stuff, Christchurch

Stuff print manager Jason Laine says having worked closely with Jordan over a number of years, he cannot fault him as a person or as a printer. "He has an extremely bright future ahead of him."

"His mechanical skills see him as an asset, not only in print, but in the publishing and maintenance departments also, and he is always keen to advance his knowledge."

Emphasising that he loves "all aspects of printing and publishing/circulation", Jordan says it was "very humbling" to be named Trust4Skills Reelfed Apprentice of the Year.

"It was a great honour to win my individual Apprentice of the Year Award. I feel great pride but also, in saying that, I put pride into my work. I still feel I have a lot to learn from my fellow co-workers who have been in the industry for a combined 60+ years. They have so much knowledge and I wish to attain as much from them as I can, to make it to their level."



GAPF Digital Apprentice of the Year

James Garner
Print Central, Queenstown

Print Central company director Graeme Hastie says James quickly impressed as an employee. "He has good technical knowledge and really thinks about what the job entails – he delves into it."

Mr Hastie says he was not surprised to see James do so well in the Apprentice of the Year Awards.

"I've seen his assignments and they are at a high standard. The technical training has definitely helped him – his understanding is at a much higher level now."

Expressing much gratitude for all who have guided and supported him through his apprenticeship, James said it means a great deal to be named GAPF Digital Apprentice of the Year and winner of the GAPF Scholarship.

"I am honoured. This is a significant highlight in my career," he says.

Describing his enjoyment at "being a part of such a creative industry" James says that he intends to further his skill set and knowledge within the printing and graphic arts industries.



Competenz Diploma of Print Management Student of the Year

Ross Craig
Jenkins Freshpac, Tauranga

Jenkins Freshpac Systems operations manager Kate Maguire says Ross's personal commitment to training and his role within the firm see him "truly deserving" of the Award.

"Ross has a great work ethic and will go the extra mile," she says.

"He is always willing to expand his skills in areas within the business such as food safety, lean manufacturing and most recently, health and safety. He is fast becoming an exceptional manager."

"It is seeing the likes of Ross achieve recognition at a national level that encourages his peers to aspire to achieve further milestones in their personal development."

Ross joined the firm as an apprentice in 2000. "I have been lucky that Jenkins has always given me the opportunities to grow and have some very forward-thinking people who are always open to sharing their knowledge and experience."

"Honoured" to have won the award and eyeing a future business degree, Ross commented that "success in the print industry is never isolated to an individual – you need an environment that encourages the want to succeed and people that are willing to challenge the norm. I have had the luxury of working for and with both."

"On behalf of the entire industry, congratulations to all Sector Winners for their incredible achievements."

PrintNZ Trainer of the Year

This award recognises the person that has made a significant contribution to the training programme in their workplace.

Colin Lean, Logan Print, Gisborne

Colin Lean, who has previously been named both the Top Level 3 Sheetfed Trainee and Sheetfed Apprentice of the Year, leads by example and is a worthy winner of the Trainer of the Year Award.



Colin has continued his education with the Diploma of Print Management, while at the same time championing 12 apprentices through the business, including an Apprentice of the Year Finalist.

Colin spoke of the great honour in being named winner, while also playing down his contribution.

“I am only a small part in our company’s training team, so I was proud to represent the whole team at Logan Print,” he said.

“Our current apprentices are mentored daily by our former apprentices on the production floor. This support extends to our production engineer, pre-press team and senior guillotine operators.

“Of the 12 apprentices I have helped train at Logans, nine are still with us, which shows we are doing a great job and our staff want to be here. I hope we can do this for more apprentices going forward.”

Colin added that he enjoyed working with the apprentices “to set realistic goals and then support the trainees to reach these goals.”

PrintNZ Training Company of the Year

This award goes to the company that has made an outstanding contribution to providing training opportunities to their employees and recognises the importance of training to the future of the industry.

Lightning Labels, Auckland

Lightning Labels are a small business with a big heart for training and developing their staff. They have embraced training across their whole team and had five staff complete seven qualifications during 2017 and at least one staff member complete a qualification every year for the last four years.



Lightning Labels director Chris Goodwin paid tribute to their wonderful team for now being named winners.

“It’s a team win for us; without the dedication and effort our trainees put into their training we wouldn’t have achieved this wonderful result,” she said.

“Being a small and privately-owned company we feel very proud to have achieved this and pleased it has been acknowledged within our industry.

Chris said her firm’s commitment to training was benefiting both the business itself as well as empowering employees to achieve higher quality and output levels, and greater work satisfaction.”

“We encourage our trainees to continue their education no matter what level they are at and it is not always [purely print-related]. It is this type of investment that will keep our company strong and rejuvenated well into the future.”

Why Choose Print?

CASE STUDY

MAGAZINES

IT’S NOT OK

The New Zealand Violence Against Women study found that 26% of women who live in a home with a household income of over \$100,000 per year have experienced physical or sexual violence from an intimate partner.

As a result of this, not-for-profit organisation ‘It’s Not OK’ implemented an anti-violence awareness campaign across New Zealand.

OBJECTIVE

It’s Not OK’s wanted to change the perception that domestic violence only happens in low income households and highlight that it can happen in any NZ home, regardless of economic status. The organisation also wanted to encourage Kiwis to speak up and seek help if they are victims of domestic violence or know someone in this position.

METHOD

To spread the word that domestic violence is an issue that can affect anyone, It’s Not OK teamed up with FCB New Zealand and NZ HOME magazine and created an 8-page spread showing “Paradise Hill” – a modern home interior filled with hidden menace.

The spread initially presented like any other editorial featuring the flawless interior of a high-income home. Although as pages went on, the more disjointed the house became. Blood stains on walls, a kitchen stool knocked over, a shattered bowl all over the floor and a broken coffee table started appearing. The tarnished furniture was used to represent that domestic violence can happen in high end architectural homes too.



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A conversation was sparked with 25% of Kiwis in 1 week

“Everyone knows that family violence is a serious issue, but most people presume it’s something that affects certain families, but in reality, family violence happens in any New Zealand home, regardless of socioeconomic background. That’s why, in our new issue, Home is working with It’s Not OK to remind our readers that family violence can affect any household—and if it does, there’s something all of us can do about it.”

Jeremy Hansen, Editor of Home magazine.

RESULTS

Due to the clever campaign’s impactful imagery and NZ HOME magazine’s audience reach, the print campaign sparked conversation around New Zealand. In just one week, one in four Kiwis discussed the campaign and it’s strong messaging behind the taboo subject.

CONCLUSION

Using print as the foundation of such a serious yet sensitive issue was key to the campaign’s success. Leveraging this media channel’s ability to convey this issue with the delicacy it required, It’s Not OK was able to connect with consumers on a deep emotional level and the campaign hit home for many.

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Why Choose Print?

BETTER BURGER

According to the Ministry of Environment, every year, New Zealanders send approximately 2.5 million tonnes of waste to landfill and about 252,000 tonnes of this is plastic waste. With four Better Burger locations across New Zealand, the Mount Eden store took initiative and invested in innovative packaging to lower their environmental impact and build brand equity.

OBJECTIVE

Better Burger wanted to get people thinking and spark conversation about the world's crimpling waste problem, reduce the amount of packaging waste ending in landfill, as well as challenge other companies to follow in their footsteps to promote environmental sustainability.



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CASE STUDY

PACKAGING

GOOGLE
JAPAN

Google wanted to break into the Japanese market and increase AdWords' uptake of Google AdWords amidst a host of other lead generation tools. The challenge was to cut through the competition and demonstrate the effectiveness and uniqueness of AdWords.

OBJECTIVE

order to effectively demonstrate the power of Google AdWords sales to SMEs, Google decided to produce a creative direct TV campaign. The campaign would allow them to gain trust in the Japanese market and offer the opportunity for prospects to visit AdWords.



METHOD

METHOD

History showed that once people experience AdWords they were more likely to continue using it. To that end, a direct mail campaign inviting recipients to discover the effect of Google AdWords was created.

Google narrowed down a list from 80,000 leads to 1,000 high quality prospects and mailed them a padlocked box with a message that read: "Find the Key to Business Success with Google". The box could only be opened using a code found by Google searching for a phrase. As the participants searched online for the code, they were also

Once the code was retrieved and the box opened, recipients found a fan and a scroll – symbols of prosperity in Japan that showed Google's commitment to the market. The scroll provided a personalised URL that contained tailored details about Google's advertising solutions and contact information for the Japan sales team.

"We're in the age of the empowered customer, who is looking to engage with marketers the way that they want to. It's about creating connective experiences."

Michael McLaren, CEO of MRM / McCann

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the personalised microsite. Google has recorded a ROI of 90 times the investment and the campaign generated 10 times the normal response rate of similar campaigns.

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CONCLUSION

The decision for Google, a dominate player in online advertising, to use offline media to break into the Japanese market shows that direct mail's ability to create engagement is noteworthy. The campaign was able to capture recipients' attention with its tactile nature and subsequently push them online to directly engage and become familiar with AdWords. This clever piece of direct mail was able to crack into the Japanese market as it built trust and excitement for the target online.

RESULTS

The creation of edible packaging, along with ensuring their regular packaging is environmentally friendly has contributed significant reduction to their front-of-house plastic waste problem. Since October 2017, Better Burger have saved more than 366,000 plastic items from going to the landfill from its outlets. Ballenden estimates this number will reach one million by 2019.



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CONCLUSION

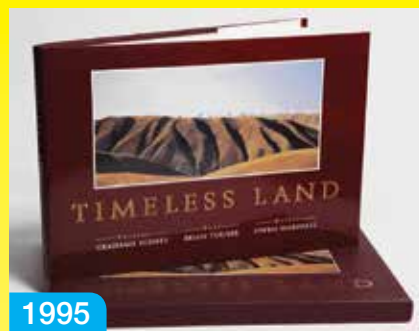
As the fight for consumers' engagement tightens, brands are turning to innovative strategies to build brand equity and appeal to green smart consumers. Beautifully designed packaging has the power to entice, provoke curiosity and engage. Better Burger leverages their packaging to create the ultimate consumer experience. Incorporating environmentally friendly initiatives into their packaging makes customers feel good as they are helping reduce plastic waste and encourages them to leave the world better than we found it.



1993



1994



1995



1996



1997/8



1999



2000



2001



2002



2003



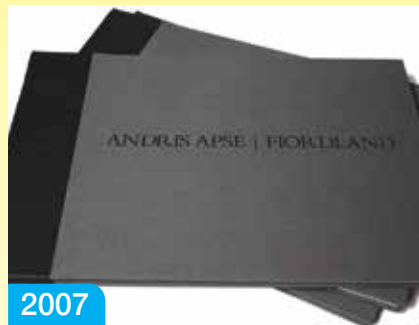
2004



2005



2006



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017



2018

SUPREME WINNERS 1993-2018

1993 / MCCOLLAMS PRINT / Auckland • 1994 / MCCOLLAMS PRINT / Auckland • 1995 / TABLET COLOUR PRINT / Dunedin
 1996 / MAINGUARD PACKAGING / Christchurch • 1997-1998 / THE CAXTON PRESS / Christchurch • 1999 / HUGHES LITHOGRAPHICS LTD / Dunedin
 2000 / PANPRINT LTD / Auckland • 2001 / SERVICE PRINTERS LTD / Wellington • 2002 / SERVICE PRINTERS LTD / Wellington
 2003 / APN WEBPRINT COLOUR / Auckland • 2004 / ORIGINAL PRINT LTD / Auckland • 2005 / PERMARK INDUSTRIES LTD / Auckland
 2006 / SERVICE PRINTERS / Wellington • 2007 / COVER TO COVER LTD / Christchurch • 2008 / ORIGINAL PRINT LTD / Auckland
 2009 / AMCOR CARTONS / Christchurch • 2010 / FONTERRA CANPAC / Hamilton • 2011 / GEON / Auckland
 2012 / LOGICK PRINT & GRAPHICS / Auckland • 2013 / FOSTER SCREENPRINTING LTD / Auckland • 2014 / GTO PRINTERS LTD / Auckland
 2015 / AMCOR FLEXIBLES BRANSTON ST / Christchurch • 2016 / SOUTHERN COLOUR PRINT / Dunedin • 2017 / LOGICK PRINT / Auckland
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- Paper Supplier / **Norske Skog** • Plate Supplier / **Fujifilm**
- Distribution / **NZME The Herald, Dominion Post, The Christchurch Press, Gisborne Herald, Otago Daily Times, Ashburton Guardian, Waikato Times**

Note: All company descriptions have been provided by the entrant



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