

Pride in Gold medal haul

Charta Packaging topped off its 2003 Silver Anniversary year with a gold medal haul at this year's Pride in Print Awards, taking three gold medals and three highly commended awards.

It but one of the awards, a highly commended, were for the one category, Corrugated Cases, One - Three Colours. The Pride in Print Awards are awarded annually to leaders in the print and packaging industry.

Wine cases produced for Chard Farm in Central Otago, Esk River (Linden Estate) and Matariki Wines in Hawkes Bay scored gold medals.

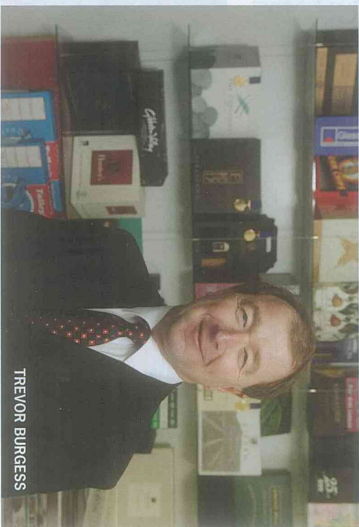
A wine case for Green Wine Estate Ltd in Christchurch, a jigsaw puzzle box for Miracle Toys and a display stand for Warehouse Stationery were all highly commended. The display stand was the only item Charta entered in the Structural Design Innovation category.

Charta GM, Trevor Burgess, says the awards were a thrill for all staff.

"What was most pleasing for them was that Charta won so many awards in what is our core business, the printing of corrugated outer cases," said Burgess. Charta currently produces wine boxes for around 60% of New Zealand's wineries.

ATTRACTIVE, ENTICING

"When you produce packaging for some of New Zealand's best wines, the



TREVOR BURGESS

print on the case has to match and reflect the quality of the product inside and its labelling. The customer's first view of the product is its packaging. It needs to be attractive and enticing, particularly so with wine.

"We have a 20 year association with the wine-making industry and have become adept at working with wine makers and wine companies," said Burgess. Printing fine detail and ensuring solid colour coverage on corrugated surfaces is not always an easy task, as those who work in the printing and packaging industry know well. Yet the judges in the Corrugated Cases, One - Three Colours were enthusiastic in their praise of Charta's print work.

Among the comments made about the gold medal winning wine cases were: 'good print coverage of dark solid colours; outstanding coverage and no fill-in of sharp print; great print coverage, consistent in colour and quality; reverse text printed sharp and clear; board construction good; print to die-cut registration looked good and sharp.'

LARGELY SELF-SUFFICIENT

Charta is virtually self-sufficient in pre-production facilities with three structural designers and two art-design staff, a computerised sample table, CAD graphics and a digital image setter. It can produce its own artwork, make the printing plates, and mount the printing plates all in-house, allowing a quick and efficient turnaround.

Charta also produces corrugated

packaging for the meat, fish, horticulture, beverage, packaged foods, medical, chemical and manufacturing industries.

With a staff of 100, the company's Gracemfield factory works in two shifts. The production team has a wide range of industry experience and skills in the print and packaging industry, and all take great pride in their work.

But Trevor Burgess is the first to promote that a great team needs great equipment and Charta has invested strongly in new machinery.

Last year Charta Packaging celebrated 25 years in the packaging business with the commissioning of \$4 million of high tech equipment which doubled its capacity.

The Ward SV2000 three-colour rotary die-cutter has provided great improvements in graphics and print registration on diecut packaging.

To complement the increased diecutting capability, Charta purchased a J & L Speciality Folder-Gluer. The latest in gluing technology, it is capable of folding cases from small retail display cartons to large outer packaging. It has a variety of gluing styles including straightline, autolock, four corner and six corner.

"Although the investment was significant, our success in this year's Pride in Print Awards proves it was worth it," says Burgess.

"But we couldn't have done it without our team who have terrific industry knowledge."

Information provided by Charta

FMCG

2004
PRIDE IN PRINT
AWARD WINNER



Three Gold Medals



And
Three Highly Commended Awards

Charta is the high quality packaging company that successful businesses rely on. Our knowledge and skills allow us to work with our customers and swiftly develop clever, innovative, packaging solutions.



CHARTA PACKAGING LIMITED 20-30 BELL ROAD SOUTH GRACEMFIELD LOWER HUTT PO BOX 39,000 WELLINGTON MAIL CENTRE NEW ZEALAND
Ph: 0800 242 782 Fax: 0800 421 111 E-MAIL: info@charta-packaging.co.nz