

Printing industry celebrates excellence



standards of innovation excellence in the New Zealand printing industry led in record numbers of prizes recognised at the 12th Print Awards.

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Quality is rising, which judges rank more on the basis of finding that more are meeting the Awards, as that the philosophy of a Print concept is being not just by an idea, but by a broad cross-section of the industry.

Philosophy was to increase excellence, so that the industry can set national standards. In the Awards have been held, it is certainly true that New Zealand work being done by printers overseas.



Silver for embosser pyramid-shaped packaging for Christchurch jeweller Continuum proved a Bird Medal winner for Logik.



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effort, work now comes to New Zealand.

Innovative use of metallic inks enabled Wellington's Charis Packaging to outstandingly replicate oysters on a cardboard packaging case, contributing to its selection as one of the Prize in Print Awards' elite Supreme Award Finalists.

Delighted with producing the country's best packaging print job, Charis general manager Trevor Burgess said achieving the special metallic ink blue pearl-effect had very much been a trial-and-error process for the Standard 150mm Oyster Case.

"We experimented many times to make sure the oyster looked like an oyster," Burgess said the difficulty of achieving precise transfer of ink onto the corrugated substrate also had to be overcome.

"Our print process utilises thick polymer printing plates. In essence, we use the flexibility in these printing plates to compensate for the slight ripple in the corrugated sheet.

"When one of our clients wants something extra special in the way of printing, we can do it because we have refined our processes and set up our printing presses so they are able to hold and release the ink better."

Burgess says Charis enjoyed winning another gold medal and making its first-ever finalist appearance for producing such high-quality work, but adds the company is just as comfortable printing "ordinary brown boxes".

Expert Judge Martin Duffly, technical manager for Vray Board NZ, praised the Standard Oyster Case for its quality, cost-effectiveness and aesthetic effects. "The Pacific Oyster pack was developed as an alternative to latex laminate," he said. "The customer was after maintaining quality and wanted to achieve cost advantages in a competitive overseas market. Charis' quality output meant the customer was happy and achieved the cost advantages and graphics quality they were after."

BY MICHAEL SMITH

"Technically and visually a shimmering visual effect on the blue was achieved with a special developed ink by fine inks in Auckland (process blue with silver dispersion). The black on the oyster was simple, clean and looks effective."

Duffly said the screen work and graphic design were also good.

"The structural design is not new to the industry but the graphics and print quality is superb."

Silver foil embossed pyramid-shaped packaging which springs open to reveal its contents on removal of a small overhead locking stone provides a spectacular setting for the cuff links of Christchurch jeweller Continuum.

Produced from a 250gsm Chromolux Metallic Silver substrate, the innovative 125-millimetre-high by 30-millimetre-square base package required the highest precision, slotted sealing, embossing and die-cutting precision.

Logik Print & Graphics proprietor David Gick, whose five-person Auckland-based company produced about 2000 of the packages, said the job was without doubt the most challenging he has undertaken.

"The people from Continuum are involved in innovative



Gravure Packaging general manager Greg Chapman celebrates a Gold Award winning job.

packaging and spent a long time coming up with a design that was unique for their product," he said. "They and their designers were quite specific in how they wanted the packaging to look and feel."

"One of the main production issues we came up against was to develop a tired sealer that was going to dry on the non-absorbent Chromolux substrate and yet have enough adhesion for the foil to stick onto it. We needed to get the foil specially imported from England which was applied to the inside of the Chromolux - sold rolling on the rough uncoated inside of the substrate was also very difficult."

Gick said great care was required in all facets of the job, including ensuring the foil-in sleeves were perfectly aligned to enable the package to spring open when the locking grey-powder stone was removed.

"... people in the printing industry would appreciate the difficulty involved in producing this job. It has certainly raised awareness of the type of work that we are capable of doing."

Wellington-based printing company Gravure Packaging appeared as a Supreme Award Finalist at the Awards. Gravure Packaging's "Shield West" job - printed on a PVC substrate for shrinking around a dispenser tube - earned both a gold medal and the recognition of being the country's best-printed gravure entry.

Gravure Packaging general manager Greg Chapman said several factors came together to achieve the Shield result.

"We had good art from the customer which we then modified to suit our process, we got a good set of cylinders perfectly engraved and then the quality



Gravure Packaging technical manager Steve Wainwright... an opportunity to produce sensitive estate special format items.

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