

# Hutt firms show pride in print

► Charta hooks international prizes

GRACEFIELD-BASED Charta Packaging has earned top awards at competitions in Australia and the US, giving NZ industry a boost in the international marketplace.

Innovative use of metallic and waterproof inks has brought the Hutt company gold and silver medals at the Australasian and American FTA (Flexo Technical Association) Awards, which attract global entries from firms producing packaging and cartons.

Charta won the gold medal in both competitions for its 'Red Snapper Pack' and silver in both for its 'Blue Oyster Pack'. The snapper carton featured use of waterproof agents in the ink and the oyster carton used metallic inks to achieve a shimmering effect similar to an oyster shell.

Each required significant developmental work to get the inks to the standard required on the cartons.

Charta technical manager Maxine Edwards said the feedback from the USA was tremendous.

"Everyone was remarking on the techniques and the quality of the jobs. It carries a great deal of prestige and to win awards at this level is a big marketing tool for us."

Ms Edwards said Charta decided to enter the competitions as a benchmarking exercise after doing so well last year at the NZ Pride In Print Awards.



► GOLD GREETINGS: Format Printing's factory manager Damian Fleming with the Print In Gold Medal, and (below) the winning Christmas card.

UNIQUE METALFX and Iridine aqueous coating techniques developed by Petone printer Format have been expertly combined to produce a striking Christmas card.

Such was the impact of the special processes, which combined to create a rich mixture of metallic colours that altered in differing light angles, Format was rewarded with a Gold Medal for innovation at the recent Pride In Print Awards.

Format factory manager Damian Fleming says the five-colour MetalFX process is very new to New Zealand.

"We had to come up with the right combinations of process and technology to produce the ultimate in



hard to master Iridine Aqueous coating, and purchased new equipment.

"A gamble was taken and we specially imported some Iridine coating, not knowing if it would be workable. Trials ensured - with some disasters - but we were learning and finally found the right combinations to get the job done."

Having earned its first Pride In Print Award in 1993, Format has been a consistent performer and is ranked in the top 10 for both Gold Medals and overall awards.

