

## Shimmering success

Charta Packaging has amplified its 2005 Pride in Print Awards successes by going on to win prestigious international awards, giving the New Zealand industry a major boost in the international marketplace.

Innovative use of metallic and waterproof inks brought the Wellington 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 the 'Blue Oyster Pack'. The snapper carton featured the 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 says 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."

Edwards says the company decided to enter the competitions as a benchmarking exercise after doing well last year at the New Zealand Pride in Print Awards, where it won a total of six gold medals, four highly commended, and was a supreme

finalist in the packaging category.

"Pride in Print was so good for us in terms of rewarding our innovation and giving us a marketing advantage, so we thought 'Are we just good here, or are we good on the international stage?'" Charta submitted our two entries into the Australian awards, and won. "This spurred us on to enter the American awards to see what they thought of our print, and they endorsed the New Zealand and Australian judges' decisions.

"It is a fantastic feeling to be on that international stage, competing against some big companies from the States and elsewhere, where the industry is huge and they have very sophisticated technology. It means we are benchmarked up there with the best

and the feedback we have had is great not just for us but for the print industry here as a whole. It shows that New Zealand standards rank with the best."

Edwards says the experience has spurred them on to further innovation: "We are a small nation that produces world-class products and they should be packaged in world-class packaging."

Pride In Print Awards manager Sue Archibald says she is thrilled to see New Zealand standards endorsed overseas. "This is exactly the kind of achievement that was envisaged when the Pride In Print concept began, in that it has encouraged printers to keep on increasing their standards and achieve the highest levels of innovation."

