

Pride In Print media release (July 4, 2025)

Avondale printer bestowed Pride In Print Supreme Award

A stunningly-designed overseas wedding invite suite perfectly realised through flawless execution of a range of traditional and contemporary print techniques has seen Avondale-based Studio Q / Laserfoil bestowed with the 2025 Pride In Print Supreme Award.

Well over 500 print industry attendees from all around the country enthusiastically embraced the triumph at this year's gala print event at the Cordis Auckland, which was very engagingly MCed by New Zealand television and radio personality Jason Gunn.

Judges glowed over the four-piece Kaya and Brian Wedding Invite Suite, noting the "huge technical difficulty" required to achieve such quality across digital and letterpress printing, light debossing, diecuts, foiling, hand-stitching "and much more!"

"Wow, this beautiful job is more than a wee bit different!," they said.

"Its customised detail additionally involved the incorporation of actual vintage American stamps, a personalised seal, a precisely-bowed ribbon and hand-mixed Pantone colours on bespoke stock.

"The suite further impressed through its precision to achieve perfect line up of elements on even the back of the envelope. The time that would have gone into such detailing on all of these features would be immense and everything was done technically and aesthetically perfectly.

"We saw a number of these beautifully-produced wedding invites for overseas customers this year, with this particular print buyer being based in New Jersey. The fact that these customers are coming to Aotearoa New Zealand printers ahead of anywhere else in the world to have these invites done here is absolutely amazing and speaks volumes to the passion evoked and quality produced in this country."

Interviewed immediately off stage, Studio Q / Laserfoil's director/owner Dave Trotter, letterpress specialist Tim Morris and account manager Liesl Trotter described being "blown away" by the evening – which also saw the firm named Specialty Products Category winner.

"Over the years we've won quite a few Golds and the Process Award several times, but we've never won a Category Award before tonight," they said.

"We are a small company and we didn't expect to win the Supreme Award – there are some big companies out there doing outstanding work."

The trio paid particular tribute to client Michaela McBride Calligraphy, noting Ms McBride's growing international reputation.

"She is an amazing New Zealand designer and calligrapher. Her market is almost entirely overseas – designs for beautiful weddings all around the world. Because of her reputation, she manages to attract those customers.

"She's got an attention to detail that matches our attention to detail and she trusts us."

The trio also highlighted the ecological values of the Colorplan paper used in the job – noting there were no polymer or plastic enhancements required – as well as the continuing and evolving relevance of the platen letterpress, and the crucial benefits of in-house capability.

"We can take a digital print to the machine, diecut it and, if it's not perfect, change it a bit and go back and do another print, until it is perfect – there is no other way you can get that alignment. If you have a finishing house doing it separately, they will do the best they can, but they will be chasing it. We literally went back and forth, back and forth until it was aligned, because it is all in house.

“This job is also a celebration of modern and old techniques, and that is what Studio Q / Laserfoil is about. But we’re not just using the old presses in a traditional way – let’s not forget what has gone before and let’s not overlook what is coming up.”

For further information, please contact Pride In Print Awards manager Tania McDougall, tania.mcdougall@printnz.co.nz, 021 587 072