

Pride In Print media release (July 9, 2025)

Blue Star Auckland Print & Packaging takes out Business Print Category

“Faultless” production of the Mercury – Integrated Report 2024 has earned Blue Star Auckland Print & Packaging the Business Print Category at this year’s Pride In Print Awards.

Commented judges: “Printed on a challenging recycled paper with an older press, this annual report nonetheless features a vibrant yellow that has been reproduced consistently throughout. With all line ups also perfect, we basically could not find a fault – it is just a beautiful job.”

Blue Star Auckland Print & Packaging customer services manager Emma Selwood said this “key annual communication document” serves as both a business performance summary and a brand storytelling piece, “reinforcing Mercury’s purpose, values and future focus”.

“The design and print execution were critical in delivering a publication that reflects both the company’s innovation and commitment to sustainability,” said Ms Selwood.

“A standout feature was the precise colour consistency required throughout the publication – particularly the spot yellow and subtle background tints, which had to remain perfectly balanced across multiple sections and stock weights. The report’s impactful yet minimal aesthetic relied on crisp reproduction, registration accuracy and seamless finishing to deliver a premium and cohesive result.

“Sustainability was central to the production approach. The report was printed on Eco100, a 100% recycled uncoated paper, using soy-based inks – all aligned with Blue Star’s ISO 14001 environmental management standards. The careful selection of materials and processes ensured the final product aligned with Mercury’s sustainability commitments while also maintaining high production quality.”

Ms Selwood said the tactile quality and high-finish aesthetic of the report has also played an important role in how Mercury communicates its brand values.

“For readers – particularly stakeholders and investors – the report needed to feel polished and intentional. The seamless interplay between design and print helped elevate the user experience, making it a piece that people would engage with, retain and reference.”

Mercury was “thrilled with the result and impressed by the attention to detail, print consistency and overall finish”, she added.

“They felt the report was a true reflection of their brand and appreciated how the production aligned with their environmental values. Feedback has been overwhelmingly positive, both internally and from shareholders.

“It’s always a privilege to bring to life a project where creative vision and sustainable execution come together so seamlessly. The success of the Mercury 2024 Integrated Report is a testament to strong collaboration between client, designer and print partner – and we’re proud to see this recognised at the Pride In Print Awards.”

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