

*Pride In Print media release (July 14, 2025)*

### Digital Process precision from Eamar

Eamar Innovative Solutions has earned this year's Pride In Print Digital Process Award for a level of quality in producing the Welcome to My Brain Card Game that genuinely left judges awestruck.

"It was beyond incredible that such vibrant colours were achieved with difficult, textured stock on what could be considered an entry-level machine," said judges.

"Another key feature is that because the box is glued at the bottom rather than having the usual hinge flap, the cards slide right in and out instead of getting stuck. Complemented by a high level of finishing, this is simply an awesome job."

Eamar Innovative Solutions general manager Raych Foye heaped praise on the "gorgeous" design work by Andrea Lee at Humdinger Design for the Neurodiversity in Education Project.

"It is a pack of 55 vibrant cards and a matching box printed on synthetic stock," said Ms Foye.

"As synthetic stock experts, it was a delight to be able to print this project and be recognised for such outstanding results.

"Although the judges commented on this achievement being made using an entry-level machine, the Fujifilm SC180 was actually a recent step up for Eamar. Our previous machine ran non-toner approved synthetic stock, but it had issues with jamming, banding and poor colour vibrancy.

"The new machine had its own issues running a substrate outside its normal range. We had static build up and banding with darker colours the main issue. Fujifilm quickly helped us work through these issues with their technical and training support team, so we were in the perfect position to accept the card game job with its colourful print and dark blue solids.

"With the machine settings sorted, we still had more to learn about stock humidity and temperature, but once our production manager nailed that, we've never looked back!"

Ms Foye added that using a synthetic stock instead of a card with a laminate ensures the product "stays looking great and lasts longer".

"There is no risk of delaminating at the corners and they can be fully submerged for cleaning."

Ms Lee emphasised that she sought a durable substrate that could withstand frequent handling by both children and adults over several years.

"Since a standard pack of cards can show signs of wear almost immediately, we worked with Eamar to find a more robust solution," said Ms Lee.

"They recommended Yupo QJJ which was not only tear-proof and scratch-resistant, but also retained a richness of colour often lost with traditional offset printing.

"The result – a stunning tool to help people of all ages have great conversations about how their unique brains work and how we can create homes, schools, tertiary, clubs and workplaces where everyone's brain gets to shine."

**For further information, please contact Pride In Print Awards manager Tania McDougall, [tania.mcdougall@printnz.co.nz](mailto:tania.mcdougall@printnz.co.nz), 021 587 072**