

*Pride In Print media release (July 16, 2025)*

Three times' a charm at Pride In Print for Sealed Air Hamilton

Sealed Air Hamilton claimed both the Flexible Packaging Category and Flexographic Process at this year's Pride In Print Awards for its "stand out" printing of the Pams Finest Peking Spiced Whole Duck packaging – adding to its PrintNZ Business Awards win.

Judges described a combination of "fantastic detail, great contrasts and nice clean print" resulting in "an extremely-realistic rendering of food dish imagery".

"A great design has been brought to life in execution of a print process not normally associated with top-of-the-line reproduction," they said.

"Colours were solid, with great contrast ensuring the food dish reproduced actually looks real."

Sealed Air Hamilton printing/laminates and prepress group performance leader Damion Robinson said by utilising the latest technology available in the market, his team was "able to achieve a result that allows us to compete in the same market as gravure-printed packaging".

"We used Vortex technology on Kodak plate supplied by R3 which enabled us to print what was an already outstanding design at 175lpi – creating a spectacular and detailed looking image along with helping to lay down a very deep black," he said.

Foodstuffs Own Brands lead brand and communications manager Andrew Rae said the Peking Spiced Whole Duck is considered a "premium/best offering" for the Pams brand.

"This range is designed to provide New Zealanders with access and inspiration to authentic foodie moments," he said.

"The packaging features bold, mouth-watering photography that makes the product look irresistible. Deep, luxurious colours and exceptional print quality help give it a strong 'yum status' and makes it stand out on shelf.

"Bringing this packaging to life took careful planning and expert printing. Special details like metallic ink, precise alignment and balanced colour tones required a skilled print partner. The final result is packaging that not only looks impressive but also reflects the high standards behind the product."

Mr Rae added that his firm was "thrilled" to have the packaging highly recognised at the Pride In Print Awards.

"At Own Brands, we're committed to developing product ranges that offer shoppers choice, value and ease every time they shop at a Foodstuffs store. These awards recognise not only the visual and technical excellence of our packaging, but also the dedication of our team and every partner who helps bring these products to life.

"Winning these awards is a great example of the strong collaboration between our supply partner, design team and print partner. It reflects the care and attention given at every stage, from the initial concept through to final production."

Sealed Air's sustainability drive also saw it named overall PrintNZ Business Awards winner for 2025.

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