

Pride In Print media release (July 9, 2025)

Process award nailed by Gravure Packaging

Petone (Wellington)-based Gravure Packaging has been bestowed with the Gravure Process Award at the 2025 Pride In Print Awards for its reproduction of the Boring Oat Milk Barista shrink sleeve.

Judges' commented: "A high level of thought clearly went into achieving what is a visually-stunning outcome with amazing ink layup. Techniques to deliver a UV eyemark, printing of two different colours and varnish were executed masterfully to make this entry stand out from all others in this section."

Gravure Packaging technical director Grant Amelung described the shrink sleeve as a "lovely job" produced for a "discerning, no-compromise, high-quality, New Zealand-owned brand".

"Our partnership with Boring is on solid ground as the Gravure Packaging brand also subscribes to the same values," he said.

"The client loves the look and feel of the bottle – so much so that the shape and the gravure-printed green has become inseparable from their brand."

Mr Amelung said despite the apparent simplicity of its design, the shrink sleeve required a "high degree of technical skill" to print.

"The vertical vignette is one of perfection, as is the sharpness of print, invisible eyemark, double-sided print and matte over lacquer. The gravure printing process is well suited to jobs such as this, due to the continuously-electable repeat length that shrink sleeves require, and the ability to print technical coatings (Blizzard light barrier and SuperMatte) in line with the print job itself. All while designing for recyclability with washable inks."

He added that the job was "jam-packed with innovations" that Gravure Packaging has previously won awards for.

"Boring is printed in conjunction with our proprietary Blizzard light barrier technology, allowing for the bottle itself to be 100% recyclable transparent PET.

"The ultra-diffuse SuperMatte, as utilised in combat military technology, provides the best light diffusion and natural feel when touching the bottle. The printing of such a lovely diffuse matte to that degree at high speed is really only possible with gravure printing.

"The unique high-definition gravure cylinder engraving results in sharp text.

"And it utilises the ControlShrink film developed by Gravure Packaging for use on high-speed production lines of customers who require the utmost in perfect finish."

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