

*Pride In Print media release (July 15, 2025)*

#### Hot mailer harnesses Heatset Process for Webstar

Webstar has nailed the 2025 Pride In Print Heatset Process Award for an “absolutely amazing” production of the Super Liquor mailer.

Commented judges: “Folded perfectly, glued exceptionally, all line ups were spot on, registered faultlessly and trimmed square – for a web offset press, running as fast as it does, to have such high quality in all of those aspects, while also delivering vibrant colours, is absolutely amazing.”

Webstar sales manager Tom Dempsey said the eight-page mailer was a print campaign designed to target its market demographic/audience “through the proven print and letterbox marketing channel”.

“It involved high-speed production, being printed two-up duplex with inline glue and finishing,” he said.

“Our Man Roland Rotoman presses are world class with superior print production.”

Mr Dempsey added that it was “great” to be printing for the client again “as they had been out of the channel since 2022”.

“Like all work, it was a team effort to produce and I’m stoked the team has been recognised for their hard work by their industry peers.”

**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**