

Pride In Print media release (July 13, 2025)

Blue Star Auckland Display & Distribution bestowed with Industry Development and Creativity Category

Perfect execution of a series of life-sized and reusable advent calendars saw Blue Star Auckland Display & Distribution take out the 2025 Pride In Print Industry Development and Creativity Category Award.

Judges noted “a lot of thought” had gone into the design of the One NZ Advent Calendars.

“Very sturdy, all of the doors and creases are clean and seamless, the digital print is punchy and the sustainability focus of being able to be reused each year also gains top marks,” they said.

“Also printed inside, outside, back and front and a very complex design – having all of the doors fold in, glued and self locking – the assembly would have taken hours. And you can also shut in half to minimise space when storing away.

“As a concept we thought it was very cool and a bit different.”

Revisiting the client brief, Blue Star Display & APC Innovate general manager Sarah Wharfe said the instruction was to create three, oversized advent calendars to engage staff in its head offices nationally in the lead up to Christmas – and with minimal on-site assembly.

“The brief was for it to be life-sized and have the ability to hold prizes for staff, and we recommended that we design it in a way that was reusable,” said Ms Wharfe.

“We also suggested they use vouchers for the prizes instead of designing the unit to hold specific weighted items, as changing this year on year would have been more difficult. The date doors were removable so that it was clear which prizes had been taken and highlighted the countdown to Christmas, and was very interactive for the staff.”

Ms Wharfe said the sustainability attributes of the advent calendar were a particular highlight for the client.

“This entry is made of all recyclable products but most importantly it is reusable – which is something that we recommended the client go with as it aligns with their sustainable policy, and is a good story to highlight to their staff. The customer has kept all shippers and packaging supplied and has stored away for next year.

“For One NZ this is a great example of how we can deliver a sustainable solution for them. The item was made completely out of B-flute, making it fully recyclable at end-of-life and with easy-to-produce replacement parts if anything gets damaged across the years.

“We also designed it in a way that it could be folded for ease of shipping without impacting the overall look and functionality of the product. Due to the space limitation at one of their offices, this design allowed for an angled look so that it could be set to different sizes based on location, rather than produced at three different sizes.

“For One NZ to be able to tell their staff that this element of their internal campaign was a fully-sustainable solution was pretty special. And, the success of the advent calendars and being able to repeat it with new elements, is also a great story for staff.

“The one-off investment will pay off over the next few years.”

Reaction from the client included: “OMG how exciting these look amazing and I can’t wait to hear what our staff think. This looks incredible!! Can’t wait to have these in the office, so exciting!!”

Ms Wharfe said a positive response has been widely expressed from within the One NZ team.

“There has been huge interest and engagement from One NZ staff who saw the advent calendar in the lobby. One NZ would do a daily ‘find the elf’ competition for who would be able to open the door. They said everyone would end up running around the office looking for the elf and there would be a large gathering of people around the calendar each day for the door opening.

“To have the One NZ staff excited about this Christmas internal activation was really positive and a huge success for our client.

“We are so proud that our customers have the trust and faith in us to be able introduce an idea that we can build on to deliver their needs.”

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