

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

### Pressed Flowers print earns Inkjet Process for Caxton

An extremely life-like reproduction of the Pressed Flowers artistic print has earned Caxton the 2025 Pride In Print Inkjet Process Award.

Judges described the work as a “fine example of high-quality, inkjet printing”.

“A lot of work goes into the prepress aspect of creating a print like this, to achieve that depth of image and colour,” they said.

“This, coupled with the subtle texture of the paper used, just adds to the overall composition.

“Also utilising best-in-class equipment, this culminated in a beautiful, detailed and highly-realistic print of an evocative image of pressed flowers.”

Caxton giclee fine art specialist Megan Rogers said it was “very exciting to win awards again this year”.

“I have quite a few now, won over my 22-year career in this role at Microfilm/Caxton,” said Ms Rogers.

“This work was scanned for Robyn Shearwood, an artist who has made her mark using pressed flowers to make art. I have 18 of her works scanned so far, and she sells prints at the markets around home town of Queenstown.

“Once scanned, the customer can order prints as required, adding value to the initial work creating the artwork.”

Ms Rogers said the challenge with scanning such collage works is “capturing the three-dimensional aspect”.

“Using our Widetek 25-650 A2 flatbed scanner on its 3D settings and my skills does the job and the results jump off the page, with the smooth Hahnemuhle Photorag paper showing off all of the detail.

“The archival cotton-rag papers and pigment inks we use are also rated 200+years lightfast in laboratory tests, when not hung in direct sunlight – always treat a Giclee print as you would an original!”

Client Ms Shearwood also gave a glowing response to news of the Category win: “OMG Megan I’m over the moon happy, that is such awesome news! Thank you so much for putting my artwork forward for this :-)) I love your work! Congratulations!”

**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**