

Pride In Print media release (July 9, 2025)

Logan Print lands Labels Category

A highly-contest 2025 Pride In Print Awards Labels Category was claimed by Logan Print for its “perfect execution” of the Fresh’n Fruity Greek Raspberry 1kg Yoghurt in-mould label.

Noting it was one of few offset-produced jobs in a largely digitally-printed category, judges described the label as having “really clean print”, particularly considering its “massive run of 400,000”.

“There are really nice ink tones through everything, the registration was really good, as was the cut quality for a very light film,” they said.

“The main thing was the quality throughout and across the complexity of six colours. We couldn’t find anything out of registration, the colours are really vibrant and it was just very well executed.”

Logan Print technical manager Colin Lean said highest production standards were required for “iconic Kiwi brand”, Fresh’n Fruity.

“The Greek range is an addition to the Original Fresh’n Fruity yoghurt, so the light and dark greens in the logo needed to match as well as the addition of the Greek background blue art,” he said.

“The design of the container makes the label application quite challenging – internal and external curves made diecutting critical to ensure the label wrapped correctly and did not impact the moulding process.

“In-mould labels are perfect for this product. The label and container are made from the same polypropylene, and when the tub is moulded the label ‘becomes’ part of the container – tamper proof and fully recyclable through curb-side recycling.”

Mr Lean added that the particular container entered was selected randomly from a supermarket chiller in Gisborne.

“We are extremely proud that this label had been through our production, moulding, filling, distribution and was still at and Category-winning standard. The judge’s comments on winning the Label Category were amazing – the whole team at Logan Print can be very proud.”

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