

Pride In Print media release (July 11, 2025)

Print Industry Promotion Category plucked by APC Innovate

An innovative combination of functionality with aesthetic design has seen APC Innovate bestowed with the Print Industry Promotion Category at this year's Pride In Print Awards.

Judges comments on the APC 2024 Christmas Wine Box entailed: "A ten-out-of-ten for concept, this well-presented gift box features a design that enables it to be repurposed for the socially-engaging cornhole game. A perfect execution of a beautifully-aesthetic design, in combination with practical functionality."

APC Innovate national sales manager Karl Sciascia described his colleagues as being "extremely proud" of the Category Award.

"Every year we challenge ourselves to come up with our take on a festive Christmas wine box which we give to our clients to say thank you," he said.

"It's a real collaborative approach from the team to push the concept, structural and graphic design elements. The 2024 edition is one we are extremely proud of, and the client feedback was incredible.

"It's great to get the recognition of this award and the judges' comments make all the hard work worth it."

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