

Pride In Print media release (July 9, 2025)

Double delight for Wakefields Digital

Wakefields Digital has taken out both the Publications Books and Print Finishing Categories at the 2025 Pride In Print Awards for its expert printing of the Te Ara Hohou Rongo | The Path to Reconciliation.

Judges described the book as a “lovely combination” of new and old in print techniques.

“It features a machine-made case, but with the rest being painstakingly put together by hand,” they said.

“Everything about it on the finishing side was just superb. There were perfect line ups and it was very clever how the end pages were produced with a special perforation to keep the strain off the binding when it is opened, given its use in a public place.

“This is one of those jobs that just hits you. It has that wow factor and we just could not find a fault.”

Wakefields Digital manager and project lead Clint Riley explained that the large-format, hardback graphic novel tells the story of the land on which Taranaki Cathedral sits, from the point of view of the hapū with mana whenua over the area, Ngāti Te Whiti.

“The book is based on a nine-minute animation created for the visitor and education space Te Whare Hononga by Story Inc and Māui Studios in close collaboration with Ngāti Te Whiti, who collectively tell their story in its pages,” he said.

“The story is unique to this particular place, but also in many ways sadly typical of many other places in Aotearoa New Zealand. The bilingual book is designed to be read by visitors in Te Whare Hononga, particularly school groups; perhaps in future a version of it may also be produced for sale.”

Given the multiple print processes involved – inkjet, Indigo and offset (aqueous sealer only) – the Wakefields Digital prepress team needed to account for dot gain and colour correction across inkjet and Indigo devices among other technical challenges, advised Mr Riley.

“We managed the requirements for creep, ensuring proper alignment of page spreads from the inside front and back covers to the text. Additionally, we provided extra bleed for the wrap-around cover, adjusted artwork for the end pages to align with text sections, and imposed text pages (five x 12 printed pages and two x eight printed pages) to the appropriate thickness for optimal opening ease. These are all issues that needed to be carefully addressed as a printed laminated case, section-sewn, A3 booklet was our recommendation to the client for the best results for the end use.

“Since the booklets will be placed in a public space, secured to a table and handled by the public hundreds of times, our account manager and production team carefully selected processes and materials to ensure the final product was fit for purpose. This included considering grain direction, ensuring ink durability (Indigo text pages with an aqueous seal), maintaining colour consistency across multiple output devices (outside front cover, front and back cover sheets, and text pages) and applying an anti-graffiti laminate for added protection.

“The client preferred printed cover sheets over tinted board. Through precise prepress work, careful final creasing alignment and thoughtful board selection, we achieved a flawless book – completed with matching blue head and tail bands for the perfect finishing touch.

“Aligning individual sections is always a challenge – even with extensive prepress preparation – made even more complex in this project by the printed cover sheets. The human touch of hand binding brought everything together, resulting in a beautifully-finished booklet.”

Mr Riley said a key focus was effectively achieving the “translation” of an animation to the page, “including concentrating on the drama of page spreads and page turns to highlight key story moments”.

“Māui Studios did a lot of work on the detailing and texture of the imagery to make it a rich experience that readers could dwell on.”

Emphasising that all materials used were Forest Stewardship Council (FSC) certified, he added that the book was somewhat unusual in that only a few copies have initially been produced for Te Whare Hononga and Ngāti Te Whiti.

“This is because it is designed to be part of a visitor experience and as a resource for the hapū. It has, however, been designed to be relatively easy to reproduce it in a somewhat smaller format as a ‘conventional’ book.”

Ngāti Te Whiti chair Shelton Healey described being “extremely proud” of the end result.

“It’s been well received by our hapū, project partners and the wider community,” he said.

“It’s already being used as a resource at wānanga and community gatherings, sparking meaningful kōrero.

“A big thank you to [the Wakefields Digital team] for the care and craftsmanship you put into this taonga. The recognition is a real honour and a reflection of the depth of this kaupapa.”

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