

*Pride In Print media release (July 9, 2025)*

Colour Evolution claims Screen Process

Precise detail reproduced on a challenging organic substrate has earned Colour Evolution the Screen Process Award at the 2025 Pride In Print Awards.

Judges' comments on the Zhu Ohmu x Kate Sylvester Hemp Bag included: "An outstanding result on material that is coarse, uneven and therefore notoriously hard to print. There is so much detail, including very fine type and perfectly-straight lines. Extreme technical mastery has been demonstrated to deliver a truly beautiful print job."

Colour Evolution general manager Mike Mossman said the challenging but ultimately-rewarding job arose through a collaboration of fashion brand Kate Sylvester with Auckland Art Fair and ceramic artist Zhu Ohmu.

"They specifically wanted a light-weight hemp bag with a print design that was actually rather complex for screenprinting," he said.

"The bag was a natural fabric in ecru, with a slightly orange shade to it. On talking with the customer, we had to make the image more yellow-shaded for contrast, without having any actual Pantone.

"Because of how light it all was it was impossible to print CMYK. We went with screenprinting and on separating it we went through a seven-colour simulated process – no white base, just a white highlight. And to get the detail it had to run 65lpi – which is easy on flat stock, but this is a rough surface hemp weave, and the fabric was dusty.

"In the end we printed it in 16 layers, half of that was to get a decent base and then the right colour depths. It took over 12 hours of colour adjustment once in registration and sequencing some of the lighter colours over the darker colours to get the eventual colour sign-off, but then only two hours to run the job."

Mr Mossman said given the artistic interests involved, the bag simply "had to be perfect".

"The client press-passed three times before approving ... they expect nothing less than perfection.

"Technically this job was way harder than it looked. It was a great result and it's one of the jobs that in a way we dread – moreso given the substrate was about as challenging as you could get to print any job in tone onto – but it's great to push the boundaries beyond straightforward spot colours."

**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**