

*Pride In Print media release (July 11, 2025)*

ABC Original Print stands tall with Sign and Display Print Category

“A brilliant, well made” display stand produced by ABC Original Print has claimed the Sign and Display Print Category at the 2025 Pride In Print Awards.

Judges commented: “A very-well-designed and stable unit, this display stand features a variety of consumer products that can be readily removed and easily returned to well-made cutouts. Great attention to detail has been shown in what is both a very attractive and functional display.”

ABC Original Print operations general manager James Hedger described the Hydroflow Rainbird FSDU as having delivered on the client’s brief to achieve a notable marketplace impact.

“The Hydroflow Rainbird display is a semi-permanent, point-of-sale, free-standing display,” he said.

“Hydroflow’s partner Rainbird needed an eye-catching unit to communicate their new automated irrigation products to the farming and industrial community. Using our latest UV digital flatbed printing technology, we certainly delivered!”

Mr Hedger said the client sought to have all of the associated components that make up the Rainbird Automated Irrigation System displayed in an integrated way which the customer could easily understand.

“The unit needed to be robust to hold all of the components – our structural team took care to measure every component so they would be housed safely and securely in the display. Power cable access also needed to be incorporated into the display so the LED component could be powered up so functions could be demonstrated in store.

“Furthermore, being constructed from Forest Stewardship Council (FSC)-sourced corrugated board, the unit is recyclable which is in line with Hydroflow’s sustainability initiatives.”

He added the client has expressed it is “extremely delighted” with the stands.

“There has been great feedback from store managers and customers. After installing the stands into stores, interest in the Rainbird Irrigation System has increased tenfold.

“It was a very well-run project, from concept to finished product. The ABC Original Print team are incredibly proud to get this recognition for a job well done.”

**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**