

Pride In Print media release (July 16, 2025)

Winning golden wrapper from Lamprint Packaging

An “exceptional” gold layer complemented by perfect type and imagery reproduction saw Lamprint Packaging prise the 2025 Pride In Print Packaging All Other Materials Category Award.

Judges said the Whittaker’s Dark Ghana 50 gram Chunk wrapper made “no compromise”.

“While beautifully serving the customer’s focus on perfect replication of its distinctive gold brand, this packaging made no compromise on the correspondingly-challenging reproduction of type or imagery – there were no fill-ins,” they said.

“Every aspect is clean and strong – a beautiful, one-out-of-the box job.”

Lamprint Packaging managing director Bradley Holmes said with the Whittaker’s chocolate bar intended for individual purchase, it needed to have “instant” shelf appeal.

“And it does as it is printed with a metallic gold and covered with a second layer of packaging to cover the ink, delivering on a high-gloss finish,” he said.

“Furthermore, to ensure the sealing process on the Whittaker’s filling line does not melt the chocolate, the sealing layer of this product is a special latex seal medium, which seals the pack without any heat being applied.”

To also meet customer sustainability objectives, Mr Holmes said the film is recyclable.

“The packaging can be dropped at any supermarket for collection for recycling.

“Although presently there is no curb-side collection for any soft plastics in New Zealand – which is an infrastructure issue for the Government – but interestingly, there is curb-side collection for this product in Australia.”

Mr Holmes added that client Whittaker’s “loves” both the on-shelf appeal that the metallic gold delivers and that the wrapper is nonetheless recyclable.

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