

Pride In Print media release (July 17, 2025)

Calendar craft captures Promotional Print Category for easy2C

“Just gorgeous” is how Pride In Print judges described the artwork and expert print combination of the Promotional Products Category-winning Art of Michelle Bellamy calendar produced by easy2C Calendars.

“Combining a slightly-older offset press with digital overprinting, this calendar was an excellent representation of prepress, registration and binding,” they said.

“The artwork itself and the finishing is so clean, on a beautiful stock. But also, the images distract you from everything – hand-painted and then overprinted, it is just gorgeous.

“Vibrantly-faultless, the end result is an amazing reproduction of beautiful hand-painted, epic New Zealand scenery.”

easy2C Calendars New Zealand and Australia marketing and design manager Anna Chesterfield celebrated the partnership with “talented” Nelson-based artist Michelle Bellamy.

“Her artwork features stunning New Zealand landscapes – think peaceful lakes, rugged mountains and charming old buildings like boatsheds and backcountry huts,” said Ms Chesterfield.

“The calendar comes in three formats – a large wall calendar, a booklet and a desk version – all showcasing Michelle’s detailed and bold painting style. It’s a lovely way for companies to share a bit of Kiwi art while keeping their brand front and centre.”

Ms Chesterfield said “close attention” was paid to colour in particular during the print processes to ensure full justice was done to the artwork.

“The inside pages were printed using a clever technique called EPM (enhanced productivity mode), which uses only three colours – cyan, magenta and yellow – on our Indigo press. The cover, however, was printed on a different machine – the Heidelberg offset press – which meant we had to carefully match colours between the two.

“We also added a matte UV varnish to the cover, which gives it a soft finish and really brings out the rugged beauty of the artwork.

“The EPM printing method is a new approach we’ve started using. It not only saves ink but also makes the printing process simpler and more efficient, but without losing any of the vibrant colour. It’s a smart, sustainable choice that still delivers great results.”

Ms Chesterfield added that the calendars have proven a “hit with our customers”.

“The feedback has been fantastic! They love Michelle’s art and the clean, simple layout of the date pad, which doesn’t distract from the images.

“Plus, there’s plenty of space for businesses to add their branding and messages, so it works as both a gift and a year-round advertisement. It’s a calendar that people want to hang up – and that means their branding gets seen every day.”

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