

Pride In Print media release (June 27, 2026)

– pics supplied last night –

Brebner Print wins 2026 Pride In Print Supreme Award

Onekawa (Napier)-headquartered Brebner Print has claimed this year's Pride In Print Supreme Award for its superb production of the New Zealand Birds Series of stamps.

With the job also taking out the Business Print Category Award, Brebner stamp production manager Matt Tobin describes being "absolutely stoked with the result".

"This award means a lot to us – it's our first Supreme Award and it demonstrates our team operating at the top of the game," he says.

"We've been printing stamps for four years now and the demands for quality have demonstrably improved our standards across the business. We have some incredibly-skilled staff and it's an honour to see their skill recognised like this."

Mr Tobin says the stamps were produced for last year's PhilaKorea stamp exhibition in Seoul, where they proved "very popular".

"We've since been contacted by collectors who weren't able to get enough of them at the exhibition, asking for more! They show a depth of embossing unlike anything seen before on a stamp sheet, with a stunning design and exceptionally-detailed print to match it."

He adds that, having been informed of the Supreme Award win, organisers of the PhilaKorea event have made contact to advise "they are absolutely delighted for us".

"This award is another step towards solidifying a key customer of ours and will hopefully contribute to securing more work in the export side of our business."

Judges' comments:

Through foiling and three-dimensional sculptured embossing embellishments, these stamps have been absolutely-flawlessly printed.

When you view most jobs with an eye glass you see a dot – with this work you simply see more detail.

The embossing, which registers perfectly with the foiling, is about as deep as you can possibly get on this TruWhite Litho Gummed 110gsm stock – such depth would usually cause at least some wrinkling distortion to the sheets, yet this entry has none.

The stamps have been printed at 600dpi, yet the plates technically max-out at 400dpi – so they are essentially printing 50% more dots per inch than the manufacturer's maximum.

This print firm is delivering an extremely-high level of quality in this work, with every stamp needing to be checked before it goes to the customer, given the huge penalties for any supplied with defects.

Being able to consistently achieve such a standard is incredible. We cannot talk this job up enough – just incredible, beautiful and absolutely perfect.

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