

Pride In Print media release (July 9, 2026)

– incs pics: Heyday Snow Leopard IPA; Leading Label Co digital press operator Keiran Sullivan –

Digital Process domination for Leading Label Co

A captivating production of snow leopard-featured imagery has contributed to Leading Label Company nailing Pride In Print's Digital Process.

Leading Label Company prepress and design manager Corin Duffy says the "beautifully-designed" Heyday Snow Leopard IPA label stars a snow leopard emerging from darkness.

"To enhance the visual effect the customer was looking for, we set this label up to print on silver stock," he says.

"Prepress created a white layer which printed under everything except the leopard's eyes and some of the text. This effect gave a foil-like appearance which accurately portrays the real-life effect of light shining on a cat's eyes in the dark.

"To further enhance the label, prepress created a spot gloss layer to highlight the face and eyes. This spot gloss was hand-drawn and carefully-adjusted for an exact fit over the printed area. The level of difficulty to setup the spot gloss was very high due to the tight fit and the very fine lines that needed to be held on the screen."

Printed on Leading Label's HP Indigo 6r digital press using a "CMYK and white colour strategy on silver metallised synthetic stock", the label received two "hits" of white under all non-foiled areas to "give a nice solid white and ensure no silver sheen remained".

"The label was also soft touch laminated, screen spot glossed and diecut all in one pass on our ABG Digicon machine. The soft touch laminate was used because of its velvet-like feel that gives a premium finish and to provide contrast to enhance the foiled effect and gloss varnish.

"Great care was taken with the application of the spot gloss varnish – the fit was extremely tight and a very high level of expertise was required by the operator to keep the gloss in register with the print – especially when considering the very fine lines in the leopard's whiskers."

Judges' comments:

Total care has been taken in every aspect of this label. The concept of a snow leopard emerging from a dark night background is brought to life through the expert combination of silver foil metallised synthetic stock largely overprinted with white – the big cat's eyes fixing you in its gaze.

After printing the CMYK and two whites, the labels were soft feel laminated to give a premium feel, which was further enhanced by a screened gloss varnish to give the appearance of light catching the eyes and some details on the leopards face. Registration was excellent in the screen gloss and a very clean laydown of the lamination.

Overall, an exceptional label that will really stand out on the shelf.

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