

*Pride In Print media release (July 8, 2026)*

– incs pics: Cheddar Natural Slices 200g; Sealed Air Hamilton plant manager Matt Coe –

#### Double awards delight for Sealed Air Hamilton

A mastery of technology and process in the production of Cheddar Natural Slices 200g has earned Sealed Air Hamilton both the Flexible Packaging Category as well as Flexographic Process at the Pride In Print Awards.

Sealed Air Hamilton printing/laminates and prepress group performance leader Damion Robinson says his team has delivered a “visually stunning” piece of work.

“We had only ever entered this job in the Business Category and when it came up in the production plan late last year we felt that it could be a job that potentially could do well and thought we should enter it in Flexible Packaging as well,” he says.

“The use of Vortex technology from R3 and being able to print at 175lpi led to an incredibly life-like image that really stands out.

“We had actually entered this same design back in 2023 under the Business/Sustainability Category for which it received Gold. By using Vortex technology we were able to reduce what was a ten-colour job down to five colours – reducing the ink and plate usage by 50%!”

#### *Judges’ comments:*

*Mastery of Vortex technology with Kodak plate at 175 line screen has delivered a highly-detailed wrapper. The thermoforming process requires the substrate to be created slightly smaller to account for natural stretching during application – so to get this level of detail for the cheese product featured and in wood grain background is very impressive.*

*A very nice, well-registered job – even across small type – this wrapper really stood out from other entries.*

**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**