

Pride In Print media release (July 8, 2026)

– incs pics: Franklin Times Franklin Times 10/10/2025 (cover and inside); Webstar Auckland business analyst David Frost –

Webstar Auckland wraps up Heatset Offset Process

An overall “fantastic” print job has seen Pride In Print’s Heatset Offset Process bestowed on Webstar Auckland for the Franklin Times 10/10/2025.

Despite the paper having less than a 24-hour turnaround, Webstar Auckland business analyst Daniel Frost says the business prides itself on meeting customer expectations “for the first time, every time”.

“We have strict processes in place to ensure that our customers receive the highest-quality heatset printed product available in the market,” he says.

“Our team is aligned to achieve the best results for our customers and their end users.

“Our Franklin Times customer has a requirement for a fast turnaround on their production. Files are approved on Thursday at 10am and we must have completed product ready for dispatch no later than 7.30am the following morning. Alongside this the customer has high expectations regarding the print quality.

“This is a publication that they are very proud of – and rightly so. It is a fabulous example of quick to print advertising in a shrinking print advertising media world. The fact that this customer consistently prints paginations exceeding 72 pages twice a month for both Franklin & Eastern Times is a boon to their strengths in the advertising industry.

“Webstar is proud to be in partnership with such successful and strong publications.”

Mr Frost says Webstar prints the publication twice a month alongside the Eastern Times.

“We also received a Highly Commended for this publication at the 2026 Pride In Print Awards.

“Both jobs are run back-to-back highlighting our commitment to meeting our customers’ expectations. This aspect alone adds more pressure to our production team.

“We don’t have days to correct errors, remake plates or press pass etc. Webstar is reliant on its internal team of seasoned professionals to meet the high standards set out by our customer.”

Judges’ comments:

The Franklin Times stood out immediately for its exceptional colour reproduction, with vibrant, punchy tones that remained controlled throughout the copy. Printed on offset stock on a heatset web press, the paper achieved a level of consistency well above standard production. The ink laydown was clean allowing images to retain depth and richness while maintaining sharp detail.

Equally impressive was the finishing, with the stitched product presented in a perfectly square format and exceptional alignment. Registration was spot-on, and the overall look was impressive. A fantastic print job with great results.

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