

Pride In Print media release (July 3, 2026)

– incs pics: SolarBurst, The Colour Build Collection; MCC Albany technical manager Alex Straight –

Industry Development and Creativity Category mastered by MCC Albany

MCC Albany's innovative SolarBurst, The Colour Build Collection, has claimed the Pride In Print Awards' Industry Development and Creativity Category.

Having dabbled with pigments that changed colour in different lighting and viewing angles "many years ago", MCC Albany technical manager Alex Straight decided last year to revisit the experimentation with new gusto.

"I trialled many different pigments with varying particle sizes to see what would work best," says Mr Straight.

"I settled on a transparent set that wouldn't obscure the printed image below. The design of the label showcased the difference between printing on a light area and a dark area of print, on both an uncoated and coated material."

Given the varying particle sizes, the correct screen mesh was "essential", he says.

"If the particle was too big and the mesh too small, then the colour-change effect would be less prominent. Marrying up the two was critical to achieving a good result.

"The label itself was designed in-house by one of our experienced prepress operators, Joe Campbell. Joe has the ability to take my ideas and translate them into designs that not only look great but also work within the practical constraints of label printing. Having someone with that combination of creativity and technical knowledge makes projects like this far more achievable and enjoyable."

Mr Straight emphasises that "pigments are interesting things to play with".

"Mixing them into different products either gives you a 'yay' or a 'nay'. When something works, it's really quite rewarding – even more so when a customer requests to have it on their brand."

Judges' comments:

Considerable experimentation has gone into developing this promotional print collection, with each card having its own colour-changing effect. With the visual effect further enhanced by a high-build colour lamination, the user experiences both an impressive visual alongside a nice tactile finish. A great innovation and a clever way for this print firm to present another potential layer of differentiation available to their customers.

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