

Pride In Print media release (July 10, 2026)

– incs pics: Dunhuang Culture in New Zealand, Silk VUE Dual-Layer Translucent Fabric Display (two options); iProduction director Andy Xu –

iProduction invincible in Inkjet Process

Pride In Print has bestowed the Inkjet Process Award on iProduction for its impressive Dunhuang Culture in New Zealand, Silk VUE Dual-Layer Translucent Fabric Display.

iProduction director Andy Xu says his business was delighted to produce this and indeed most of the printed visuals for the Soaring Through the Sky: Dunhuang Cultural Exhibition in Auckland.

“The exhibition brought one of China’s most-significant cultural treasures to New Zealand audiences,” says Mr Xu.

“The opening ceremony was attended by the Chinese Consul General, Auckland mayor and more than 150 guests from Government, cultural and community organisations.”

He says one of the biggest challenges in the project was finding the “right” material to convey the spirit of Dunhuang.

“As the exhibition celebrates the culture of the ancient Silk Road, we wanted the artworks to appear on a material that reflected the elegance and translucency of silk, rather than on a conventional display substrate.

“Having worked in the large-format print industry since 2015, I have been fortunate to build relationships with some exceptional media developers in China. When I explained the exhibition to one of them, he mentioned he was testing a newly-developed polyester-blend translucent fabric that was still at the prototype stage. As soon as I saw it, I felt it perfectly captured the atmosphere we wanted to create.

“We chose Latex printing because of its excellent adhesion, flexibility and odour-free curing, making it the best solution for an indoor cultural exhibition. However, printing onto an uncoated material with Latex technology proved extremely challenging. The high curing temperatures caused several failed attempts before we gradually refined the temperature settings, ICC colour profiles and ink densities through repeated testing and spectrophotometer-based colour calibration.”

Mr Xu says the development benefited from close collaboration with Vicky Han from the Fo Guang Yuan Art Gallery Auckland.

“Vicky reviewed each prototype and helped determine the ideal ink density. Too much ink reduced the elegant translucency of the fabric, while too little compromised the richness and depth of the Dunhuang artworks.

“The final dual-layer Silk VUE display created exactly the soft, luminous effect we had hoped for. Rather than simply reproducing the images, it allowed visitors to experience the beauty, history and cultural spirit of Dunhuang in a way that felt both immersive and authentic.

“Looking back, I believe the success of the project came from combining the right material, careful colour management and close collaboration rather than relying on any single technology.”

Judges' comments:

An amazing technical challenge has been mastered in this best-in-process job – printing Latex on a specially-developed PVC-free polyester-blend translucent fabric designed to recreate the appearance and translucency of natural silk. We were quite impressed with the quality produced – and in fact, no-one knew quite how they had managed to achieve that result given the inputs – particularly not using a specialised printer.

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