

Pride In Print media release (July 3, 2026)

– incs pics: Mora Kolo Pinot Noir 2022; MCC Albany technical manager Alex Straight –

MCC Albany stands out in Labels Category

“Outstanding” work produced by MCC Albany has earned the Labels Category at the Pride In Print Awards.

MCC Albany technical manager Alex Straight says the label was achieved through a precise combination of printing, foiling and sculpted embossing, “while maintaining exceptional detail throughout”.

“The printing and foiling weren't an issue, but producing the sculpted embossing to the required level of depth and definition was the real challenge,” he says.

“Achieving that level of detail took the time and skill of the operator to refine an already well-produced label. Fortunately, the material contains a cotton element that lends itself to holding crisp structure within the emboss.”

Mr Straight says MCC Albany's prepress manager worked closely with the embossing tool manufacturer to develop every element of the image.

“3D renders were created and refined before the tooling was produced. From there, it came down to the quality of the tooling and the skill of the operator to achieve the final result.”

He adds that the label forms part of a series of three “technically challenging” embossed labels, each requiring its own unique tooling and approach.

Judges' comments:

A perfect matt foil has been produced despite the challenges of printing on an uncoated stock and there is great depth and detail in the embossing/debossing – the diecutting is very clean, with no rounding of corners or mismatch of radius. These features combine to create a lovely 3D effect.

Also, featuring very clean type reproduction in even very-small font areas, this is most definitely a standout label.

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