

Pride In Print media release (July 1, 2026)

– incs pics: Putiki Estate; The Armarie Room owner/printmaker Renée Hadlow –

Letterpress Process lavished on The Armarie Room

A fully-bespoke wedding stationery collection, Putiki Estate, has snaffled this year's Pride In Print Awards' Letterpress Process for The Armarie Room.

The Armarie Room owner/printmaker Renée Hadlow says every aspect of the suite was developed specifically for the client couple and their wedding – “drawing inspiration from the estate itself, including hand-drawn mānuka flowers, native fern motifs, a pattern based on the venue's tiled flooring and a tapestry artwork used throughout the styling.”

“As both the designer and printer, I developed the collection with production in mind from the outset – selecting each print and finishing process for its unique contribution to the final visual and tactile experience,” says Ms Hadlow.

“The biggest challenge was maintaining a deep, consistent letterpress impression across an extensive collection of pieces – each requiring different paper stocks, formats and production methods. Letterpress, blind embossing, digital printing, white ink, duplexing, diecutting and hand-assembly were all carefully integrated, with each process selected because it contributed something unique to the finished experience.

“The aim was never to showcase individual print techniques, but to create a tactile collection that invited guests to slow down, explore each piece and discover new details from the invitation through to the wedding day.”

Ms Hadlow says the project demonstrates how traditional print craftsmanship can continue to evolve alongside modern production technologies.

“Heritage letterpress equipment was combined with contemporary digital processes, allowing each process to contribute its own strengths. The stationery was also designed as a keepsake, reflecting the belief that beautifully-crafted print should be valued and retained long after the wedding itself.

“Wedding stationery is often the first physical experience guests have of a celebration. By carrying the same design language from the invitation suite through to the wedding day stationery, the collection established the tone of the event well before guests arrived and created a memorable, cohesive experience throughout the day.”

Being bestowed with the Letterpress Process Award is “incredibly special”, adds Ms Hadlow.

“It recognises not only the finished result, but the craftsmanship, planning and precision behind it. As a small independent studio producing each piece by hand in Nelson, it's an honour to see traditional letterpress recognised at this level and a reminder that heritage printmaking continues to have an important place in contemporary design.”

Judges' comments:

Across the full suite of pieces within this stationery set, the level of detail and craft was exceptional. A high depth of impression, which is technically difficult to deliver so consistently, has been achieved both across the page and across all of the pieces. The menus were particularly impressive, with the embossing of the headings adding a unique and memorable quality. Overall, this was a beautifully-executed piece of work that demonstrated outstanding control, refinement and respect for the Letterpress Process. A clear standout – really stunning.

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