

Pride In Print media release (June 29, 2026)

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Category and Process claimed by Gravure Packaging

Gravure Packaging's striking Whittaker's Brandy Snap label has been bestowed with this year's Packaging All Other Materials Category and Gravure Process at the 2026 Pride In Print Awards.

Printed on a modern ten-colour rotogravure printing press in Petone, the label needs to hit the highest quality standards expected by the client and on a mass-production scale, explains Gravure Packaging technical director Grant Amelung.

"The mix of the client's brand gold colour, photo-realistic brandy snap images and half-tone overprint on metallic gold, bring the emotion and flavour of this classic Kiwi Christmas favourite into every pantry in the country," he says.

"The overprinting of half tone shadows and process imagery, as well as the use of metallic colours are particularly special to this gravure-printed label."

Mr Amelung says the label incorporates a number of Gravure Packaging's innovations developed over the past 40 years – from electrostatic printing, through to bespoke engraving for the colours and metallics – specially for this client.

"The client will not settle for anything less than the best. We are proud that our business can weave together all aspects of the job requirement – from modern machinery and skilled operators, to ensuring the best-possible paper and ink supply.

"This is the reason that competitors may come close, but will never match or exceed our finished product, which matches our client's exacting expectations."

Judges' comments:

Great detail has been achieved in what is quite a small image area and in perfect register, despite the challenges presented by a "difficult" substrate which "moves". The gold ink particularly stands out as very impressive – which it needs to do to meet the product manufacturer's exacting standards.

A beautiful print, it was an easy selection for the Category.

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