

Pride In Print media release (June 30, 2026)

– incs pic: Vaione Niue Gin Gift Cartons –

Valley Print 2020 snaps up Paper and Board Packaging Category

Mastery of craftsmanship on a tried-and-trusted press has seen the Vaione Niue Gin Gift Cartons produced by Valley Print 2020 bestowed with the Pride In Print Awards' Paper and Board Packaging Category.

Recounts Valley Print 2020 general manager Ross Curd: "The job was printed on a 30-year-old, two-colour press, requiring multiple passes without modern computer-controlled systems and also rendering it more susceptible to board shrinkage and distortion – so it becomes more challenging to achieve perfect registration through each pass."

Commenting from the print-buyer's perspective, Consult Ongee director Angelique Sparnaay-Martin says this first phase in the "rejuvenation of an extremely-unique and rare Niuean gin brand" took the form of a "highly-considered contemporary articulation of Niuean culture and arts".

"This added an additional layer of technical requirements to ensure the production process maintained the fine details of the bespoke lalaga patterns developed by the talented Niuean designers at SixOneNine," says Ms Sparnaay-Martin.

"Being a small Pacific Island nation, sustainability is at the heart of everything they do, so we needed to respect this in any production process.

"Colour accuracy and variation across the different packaging is also central to the Niuean cultural connection and consumer offering. Bright, joyful and as varied as the culture that it connects with – bringing a small glimpse of this culture to the consumer audience."

Judges' comments:

One of the first standouts was the PMS colour on the laminated outside of each box perfectly matching that on the uncoated inside – significant, careful testing must have been undertaken to eliminate the effective change in tone that lamination creates. Spot UV and foiling is also all perfect.

Furthermore, the four different-coloured boxes were entered as one instead of four separate jobs, which was extremely brave – there were many opportunities for even a small issue to have ruined this combined entry, yet all four were perfect – and produced on a 30-year-old press.

And what a great marketing concept – retailing the same bottle of gin in four different-coloured boxes to purely cater to buyers' individual colour preferences.

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