

Pride In Print media release (July 11, 2026)

– incs pics: Osmosis Blemish Control Essentials Kit; Studio Q founder Dave Trotter –

Superb Studio Q/LaserFoil snares Print Finishing Category

Outstanding production of the Osmosis Blemish Control Essentials Kit has seen Studio Q/LaserFoil earn the Pride In Print Awards' Print Finishing Category.

Studio Q founder Dave Trotter says with the client having missed the offshore production window for its Christmas retail campaign, the jointly-operated firm stepped up to develop and manufacture the boxes "entirely in New Zealand within a very compressed timeframe".

"At Studio Q, we are committed to producing world-class printed products locally," he says.

"By controlling the entire production process in-house, from print through to specialist finishing and assembly, we were able to maintain exceptional quality standards while delivering within the client's deadline."

He proudly states that the project "showcases what makes Studio Q different".

"While the print quality is important, our real focus is on the finishing. We continue to invest heavily in both traditional craftsmanship and modern production technologies because we believe exceptional print deserves exceptional finishing.

"Every stage, from precision diecutting and foiling through to hand assembly and quality control, was completed in-house. This allowed us to continually refine the product throughout production and ensure every box met the high standard expected by both ourselves and our client.

"Manufacturing locally also significantly reduced freight requirements and avoided the environmental impact and uncertainty of overseas production.

"Producing the job entirely in-house additionally reduced waste through continual refinement during production and ensured any issues could be identified and corrected immediately, rather than after shipping. Investing in local capability allows us to keep developing specialist finishing techniques here in New Zealand rather than relying on offshore suppliers."

Mr Trotter says the quality of the finished packaging "elevated" the perceived value of the product and "created a premium unboxing experience for the customer".

"For the client, producing locally meant faster turnaround, greater flexibility and confidence that quality would be maintained throughout the project. Having one team manage every stage of production simplified communication and ensured the finished product reflected the original design intent.

"At Studio Q, we see ourselves as much more than printers. Our philosophy – 'Makers of Quality Printed Goods' – reflects our commitment to continually investing in both new technologies and traditional finishing techniques to produce work of the highest standard.

"We believe great print doesn't happen by chance. It comes from skilled people, attention to detail and maintaining control over every stage of production. Continually expanding our finishing capabilities has become a defining part of who we are, allowing us to produce work that is both technically challenging and beautifully crafted.

"It is particularly rewarding to see Studio Q recognised on the final podium and to be named Supreme Award finalists for the second consecutive year. Recognition like this reflects the dedication of our entire team and reinforces our commitment to continually raising the standard of print and finishing in New Zealand."

Judges' comments:

The tray and insert are really well formed, the diecutting is very clean and considerable thought has gone into how the product will sit in the box. From a visual perspective there are no overhanging flaps deflecting the eye from the product and no splitting in the corners. The sleeve is printed and finished beautifully, also with no cracks or creasing, and the foiling on fine lines is beautiful with no bleeds. This job really catches the eye.

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