

Pride In Print media release (June 29, 2026)

– incs pics: Logick Playing Cards Set; Logick Print & Graphics director Dave Gick –

Print Industry Promotion Category for Logick

Superbly combining a multitude of printing disciplines in the Logick Playing Cards Set has earned Logick Print & Graphics the Pride In Print Awards Print Industry Promotion Category.

Having observed some “beautiful” collectable playing card sets being produced around the world in recent years, Logick Print & Graphics director Dave Gick says his team was inspired to set a new benchmark in the New Zealand marketplace.

“So, we looked at what current tooling we had from other jobs that we could utilise to create a fun job,” he says.

“The back of the card is from a previous Gold Medal winner version of our business card.

“The box is from a previous Gold Medal winner, ‘Tisane Tea”

“Then we decided to incorporate all of our internal processes to showcase digital on the reverse side for the suits – full-colour, velvet touch laminate and spot digital gloss.

“The cards were finally glued two-part together – the embellished side to the digital side – before diecutting.”

Mr Gick says what started out as a “bit of fun” then “blew up” – such was the interest and demand as the public viewed the set on Logick’s Instagram page.

“So, who knows what the future holds for producing more?

“When we produce an internal promotional job, we like to include different colourways to show how different colours have different reactions to people’s preference. Hence, the white, black and silver colours.

“It’s great to get feedback on people’s favourites.”

Judges’ comments:

These playing cards have strong visual appeal and a nice tactile feel, with careful attention to fit, construction and tolerance – details that can be easily missed, but are often the difference between a good piece and an award winner. Also involving five colours and nine press passes, as well as lamination, spot gloss, hot foil stamping, embossing, debossing and diecutting, this job presents an excellent example of what print can do when craftsmanship and production planning are treated as part of the creative.

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