

Pride In Print media release (July 1, 2026)

– incs pics: WOW 2026 Calendar; Blue Star Wellington commercial and strategy general manager Katharine Williams –

Blue Star Wellington nails Promotional Print Category

Premium printing and finishing has seen Blue Star Wellington presented with the Pride In Print Awards' Promotional Print Category for the WOW 2026 Calendar.

Blue Star Wellington account director Tim Upton notes that turnaround on the project, which is produced on behalf of the World of WearableArt, is "always critical" given the choice of garments for WOW are made close to the event happening.

"The turnaround time can be quick, which we manage with the client," says Mr Upton.

"We ensure that the job itself is booked in prior to final artwork and that all colours, foils, formats are signed off prior to this to ensure we meet the deadline."

He says the client's design vision "definitely helps us produce a stand out, quality job".

"The job is press-passed by the print room manager and the account director – all elements of the job are carefully checked prior to the job being finished."

Mr Upton adds that the work also has notable sustainability aspects.

"We use Forest Stewardship Council (FSC) stocks and we use vegetable inks to ensure we create a product that is as sustainable as possible. The finished job is delivered in Wellington so producing it in Wellington also reduces the carbon footprint."

Judges' comments:

This calendar exemplified exceptional printing and premium finishing, produced to a standard unmatched within its Category.

Every element – from the perfect registration and rich colour reproduction to the carefully-executed finishing – reflected a high level of craftsmanship and attention to detail. The flawless gold foiling on the cover provided the final touch, adding elegance and making the entire piece shine.

The result was a calendar that not only served a practical purpose but also stood out as a showcase of excellence in print production and finishing.

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