

Pride In Print media release (July 8, 2026)

– incs pics: Sage Journal; Blue Star Auckland Print & Packaging sales manager Pearl Vea –

Publications Magazines Category for Blue Star Auckland Print & Packaging

An “arresting” production of the Sage Journal has earned Blue Star Auckland Print & Packaging the Publications Magazines Category at the Pride In Print Awards.

Blue Star Auckland Print & Packaging customer services manager Emma Selwood proudly describes the journal as a “premium publication” in which the physical print experience is “central to the overall impact of the piece”.

“The journal is designed to be held, read and revisited, so the quality of the print, stock and finishing needed to reflect the calibre of the content inside,” says Ms Selwood.

“From the outset, the focus was on producing a publication that felt refined, considered and beautifully crafted. Working closely with the client, our team paid careful attention to the stock selection, colour reproduction, image detail and finishing, ensuring the final result delivered both strong visual impact and a memorable tactile experience.

“One of the most impressive aspects was achieving a consistent, high-quality result across a publication with extensive full-page ink coverage, rich blacks and strong imagery throughout. The judges’ comments really captured this well – the blacks, colour definition and overall consistency were key to the success of the piece.

“The stock combination also played an important role. The Sumo Offset text stock gave the internal pages a beautiful print surface, while the textured Via Felt Pure White cover added a more premium, tactile feel. The clean foil application on the cover helped give the masthead crisp definition and created an understated but very striking first impression.”

Ms Selwood says, while “not an overtly technical or gimmick-led piece”, its innovation sits in the “craft and restraint of the production”.

“Every production choice had a purpose, from the paper selection through to the finishing, with the aim of elevating the publication without overcomplicating it.

“Sustainability is always an important consideration for Blue Star. Careful planning, efficient production processes and responsible material use helped minimise waste while still achieving the high standard required. There is also a sustainability value in creating print that has longevity – a publication of this quality is more likely to be retained, shared and revisited, rather than treated as disposable.”

For the client, Sage Journal is a “great example of how print can add depth, value and credibility to a brand or publication”, adds Ms Selwood.

“The end result goes beyond simply carrying content – it enhances the content and reinforces the premium nature of the journal.

“For the reader, the combination of sharp imagery, rich colour, carefully-selected stocks and refined finishing creates a more immersive and memorable experience. It is a strong reminder of the role premium print still plays in a world where so much content is consumed digitally.

“We’re incredibly proud of the Blue Star Auckland Print & Packaging team involved in producing Sage Journal. A result like this reflects the collective skill of our prepress, print, finishing, production and customer service teams, as well as the trust and collaboration of our client.

“Pride In Print recognition is always meaningful because it celebrates the craft behind the work. To have Sage Journal acknowledged in this way is a fantastic result for everyone involved.”

Judges' comments:

An absolutely beautiful print job throughout, beginning with excellent stock choices in Sumo Offset and the textured Via Felt Pure White. They have captured the blacks really well, it has great colour definition, with full coverage on most pages. There is a beautiful, clean foil on the cover which gives the masthead good definition. It is really arresting – they have done incredibly well.

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