

Pride In Print media release (July 9, 2026)

– incs pics: Heineken Electric Ave Pallet Display; APC Innovate general manager Sarah Wharfe –

APC Innovate slam dunks Sign and Display Print Category

Superbly bringing a concert environment to life with the Heineken Electric Ave Pallet Display has seen APC Innovate win the Sign and Display Print Category at the Pride In Print Awards.

APC Innovate design manager Zane Barclay says the engaging project was developed as a promotional pallet display for Heineken to support its association with the Electric Avenue music festival.

“The display was designed to bring the excitement and atmosphere of the festival into a retail environment – creating a visually-engaging point-of-sale experience that encouraged shopper interaction and product visibility,” he says.

“By combining strong structural design with eye-catching graphics, the display helped reinforce the festival theme while showcasing Heineken’s brand in a unique and memorable way.”

He says the display’s standout feature was “its ability to recreate the atmosphere of a live music festival through a combination of multiple layered components”.

“These features – such as 3D pop-out elements and inset stage with integrated LEDs – worked together to create depth, visual impact and a highly-immersive retail experience that brought the Electric Avenue festival theme to life.”

Judges’ comments:

Framing of a diecut-created “audience” around a setback stage and enhanced by LED lighting has succeeded brilliant in creating the 3D experience of being at a live concert in this point-of-sale display.

It is very-well printed – the structure, particularly in the “speakers”, was insanely good – and with the overall look, it combined absolutely perfect to serve the functionality of presenting boxes of the manufacturer’s product.

Out of all of the entries in this Category, the whole overall package just really put this job up there.

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