

Pride In Print media release (June 30, 2026)

– incs pics: Wella, Fine Art Screen Print; Southan Print director Dylan Southan and Southan Print Screen Printing Department manager Mike Ogle respectively with the Screen Process medal and Specialty Products Category medal –

Fine art print reaps two major awards for Southan Print

Southan Print has taken out both the Specialty Products Category and Screen Process at this year's Pride In Print Awards for its high-definition Wella, Fine Art Screen Print.

With the client seeking "something truly special", screen printing was selected over digital to achieve a "premium finish with greater depth, colour and character", says Southan Print director Dylan Southan.

"The aim was to create something more than just a printed image," he says.

"We wanted to produce a unique piece with a story behind it – something that could be framed and proudly displayed as an example of quality craftsmanship."

Achieving the pristine result came through dedicated care and attention to detail.

"We knew from the beginning this would be a challenging project. The artwork contained a lot of colour and detail, and every colour had to be printed separately on a single-head screen printing press.

"Everything needed to be carefully controlled, from the screen preparation and ink consistency to the final print. One of the biggest challenges was achieving natural-looking flesh tones while keeping the colours clean and accurate."

Mr Southan says the job also had an environmental focus, with the client wanting to avoid using PVC or plastic materials.

"So we printed onto a premium single-sided coated paper – this gave us a clean, high-quality finish while also meeting the client's sustainability goals.

"This project is a great example of what makes screen printing so special. While digital printing has its place, screen printing offers a level of quality, character, and craftsmanship that makes every print feel unique."

Judges' comments:

For a screenprint, the ink is mixed and then one colour is printed at a time – adjusting the squeegee strength, adjusting the gap between the mesh and the substrate – in a process that is pretty much the same way it was 100 years ago. To get this level of definition in the model's hair and even little dimples on her arm through a mesh – which can only go so fine – is true craftsmanship. For the customer to choose screen printing for this job is also really cool.

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