

*Pride In Print media release (July 9, 2026)*

– incs pics: Whittakers Caramel/Banana Presentation Box; ABC Original Print general manager Jason Sinclair –

Structural Design Packaging Category aced by ABC Original Print

A “wow” factor delivered through the unveiling layers incorporated within the Whittakers Caramel/Banana Presentation Box has seen ABC Original Print take out the Structural Design Packaging Category at the Pride In Print Awards.

“Super stoked” with the Category win, ABC Original Print general manager Jason Sinclair says the influencer box was a very collaborative project between Think Packaging, Bastion Shine and ABC Original Print.

“Comments from Think Packaging were the initial inspiration behind the box – ‘an un-peel-ievable new flavour from Whittaker’s just dropped – Banana Caramel’,” he quips.

“Working with Bastion Shine, Think Packaging designed a multi-layered influencer kit for Whittaker’s Banana Caramel that rewarded curiosity with every unboxing. Each peel-back moment brought you closer to the tasty gold at the core!”

Mr Sinclair says Think Packaging owner/director Mat Bogust essentially sought out ABC Original Print to then “help make their concept a reality”.

“Working with Think Packaging we discussed all of the possibilities at ABC Original Print’s disposal. Using various substrates and print processes, the Whittaker’s Banana/Caramel Influencer Box was born.

“From a fairly simple-looking banana export box outer, the experience of unboxing gets more and more rewarding. After opening the outer box, the inner box is revealed – the gloss lamination and Konica Accurioshine High Build Whittaker’s Logo and diecut melting caramel drips give the internal box a premium look and feel.

“Moving further into the box there is an interactive component. Using a micro-perforated cut in the shape of a banana, the influencer is forced to engage and tear out the shape to finally reveal the new Whittaker’s Banana/Caramel flavoured chocolate bars at the box’s core.

“Projects like this are incredibly rewarding. The team at ABC Original Print are very proud to have been involved in such an ‘un-peel-ievable’ project.”

*Judges’ comments:*

*The “unveiling” aspect of this presentation box gave it a real “wow” factor. Arriving as a tidy, decorated white delivery box, it opened to reveal a brown-coloured melting-chocolate-effect layer achieved with the help of diecut “drips”, beneath which was a yellow box with banana-shaped tear strip which then ultimately revealed the block of chocolate itself.*

*It is a great design, produced via UV inkjet, toner and Indigo print platforms, with lovely embossing and diecutting. And structurally, we could not find a fault anywhere.*

*A very-nicely-put-together presentation box – it simply stood out from the rest.*

**For further information, please contact Pride In Print Awards manager Tania McDougall, [tania.mcdougall@printnz.co.nz](mailto:tania.mcdougall@printnz.co.nz), 021 587 072**