



New Zealand Pride in Print Awards 2004 Opaltone helps AEP Flexipac wrap up the Golds

AEP Flexipac emerged tops in quality with seven Gold medal-winning entries - two of which were also recommended as Supreme Award finalists.

Master Foods Australia's Thai Chicken Stir Fry, in the gravure category, was in register with a perfect lay down of the dot with a high impact image, according to judge Leo Caunter.

In Flexographic, Supreme Award finalist Maggi Lamb Ragout earned special comment for the "Opaltone" process used.

Opaltone has been around for several years, and Australian design house LKS has embraced its use for Nestle's NZ Ltd Maggi packaging (four Gold medals).

Opaltone was also used for Nestle's Mackintosh sweet packaging.

Mr Caunter said "Opaltone" uses seven process colours; CMYK plus Red, Green and Blue inks. It was slightly more expensive than regular CMYK because up to three extra plates are required. But in comparison, it delivers significant punch that makes the product stand out on the supermarket shelves.

"Opaltone almost comes up three-dimensional and can look better than the real thing," Mr Caunter said.

Fellow packaging judge Frank Brokken also said the Opaltone process had been around for several years and was steadily growing in popularity. Nestle's Australian design house LKS has introduced the technique, which may result in a new trend for the New Zealand packaging industry.

The process replaces the use of spot colours by adding saturation to CMYK with three extra RGB colours. This adds overall depth to the printed package.

Mr Brokken said the technique can be used for all print processes including gravure, but it's main success was in flexography because of its ability to print higher screen rulings and ink densities in combination.

"...it was apparent that printers had taken on board the flexographic judges' comments from last year."

Overall trends from this year's judging showed significant improvement, compared to last year, in the lay down of whites, particularly where it went onto foils; and registration was very high this year after being weak previously.

He said it was apparent that printers had taken on board the flexographic judges' comments from last year.

A record 110 Gold Medals were presented at this year's Pride In Print Awards. The largest haul went to the Auckland region, with 48, including the Supreme Award winner and five Supreme finalists. Seventy-seven further Auckland entries were Highly Commended.

Wellington area took 29 Gold, including three Supreme finalists, plus 42 Highly Commended; Christchurch took 18 Gold including five Supreme finalists, (11 Highly Commended) while Dunedin took seven Gold (2 Highly Commended). Hamilton took two Gold and four HCs, Blenheim two Gold, with Coromandel, Napier, Wanganui and Levin each taking one Gold medal. Other HCs went to Gisborne, Invercargill, and Rotorua (140 HCs in all). ■



Warwick Hay, General Manager of Carter Holt Harvey Carton, for McDonald's Barbie/Hot Wheels Happy Meal, and Simon Roydhouse, print department team leader at FPS International for Treasures Ultra 28 Newborn Nappies.



Greg Stevenson, technical manager (centre) and print co-ordinators Geoff Butler and Nick Dierck with AEP Flexipac Christchurch's clean sweep in the Flexographic Printing - Mid Web - Reverse category. Gold medals were awarded for 1kg Allen's Mackintosh, Whiskas Cravers Fish Bite, Maggi Garlic and Parsley Potato Mash, Maggi Cajun Wedges, Maggi Lamb Ragout and Maggi Thai Vegetable Curry.



Brilliant work from AEP Flexipac Christchurch - good enough for seven Gold medals and two Supreme Finalists at the 2004 Pride In Print Awards. Print co-ordinator Nick Dierck, technical manager Greg Stevenson, operations manager Ignatius Wong and print co-ordinator Geoff Butler with their winning entries.