



Pride
In Print
Awards

PRINT IS BIG

THE NEW ZEALAND PRIDE IN PRINT AWARDS 2017

AND
WE JUST
LOVE IT!

Inside

- Supreme and Runner-up winner • Category and Process winners
- Gold medal winners • Apprentice Awards • Award's night
- Past winners • Top ten Gold and overall winners

KIWI INNOVATION

CREATES A STUNNING LABEL

"Any bottle would stand out from any shelf with this label on it" – is the glowing endorsement from Pride In Print judges for the wine label that has won the coveted Labels Category.

North Shore printer Rapid Labels produced the glittering Haha Brut Cuvée label which caught the eye of judges and will help catch the eye of wine drinkers looking for an exceptional purchase.

Printed in gold on gunmetal foil with a satin varnish finish, the label was created for the launch of the new Haha bubbly. Haha in Maori means savoury and luscious, attributes clearly reflected in a wine that is top-quality and a joy to drink.

The bubbly is described as "a gorgeous lemon hued warm golden colour in your glass, with a creamy rich nose with a hint of toast, hazelnut and citrus" and it needed a classy label to match.

Judge Tony Wheeler says Rapid Labels have produced this and more

"This label is extremely well printed. There are so many things going on here. The stock is almost like a fabric and is very difficult to manage yet the foiling detail is absolutely perfect."

"It feels good to the touch too. There's even a white screen behind the barcode ensuring it can be scanned very accurately.

"At the end of the day this eye-catching quality is what sells the wine. This is a label that has the wow factor."

"Stoked" at the recognition, Rapid Labels general manager Paul Agnew says:

"At the end of the day this eye-catching quality is what sells the wine. This is a label that has the wow factor."

"It's a tribute to all of the staff in the factory and within the business.

"The label had some unique characteristics, with the embellishments that were required and the degree of difficulty, and I guess we nailed it."

Mr Agnew noted the almost fabric-like nature of the label provided a fantastic tactile appeal, which was achieved through some discerning choices on stocks, varnishing and other techniques to deliver a genuine "Kiwi innovative result".

"We took a traditional approach, but applied some different methodologies.

"Wine is on a huge curve and is looking to be one of the primary export markets for New Zealand. We wanted to build a lasting relationship with customers, make each customer feel special and provide labels that trigger an emotive response that encourage deeper connections with their brands.



Floating Foil Snapper



Karven Gin

RAPID LABELS

09 414 1700 / www.rapidlabels.co.nz

9 Gold & 3 HC

At Rapid Labels, they get out of bed each morning to create labels that are innovative, eye catching and tactile over multiple market sectors that offer solutions for their customers

LABELS

RAPID LABELS Continued from page 37

Tantalus Chardonnay

Mrs Smith Pinot Noir



Tantalus Estate Merlot Cabernet Franc



Wild Rock Pinot Gris



Pure Shade Repair



Onuku Clover Honey

GRAVURE PACKAGING LTD

04 568 8467

www.gravurepackaging.com

2 Gold & 1 HC

Gravure Packaging are leaders in a diverse range of FMCG flexible packaging markets such as; shrink sleeves, confectionary and snack wraps, laminations, rewinds, soap wrap, labels, tamper bands, paper overwraps and interactive packaging

Fruco-V Iced Coffee



Chobani Mango

Did you know...

71% of kiwis are actively looking to see where goods have been grown and processed