



Pride In Print Awards

04.07.25

EARLY BIRD ENTRIES CLOSE
31 January 2025

ENTRIES CLOSE :
21 March 2025

www.prideinprintawards.co.nz

PATRON 2025

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PRIDE IN PRINT AWARDS

You're A Firework!

Established in 1993 with the goal to promote excellence in print in New Zealand, the Pride In Print Awards have been a pinnacle of recognition year after year for the best in visual print communication products produced in New Zealand. They embody a culture of excellence aimed at meeting and exceeding the needs of the customer and continuously pushing boundaries. It is in the commercial marketplace where Pride In Print delivers its greatest tangible reward.

Each sector of the industry is covered, with expert panels of judges analysing every entry. Judging is based on technical excellence in all facets of the production process, typography and good design, allowing specialists to make judgements based on the potential and the limits of processes, and the materials and equipment used.

Tania McDougall - Awards Manager

ENTRY DETAILS

WHO CAN ENTER?

Entries are welcome from any person or company associated with the production or purchase of print.

WHAT WORK IS ELIGIBLE?

Entries must have been printed in New Zealand between 1 January 2024 and 31 December 2024 and can be from any production process.

HOW CAN I ENTER?

An official entry form must be completed either online or hardcopy for each entry submitted. An entry fee is payable per entry. For entries received before 31 January 2025 an early bird discount will apply.

CAN I GET MY ENTRY RETURNED?

Entries will only be returned if you select you would like it returned when completing your entry form. **A courier ticket** (with street address and phone number) **must be supplied with your entry or we can invoice you for the courier fee.**

HOW DO I PRESENT MY ENTRY?

Entries should be presented in a satisfactory state for judging (i.e. clean, unmarked, undamaged and carefully selected). The company name must not appear on the entry or display board unless it is a self-promotion piece.

For any mounted work, the entry must be able to be readily accessed on both sides of the job, and a loose sample **MUST** be supplied. Section B can be attached to the back of the mount.

Some categories have different requirements - please refer to entry notes, or check out the website www.prideinprintawards.co.nz for more information.

HOW MANY ENTRIES CAN I SUBMIT?

There is no limit to the number of entries submitted.

CAN I PLACE AN ENTRY IN MORE THAN ONE CATEGORY?

Yes. A separate entry form must be filled out for each category entered.

CAN I SUBMIT A CAMPAIGN?

Entries that are in sets or campaigns are acceptable but must be limited to four (4) items for the same client produced as a campaign. Sets will be judged to the average standard of the items submitted.

WHAT IS JUDGING BASED ON?

Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process or processes, the materials and the equipment used.

Elements of typography and good design must inevitably be part of this judgement, as will the effective and innovative use of materials.

Each category has different requirements and may be assessed quite differently, please refer to www.prideinprintawards.co.nz for judging information to assist entrants.

IS MY ENTRY JUDGED AGAINST OTHERS?

Each entry submitted is individually assessed and has equal opportunity of being recognised with a Pride In Print Award.

WHAT IF I ENTER IN THE WRONG CATEGORY?

The Pride In Print Awards organiser reserves the right to reclassify an entry where it is to the advantage of the entrant.

HOW IS WINNING WORK RECOGNISED?

Gold medals and gold certificates are available in each category and are awarded to the entrant of the winning job. Gold winners are entitled to an additional two free certificates for other contributors and this selection must be made on Section A of the entry form.

If in the judges' opinion an entry is highly commended, a certificate will be awarded to the entrant only. If the information is supplied incorrectly or not supplied on the entry form, certificates can be issued at a later date at the entrant's cost. Additional certificates may be purchased from the Pride In Print Awards.

HOW IS THE SUPREME AWARD WINNER SELECTED?

All Gold winning work in each subcategory is assessed. One job is selected as a category contender. The job is then assessed with all other category contenders and one entry is chosen as the category winner.

The Supreme Award Winner is selected from all the category winners. The Supreme Award is presented to the printer of that entry at the Awards night. If the printer is not the entrant of the work, a miniature trophy will also be presented to the entrant.

BEST IN PROCESS / CATEGORY AWARDS

In addition to the Supreme Award, one entry from each production process will be recognised with a "Best In Process" Award and one entry from each Category will be recognised with a "Best In Category" Award.

WHO APPOINTS THE JUDGES?

The Pride In Print Committee appoints judges from nominations received from Host Associations. Where there is a conflict of interest in the judging procedure, then that judge will step down from evaluating that entry.

The Awards are co-hosted by: Pride In Print New Zealand Ltd / The Designers Institute of New Zealand / Plastics New Zealand Incorporated / Print Finishers Association / Printing Industries New Zealand Inc. (PrintNZ) / Self Adhesive Label Manufacturers Association of New Zealand (SALMA) / Quick Printers and Copycentres Association.

WHEN CAN I SEND MY ENTRIES?

An entry can be submitted anytime up to the closing date as long as the official entry form is completed and sent at the same time.

WHERE DO I SEND MY ENTRIES?

Please send all entries to First Floor, 60 Wilkinson Road, Ellerslie, Auckland 1060.

Unless discussed with the Pride In Print Awards organiser in advance, entries are NOT to be dropped off to the judging venue on the day of judging.

PRINT CATEGORIES

Please refer to entry notes for criteria

CATEGORY 1: PUBLICATIONS

- A. Newspapers
- B. 1) Magazines - over 64pgs
2) Magazines - under 64pgs
- C. 1) Books - over 32pgs
2) Books - under 32pgs
- D. 1) Marketing Catalogues & Directories
- E. Brochures & Leaflets

CATEGORY 2: BUSINESS PRINT

- A. Corporate Stationery - i.e. letterhead, compliment slips, stamps, business forms.
- B. Personalised Direct Mail - i.e. envelopes, letters, mailers
- C. Annual Reports / Company Prospectuses
- D. Security Printing

CATEGORY 3: PROMOTIONAL PRINT

- A. Marketing Campaigns - two or more items per campaign - i.e. leaflet, poster, postcard etc promoting the same item
- B. Promotional & Giveaway Items - i.e. pens, cups, USBs, paint swatches
- C. Cards - i.e. greeting cards, postcards, invitations
- D. Presentation Folders
- E. Calendars
- F. Textiles & Clothing
- G. Other

CATEGORY 4: LABELS

- A. Wine
- B. Food & Beverage
- C. Luxury Products i.e. perfume, beauty products, jewellery
- D. Coupons / Label Booklets
- E. Tags - i.e. garden, clothing, beverage, industrial
- F. Specialist Embellishments - all areas
- G. Other

CATEGORY 5: FLEXIBLE PACKAGING

- A. Food & Beverage
- B. Luxury Products - i.e. perfume, beauty products, jewellery
- C. Functional Packaging - i.e. promotional packaging products, hamper packs
- D. Personal Care & Household - i.e. gardening, baby products, cleaning products, pharmaceuticals, clothing, shoes
- E. Other

CATEGORY 6: PAPER & BOARD PACKAGING

(Entries must be presented in their final form for judging)

- A. Commercial FMCG
- B. Luxury Products - i.e. perfume, beauty products, jewellery
- C. Functional Packaging Industry & Business - i.e. promotional packaging products, hamper packs
- D. Point of Sale Packaging
- E. Specialist Embellishments - all areas
- F. Presentation Boxes
- G. Other

CATEGORY 7: STRUCTURAL DESIGN PACKAGING

(Entries must be completed display stands & packaging and must have a structural design component to be eligible for this category)

- A. Food & Beverage
- B. Luxury Products - i.e. perfume, beauty products, jewellery
- C. Functional Packaging - i.e. promotional packaging products, hamper packs.
- D. Personal Care & Household - i.e. gardening, baby products, cleaning products, pharmaceuticals, clothing, shoes
- E. Presentation & Display Boxes
- F. Other

CATEGORY 8: PACKAGING – ALL OTHER MATERIALS

i.e. aluminium, metal, glass, plastic

- A. Food & Beverage
- B. Luxury Products - i.e. perfume, beauty products, jewellery, personal care
- C. Functional Packaging - i.e. promotional packaging products, hamper packs
- D. Household - i.e. gardening, baby products, cleaning products, pharmaceuticals, clothing, shoes
- E. Other

CATEGORY 9: SIGN & DISPLAY PRINT

- A. Point of Sale Display Stands - i.e. counter displays, printed counter tops, aisle shelf cards, hanging rigid sheets
- B. Point of Sale Display Boards - i.e. aisle shelf cards, hanging rigid sheets
- C. Outdoor Signage & Billboards - includes applied graphics work
- D. Indoor Signage - includes applied graphics work for indoor signage
- E. Interior Décor & Design Jobs - i.e. wallpaper, tiling, internal floor graphics
- F. Exterior Décor & Design Jobs - i.e. rubbish bins, postal display boxes, external home and commercial graphics, outdoor flooring
- G. Soft Signage - i.e. flags & fabric banners, backlight applications, textile wraps, blinds, fabric light boxes, bar runners, mats
- H. Vehicle Graphics - i.e. vehicle wraps, plane graphics
- I. Functional - i.e. touchscreens, graphic overlays, keypads
- J. Other

CATEGORY 10: SPECIALTY PRODUCTS

- A. Limited Edition & Fine Art Prints
- B. One Off Work
- C. Personal Stationery / Wedding Stationery
- D. Other

CATEGORY 11: PRINT FINISHING

- A. Embellishments - i.e. cover foiling, embossing, laminating, spot uv
- B. Machine Binding - i.e. saddle stitching, perfect binding, wiro-binding, machine case binding
- C. Hand Binding - i.e. handbound books, cases, one off books
- D. Die Cutting & Specialist Forme Making
- E. Other

CATEGORY 12: INDUSTRY DEVELOPMENT & CREATIVITY (ALL CATEGORIES / PROCESSES)

- A. Product Innovation (all products)
- B. Environmental Print Products
- C. Export

CATEGORY 13: PRINT INDUSTRY PROMOTION

- A. Self-Promotion

Tick if entry is to be returned

PRINT ENTRY - SECTION A

- To be placed loose with entry - This information is for administration, not judging
- PLEASE DO NO SUPPLY THIS DOCUMENT AS DOUBLE SIDE PRINTED
- Each entry must have an individual sample supplied for judging
- Complete areas only relevant to your entry
- Select up to 2 additional certificates (see below for details)

Please tick above if you wish for your entry to be returned – a courier ticket MUST be supplied with your entry for return.

Entrant Company name:	Contact name:
Postal address:	Physical address:
Phone number:	Email:
Category entered (refer to entry notes):	

CERTIFICATES

If your entry wins gold you are entitled to up to 3 gold certificates – 1 for the entrant and 2 others of your choice. Please indicate the 3 certificates you require by ticking the squares inside the appropriate boxes below. This information is used to produce certificates and PR material so **please check the spelling and details you provide are correct**. If no boxes are ticked one certificate will be produced for the entrant only.

Please note if your company was involved in more than one area this will be reflected on your certificate.

Title of entry: <input type="checkbox"/>	Printed by: <input type="checkbox"/>
Client: <input type="checkbox"/>	Print buyer: <input type="checkbox"/>
Designer: <input type="checkbox"/>	Reproduction house: <input type="checkbox"/>
Cylinder engraver: <input type="checkbox"/>	Print finisher / Die-cutter: <input type="checkbox"/>

PRINT ENTRY - SECTION B

Include this section with the entry.

IMPORTANT TECHNICAL INFORMATION - DO NOT include your company name anywhere on this section.
Mark up information that is relevant to the job production processes only.

Category entered:

Process:

- | | | | |
|-------------------------------------|--------------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Offset | <input type="checkbox"/> Letterpress | <input type="checkbox"/> Gravure | <input type="checkbox"/> Flexo |
| <input type="checkbox"/> Dry offset | <input type="checkbox"/> Screen | <input type="checkbox"/> Digital | <input type="checkbox"/> Inkjet |

Other (please specify):

Press manufacturer / Press model:

Machine features:

Please select from the list below which 2025 Patron and/or Sponsor products / machinery were involved with this entry:

- | | | | | |
|---|--|---|--|---------------------------------------|
| <input type="checkbox"/> Avery Dennison | <input type="checkbox"/> Currie Group (NZ) | <input type="checkbox"/> Kurz New Zealand | <input type="checkbox"/> Reproflex3 | <input type="checkbox"/> UPM Raflatac |
| <input type="checkbox"/> B&F Papers Ltd | <input type="checkbox"/> DIC New Zealand | <input type="checkbox"/> Nekkorb | <input type="checkbox"/> Ricoh New Zealand | |
| <input type="checkbox"/> BJ Ball Group | <input type="checkbox"/> FUJIFILM NZ Limited | <input type="checkbox"/> Paper Source | <input type="checkbox"/> Spicers | |

Stock supplied by:

Brand name of stocks:

Brand and year of press:

Supplier of ink:

Supplier of press:

Number of ink colours / Ink or toner system used:

Number of press passes required:

Sheet size / Web width:

Quantity produced:

Finishing products used (i.e. foils, laminate, varnish etc.):



PRINT ENTRY - SECTION B

Include this section with the entry.

IMPORTANT TECHNICAL INFORMATION - DO NOT include your company name anywhere on this section.
Mark up information that is relevant to the job production processes only.

ADDITIONAL PRODUCTION INFORMATION

Prepress:

Production:

Finishing:

CATEGORY 12 - INDUSTRY DEVELOPMENT & CREATIVITY

Why have you chosen this entry for industry development?

CATEGORY: 12A - PRODUCT INNOVATION

Explain what is innovative about your entry:

Explain the point of difference:

CATEGORY 12C - EXPORT ONLY

What is the country of export?

Additional production information that will assist the judges:

ADMINISTRATION/CHECKLIST

Ensure the information provided is complete, accurate and legible as it is used to produce all certificates and winners' promotional activity immediately following the Awards Night.

Incorrect information provided will mean incorrect information published.

1. Have you provided sufficient information to enable the judges to fairly assess your entry? Read through the information provided for each category under Entry Notes.
2. Complete **Sections A & B** and include loose with the entry.
3. Where multiple entries are involved, ensure **SECTIONS A and B** stay with the relevant entry.
4. Ensure parcels are securely packed so that entries are not damaged in transit. If there is more than one parcel, mark each parcel 1/3, 2/3, etc.
5. If you require the entry to be returned, make sure you have ticked the box and provided return courier tickets.

CONDITIONS OF ENTRY:

- All due care will be taken in handling entries but no responsibility will be accepted for damage that occurs as a result of transporting or handling of entries
- Entries may be used or reproduced by the New Zealand Pride In Print Awards Committee without further permission being obtained
- Where possible, Category and Process winning entries will be kept by the Pride In Print organiser for follow up events, displays etc..
- Entries of the same item, in the same category, by different entrants, will be judged as individual entries and judged according to the sample provided
- The committee accepts no responsibility for errors or omissions.
- Entrants agree to the conditions of entry and accept the decisions of the judges as final

Payment	No. of Entries	TOTAL
EARLY BIRD FEE - \$110 Received by 31 January 2025		\$
ENTRY FEE - \$150 Received by 21 March 2025		\$
	PLUS GST	\$
	TOTAL	\$

Bank Deposit/ ANZ Ellerslie 01-0221-0766608-00

I have read and accept the conditions of entry (please tick)

ENTER ONLINE NOW - WWW.PRIDEINPRINTAWARDS.CO.NZ

Please send all entries to **First Floor, 60 Wilkinson Road, Ellerslie, Auckland 1060**

ENTRY NOTES / CRITERIA

Please read all instructions relevant to your entry/s.

Dependant on the process used or production of entry, judges panels have criteria in place to assess each entry fairly.

CATEGORY 1: PUBLICATIONS

Only one sample per entry can be submitted.

Brochures & Leaflets - Only one sample per entry can be submitted.

CATEGORY 2: BUSINESS PRINT

For any mounted work, a loose sample must be supplied.

Corporate Stationery - Entrants must submit a minimum of four pieces i.e. 3 x business cards plus 1 x letterhead or alternatively, four samples of the same item.

Annual Reports / Company Prospectuses - Only one sample per entry can be submitted.

Security Printing - This is for products demonstrating security features i.e. traceability, tamper-proof evidence, holograms, specialist software / ink features.

Stamps - Four or more stamps must be provided with perforation intact.

Personalised - Entries must contain at least one element of personalised data and two samples containing different data embedded are required for judging purposes.

CATEGORY 3: PROMOTIONAL PRINT

Marketing Campaigns - Entries must include at least two elements to be eligible for this category.

Textiles & Clothing - When an image is produced for a finished garment, the full garment MUST be supplied. Material pieces will not be accepted for clothing items unless it is specifically yardage - in this instance two lineal metres, with edge, will be required for judging purposes.

Large Format Entries - A metre long portion of the print must be supplied for judging purposes, along with a photograph of the final product in use.

CATEGORY 4: LABELS

For any mounted work, a loose sample must be supplied. The final product can also be sent in - this won't be judged, but it is helpful for the judges to see how the label is used and product is enhanced.

CATEGORY 5: FLEXIBLE PACKAGING

Entries must be presented with a sample of the final product for submission.

You need to submit a minimum of two sequential, continuous, full width revolutions of the print cylinder and a sample or single repeat of the design.

CATEGORY 6: PAPER & BOARD PACKAGING

Entries must be presented in their final form - fully made up.

CATEGORY 7: STRUCTURAL DESIGN PACKAGING

Entries must be completed display stands & packaging and must have a structural design component to be eligible for this category.

CATEGORY 8: PACKAGING – ALL OTHER MATERIALS

Entries must be presented with a sample of the final product for submission.

CATEGORY 9: SIGN & DISPLAY PRINT

Large Format Entries - A metre long portion of the print must be supplied for judging purposes, along with a photograph of the final product in use.

Functional - Printed items that give a product functionality. This includes 3D, industrial and retail commercial print i.e. touchscreens, graphic overlays, keypads.

CATEGORY 10: SPECIALTY PRODUCTS

Limited Edition & Fine Art Prints - All limited editions must be numbered e.g. 1 of 20. This category is aimed at one-off or very small run entries.

CATEGORY 11: PRINT FINISHING

Finishing - Finishing Products must contain specialist finishing techniques such as embellishments, embossing, foils, folding, binding etc.

CATEGORY 12: INDUSTRY DEVELOPMENT & CREATIVITY

ALL - Please answer the questions on the bottom of Section B in as much detail as possible.

Product Innovation - Entrants must outline what is innovative about their entry in as much detail as possible (as per the questions on Section B – you may use additional paper if you need it).

Environmental Print Products - This includes carbon footprint reduction solutions and sustainable alternatives.

Export - Must be primarily for the export market. Entrants are to supply the country of export on Section B of the entry form.

CATEGORY 13: PRINT INDUSTRY PROMOTION

Self-Promotion - Self-promotion entries are not eligible for the Supreme Award.

SPECIAL NOTE:

For any mounted work, a loose sample must be supplied.

Unless discussed with the Pride In Print Awards organiser in advance, entries are NOT to be delivered to the judging venue on the day of judging.



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