

Making a Difference with Color-Logic

Soar Print

Differentiating brands from the competition with Color-Logic



By Dennis Mason

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100 years! Around the world, a century is a significant milestone—and the odds of lasting that long are less than one percent for both individuals and businesses. For individuals, making it to 100 depends upon one's genes and a great deal of good luck. For businesses, an old saying describing families tells us: "Sandals to sandals in three generations," noting that, as a rule, the first generation makes the money, the second generation hoards it, and the third squanders it. Centennial businesses in the printing industry today have successfully faced yet another set of circumstances that made staying the course difficult—the technological evolution from letterpress, to offset, and then to digital. Soar Print, a 100-year-old business in Auckland, New Zealand, beat the odds by eagerly embracing advancing technologies and is a clear exception to the sandals adage.

In 1920, Lieutenant Colonel Fred Soar opened the doors to his print shop, selling flyers and handbills from a single hand-fed press. Today his grandchildren—Fred Soar,



L to R: Soar Print GM Brian Landry and MD Fred Soar

Jenny Soar Carter, and Vicky Soar—are, respectively, the managing, financial, and administrative directors of Soar Print, a widely recognized innovator in the New Zealand print industry, particularly in the areas of imaginative design and production, sustainability, and lean manufacturing. Fred and Jenny are chartered accountants and sustainability zealots; Vicky handles personnel and other administrative matters. The Soar family is ably assisted by general manager Brian Landry—who has a background in photolithography and graphic design—and operations manager Stephen Andersen, who boasts more than 30 years of experience in the industry.

Soar Print longevity is largely attributable to the willingness of the Soar family to adopt new technologies. Today the Soar Print equipment lineup includes the latest in Heidelberg offset presses, HP Latex and Epson solvent wide-format printers, an HP Scitex flatbed UV press, HP Indigo and Xerox iGen digital cut sheet printers, an HP Indigo reel-fed label press, an Océ VarioPrint book press, and a Kama diecutter and foiler.

The Soar Print success strategy is not confined to equipment. Managing director Fred Soar—a committed environmentalist—is widely recognized as an innovator in the New Zealand print industry, particularly in the areas of sustainability and lean manufacturing. Soar Print has the strongest sustainability credentials of any New Zealand printing company and is compliant with ISO-14001, is carboNZero certified, and offers both FSC and PEFC paper stocks. Says Managing Director Fred Soar: “We are not only hugely proud of our many sustainability awards, but we want our clients in particular to know that we at Soar

Print are committed to be the best and the most sustainable offset printer in New Zealand. We offer fantastic product and great service while passing along to our clients the cost savings we have uncovered in sustainability. For us, the more than a dozen awards we have won reflect the many years of focusing on corporate responsibility in all its forms and ensuring we are the best company we can be, all the time, every day. This result confirms we are on the right track and rewards the dozens of Soar Print employees who have devoted themselves to making the company better in every way.”

Software is still another area of Soar Print excellence. Influenced by general manager Brian Landry, the company has developed an extensive software technology base to complement its hardware investment and to maintain a reputation of print quality and innovation. Says Landry: “Our software capability makes Soar Print products more appealing to customers and gives the company a competitive edge in the many print competitions we enter. We consistently win print awards that demonstrate the work that can only be produced using the latest software.”

A recent and particularly prestigious Soar Print award was attained in 2019, when labels produced for New Zealand vintner Vine Street won a gold award in the 2019 New Zealand Pride in Print competition and subsequently won at the international level in the Digital Print—Wine and Spirits category at World Label



The award-winning Vine Street wine label, designed with Color-Logic embellishments



Awards 2019. The winning entry utilized the Color-Logic metallization process, a software technique enabling printers to achieve special effects on metallic substrate without doing postpress embellishment.

Commenting on the award, Landry said: "I discovered Color-Logic at a Chicago print show in 2018, when we were buying our Indigo WS6800 and preparing to enter the label business. Smitten by a business card made with the Color-Logic process, I realized that the

inline metallization possible with Color-Logic made costly mechanical embellishment unnecessary. Our winning Vine Street label came about when we saw a concept offered by the client's graphic designer and showed the winery client what would be possible using Color-Logic. The client directed the designer to incorporate Color-Logic and the international award was the result."

Several other Soar Print clients have also been intrigued by the impact of labels made with the Color-Logic process.

- Garage Project, a small brewery in Wellington, uses Soar Print and Color-Logic to prototype can designs potentially destined for high-volume production. The can is used as the metallic medium, and Color-Logic shows how the design would look. And Good George Brewing, in Hamilton, uses Soar Print designs for its entire line of canned beer.



Prototype Garage Project Brewery can



Good George Brewing cans utilizing Color-Logic technology



Rocket Print, the award-winning Soar Print label-producing subsidiary

- At HealthZone, an Auckland vitamin and nutraceutical manufacturer, Soar Print brought labels to life with Color-Logic.
- The Four Saucemen of Auckland hand-applied labels to blank metallic meat rub pouches until Soar Print created unique K-style pouches for each different rub in the range.
- Culley's—a leading New Zealand manufacturer of hot sauces—has incorporated the Color-Logic process on ten of their labels.
- A local producer of Manuka honey uses a Color-Logic label to connote quality to its Asian customers.

Says Landry: "Color-Logic enables Soar Print and our label manufacturing subsidiary, Rocket Print, to influence graphic design and innovation in the label market across our entire market area."

As the American baseball catcher/manger Yogi Berra said: "It's tough to make predictions, especially about the future." So Soar Print might be on track to log another hundred years, winning competitions and eagerly embracing the latest technologies—hopefully led by Fred Soar's great-great-grandchildren.



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