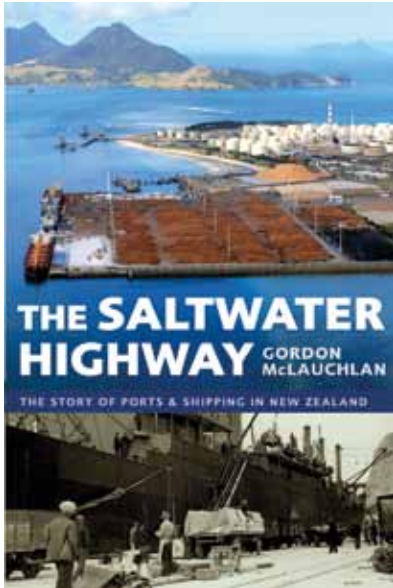


Book review: The Saltwater Highway

By Lynne Richardson



It's not often books about New Zealand's shipping history are written. There have been books on individual shipping companies

and books on iconic ships – and shipwrecks – and our maritime heritage is frequently mentioned in general history books. Now we have a new book that tells a more modern story of our ports and coastal shipping.

Written by renowned author Gordon McLauchlan and published by David Bateman in June, *The Saltwater Highway* is billed as “an engaging story of the development of ports and shipping around New Zealand, told with a mix of wit and perception by one of our most well-known journalists and social commentators”.

Divided into five parts, the book covers the early colonial days, the development of our still functioning ports (a part that makes up the bulk of the book), working on the wharves, port reform, and the move to containerisation.

Promising a “lively narrative” that picks out “the most salient and

fascinating elements of what might otherwise be a rambling history of little relevance to today's readers”, I ran through it in a weekend. And it is indeed an enthralling read.

I especially enjoyed reading the detailed histories of how our still-functioning ports developed: their early purpose and reason for being, the establishment of regular services for passengers and freight, the rivalries with nearby ports, and their more recent expansion or decline. The book is up to date too: Lyttelton, for example, includes an account of the damage from the recent earthquakes.

The book really comes alive though when the author includes the people – the figureheads of the port companies and harbour boards, the leading industrialists, and others instrumental in the ports' histories.

Other parts of the book I found less interesting – mainly because they were before my time, namely the controversial and very fraught times of union agitation on the wharves in the 1930s and '40s, and the subsequent age of reform in shipping and workplace practices. However, anyone that has worked in the shipping industry since that time, or remembers those years, will certainly enjoy these parts.

The book concludes with a look at the 'age of containers' and all the advantages, issues and controversies this move has created, and finishes with a discussion around the call for big ships.

The Saltwater Highway is a paperback book, 256 pages, fully indexed, and is illustrated throughout with black & white photos; its RRP is \$44.99, and it's available at all good booksellers.

Wine logos and labels with the wow factor achieve Pride In Print awards



Logick Print & Graphics' Jacob's Creek logo sheet (left) and Rapid Labels' The Colour Pinot Noir label – winners at the Pride In Print Awards 2012

The 'wow' factor of a logo sheet so complex many printers would have balked at the challenge saw the 2012 New Zealand Pride In Print Awards Supreme Award deservedly won by Auckland's Logick Print & Graphics.

Earned through a partnership with Panprint, the Jacob's Creek logo was an experimental job, showing the winemaker what could be achieved by printing its

logo with different embellishments to achieve the greatest impact with the consumer. Combining such different effects as a wax seal, metal badge, blind embossing and foiling in gold and silver, the sheet was produced on two different paper stocks in

order to highlight the different look each process would create.

Skill levels were tested to a new height as the job went through repeated passes on the press. The foiling and embossing were done on a platen dating from the 1960s. A total of 50 copies were printed. Senior judge Damian Fleming described the proof sheet as a beautiful piece of craftsmanship.

Logic Print's David Gick was ecstatic. “It is good to see that our continual improvement programme, what we see with moving forward with every job we put out, is similar to what the Pride In Print Award judges are seeing as well,” he said on receiving the award. “The market is a very tough one, so

if you are thinking about sitting on your laurels and not moving

forward, you are in a bad position – what was acceptable before is not acceptable now. It is the way we train people – every time we do a job, it has to be equal or better than previous.”

Wine labels are a major source of design innovation as producers aim to get maximum shelf impact, and another wine project – a label that encapsulates print craftsmanship with high shelf appeal – won the labels category of the awards for Auckland printer Rapid Labels. The judges said The Colour Pinot Noir 2009 embossed label brought together printing craftsmanship to help achieve the designer's concept.

The label was designed by Grant Blazey of Periscope Design and featured hot foil, embossing and both gloss and matt varnishes. The judges saw the label as being a very technically challenging job, and senior judge Mark Sullivan said the job was a lovely example of self-adhesive label printing. “A lot of pride has gone into completing this. It epitomises pride in craftsmanship.”

For a full list of Pride In Print award winners, visit www.prideinprintawards.co.nz