



Rapid
○ Labels



Looking back on 2015

There was no gentle ramp-up to 2015 for Rapid. A hectic January awaited our return from the perfect weather of our Christmas break. We had fully loaded presses, machines to move, Pride in Print entries to lodge and, of course, plenty of labels to sell. We've had an excellent year, record breaking even – more on that later.

February marked a key moment in Rapid's history when we installed a shiny new 330mm wide Xeikon digital press. Our latest significant investment re-configures the short run area of our business, making us faster, more flexible, more competitive. Mid year we received our all-singing, all-dancing Digicon Series 3 finishing machine which gave us the ability to fully embellish our digitally printed work. We now have digital toner, digital inkjet, flexo, letterpress and screen printing presses – in label land, we cover all of the options.

It was April when we farewelled a 20-year veteran in Julie Naylor. We were sad to have Julie depart but delighted to wish her and husband Kim well for their retirement and extensive US road trip. Maree Johnson now takes care of our lower North Island clients and she's well into the groove eight months down the track.

In May we were proud to receive six more gold medals at Pride in Print in Wellington, our best gold medal haul ever. We also had winners at our Rapid's Got Talent event. Congratulations to Brent, our singer/songwriter who won first place, to Rachel, who scooped second as our own Shania Twain, and to Motee, who danced up a storm to take third. It was a great night, although not to be repeated, we have talent but not enough for two shows!

In addition to our support for the Royal Easter Show Wine Awards, the NZ International Wine Show, the Pharmacy Awards and the Hawkes Bay Charity Wine Auction, we were a trophy sponsor at the Gisborne Wine Awards for the first time this year – these events are all a pleasure to be part of.

We set up a satellite office in Te Rapa in the middle of the year following Rachel's appointment to Account Executive, in Hamilton. Brent and Rachel are now located in Mainstreet Place, upstairs in the ESC building, and together they cover a large territory from the Bombay Hills to Hawkes Bay.

Significant staff anniversaries we celebrated in 2015 were 5 years for Steph, Alison, Kimberley, Laura, Stephen and Deborah, 10 years for Shaun and Hanad, 15 years for Anne-Marie and 20 years for Jeff, Julie and Brian. Topping all of that, in May Barbara completed 30 years of service – a fantastic achievement which we marked with the production of a special commemorative badge!

We welcomed four Rapid babies this year. Congratulations to Jeremy & Sheridan on the birth of Cooper, to Ryan & Zamira on the arrival of Jacob, to Brenton & Kerryn a son, Ashton, and to Claire & Ryton on the birth of Alyssandra.

We are delighted to report for FY15 (June year end) we achieved a long held goal of \$25 million sales in one year, 8% more than last year. We then started the 2016 financial year with a record sales month, of \$2.35m, in July. And all still at our "Rapid" pace; unmatched in the market.

Claire and Steph left our Hub team for new adventures (maternity leave and a move to Papamoa respectively) and so we introduced Jennifer Saunders and Karen Andrietz to the front line. They're making great progress learning all things Rapid (not an easy job). Also we welcomed Shoeb Mohammed to our printer service team, he's added a wealth of hardware and software knowledge to the company.

Three sports comps kept us amused in 2015. The eventual winners of the Super XV, the NRL and the Rugby World Cup comps were Aaron, Ace & Carl respectively. Thank you UPM Raflatac & Nekkorb Solutions for sponsoring prizes.

The website got refreshed mid year (keep an eye on our People Pics, they're updated regularly) and we've been doing some Google advertising to capture digital sales – have you noticed? A 2016 catalogue for stock labels, printers and ribbons gets released in December too.

We'll celebrate 2015 with a shin-dig at a venue in Durham Lane, Auckland City, prior to what will be a frantic lead-up to Christmas Day. These days our wine "season" goes all year round and so we'll be pleased for a two-week break to rest and re-charge for 2016.

Finally, from all of us, thank you for your business and support during what has been another very satisfactory Rapid Labels year. Please do read the back of this card.



All of the team at **Rapid Labels** wish you a

Merry Christmas and a Happy New Year!



We'll be flat out until **midday Wednesday 23 December**, then into our BBQ and break-up. There will be a skeleton crew on board for the working days around Christmas and New Year. Full production is back underway from **Tuesday 5 January**.



For the past nine years, instead of producing client gifts for Christmas, we have channelled these resources to Hospice North Shore. We cover the cost of the special annual Christmas lunch at the Hospice, for patients, nurses and their families.

This year, on behalf of the staff and clients of Rapid Labels, we are again donating \$2500 for the Hospice Christmas lunch. Hospice North Shore is a humbling place to visit.

They generously help 500 local people every year, at the Hospice and also in patients' homes.

It is a privilege for Rapid Labels to be able to make a contribution to their work.



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