



Season's Greetings



Looking back on 2019

We were straight back at it with fully loaded production lanes and a plan underway to mark our 51st year of producing labels – more on that later.

In January, we welcomed Ariella to our Sales Support Team and Laura stepped into a new role as Customer Services Team Leader. We spent the first weeks of January combing through labels printed last year with eagle eyes for Pride In Print entries and also began working on our Label Guide which highlights the important decisions that should be considered when designing and ordering labels. If you haven't yet seen it – it's available to download via our website.

February saw us celebrating the first of many milestone anniversaries for this year – with 10 years' service for David M, 5 years for Gareth M and Jessie.

We welcomed Sam into our Digital Department in March whilst our production lanes quietened down a touch, as the wine harvest season began.

In May, a group of Rapidites attended the 2019 Pride In Print Awards in Wellington. It was a record breaking night for Rapid with 13 gold medals and the Labels Category Winner too. We were the most awarded label printer at the 2019 awards and qualified to be part of the Pride In Print Gold Medal Winners Club. With over 50 gold medals awarded since we started entering in 2007, we're humbled and excited to have been included in this club as it speaks to the quality and innovation of our printing and is a great reward for the effort our team puts into producing labels every day. A selection of the winning labels are displayed on the cover of this card.

Throughout 2019 we continued our annual support of the Royal Easter Show Wine Awards, the New Zealand International Wine Show, the Pharmacy Awards and the Hawkes Bay Charity Wine Auction – these events are all excellent industry events and a pleasure to be a part of.

In June, with the '19 vintage fully underway, we celebrated a milestone birthday with David M (the big 4-0) and Simon clocked over 10 years' service at Rapid. We welcomed Dean into our Inwards Goods Team, Hattie to the Hub, Feb into our Production Team and Josh joined our VIP Service Team as a technician.

As July rolled around we celebrated Paul C's 15 years at Rapid. Our Digital Department went to double shifts which increased our capacity and turnaround in this fast growing print sector. Clive also joined our night shift Finishing team.

Our Rapid babies family has grown a couple more this year, adding two boys. Sid and Sacha welcomed Xerxes and Claire and Ryton, with the adventurous road side birth of Lucien!

August was another busy month for us – Val joined our Hub Team and we collaborated with Urbanaut Brewery to develop a label which applies to 2 small cans of beer and holds them together. We created an innovative tearaway portion which comes away and leaves both cans labelled and ready to drink. The twin pack was launched at Beervana 2019 with a great response.

Late August, our long awaited 13 Spirits campaign launched. As a celebration of our 51st year, we created a unique box that interactively showcases some specialty label stocks and our extensive embellishment capability. Stocks showcased include a stock that is real wood, one that feels and looks like felt, rice paper and a specialty 3D lenticular label material. This lenticular label is the first of its kind to be printed on a reel fed press in NZ.

We wished Hattie a 'Happy 21st Birthday' in September and welcomed Nigel to our Finishing team. In mid September we began rolling out our online proofing system and to ensure Rapid is up to date with the latest label technology, materials and trends, I headed off to an annual label industry showcase – LabelExpo in Brussels.

October, and we welcomed Debbie and Sharon to our Hub team. It was also a month of big milestone anniversaries for some of our team – with a whopping 35 years' service for Mark, 25 years for Ernie and 10 years for Jeremy. Jeff in our Digital Department started his Printing Apprenticeship journey in late October; taking our Apprenticeship numbers to four. We love training the next generation of printers at Rapid.

Chris and Heather represented Rapid at the Brewers Guild Awards in Wellington. It was great to be there to support our craft beer clients. Congratulations to Liberty Brewing Co who won the Packaging Award which included their new labels, proudly printed by Rapid.

In November and December we celebrated more big milestone anniversaries – 15 years each for Martin H and Ryan, 10 years for Deb and 5 years for Bentley.

To mark the end of another busy year we gathered the team at Allely Estate in Kumeu for an evening meal and some entertainment. These days our busy 'season' goes all year round, so we're pleased for a short break to rest and recharge for 2020, which will be filled with new and exciting projects!

Finally, from all of us, thank you for your business and support during what has been another busy year at Rapid Labels. We wish you a very Merry Christmas and look forward to doing it all again in 2020!

Please read the back of this card.



Dale Bamford, Rapid Labels General Manager





Gavin
 David
 Gareth
 Laura
 Sheila
 Jeremy
 Ariella
 Jonty
 JESSIE
 MARK
 Tleb
 Corine
 Andrew
 Mattie
 Bentley
 RICHARD
 Debbie B
 Brent
 Martin
 Ali
 Jeff
 Amy
 Deb
 Michelle
 Ali
 Sam
 Stephen
 GARETH
 Tristan
 Marian
 Heather
 Serge
 BUC
 CARL
 Marty
 Rob

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

Merry Christmas and a Happy New Year!

We'll be flat out until 4pm Friday 20 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 Monday 6 January





For the past thirteen years, instead of producing client gifts for Christmas, we have channelled those resources to Hospice North Shore.

We fund the special annual Christmas lunch at the Hospice, for patients, nurses and their combined families.

This year, on behalf of our clients and the team 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 in patients' homes.

It is an honour for Rapid Labels to be a part of this amazing organisation.



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