

Seasons Greetings



 **rapid labels.**

Looking back on 2021

We were right back into the swing of things at the start of the year, with strong press loadings, factory tours, customers refreshing their brands and the beginnings of a much-needed upgrade to our Platemaking equipment. The new gear paves the way for improved productivity – faster imaging, larger plate size processing, an advancement in technology and improved connectivity with our Esko Prepress Software. But first, our Plateroom needed some building work done to increase its capacity.

We welcomed Nicola to our Sales team and Nick moved from Inwards Goods into the world of printing, joining our Digital Print team and starting his Apprenticeship.

The wine harvest started early this year with picking underway in early March and as we braced for an influx of early wine label orders, we welcomed Rebecca to our Hub team and Marco joined us as our new Head of Sales. Wally's 5 year milestone and Michelle's 20 years called for celebration too.



Rapid's 5 R's of sustainability continued to gain traction with clients exploring various sustainability areas in stocks and our Liner Recycling Solution. In 2021 we have assisted our customers in diverting six tonnes of liner from landfill.



In April we released a portfolio of 26 sustainable label stocks that support Rapid's 5 R's and at the FoodTech PackTech trade show, our stand focussed on this sustainability offering as well as our VIP portfolio, award winning embellishments and security in print capabilities. FoodTech PackTech is NZ's leading trade show

for the food and beverage industry and our stand was a huge success with sustainability a hot topic.

After 5 months including building works, installation and trials, our new Platemaking upgrade was complete – thankfully without too much hassle or disruption to our workflow. Casey moved into our Inwards Goods team from Finishing and Henri joined Rapid as a new Print Apprentice. Deborah, Marco and Nicola attended the Royal Easter Show Wine Awards – Congratulations to Church Road, their Blanc de Blanc 2016 received the Rapid Labels Trophy for Champion Sparkling.



In June we celebrated Marty's 5 year milestone and welcomed Jonas to our VIP team.



Delighted is an understatement when it came to our Pride in Print Awards win – 23 golds and the Label Category win. For the third year running we are the most awarded label printing company, with our wins ranging across all our print processes. A reflection of our team's daily effort and our continued pursuit of excellence in print.

Our 'Go Dry for July' collaboration with AF Drinks was supported with their label range being the feature for Label of the Month. We hosted a Dry Friday drinks and Tina received a July AF 31 pack to aid her going alcohol free.

August started off with our entire Sales Team coming together in Auckland for a Sales Workshop. A jam packed 2 days of presenting new products, stocks, refreshers in our print techniques and tools, topped off with a morning tea to congratulate the winners of the Super Rugby 15 picks competition. Victoria took out 1st place with Marty 2nd and Bill in 3rd.

Marco and Tina flew to Wellington for Beervana to check out and support NZ's Craft Beer industry and our beer label customers. Steph P also reached her 5 year milestone.



And then the Delta strain hit NZ, throwing us into Level 4 lockdown overnight. As a supplier to essential businesses in NZ, we have an important role to play in keeping the necessities of life available to all New Zealanders. We quickly reinstated our workplace bubbles and took the extremely cautious approach to protect the business by asking some of our team to self-isolate as, although they were not close contacts, they had various links to locations of interest. While they waited to get the 'all clear', we pushed on, manufacturing for essential businesses and we rose to the challenge when we needed to Rapidly produce urgent orders for Covid Testing labels. A great effort from our team during these times of uncertainty.

We also took this time to up-skill our Sales team in our VIP printer hardware capabilities and we moved to a new CRM platform. Client Zoom meetings and virtual press passes became the norm again, but we were still able to welcome Stephanie W and Delorister to our Finishing Team bubble.



To lighten up the lockdown atmosphere, we came together as a team (in our bubbles) and organised some Fun Fridays over the next couple of months. In September, there was Flashback Friday! Dressing up in an era that took us back to a happier time – travelling back in time to the 70's, 80's, 90's and 00's. With loads of spot prizes and some incredible clothes lurking in the back of wardrobes, it was a way for us to have a bit of fun, ending the day off with virtual drinks and a game of Kahoot. A great

day that brought our entire team together – across all the work bubbles as well as the rest of our team spread out across NZ.

The Great Rapid Office Bake Off was the next Fun Friday treat. Who knew we had so many keen bakers in the office! All the delicious treats entered were sampled, with Marian as the Judge and the rest of the team voted for the People's Choice Award. Mark took out both the Judge's and People's Choice Awards with his delicious cranberry and pistachio crackers.



Despite the lockdown, we had several rebrand projects to work on and assist in bringing to life. Each followed by virtual press passes to ensure the results our clients were after. The urgent orders were rolling in, one of which we turned around in just 4 hours from the order being placed. A testament to our team and living up to our Rapid name.

Our sustainable stocks continue to make headway with clients taking the opportunity to use more responsible stock options during their rebrand process. The VIP side of the business continues to grow steadily with big orders coming in for mobile computing, printers, and consumables.

Lewis joined our Print Team and Ruby's 5 year anniversary at Rapid added to our September highlights.

October, and with Auckland entering its 7th week in lockdown, we took the opportunity to shine a light on Mental Health Awareness week sending information out to our team and encouraging us all to 'take time to kōrero (talk/speak) and connect through kindness'. It's been a tough road for the team of 5 million and it's in our nature to keep pushing on – ignoring just how much times like these affect us all. That week gave us an extra reason to pause and really check in with each other.

In October Stephanie W was appointed to the new Finishing Team Leader position and our NRL winners were announced. Lasalo came 1st, Bentley 2nd and Tina 3rd.

As members of the Brewers Guild of New Zealand we were delighted to hear that the NZ Beer Awards would proceed virtually. This meant our team in Auckland could watch the awards online, while Gavin and Kimberley waved the Rapid flag in person at the regional events hosted in Queenstown and Christchurch. It was a night of celebrations; we were proud to sponsor two Trophy categories and honoured to support this fast-growing NZ brewing industry. Congratulations to McLeod's Brewery – taking out



the Amber & Dark Ale Trophy and Kereru Brewing who won the Barrel & Wood Aged Trophy.

We ended the month of October with another frightfully Fun Friday dress up for Halloween. Some of the highlights were Bentley as the Grim Reaper,



Jessie a cow, Motee was a label samurai master, Brian – a mad scientist, Janine a panda, Val a witch, Claire's devil horns and claws were out, Tina was a pirate, Sophie doubled as Darth Vader and then brightened up her look with an Oktoberfest inspired outfit, Debbie had the killer smile and even the Joe-ker was in attendance. Another great Friday of fun to lift spirits in the office.

November, and our brand-new innovative product launched, offering a dimensional way to print motion effects onto labels. This results in an interactive label without the use of lenticular lens or metallic effects. As the first in New Zealand to offer this product, we're excited to already have our first commercial job in the pipeline too. Next year we'll be releasing another exciting project that we've been working on, so keep an eye on our social media accounts!

Simon joined us as Rapid's new VIP Business Unit Manager in November too and as Auckland started to move down in alert levels just 6 weeks out from Christmas, we saw the Christmas rush starting to take hold.

Looking back over the past year, with all its ups and downs I'm proud of our team for being resilient and not missing a beat through Covid. We have produced some beautiful new labels using our exclusive Floating Foil technique, sculpted foils, and embossing – some of which can be seen in our Label of the Month features this year, and more next year.



Finally, from the entire Rapid team, we thank you once again for your business and support. You are the reason we exist and have opportunity to do what we love to do every day. We wish you a happy holiday season and a prosperous 2022!

Dale Bamford, Rapid Labels General Manager



We'll be flat out until **Thursday 23 December**, then we'll be taking a much needed rest. We'll be back from **Wednesday 5 January 2022**.



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

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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