

*Wishing you a
Merry Christmas*



Looking back on 2017

2017 started with the usual rush post the Christmas break. We were straight back at it – doing what we do best, selling and crafting labels. We had lots to focus on and get done, system checks, new equipment, Pride in Print entries to lodge – all with the same Rapid Labels intensity, speed and of course with a smile.

It has been another excellent year! We began preparations for our new ERP system – Cerm – which will take our workflow and the business to the next level. February and March saw a new ink machine installed – the InkMaker System – which allows us to accurately match colours – quicker and more efficiently. We took the opportunity to change ink suppliers at the same time which was certainly a HUGE undertaking.

In March we had a Family Funday with an afternoon on the huge Mission Impossible Bouncy Castle. Our Sales Team headed over to Adventure Waikato for a couple of days of team building and to set out a plan for the rest of the Financial Year.

Sadly on March the 28th, we lost Brenton Hughes in a tragic motor vehicle accident. Brenton was a valued part of the Rapid family. His passing rocked us all. I was humbled by how our great business rallied in a real time of need. Our thoughts are with Brenton's family this Christmas.

This year we proudly congratulated Sonny on the completion of his Apprenticeship. Frank and Nga won medals in the World Masters Games – Nga won silver in Touch Rugby and Frank bronze in Softball. Bill was also awarded a gold medal for 25 years as a volunteer Firefighter! We are amazingly proud of the achievements of our Rapid family.

PJ and Alex flew down to Christchurch for Pride in Print at the Air Force Museum of New Zealand. We were honoured to receive a record breaking twelve gold medals – which included a Category winner for Labels and a couple of golds for the Industry Development and Creativity category for our innovative Box of Fish and Book of Labels series.

We launched some new marketing campaigns this year – our Crafty Dozen Campaign and our Authenticote Series. Both showcasing a multitude of innovations – the most recent of which is branching out into Augmented Reality (AR). Check out the AR code below to watch our Christmas video.

2017 was no different in 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, and our support of the Waipara Harvest Festival – these events are all excellent industry events and a pleasure to be a part of.

We celebrated some significant staff anniversaries in 2017 – 5 years for Nick, Claire and Carl. 10 years for Gwen, Sheila, Gareth and Ange. 15 years for Tim and Fehala, and a massive 20 years for Tai and Janine! This is why anniversaries are so important to Rapid Labels, amazing achievements by great Rapid people.

We welcomed two new Rapid babies this year too. Congratulations Ace & Glenda on the birth of their son Jaziah-Kingsley Avele Wright-Fiamalua and to Gareth D & Carmel for the arrival their baby girl Cora Christina Davies. In September Tom and Carrie exchanged wedding vows at Te Haruhi Bay in the Bay of Islands.

We are delighted to report for FY17 (June year end) we achieved our biggest ever sales and growth on our prior record breaking year, and we also raised the bar again in August with our largest ever sales month of \$2.5m. It is fantastic to see an organisation full of amazing people doing amazing things! All still at our "Rapid" pace; unmatched in the market.

Plenty of comings and a few goings in 2017, we welcomed back Jessie from maternity leave, Marty and Paul W into our Production Team, Janine H into our Accounts Team, Eleni in Finishing and Terese into the Hub. We said goodbye to 2 long serving Rapid folks – Keith and Mal both retiring. Chris B, our new Business Development Manager replaced the departing Cathy, Stephen and Jonty left us for South of the bridge and Nicole farewelled us to begin a life in Sales.

We'll celebrate the end of year with a few brews at Sweatshop Brew and Kitchen. These days our busy "season" goes all year round, so we'll be pleased for a two-week break to rest and re-charge for 2018, 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 great year at Rapid Labels. Please do read the back of this card, and don't forget to check out the video below. We wish you a very Merry Christmas and look forward to doing it all again in 2018, Cheers!



Check out our Christmas message!

Download the 'Zappar' App from your App Store and 'Zap' this code





We'll be flat out until midday Friday 22 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 8 January



David *Shawn* *Ben* *Bentley* *Mike* *DK* *Alexander* *Kimberley* *Alan* *Bruce* *Tom* *Claire* *EA* *Den* *Michelle* *Jeremy* *Ali* *Sheila* *Paul* *Andrew* *Ben* *Martin* *Shelton*



For the past eleven 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.



Rapid Labels is located at 3 Armstrong Road, Albany, Auckland 0632, New Zealand
t. 09 414 1700 | f. 09 414 1701 | e. thehub@rapidlabels.co.nz
Visit us at www.rapidlabels.co.nz