

# Merry Christmas



Clear on

Clear  
Cobh Test Anti-Scuff Prime

Zebra Printers Wine Marketing

Nursery Tags Synthetic Polyester Pet Liner

Pharmacy Laser Thermal Courier

Wine Varnish Metallic ink Barcodes Embossing

Schist Hinuera Limestone Oamaru Takaka

Para Soft-feel Texturecoat Cold foil Highbuild

Mt Somers Kakahu Oilskin Ice bucket resistance



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

*Merry Christmas* and a *Happy New Year!*

*2014* began with a hiss and a roar and we were busy right from the very first day back.

In January we added to our senior team when Paul Agnew joined us as Head of Sales. Paul spearheads our sales growth, the development of our Account Management team and he's currently working on both a website upgrade and a new CRM system. A key focus this year has been to equip the business for further top line growth.

Alex left Shaun in charge of our swamped planning board and travelled to his hometown late January. It was a side trip while signing off our key machine purchase for the year, more on that later. We've been an international bunch in 2014; the wage run was done from South Africa, the weekly newsletter written in Chicago, the machinery signed off in Ipswich, and label converter visits to Europe and the UK. If January wasn't busy enough, we also went live with a new system to manage multiple proof sign-offs online – it's called Page Proof.

In the heat of February we took on top quality ribbon range, Ricoh, and an exclusive New Zealand supply relationship for these via Milford Astor Foilmakers. A bunch of us escaped Auckland (and the measles scare) to take a jaunt around Taupo in the Great Lake Relay, running for 17 hours straight and placing 30th of 87 teams.

This year the Rapid Labels Sparkling Trophy at the Easter Show Wine Awards was won by Deutz Blanc de Blancs 2009. The Rapid Labels Gewurz Trophy was won by Riverby Wine Estate at the NZ International Wine Show.

We installed a new diecutting/turret rewind line in May. It's a beautifully constructed piece of kit, it's wider and faster, and it puts us firmly at the forefront of efficiency in blank label land. We welcomed Rachel to our VIP team in November; she'll help David and Richard hunt out the opportunities for us in the thermal label sector.

Our latest uncoated paper stocks, called Mt Somers and Kakahu, were released to the market in September. They have best-in-the-market wet strength and an unrivalled opacity in the ice bucket. Coupled with the latest version of Oilskin, our moisture protection solution, we remain at the top of our game in the most demanding of sectors - Wine.

In September we smashed our monthly sales record and turned over \$2.28m; we were delighted. Our annual sports comp winners this year were Mark for the Super 15 and Ma'i snaffled the \$1000 UPM Raflatac NRL prize.

Throughout this year we have had some significant staff service milestones. Mark clocked over a massive 30 years with the company in October. We honoured his contribution with a company-wide issue of a special edition T-shirt and a giggle at some old photos. Ernie joined our 20-year-plus club in September, 15 years was clocked up for Ma'i, 10 for Ace, PC, Dave A, Martin and Ryan, and 5 years for David M, Brenton, Simon, Phillip, Frank, Jeremy and Deb. Congratulations to you all, 54% of our staff now have more than 5 years of service with Rapid.

The Studio got a new round of iMacs late in October and at the same time we joined up to the Adobe Creative Cloud Suite to keep pace with the latest release of design software. We thought we'd implement this in a manageable, steady month. However...the place was a madhouse from October to December. Pre-Xmas wine label orders were the culprit and our overtime bill was horrendous as we went to round-the-clock shifts.

We're celebrating the successful year which was 2014 with a Christmas banquet for our hard-working team and their supportive partners on 13 December. We recently added a new round of "on the job" staff photos to the website – be sure to take a look at our industrious lot.

We thank you, once again, for your business and support during what has been another extremely satisfactory year. Have a safe and joyful season. Please do read the back of this card.



We'll be flat out until midday **Tuesday 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 **Monday 5 January**.



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

We cover the cost of the special annual Christmas lunch at the Hospice, for patients, nurses and their combined 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 in patients' homes.

It is an honour for Rapid Labels to be able to assist them with their work.



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