

2007 got underway with a new press arriving in the middle of one of our annoying north-easterly storms, the start of a defining year for Rapid Labels.

The first two months flew by as we charged around the globe, preparing to make an investment decision of significance. Greg was in North America, Anne-Marie & Tony in Europe. More on that later on.

Kunal won the inaugural Rapid Pool Champs in Feb, but in '08 we expect Ernie to correct that aberration.

CJ Pask won the Rapid Labels Trophy at the Royal Easter Show Wine Awards in March, and we had a table which enjoyed what turned out to be a long evening.

We like to gather and acknowledge staff who reach service milestones and this year we celebrated 5 years for Tony, Fehala, Tim & Mal; plus 10 years for Iati, Tai & Janine.

In June we were delighted to win two Gold Medals at the 2007 Pride in Print Awards – with Maven and Ata Rangī Crimson wine labels. The Ata Rangī label then went on to be nominated as a Finalist for the Supreme Award, making it top label of the show. This was a good result for our production staff and a pleasing outcome for Maven and Ata Rangī who entrust us with their label business.

Then the Sauvignon Blanc tidal wave hit us in July and it was cancel-all-leave for ten very busy weeks. Our progress in the wine label market continues at pace, currently 124 Wine Producers place their work with Rapid Labels.

We had a fun night out with staff and partners at a Thai restaurant in July, and Stacy headed to Shanghai for the annual Zebra conference in August.

Because we just love the chaos & disappointment that go with building projects, we plunged into our third internal reorganisation in as many years – this time a 13 metre extension of our factory and complete relay of our warehouse.

We opened a Christchurch sales office in October followed by our larger sales team going offsite for two days, to the must-visit Hokianga Harbour, finishing off (according to them) planning for 2008.

In November Anne-Marie headed off for maternity leave, her first child is due before Christmas.

Along the way we posted respectable sales growth – existing clients going well and new clients joining up. We hope this is reward for being a fast-response, easy-to-do-business-with company. We have recently upgraded our 3-way speed promise mid year to be 5-day turnaround, 2-hour quotes and now 99% on-time deliveries, guaranteed.

In December, following a set of carefully-considered decisions early in the year, and as we release a brand new catalogue to the market, with an enlarged sales team in place – we prepare to receive new machinery from Switzerland. Thanks to the confidence our parent company Blue Star has in us, we are deploying a 10-colour Gallus RCS330 flexo label press, in our opinion the best label press available in the world today. 20 metres long, 33 tonnes, an impressive machine that will take Rapid Labels to another level. This is a key moment in the history of the company, and we look forward to making the benefits available to our customers.

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

