

2010 got underway with a full schedule and a relaxed team – the best combination. This stood us in good stead for a record year with a wine season that turned out not to be a season but an all year event.

This year the Rapid Labels Sparkling Trophy was won by Deutz Marlborough Cuvee Blanc de Blancs 2006 at the Easter Show Wine Awards. The Rapid Labels Gewurtz Trophy at the New Zealand International Wine Show went to Lucien Albrecht for their 2009 Reserve.

We've been bursting at the seams of our building in Armstrong Rd for a while and in April extra space at the western end became available. We've now got a total of 4,500m² of space to grow into. Also in April we boosted our studio resource to maintain our quick proofing times and Kim joined us just in time for the upgrade to CS4.

Significant service milestones achieved during the year were Jeff, Julie and Brian all on 15 years, Anne-Marie did 10, and Shaun, Hanad and Vicki, all clocked over 5 years. Barbara eclipsed us all and in July she made it to an amazing 25 years of service.

The Rapid Labels Muriwai Open was held in May, we sponsored the 18th hole and won the naming rights for the whole event in a draw. It was 72 holes over 4 days and was part of the Charles tour - Greg got interviewed on Sky Sport!

In July we set a sales record of \$2.2mill which was 14% better than the prior July. An awesome effort and one we're justifiably very pleased about. July also saw us achieving Gold at Pride in Print for the Sea Opal label from Winegrowers of Ara. And to top off a huge month, Ernie finally gained his rightful place at the top of the ladder for the 2010 Pool Champs.

The Winter Dinner was held onsite in the 'West Wing' this year, pool, darts, music and good company were all on offer. Also in August we launched the newly designed Teardrop Tag for the Nursery market along with a red-hot bundled tag/ribbon/printer offer at the Spring Trade Show. We had a Rapid wedding this year too – Kimberley and Shaun tied the knot late August.

Eventually the NRL season drew to a close and this year's popular winner was Angela. An impressive prize pool this time with a TV sponsored by Rotometrics and a Warriors Jersey from Dash Engineering.

In September we saw the end of a unique era as we farewelled Greg. He's commuting to Temuka from Muriwai these days working for NZ Insulators. He remains a friend to Rapid, occasionally calling by to make sure we're obeying flag protocol and the pool table is in top working condition.

Consequently in the latter part of 2010 quite a few of us were given a unique opportunity to step into bigger roles. Anne-Marie is now GM, Deb was promoted to Operations Manager, Alex stepped up as Production Manager and Michelle became Finance Chief. By all accounts everyone has taken to it like a duck to water – it helps when there's a wealth of experience to draw from. Rapid is our name and definitely still our game and we're gearing up for the challenges of 2011.

A relaxing Christmas lunch at the Auckland Zoo was our swan song for the year; after producing around a billion labels at a pace unmatched in the market we're looking forward to some rest and recuperation so we can do it all again next year.

Thank you for your business and support during what has been an extremely satisfactory year. Please do read the back of this card.

