



All of us at Rapid Labels wish you a Merry Christmas and a Happy New Year.

For the past seven 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.



2013 got underway under a baking sun, actually a one-in-thirty-year drought, which wasn't great for farmers but was excellent for beach goers and, more importantly, for our wine producer clients.

In true Rapid fashion we quickly kicked off and January saw us upgrade our prepress capability three ways: our Esko software, Adobe CS6 and high definition for our CDI laser plate engraver.

In February a keen team of 15 Rapid runners and walkers competed in the Great Lake Relay. We raced 155km around Lake Taupo to achieve a creditable 23rd out of 104 teams.

We added press number 13 to the fold in March. The Epson Surepress is our first foray into digital and we've been learning about all things inkjet – including the fact its performance on uncoated stocks was better than we had anticipated.

Coal Pit Tiwha Pinot Noir was the winner of the Rapid Labels Trophy at the Diamond Jubilee Easter Show Wine Awards.

We added a second shift to our EM280-02 in March to cope with an increasing workload.

We then got news that our "The Colour" label received a World Label Award and then one of five "Best of the Best" awards at LabelExpo Brussels. The Piha meeting room that houses our awards needed reorganising to handle this influx!

Gareth H took his ANZFTA Apprentice of the Year trip to the USA late in April, travelling from San Diego to Atlanta in a whirlwind of airports, printing, inks, baseball and food.

In May we released winebacks.co.nz – our online digital offer for short-run wine labels. At Pride in Print we came away with three golds and, for the second year running, the Label Category award. Tony, Alex and

Mark ventured across the Tasman to view the latest technical offerings at Pacprint 2013 in Melbourne late in May.

In July and August we were anxious for Julie in Wellington and Stephen in Blenheim while the Seddon earthquakes were rocking their world.

To coincide with a record wine harvest of 345,000 tonnes our fancy new varnishes were released – Oyster and Paua.

Late in August we had the daunting task of removing everything from the office to re-carpet, followed closely by the studio moving upstairs and finance relocating downstairs. We now have a six-seat studio, room for expansion and the team finally has a window view.

Tony took a trip to Europe to attend LabelExpo in September and returned home with some interesting and exciting new ideas – watch this space. The Rapid Labels Trophy for the NZ International Wine Show was this year won by Johannesof Marlborough Gewurtz.

Our Super 15 comp was convincingly won by Ace and our NRL winners were two-fold – it was a tie between Bill and Jeff.

Congratulations to all of our staff who celebrated service milestones this year, five years for Bill, Vao and Corazon, and ten years for Nga, Mileta, Alex and Feleti.

We're gearing up for further growth in 2014. We have a new Head of Sales starting in January. In February we're anticipating the arrival of a diecutting/turret rewind line to increase our efficiencies in blank label land. But before all of that, we will farewell 2013 and have a relaxing time at Long Bay Beach at our annual Xmas gathering.

Thank you, once again, for your valued business and support during what has been a very satisfactory year.



We will be working until midday on Friday 20 December, after which we'll be enjoying our Xmas barbeque.
There will be a skeleton staff on board for the working days around Christmas and New Year.
Full production will be underway again from Monday 6th January.

