

*Wishing you a Merry Christmas*  
from your Rapid Labels team

 rapid labels.



Licence Number: 807004

# Looking back on 2020

It was a busy start to 2020 with the team collaborating with our clients on some innovative new labels. A longstanding honey client made use of one of our Authenticote Security features, incorporating a foil image with a nano emboss as a security feature on their label.

The nano emboss creates incredibly fine textures in the foil images which makes it difficult for counterfeiters to recreate. It's important to protect your brand, and Rapid has a number of security features that can help with this.



The team were also busy in January preparing for our ISO Accreditation Audit which we passed with flying colours. We received Telarc certification for our Quality, Environmental and Health and Safety Management Systems. Recognition that our systems in these three key areas of business are robust.

As we moved into February and Heart Awareness month, we launched a month long initiative to provide our staff with important information about taking care of themselves as well as their family's health to help decrease the risk of heart disease and enable people with heart disease to live full lives



We celebrated Paul Apamo (P4's) 5 year service milestone at Rapid with a morning tea. And after 25 years of servicing printers and being the voice on our printer service desk calls Ernie retired.

We learnt that some of our Manuka Health labels made it to the Oscars 'goodie bags' – rubbing shoulders with the rich and famous movie stars of LA. And the talk amongst our wine customers was that after a great NZ summer, Vintage 20 was looking good from a quality and volume perspective.

February also saw our roll-out of Webcenter, our online proofing and artwork management system. Webcenter links to our prepress and jobbing software to streamline the proofing process. It also allows our customers to collaborate with their proof approvals and provides a visual assets management system for their artwork.

March rolled around and Sophie started in Sales Support.

As COVID-19 was confirmed in the New Zealand community and we went into Alert Level 4 lockdown the team stepped up to ensure we could supply essential businesses throughout NZ.

It was a challenging time, and I am extremely proud of the team and the sacrifices made to keep Rapid operating to the same high standards our customers have come to expect.



With April and NZ still in lockdown, Zoom meetings with each other and our clients became part of our daily routine. We even held Friday night drinks by Zoom for those staff working from home. Grateful for technology to keep in touch with each other during these trying times.



In May, Barb clocked a massive 35 years at Rapid Labels – an incredible milestone!

By mid May, our work from home staff had returned to the office and we welcomed a return to some aspects of normality, whilst keeping our guard up.

We farewelled Deb Hannon in May this year. After 10 years at Rapid she decided it was time to move on. Deb made an incredible contribution to Rapid with her energy and passion for service.

Terry joined the team as Operations Manager taking over many of Deb's duties, as well as taking charge of all aspects of the print production floor. This allowed Alex to transition his focus to front office technical sales, assisting the Sales and Estimating Teams.



In June we were excited to see our 13 Spirits project featured in GSM Magazine. We launched this campaign last year and it's been a great tool to showcase some of our specialty label papers and our extensive embellishment capability. It's a project close to our hearts and was two years in the making with our entire team doing their part to make it possible.

Needless to say, we were elated to see the 13 Spirits Campaign win a gold medal and then go on to win the Print Industry Promotion Category at the 2020 Pride in Print Awards. If you haven't seen the 13 Spirits campaign, book an appointment with one of our account managers.



With COVID-19, the annual Pride in Print Awards were a bit different this year and hosted as an online event. But for the second year running Rapid was the most awarded label company in NZ collecting a category win,

17 gold medals and 10 highly commended awards. While disappointed we couldn't get dressed up for a night of celebration, we are extremely proud of our whole team, and the role they play in delivering quality labels to our valued customers.

In July, with lockdown 1.0 behind us, we started to see demand at more normal levels. It was good to be back up and running at full capacity and we welcomed a return to face to face press passes, working with our customers to achieve their desired results.





It was mid-August when Auckland was moved back into Alert Level 3, this time it was a smooth transition into our lockdown routine. And then, as we moved out of Level 3, we welcomed a new member to our Accounts Team – Yukie.

September saw the launch of our fresh new look with the Rapid rebrand. After over 50 years, we're excited to bring Rapid Labels into a new era with this rebrand. We particularly like the way the designers incorporated some abstract print related patterns as part of our secondary imagery. Our print factory was back up to full capacity again and humming along nicely as we welcomed Claire back from maternity leave, Cara joined our Sales Support Team and David L and Grant joined our Print Team.

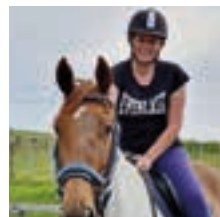


November was a big month for service milestones. Frank and Rob ticked over 5 years, Deborah and Stephen 10 years and Gavin hit the 20 year mark. David and Heather represented Rapid at Beervana in Wellington too. We were proud to be there to support our craft beer clients.

In December, Teake celebrated 5 years' service at Rapid and Brent added another year to his belt, taking him to a big milestone too – 25 years with Rapid.



It's important for us to take the time to acknowledge these achievements and our team's contribution to making Rapid Labels the company it is. Everyone plays a part, and we value the years of service and knowledge each person brings to their role.



In October we celebrated Laura S as she clocked 10 years at Rapid.

We also launched our sustainability campaign. Rapid Labels is committed to environmental sustainability and helping brand owners navigate the options available for sustainable packaging.

We have developed the **Rapid Labels 5 R's** to help brand owners understand the pillars of sustainability as they work towards their sustainability goals. The 5 R's provide a range of materials, certifications and strategies to make informed label and packaging decisions.

Talk to us if you'd like more information about Rapid's 5 'R's.

As we wind down to year end, we decided this year to combine our Christmas function and break up BBQ together, toasting 2020 a few days before our final day of the year.

What a year it has been! With the ups and downs thrown at us all, I'm proud of our team for banding together to get the job done as we supported each other and our valuable customers along the way.

Finally, from all of us, thank you for your business and support during what has been an unprecedented time for all. You are the reason we exist. We wish you a very Merry Christmas, a happy holiday season and a prosperous 2021.

Dale Bamford, Rapid Labels General Manager

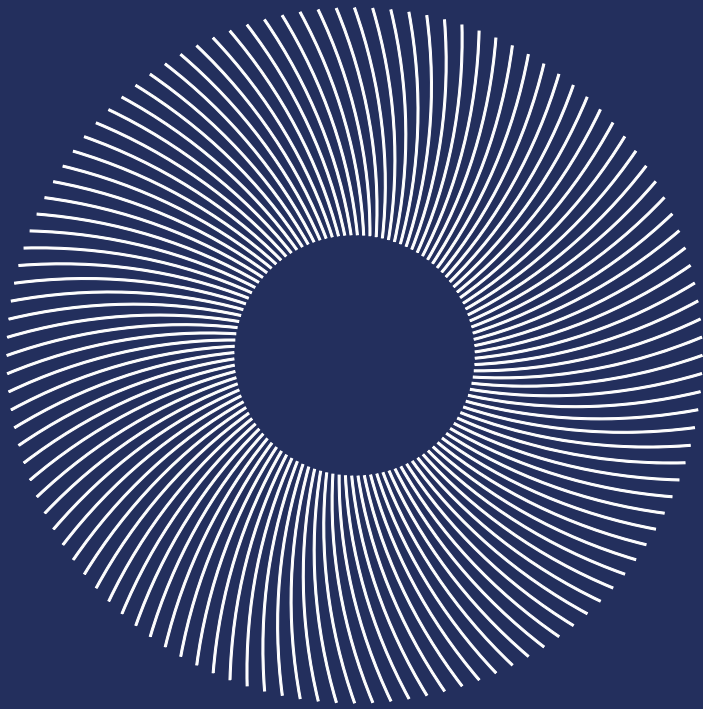


Merry Christmas and a Happy New Year!

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We'll be flat out until **Wednesday 23 December 2020**, then we'll be taking a much needed rest and we'll be back from **Tuesday 5 January 2021**.

*Marty, Sam, David, Tob, Gavin, Stephen, Yuki, RICHARD, Heather, Sheila, Janine, Julie, Mark, Manti, JESSIE, Jeff, Bentley, BUC, Andrew, Claire, Rob, Debbie B, Serge, tristan, Sophie, Laura, Brent, Heather, Cara, Michelle, Jeremy, GARETH, Marion, CARL*



For the past fourteen 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.



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