

 **rapid labels.**

Rock on into the holiday season



Looking back on 2022

We started the new year welcoming Jenny and Selina who both joined our Sales Support team, providing additional in-house support as sales started to gain momentum. With the holiday break completely in our rear-view mirror, we charged ahead collaborating with clients and designers on several new projects and rebrands. Our Variable Information Printing (VIP) Bureau saw a significant boost with an increase in demand for scanners, printers, thermal ribbons, and our Preventative Maintenance and RapidCare offer.



Ryan and Rob completed their NZ Certificate in Business (Team Leadership) Level 3 training. This was a 7-month NZQA accredited qualification. One of their assignments was to complete and document an on site project. Ryan worked on the



quality processes, documentation and improvement of the overall QC and QA for one of our largest customer's labels – which in turn works across all our customer's projects. Rob's project ultimately decreased our colour matching times and standardised our ink formulation database. Throughout the company, everyone played a part in these projects, supporting Ryan and Rob through the lengthy verification assessment.

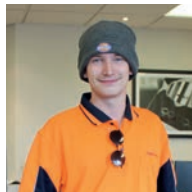


We have increased the number of apprenticeships undertaken this year too. In our Digital department, Nick D transitioned into his second year of his apprenticeship, and in our Flexo team, Henri, Marty W and Lewis started the first year of their apprenticeships. Tristan (Digital) and Kane (Flexo) are paving the way for the newbies, both in the final years of their print apprenticeships. Janine completed her NZQA Level 4 Certificate in Digital Media and Design, further expanding on her

Prepress and design knowledge and skills. All great examples of the business investing in our team and upskilling.

March saw us amid the Omicron outbreak. Our team hunkered down, supporting each other through the more trying times of being short staffed or bubble constrained. The encouraging words of appreciation from our customers during this time was always greatly received, helping to boost morale and keep us trucking along.

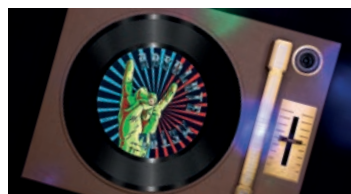
To streamline things further within our warehouse, finishing and despatch departments, we were delighted to internally advance Lin to Finishing and Despatch Team Leader and George to the Inward Goods and Warehouse Team Leader.



By the end of April, with New Zealand moving into the Orange Traffic Light setting, we reviewed our internal Covid protocols and, after 2 years of bubbles, our team were finally able to freely move around the entire Rapid site. Being able to return the business to face to face communications as our preference was key as this is how our team works most efficiently.

Between April and May, we welcomed Daphne to our despatch team, Bhavika in finance, Rosalinda in finishing and Benny into our Inwards Goods and Warehouse.

And then we launched our Rapid Remix marketing campaign. A cleverly designed cardboard record player containing a drawer which houses 10 albums/records. It also includes a speaker with a musical intro to get the party started as our sales team don their DJ headphones and present the 10 albums. Each record label is produced on a specific label material. Side A features the hits – all the fancy embellishments, while Side B displays the slightly less glamorous version of the design. We had a lot of fun producing this unique project, remixing some of our classic embellishments and releasing a couple of new tracks too.



We are delighted that it has been very well received by customers and designers alike, and it has worked well towards increasing our word-of-mouth referrals and encouraging some of our veteran customers to try something different. If you haven't joined the party yet, give us a call to arrange a viewing.

One of our Rapid Remix albums is a PacMan remix. To celebrate the Rapid Remix project internally, we installed a retro PacMan Arcade game into our lunchroom for a few weeks and ran a competition for the highest score. After 9 weeks of giving everyone else a chance to try and claim the top prize, Carl came in and proved he truly is THE Rapid Labels PacMan champion with his score of 105,590 points. Tristan was the runner up with 57,850 points.



In June we welcomed Akenese, Jade and Ronalyn to our finishing team, Lewis to the print team and Leyita in a VIP Sales Support and Customer Services role.



June and July were busy months of industry awards and a great time to network and showcase the business.

First up was the 2022 NZ Spirit Awards. We are Associate Members of Distilled Spirits Aotearoa, and always keen to support our Spirits customers. Marco, Debbie, Tina and Bentley were there on the night to celebrate with the NZ Spirit industry and all the winners.



The annual Pride in Print Awards were held in Christchurch this year. Although there were a few nerves involved around the possibility that our incredible results over the past 3 years may not continue, we were elated that our winning streak prevailed! We won 16 golds

in the Labels Category and are once again the most awarded label printer – 4 years on the trot! A testament to our passion for quality and consistency.

The win inducted us into the 100 Gold Medal Club too. We are honoured to be part of this exclusive club, which has only 3 other members across the entire NZ Print Industry.

In mid-July, Marco and Tina attended the NZ Beer Awards' main event in Dunedin. It was a great night out and we appreciate the opportunity to support this industry which continues to grow every year. Congratulations to Altitude Brewing's Snow Dance which was awarded the Rapid Labels sponsored Amber and Dark Ale Trophy.



Darren joined the print team and Riza in finishing just as our first indoor football game was held. A weekend event and by Monday it wasn't hard to spot those who went along. We had loads of fun with Wally scoring a cracker goal, PC got in the best dive of the day and P4 pulled out the goal keeping gloves, doing them justice with some fine diving saves. Grant scored a stellar goal from halfway with a misdirected pass while Lewis and George reminded most of us of what it was like to have youthful suppleness and skill. Overall, a great Sunday afternoon for our team with many memorable performances across the court.

September brought our annual Great Rapid Bake-Off competition. Once again Marian was our judge, tasked with the delicious job of tasting and gifting the prizes. Tina's Snickers Brownie won her Best Effort, Judge's Choice went to Laura's Chocolate Plum Gateaux, Alex's Choc Chippie Log was awarded People's Choice and Jen's Lemon Sponge Whoopsie took out the 'Don't give up your day job' blooper prize.



The beginning of October started New Zealand's Mental Health Awareness Week. To help Kiwis understand what boosts their well-being and improves mental health, the theme this year was 'Reconnect' – with people and places that lift you up. Such an important message given the separation we've all felt the past couple of years and for the first time in almost as many years, we came together for a reconnecting team lunch. Sushi, Subway and Pizzas provided a delicious setting to mingle, chat and strengthen our team bond which is vitally important to how we run our business.



The 31st October provided a great start to the week with some of the highlights being Janine's deadly nun, Jessie's vampire, the group of Handmaids walking around in their red cloaks, a jumbo Jonas banana, Where's Wally popping up in random places and Mark's skeletal remains after 38 years on the job – we had a frightfully delightful Halloween!

November was busy with wine award events. First up was the New Zealand International Wine Show where Dale presented the Rapid Labels Trophy for Champion Gewürztraminer to Spy Valley. This was followed the next week by the inaugural National Wine Awards of Aotearoa NZ. These new national wine awards provide an arena to recognise and celebrate excellence in New Zealand wine. Marco presented the Rapid Labels Champion Sparkling Trophy to Jane de Witt who crafted the Lindauer Vintage Series Brut Cuvee 2017. Congratulations to all the winners across both awards nights, we toast and celebrate with you and your brand's successes!



Our Gumboot Friday army raised \$550 which Rapid matched for a total of \$1100. This goes to the very worthy cause of Gumboot Friday, supporting the Key to Life Charitable Trust which supports young people who are struggling with their mental health. We were excited to gumboot up and get involved to help change the conversation our kids are having with themselves.

A group of our ladies represented Rapid Labels at the Women in Print and Sign event in Auckland. PrintNZ organises this fantastic night annually to celebrate and acknowledge women in the industry. The evening provides an opportunity to socialise and network with other women in these industries. It is great to see events like these being held and we encourage our team to get involved.



In November Chris came on board as our new QHSE and CI Specialist. This role helps us achieve a higher level of overall customer service, and he'll be keeping our quality, health and safety and environmental protocols closely monitored and continuously improving them.

And as December rolled around, we didn't slow down. Simon, Josh and Marco attended the HiNZ (Health Informatics) Conference in Rotorua. HiNZ is New Zealand's largest digital health event and our tradeshow booth was decked out with a multitude of Zebra Healthcare printers, scanners, tablets, and our range of medical grade label materials. We had a successful 3 days showcasing what Rapid Labels brings to the health sector in New Zealand.

We have had many service anniversaries to celebrate throughout the year too. 5 years for Iati, Paul W, Marty H, Eleni and Adrian. 10 years for Nick M, Claire and Carl. 15 years for Sheila and Gareth, 20 years for Fehala and 25 years for Janine. All amazing achievements by valued members of our team.

Looking back over the past year, we may have started off with some challenges, but as the year has progressed it's been great to see us getting back into a normal flow again. Being able to break out of our bubbles and meet with our customers and conduct our business in person. We have produced so many beautiful labels – some of which can be seen in our Label of the Month features, and the ongoing interest in our Rapid Remix continues to bring in new business and provide exciting opportunities in the world of labels.

On a final note, and from the entire Rapid team, we thank you once again for your business. We look forward to 2023 and the label challenges (which we love) and opportunities provided to us by your continued support. We wish you a happy holiday season and a prosperous 2023!

Dale Bamford, Rapid Labels General Manager



We'll be flat out until **Friday 23 December**, then we'll be taking a much-needed rest. We'll be back from **Wednesday 4 January 2023**.



Our Christmas Card is printed on an environmentally responsible paper using sustainable printing methods.



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

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.



3 Armstrong Road, Albany, Auckland 0632, New Zealand
t. 09 414 1700 | e. thehub@rapidlabels.nz
www.rapidlabels.nz

