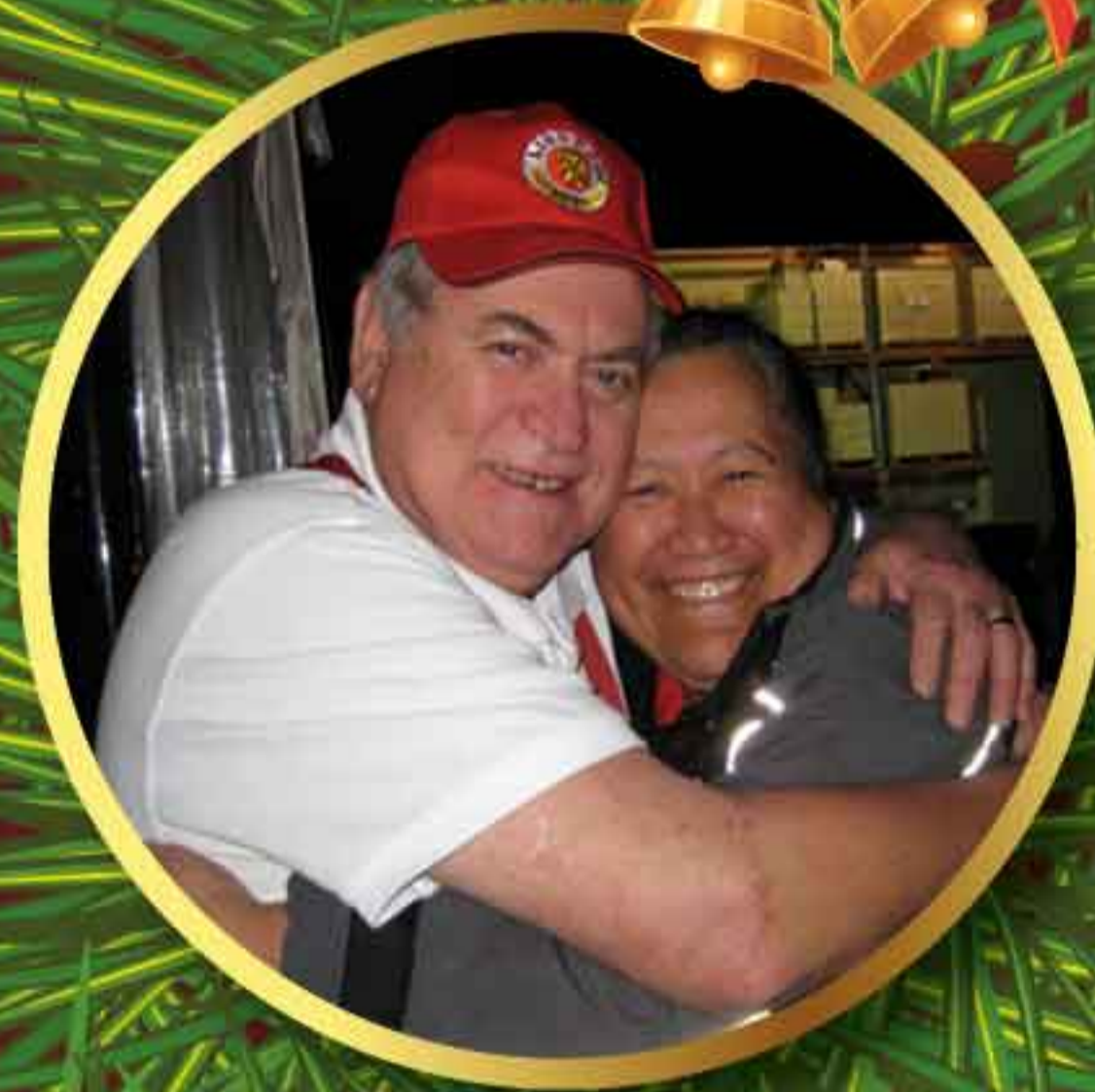




2012



Merry Christmas

2012 got underway smoothly and we were blissfully unaware that a defining year for Rapid was ahead.

We kicked off the year as winners in the Blue Star Fishing Contest. Then in February humidity we moved Despatch to the western end of the building and we congratulated Angela as she married Mike.

In March we released our 2012/13 catalogue and presented at the Royal Easter Show Wine Awards. This year the Rapid Labels Sparkling Trophy went to Lindauer Classic.

We re-commissioned an old friend in May and our EM280-02 press was installed just in time for the 2012 wine season. This year has been like no other; Mother Nature created havoc for our wine producer clients and demand for labels is unpredictable. Just as well we're geared to react quickly because that's what has been needed this year.

Throughout this year we had service milestones of 5 years for Gwen, Nick, Kevin, Gareth, Galoto, Sheila, Teake, Peter and Angela, 10 years for Tony, Fehala, Tim and Mal, and a creditable 15 years for Iati, Tai and Janine.

Ace and Gareth completed their Print Apprenticeships this year and attended their graduation ceremony in June. Yong was the winner of our marathon 2012 NRL competition and he took away the coveted Rotometrics sponsored prize of an iPad.

Things started to hot-up in the middle of the year. At Pride in Print in June, we won four gold medals and Label of the Year. We were suitably chuffed with that result so you can imagine the cheer from 25 (well dressed) Rapid employees when the Apprentice of the Year was announced to be one of our own too. Congratulations to Gareth, what a fabulous achievement. He didn't stop there either, in September he went on to win the ANZFTA (Australasian Flexo) Award too. We lost count of the number of times Gareth's photo was published this year!

And the news just got bigger. July was our first month under new ownership! We are now part of the Tiri Group, majority-owned by Tom Sturgess (who was our owner back in the day of Blue Star Print Group). Kevin, Rob and Greg are also our Tiri owners and managers and we are very pleased to say that we are now privately and locally owned by people who have known and loved us and wanted to come back for more!

Steph's first son Cooper turned up right on time in early August. Congratulations also to Alex who bravely added number three to his brood (the beautiful Layla) in April, to Stacy who became a first time Dad this year (Donovan was born in May) and to PC on his second daughter, Isla, born in September.

September saw us release a new uncoated wine stock called Takaka, a new 3D foiling effect called Sculpted Foil and we presented our NZ International Wine Show Rapid Labels Trophy to Waimea Gewurztraminer.

We were very pleased to report in October that we set a sales record of \$2.26m which was 18% better than the previous October. Having a best-ever month in these patchy economic times is a feat and we were rapt with the result. Also in October Tony raced around Thailand/UK/Netherlands/Poland/Malaysia to assess new machinery.

In barcode printers we have been reconfirming our 23 year commitment to the Zebra brand. Stacy attended the Australia/New Zealand Zebra conference in March, we had ZASP training for Julie, Ernie, David and Stacy in July, and Anne-Marie attended the Zebra Asia Pacific conference in Guiyang, China in November.

We achieved FSC (Forestry Stewardship Council) certification which was a first for a NZ label manufacturer. We also signed up to a deal which sees us stay in our current building in Armstrong Road, Albany until 2020.

And if all that wasn't enough, we transitioned to our own in-house IT system in November. A new phone system and upgrades in our Prepress area are also to follow in December. Phew.

We're planning and preparing new initiatives and equipment in 2013 and look forward to the New Year with enthusiasm. But first, a relaxing lunch with the crew on 21 December, and a holiday break to re-charge the batteries.

Thank you for your business & support during what has been a truly great year. Please do read the back of this card.

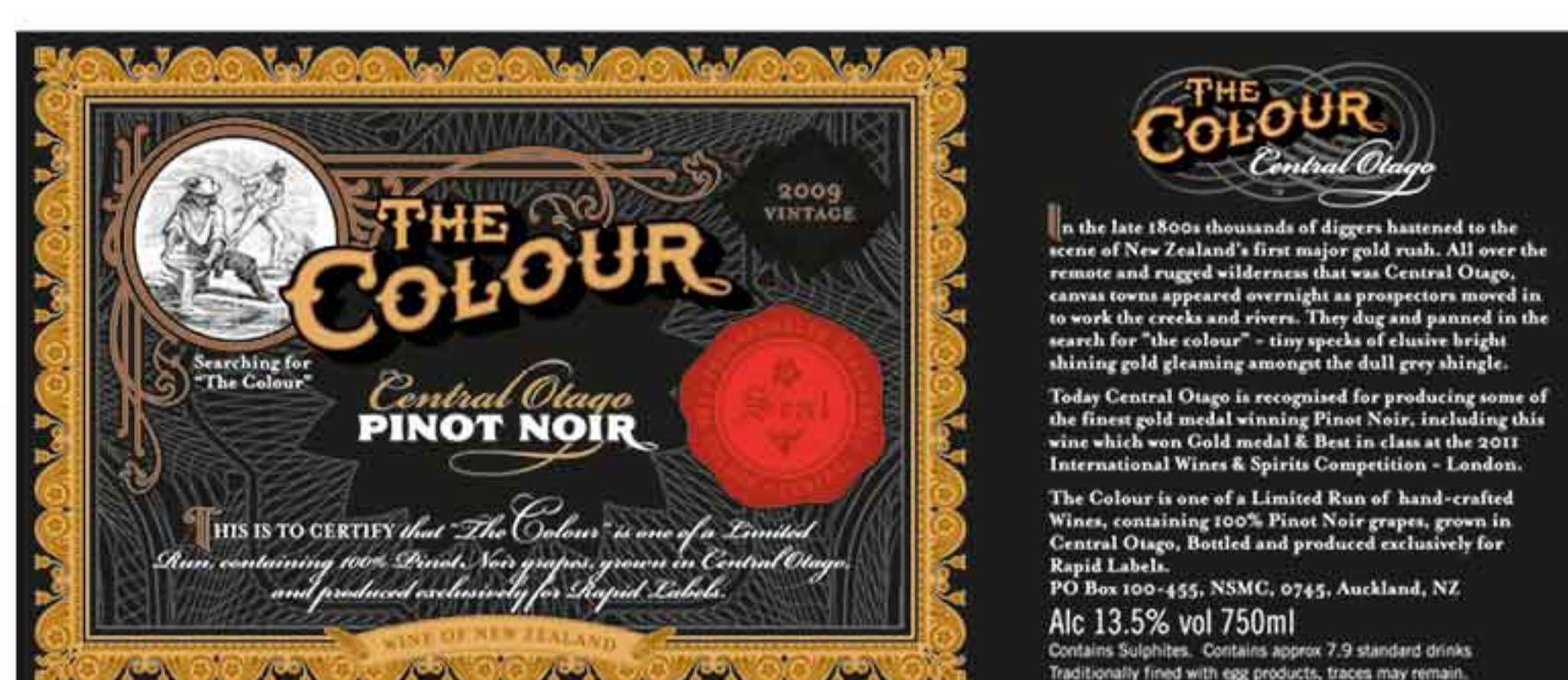


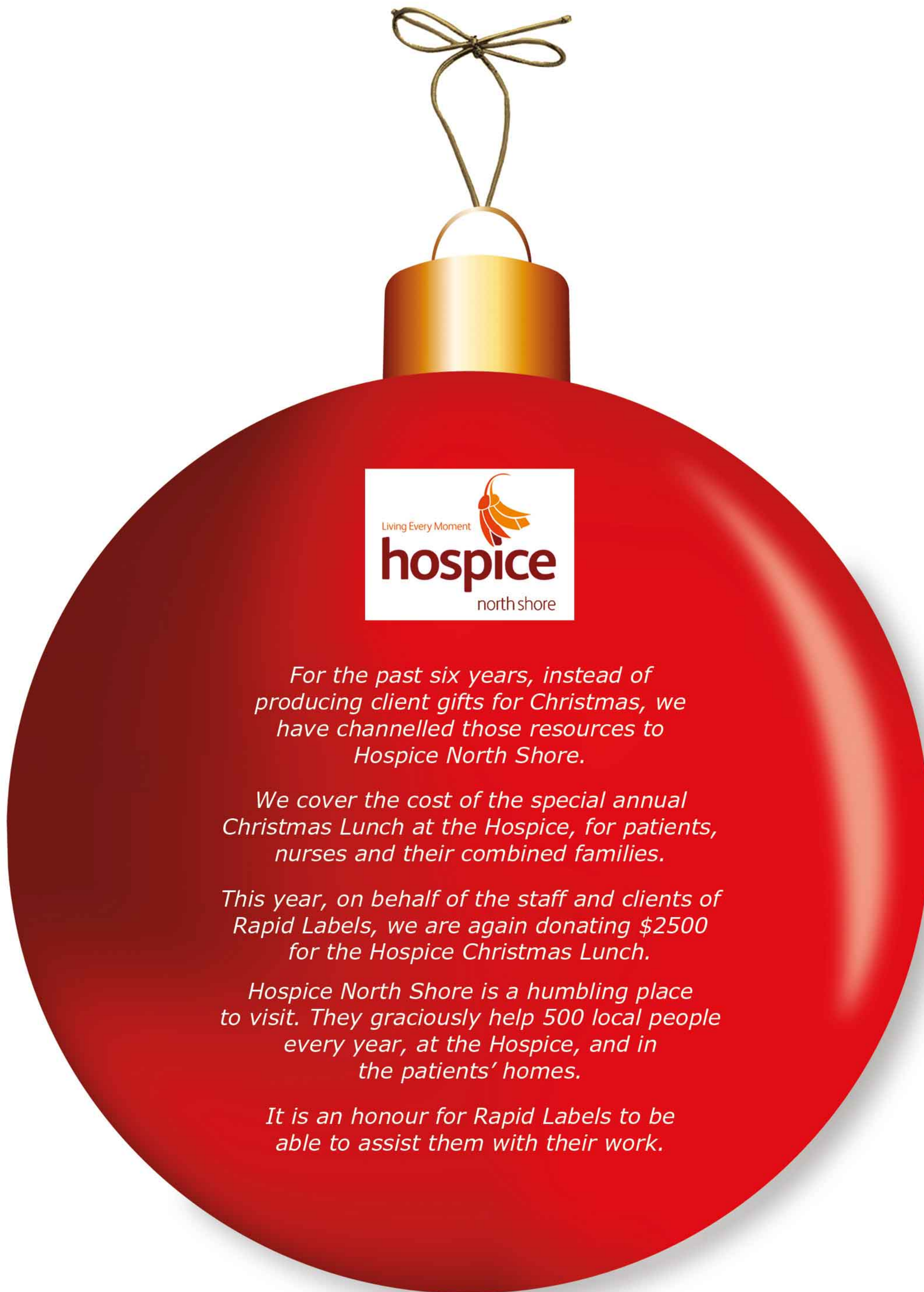


On behalf of the staff
at Rapid Labels
we wish you a
Merry Christmas
and a
Sparkling New Year.



We'll be flat out until 11am Friday 21 December, then into our Christmas Lunch.
There'll be a skeleton staff on board for the working days around Christmas and New Year.
Full production back underway from Monday 7 January.





For the past six 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 graciously help 500 local people every year, at the Hospice, and in the patients' homes.

It is an honour for Rapid Labels to be able to assist them with their work.



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