COMPANY PROFILE

Rapid Labels is a thriving label manufacturer operating from a purpose-designed facility in Auckland’s North Harbour Industrial Estate.

We operate multiple production lanes, serving New Zealand business at speed. Being Rapid is our thing – quotes in 2 hours, proofs in 4 hours, labels in 5 days from sign off of proof, 99% on-time guaranteed. Everything in our business is done at pace; we aim to be an easy company to do business with.

Annual sales are in excess of 35 million, with a staff of 108 label specialists. The business is managed by Dale Bamford.

The business operates in several specific markets – wine labels, food & beverage labels, thermal printers/labels, laser labels, pharmacy labels – as well as making customised labels for clients the length of New Zealand.

The last ten years at Rapid have included some defining moments - significant new equipment deployed, in-house digital plates, the acquisition of Hoop Labels, commissioning our first digital press and extending our exclusive wine paper offering. In 2018 we added Offset to our fleet, making us fully equipped to offer the trifecta under one roof – Offset, Flexo and Digital. We’ve got ourselves an exciting business which is travelling at a good pace.

Rapid Labels Limited is a privately held business; we belong to Hexagon Holdings which is a New Zealand label and packaging group. Nelson based businessman Tom Sturgess and Mercury Capital are our primary stockholders and Greg Howell is our CEO (and an ex GM of the business).

We hope that you’ll gather by reading this Profile, that Rapid has a unique culture and a practical set of values. Certainly we do care not only about what happens, but also how it happens.

We invite you to make Rapid Labels part of your company’s supply chain.
COMPANY HISTORY

Today's Rapid Labels is the result of a merger between Rapid Labels and Allmark Industries in 1999. The two businesses were purchased by Blue Star Group in the late 90’s and came together as RapidAllmark in July 1999. Rapid Labels was purchased by the Tiri Group in July 2012 and then joined Hexagon Holdings in 2014.

Rapid Labels was originally based on The Esplanade in Campbells Bay and later in the Just Workout building close to the Forrest Hill Mobil on Auckland's North Shore. Rapid was started by the Wilcox family who built a solid letterpress label jobbing business based on being quick to quote and deliver, and by keeping sales overheads to a minimum.

Allmark Industries was based first in Rosebank Road, Avondale, and later in Collard Place Henderson. Harry Malone developed Allmark as a leading flexo label converter and pivotally as the agent for Chicago based Zebra Technologies, makers of the world’s leading thermal barcode printers.

Since 1999, following a painful settling in period, Rapid has invested significantly in equipment to position itself in the high-volume colour label market, with a particular focus on the wine market.

Late 2004 the business lifted its base service standards to a 5 day turnaround, 2 hour quotes and guaranteed 95% on time deliveries each week. The emphasis is on being as our name suggests, the fastest in the market and an easy supplier to do business with. In 2007 we upgraded the 95% “on time” promise to 99%.

Rapid Labels has crafted quite a reputation. For several years now, our business has been gaining market share, quicker than you’d expect. We hope that this is the NZ market liking what we are delivering and rewarding us with their loyalty.

In 2017 we continued to boost our production capacity, including implementation of the fastest digital kit on the market. We’re excited about the advantages this gives us in the short-run label space.

2018 saw the implementation of a new ERP system – CERM – which takes our workflow and business to the next level. We also updated our Esko Studio platform with an Automation Engine, adding to our efficiency. In April 2018 we acquired the trading assets of Panprint and their equipment. By combining the two businesses we have a suite of product decoration offerings not seen before in the New Zealand label market.

Rapid Labels (including Panprint assets) now offers Offset, Flexo and Digital label production under one roof, combining Panprint’s proud 50 year heritage with Rapid’s innovation suite and Rapid’s fast business model which includes world class workflow and pre-press systems.

Amongst all of the usual things we need to do to ensure our offer is the “Rapidest”, we’re now focusing on the next milestone - $40 million sales.
Rapid Labels PRODUCT RANGE

Please read this Profile in conjunction with the Rapid Labels Catalogue and website (rapidlabels.co.nz).

We operate in the following label sectors:

WINE LABELS
NZ Wine Producers presently entrust Rapid Labels with their business. We are specialists in laid stocks, foiling, specialty varnishes and clear-on-clear wine labels.

VIP LABELS & PRINTERS
Direct thermal labels, thermal transfer labels, thermal transfer ribbons, thermal tags, VIP overprinting bureau. Zebra printers, Datamax printers, parts, service, printheads, software, cleaning products – a total thermal printing solution.

PHARMACY LABELS
More than 40 years in the business of producing 3-part dispensary labels for pharmacies (and some vets as well) nationwide. Dedicated press which does nothing else all day - 5 day turnaround and competitive rates across various quantities. POS pricing labels (Toniq, Lots/Lockie) are also held ex-stock. 431 pharmacies across NZ choose to use Rapid Labels.

LASER LABELS
Rapid is uniquely equipped to produce A4 laser labels, a traditional strength of our business. We wholesale to office products resellers, plus offer a range of laser sheets under the Allmark brand ex-stock.

PRIME LABELS
Food, beer, RTDs, water, honey, milk, eggs, juice, soft drinks, olive oil, cheese, spirits. Our share in these markets is growing, having invested in equipment to compete effectively.

CUSTOM PRINTED COLOUR LABELS

PROMOTIONAL LABELS
Sale, pricing, bumper, campaign, awards, freebies, text promotions.
Rapid Labels STAFF

Rapid Labels Limited has 108 staff organised in 12 teams. We operate the flattest structure possible, with the majority of the office staff in one large room which has visual & walking access to the factory. Interestingly, 54% of our staff (some 58) have more than 5 years at Rapid Labels with 31 being more than 10 years service. This is something we are very proud of and their milestones are acknowledged on our website under Being Rapid/Other Stuff/Acknowledgement.

Deb Hannon  Operations Manager
Mobile 027-4457267  Email deb.hannon@rapidlabels.co.nz
Deb’s our can do superstar. She wears many hats making sure nothing falls over with our service offer; our key weapon to maintaining our speedy offer to market. Her focus is on our operations: optimising our workflow and speed proposition, ensuring our facility is configured for purpose and making sure we are compliant with Health and Safety. Currently she’s working on our ISO and Environmark certifications. Deb is an experienced label practitioner having spent some 19 years in the industry so far.

Dale Bamford  General Manager
Mobile 021-347037  Email dale.bamford@rapidlabels.co.nz
Dale has a lifetime of label experience having worked for his family owned and operated Impressions International before his time as GM at Panprint. He was then an integral part of the Panprint merger into Rapid Labels. Now, as GM of Rapid Labels, he has a key role in taking the business into a new era.
Rapid Labels STAFF

Alex Straight  Production and Technical Director
Mobile 027-4946355  Email alex.straight@rapidlabels.co.nz
Alex is a qualified flexo printer who came to us from wide web packaging land back in 2003. He now takes care of the press floor managing 14 machines and 32 staff plus performing the pivotal role of production planner. Alex knows how to coax and bend our equipment to get it to do just about anything. He is essentially our mad scientist and drives our innovation programme. His knowledge and superb work ethic are of great value to Rapid.

Michelle Allen  Head of Finance
Mobile 021-2531439  Email michelle.allen@rapidlabels.co.nz
Michelle is a 17 year Rapid veteran, and she’s the guru of all things financial at Rapid. Michelle stepped into the chief Finance role in September 2010. Her brief broadened when we became privately owned and she now takes care of credit control, money in and out, IT and reporting to stakeholders.

David Millington  Head of Sales
Mobile 027-4980421  Email david.millington@rapidlabels.co.nz
David started at Rapid in 2009 in our VIP sector with his in depth knowledge of Zebra, Datamax and Intermec products. He’s a technical, problem solving guy and with 16 years of Sales behind him he now manages our HUB and Nationwide Sales Teams.

Victoria Bester  Post Production Manager
Mobile 027-2777560  Email victoria.bester@rapidlabels.co.nz
Victoria’s strong eye for detail and process development is key to optimising the workflow and production through our Finishing, Warehouse and Despatch departments. She has a strong background in continuous improvement, having worked in consents and planning roles in both the public and private sectors.
Rapid Labels SALES TEAM

AUSTRALIAN BASED
Deborah Peers
Account Manager – Wine in Auckland, Waiheke & Northland
Mobile 027-4975125
Email deborah.peers@rapidlabels.co.nz

Richard Royston
VIP Business Unit Manager – Thermal Blanks & Printers
Nationwide
Mobile 027-5238525
Email richard.royston@rapidlabels.co.nz

HAMILTON SALES OFFICE
Brent Craven
Account Manager – Waikato, BOP, Hawkes Bay & Gisborne
Mobile 027-6027666
Email brent.craven@rapidlabels.co.nz

Stephanie Powdrell
Account Executive - Waikato, BOP
Mobile 027-7008901
Email stephanie.powdrell@rapidlabels.co.nz

WELLINGTON SALES OFFICE
Heather Nash
Account Manager – Wellington, Wairarapa, Manawatu & Wanganui
Mobile 027-4823399
Email heather.nash@rapidlabels.co.nz

SOUTH ISLAND
Gavin McQuoid
South Island Sales Director
Mobile 027-5996863
Email gavin.mcquoid@rapidlabels.co.nz

ON THE GROUND IN BLENHEIM
Stephen Coleman
Account Manager – Marlborough, Nelson, Central Otago, Canterbury
Mobile 027-2487888
Email stephen.coleman@rapidlabels.co.nz

CUSTOMER SERVICES HUB
Laura, Angela, Valerie, Amy, Tina, Hattie, Debbie, Sharon and Ariella are on the phones weekdays 8.00am until 5.30pm.
The best number to call is Auckland 4141730 (or 0800 865223) both of which take you straight to the Hub.
You can email the Hub on thehub@rapidlabels.co.nz
VALUES

At Rapid we have developed a unique and, we hope, positive culture. We live by a set of values which set out to treat all stakeholders in our business equally. We care not only about what happens, but also how it happens.

Manners are the foundation of a positive workplace and we work hard on that. Greetings, farewells, care of visitors, respect for elders, thinking of others – these simple things are important at Rapid Labels.

We value our staff who stay the distance, and gather to acknowledge every time one of us passes a 5, 10, 15, 20 or 30 year service milestone.

We work hard to have a workplace which is clean, tidy, professional, welcoming. Some of us are very fussy about the tidy thing.

We’re also pretty keen on staff sports events, Friday drinks, various staff sweepstakes for rugby & league competitions, plus the odd night out for staff & partners.

A key facet of the Rapid Labels week is a Friday Update which goes to all staff each Friday lunchtime, mapping out everything that’s going on, as well as the detailed performance numbers for the month so far.

Of course this Profile is being written by the person responsible for these things, so the reality may differ. Perhaps judge for yourself – come and tour our facility, talk to the people. It may not be perfect but we can promise that things are done differently and with extra care at Rapid Labels.
CONTACT DETAILS

Rapid Labels Limited is located in Auckland's North Harbour Industrial Estate.

HEADQUARTERS
3 Armstrong Road, Albany
PO Box 100-455, North Shore Mail Centre, 0745

CUSTOMER SERVICES HUB
Weekdays 8.00am - 5.30pm
Phone 09-4141730 or 0800-865223
Email thehub@rapidlabels.co.nz

WEBSITE
rapidlabels.co.nz

SENIOR TEAM
General Manager 021-347037 (Dale Bamford)
Operations Manager 09-4141735 (Deb Hannon)
Production and Technical Director 09-4141721 (Alex Straight)
Head of Finance 09-4141707 (Michelle Allen)
Head of Sales 027-498 0421 (David Millington)
Post Production Manager 027-277 7560 (Victoria Bester)

STATUTORY
Rapid Labels Limited
Bank Account 03 0252 083-3201 00
Company registration number
3883323
GST # 109-335-711

AUSTRALIAN CLIENTS
We are GST registered, ABN
97 641 484 955
Our Australian bank account is:
BSB 032-000 Account 73-5708