WHO WE ARE:

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 92 label specialists.

The business is managed by Dale Bamford, and it 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 and more recently a merger with Panprint in 2018.

Rapid Labels and Allmark were purchased by the 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, 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%.

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 and 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 now offers Offset, Flexo and Digital label production under one roof.

In 2020, Rapid Labels received Telarc Registered certification for our Management Systems.
ISO 9001 Certification: Quality Management Systems
ISO 14001 Certification: Environmental Management Systems
ISO 45001 Certification: Health and Safety Management Systems

These show our business has effective Management Systems in place and our system demonstrates our commitment to quality, productivity and customer satisfaction.

Most recently, we have undergone a rebrand. Our new logo and branding represents the growth of Rapid Labels over 50 years, emerging as a world class label manufacturing company. A new look, but still the trusted Rapid service we’ve become so well known for in the market.
OUR PRODUCT RANGE:

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

We operate in the following label sectors:

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

**HONEY LABELS:** Rapid Labels is NZ’s largest label supplier of honey labels, working with a number of honey brands to grow their brands nationally and internationally through recent years.

**CRAFT BEER & CIDER LABELS:** We have worked with many craft brewers to launch their brands from the ground up. Our Digital Printing offer is the perfect solution to the needs of a craft brewer just starting out, and our Flexo and Offset printing capabilities allows for the growth in label print runs as businesses grow.

**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, RTDs, water, 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:** Long run, short run, simple, complex, infinite shapes and sizes. Chiller, freezer, tamper-proof, chemical-resistant, light-fast, screen printing. Permanent, repositionable, unadhesed, thermal transfer, direct thermal.

**PROMOTIONAL LABELS:** Sale, pricing, bumper, campaign, awards, freebies, text promotions.
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.

ENVIRONMENTAL:

From managing and minimising waste, to using mainly UV inks to reduce the use of solvents and emitting only pure ozone from our label equipment, Rapid Labels acknowledges the important role the business and its employees have in supporting and minimising the impact we have on the environment.

Rapid Labels is Forestry Stewardship Council® (FSC®) Chain of Custody (COC) certified. Being FSC® COC certified allows us to promote responsible forest management and pass the qualifications of FSC® certified product (paper) from our supplier to our clients.

We have also developed a range of Environmental Objectives offering Sustainable Solutions for label and liner materials. These solutions are manufactured in an environmentally responsible manner – with the options including stocks made from recycled or renewable materials and label material options that are compostable and/or biodegradable.

Speak to us about Rapid Labels’ Sustainable Solutions for Labels which includes our 5 ‘R’s to a sustainable future and our Sustainable Solutions for Liners provides an option for our clients to take their sustainability efforts a step further by recycling their white glassine liner waste.

Rapid’s 5 ‘R’s to a Sustainable Future

![Tree](Responsible Sourcing)
![Recycle](Recycling Enabled)
![Reduce](Reduced)
![Recycle](Recycled Content)
![Re-purpose](Re-purposed Materials)
OUR STAFF AND MANAGEMENT TEAM:

Rapid Labels has 92 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, 44% of our staff (some 41) have more than 5 years at Rapid Labels with 24 being more than 10 years service. This is something we are very proud of and their milestones are acknowledged on our website.

Dale Bamford, General Manager
M: 021-347037
E: dale.bamford@rapidlabels.nz

Dale has a lifetime of label experience having worked for his family owned and operated Impressions International before his time as General Manager 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.

Marco Adriaanse, Head of Sales
M: 021-629700
E: marco.adriaanse@rapidlabels.nz

Marco has a wealth of self-adhesive materials experience as the Division Manager of Self-Adhesive Paper at Spicers for over 14 years. He was a supplier to Rapid Labels for many years so we know first-hand that he is commercially and customer focussed, making him an excellent fit to now be leading our Sales Team.

Terry Campbell, Operations Manager
M: 027-7008919
E: terry.campbell@rapidlabels.nz

As our Operations Manager, Terry overseeing our Print Production Team as well as the company operations – optimising our workflow, speed proposition and ensuring our facility is up to speed and compliant with Health and Safety, ISO and Environmark certifications. He has over 20 years of operational experience in pharmaceuticals, animal health and manufacturing industries, giving him a great understanding of labels from a customer and manufacturing perspective.

Alex Straight, Technical Director
M: 027-4946355
E: alex.straight@rapidlabels.nz

Alex is a qualified flexo printer who came to us from wide web packaging land back in 2003. Having been the Production Supervisor for over 10 years, he knows how to coax and bend our equipment to get it to do just about anything. Now, Alex’s focus is on helping our Sales Team navigate the more technical aspects of labels. His knowledge and superb work ethic are of great value to Rapid.

Michelle Allen, Head of Finance
M: 021-2531439
E: michelle.allen@rapidlabels.nz

Michelle is a 20 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.

Victoria Bester, Post Production Manager
M: 027-2777560
E: victoria.bester@rapidlabels.nz

Victoria has a strong eye for detail and process development which 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.
OUR SALES TEAM:

Marco Adriaanse, Head of Sales
New Zealand wide
M: 021-629700
E: marco.adriaanse@rapidlabels.nz

Gavin McQuoid, Account Director
New Zealand wide
M: 027-5996863
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AUCKLAND BASED
Deborah Peers, Account Manager
Wine in Auckland, Waiheke & Northland
M: 027-4975125
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Nicola Segal, Account Manager
Auckland
M: 027-4922372
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Richard Royston, VIP Business Unit Manager
Thermal Blanks & Printers Nationwide
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HAMILTON SALES OFFICE
Brent Craven, Account Manager
Waikato, BOP, Hawkes Bay & Gisborne
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WELLINGTON SALES OFFICE
Heather Nash, Account Manager
Wellington, Wairarapa, Manawatu & Wanganui
M: 027-4823399
E: heather.nash@rapidlabels.nz

ON THE GROUND IN BLENHEIM
Stephen Coleman, Account Manager
Marlborough, Nelson, Central Otago, Canterbury
M: 027-2487888
E: stephen.coleman@rapidlabels.nz

CUSTOMER SERVICES HUB
Our Hub Team are on the phones weekdays 8.00am until 5.30pm.
The best numbers to call are: 09-4141730 or 0800 865223
Email thehub@rapidlabels.nz
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

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E: thehub@rapidlabels.nz

WEBSITE
rapidlabels.nz

MANAGEMENT TEAM
General Manager:    Dale Bamford   021-347 037
Head of Sales:      Marco Adriaanse 021-629 700
Operations Manager: Terry Campbell  027-700 8919
Production and Technical Director: Alex Straight 027-494 6355
Head of Finance:    Michelle Allen 021-253 1439
Post Production Manager:  Victoria Bester 027-277 7560

STATUTORY
Rapid Labels Limited
Bank Account: 03 0252 0833201 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