



Looking back on 2016

2016 started like every New Year as we frantically got into the groove after all the Holiday festivities. A little bit of change at the big table at Rapid HQ with a new GM in the seat for 2016 – Paul Agnew our Head of Sales took over from the departing Anne-Marie Sutton. It was steady as she goes with the same Rapid intent and focus. We had lots to get on with Pride in Print entries to lodge and, of course, plenty of labels to sell. We've had an excellent year.

February, March and April saw a lot of commercial tenders and renegotiations of client agreements, the sales team were certainly busy. Meanwhile we had the factory running full tilt and crossing our fingers for the weather to do its thing and bring on the finish to a great 2016 wine harvest.

In May we were proud to receive a record breaking eight gold medals at Pride in Print in Auckland, our best gold medal haul ever. The Box of Fish Series marketing collateral being an award winning addition to our sales offer. This was joined by the new Wine/Prime book The Book of Labels – New Zealand Edition and a new much overdue catalogue. If you haven't seen any of these, be sure to ask your account manager, give us a call or request one via the website.

May also saw the arrival of our turbocharged CX3 engine for our Xeikon Digital press, taking our speed from 20m/min to 30m/min a quantum leap forward.

2016 was no different in our annual support for the Royal Easter Show Wine Awards, the New Zealand International Wine Show, the Pharmacy Awards and the Hawkes Bay Charity Wine Auction, and our trophy sponsorship at the Gisborne Wine Awards – these events are all excellent industry events and a pleasure to be part of.

We celebrated some significant staff anniversaries in 2016 - 5 years for Cathy, Doug and Florance. 15 years for Michelle and Paul Paddock, and 20 years for Brent and Pam. Trumping all of that, in June Keith completed 30 years of service – an amazing achievement which we marked with the production of a special commemorative tee-shirt proudly worn by all staff!

We only welcomed two new Rapid babies this year. Congratulations Jessie & Jason on the birth of daughter Aria and to Shoeb & Azza for the arrival son Rayyan.

We are delighted to report for FY16 (June year end) we achieved our biggest ever sales and growth on our prior record breaking year, and we also raised the bar again in August with our largest ever sales month of \$2.50m. It is fantastic to see an organisation full of amazing people doing amazing things! All still at our "Rapid" pace; unmatched in the market.

Plenty of comings and goings in 2016, we welcomed Jonty into Pre-press covering for Jessie whilst on maternity leave, Tom and Wally came in on the 280 fleet, we welcomed Brenton back to Rapid, Nicole started with us in the HUB team and Claire returned from maternity leave. Steph joined us in a new sales focused role based out of the Bay of Plenty, replacing Rachel who departed to focus on being a mum. Ben joined us based out of Palmerston North, replacing the departing Maree, looking after our lower North Island clients.

The annual Super XV and NRL sports competitions again were a source of great banter this year. The eventual winners of the Super XV and the NRL comps were Mark and Ross respectively. Thank you to UPM Raflatac for sponsoring prizes.

November's arrival meant Movember was alive at Rapid Labels! We had 26 'Mo Bros and Gals' sign-up and some very interesting moustache styles were paraded in all their glory. Great to see the team get involved and some very creative styles worn with pride, putting a lot of smiles on the faces of all staff, suppliers and people whom they came into contact with.

We dived head first into the world of Social Media this year be sure to check us out and get liking! We are active on Instagram and Twitter, our Instagram and twitter handle is @rapidlabelsnz and search Rapid Labels on Facebook.

We'll celebrate the end of year with a knees-up at Alexandra Park and catch some horse racing action, prior to what will be a hectic lead-up to our break. These days our wine "season" goes all year round and so we'll be pleased for a two-week break to rest and re-charge for 2016.

Finally, from all of us, thank you for your business and support during what has been another great year at Rapid Labels. Please do read the back of this card.



Martin Paul Keith Thomas Jon
 Brenton Jon Claire Bentley Sheila David Peary
 Jonty



Cathy
 Jo
 Ben
 Janine
 Jo

Alu
 M
 FW
 Oli
 A
 Jonty

All of the team at Rapid Labels wish you a

Merry Christmas and
 a Happy New Year!

Michelle Nicole
 Kimbarley
 Angela
 Shaan
 Jeremy
 Alexandra



We'll be flat out until midday Friday 23 December, then into our BBQ and break-up. There will be a skeleton crew on board for the working days around Christmas and New Year. Full production is back underway from Monday 9 January



For the past ten 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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