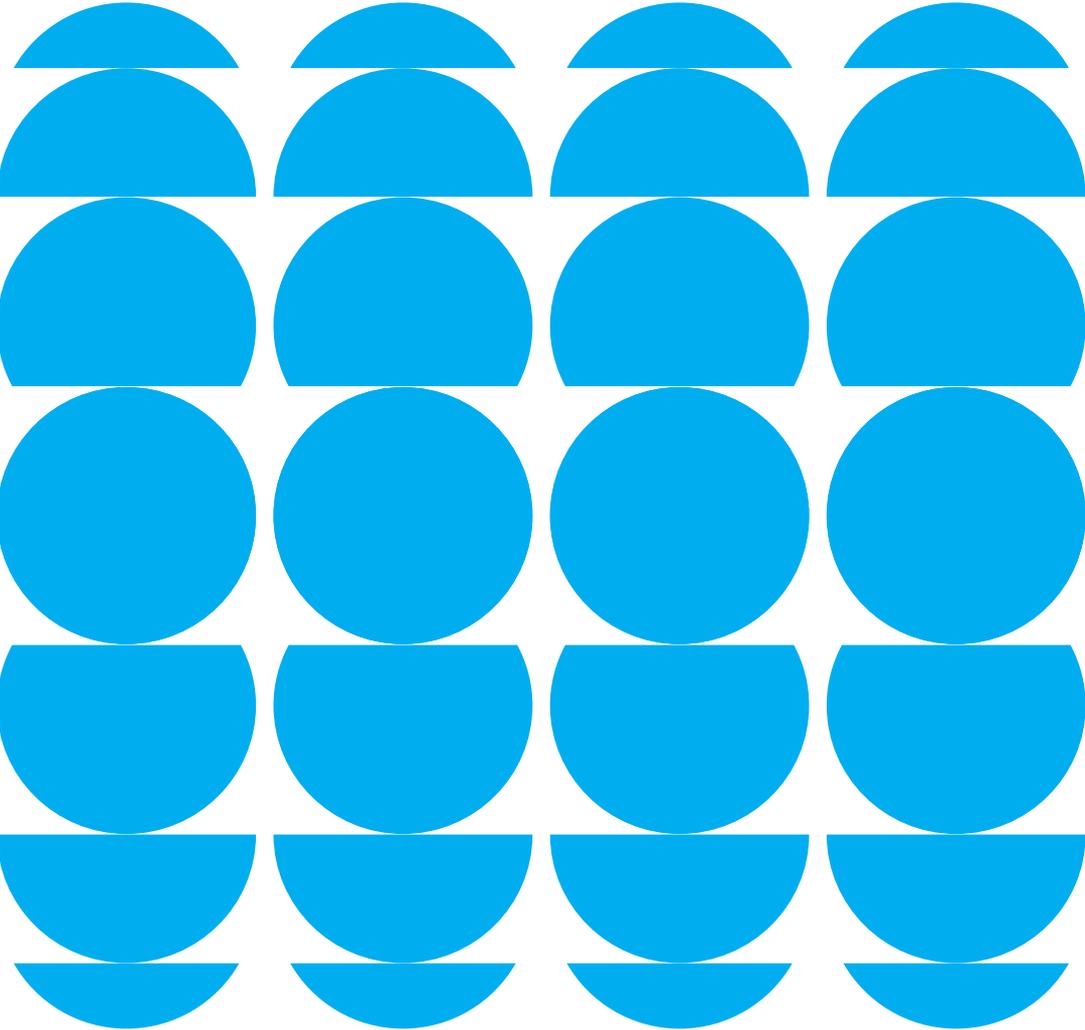


Company Profile

November 2023





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 32 million, with a staff of 100 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 fifteen years at Rapid have included some defining moments – significant new equipment deployed, in-house digital plates, commissioning our first digital press, adding Offset to our print fleet and increasing our portfolio of sustainable stocks. We've got ourselves an exciting business which is travelling at a good pace.

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.



Licence Number: 807004



COMPANY HISTORY:

Today's Rapid Labels is the result of a merger between Rapid Labels and Allmark Industries in 1999 and 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 Hexagon Holdings in 2014. In October 2021, Rapid Labels joined the MCC Label group.

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.

Rapid Labels has also 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.

Over the past 50 years, Rapid Labels has emerged as a world class label manufacturing company offering 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.



Licence Number: 807004



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, 30 or 35 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



Responsibly Sourced



Recycling Enabled



Reduced



Recycled Content



Re-purposed Materials

OUR STAFF AND MANAGEMENT TEAM:

Rapid Labels has 100 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 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 15 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.



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.



OUR SALES TEAM:

Marco Adriaanse, Head of Sales
New Zealand wide

M: 021-629700

E: marco.adriaanse@rapidlabels.nz

Gavin McQuoid, Account Manager
New Zealand wide

M: 027-5996863

E: gavin.mcquoid@rapidlabels.nz

AUCKLAND BASED

Simon Elder, VIP Business Unit Manager
New Zealand wide

M: 021-436909

E: simon.elder@rapidlabels.nz

Deborah Peers, Account Manager
Auckland, Waiheke & Northland

M: 027-4975125

E: deborah.peers@rapidlabels.nz

Nicola Segal, Account Manager
Auckland

M: 027-4922372

E: nicola.segal@rapidlabels.nz

Dima Vovchenko, Account Manager
Auckland

M: 027-6837218

E: dima.vovchenko@rapidlabels.nz

HAMILTON SALES OFFICE

Brent Craven, Account Manager
Waikato, BOP, Hawkes Bay & Gisborne

M: 027-6027666

E: brent.craven@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](tel:09-4141730) or [0800 865223](tel: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

CUSTOMER SERVICES HUB

Weekdays 8.00am - 5.30pm
Phone 09-4141730 or 0800-865223
E: thehub@rapidlabels.nz

WEBSITE

rapidlabels.nz

MANAGEMENT TEAM

General Manager:	Dale Bamford	021-347 037
Head of Sales:	Marco Adriaanse	021-629 700
Head of Finance:	Michelle Allen	021-253 1439

STATUTORY

Rapid Labels Limited
Bank Account: 31-2840-0044101-00 ****NEW BANK ACCOUNT**** (22.03.23)
Company registration number: 3883323
GST # 109-335-711

AUSTRALIAN CLIENTS

Our Australian bank account is: BSB 242-000 Account 236-554-007

