



Issue 16

the fine print.

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A MESSAGE FROM THE GENERAL MANAGER

Welcome to the Latest Edition of The Fine Print. As we wrap up the first quarter of the new financial year, we hope it's been a positive and productive start for you and your team.

At Brightprint, we continue to be inspired by the innovative, forward-thinking businesses we're privileged to work alongside. In a challenging economic climate, it's motivating to see so many of our clients showing real resilience and drive—and we're proud to support that through clever print and packaging solutions.

It's been a busy few months across both of our manufacturing sites, with plenty to celebrate—including record production volumes and exciting new client projects.

One standout milestone this quarter has been achieving global food safety certification (SQF). This has been a 12-month journey for our team, and we're thrilled to now offer certified packaging solutions for food producers both in New Zealand and abroad. (More on that on page 3!)

We're looking forward to what the next quarter brings, and as always,

we appreciate the opportunity to work with you. Whether it's on the road or at upcoming conferences and exhibitions, we hope to catch up soon.



BRADEN GORDON
General Manager

JULY DRAW! WIN A DELICIOUS PRIZE PACK FROM AF DRINKS.

Place an order with Brightprint or Worktime Group in the month of July 2025, and you'll go in the draw to win a delicious prize pack from AF Drinks.

These premium non-alcoholic beverages are a refreshing way to enjoy Dry July in style.

Keep an eye on our socials for all the details!



CONGRATULATIONS TO WILL RADFORD FROM HONEY STICKS!

For winning a Super Rugby Jersey in our May draw. A great prize to wrap up what was a strong Super Rugby season all round.



PRINTED PACKAGING FEATURE | FROM CONCEPT TO SHELF - FRY'S PLANT-BASED RANGE SLEEVES

We recently partnered with Rocket Foods to support the New Zealand launch of the Fry's plant-based food range, an internationally recognised brand offering a variety of meat-free products. The project involved producing retail packaging for multiple SKUs, each needing to reflect the brand's identity while meeting supermarket-ready standards.

Our team managed the process from start to finish, refining supplied artwork and overseeing print production. In-house designer Hardeep collaborated closely with Rocket Foods to ensure everything ran smoothly, balancing creative goals, technical accuracy, and delivery timelines. The finished packaging not only looked sharp, but also performed well in a fast-paced retail environment.

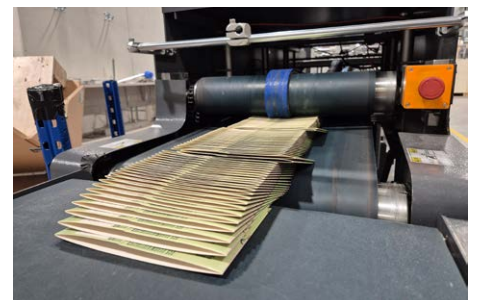
While the Popcorn Chick'n product features in our promotional imagery, it was just one of several products delivered as part of this nationwide rollout.

We were proud to be part of the journey and even more so to receive this incredible feedback from Matesha Ababa, Chief Operating Officer at Rocket Foods:

"If design and packaging were an Olympic sport, Kingsley and his team at Brightprint would be the only ones on the podium, while juggling flaming torches and sipping coffee. Their professionalism shines through in every interaction, from initial concept discussions to final delivery. Many a time they have somehow managed to read our minds (or at least our very vague briefs) and translate it into designs that not only meet but exceed our expectations."

Brightprint's versatility is remarkable. They're always open to feedback and make adjustments with ease, ensuring the final product aligns perfectly with our goals. Even under tight deadlines and high-pressure situations, they consistently deliver with impressive turnaround times, never compromising on quality. And the best part? Their prices are so competitive we had to double-check our first invoice."

If you're looking for a design and packaging partner who is reliable, creative, and responsive, we wholeheartedly recommend Brightprint. They've become an invaluable part of our creative process."



COMMERCIAL PRINT FEATURE | ASTRO PRESENTATION BOX AND CATALOGUE

Fresh off the press... This recent project for Astro is a great example of premium presentation and thoughtful detail. The job included a beautifully produced product catalogue showcasing Astro's hotel supplies, presented in a custom-printed cardboard folder with space cleverly included for a bar of chocolate—an extra touch that helped complete the package.

The catalogue cover was printed on 350gsm gloss stock with an anti-scuff laminate finish, while the internal pages were printed on 128gsm gloss. The presentation box was produced using a premium 400gsm Glamkot board, also finished with anti-scuff laminate. This coating was critical to the job, offering excellent durability and helping protect the rich, dark-

coloured backgrounds from marking or wear.

Well done to the Astro team for bringing together the content and artwork for this project—truly living up to their tagline, “We make exceptional easy.” And a big shoutout to the Brightprint production team for delivering another beautifully finished, high-impact print solution.



AN UPDATE FROM **WTL** WORK TIME GROUP LTD CUSTOM LOGBOOKS BUILT FOR THE LONG HAUL

It has been a busy few months here at Worktime Group, with strong demand from transport operators across the country. While digital systems continue to grow, printed logbooks remain the safe and reliable choice for many in the industry. They are practical, compliant and always accessible. No batteries, no updates, and no risk of tech issues on the job.

One of our long-standing clients is **Stuart Drummond Transport** in Nelson. They have been using custom WorkTime Logbooks since 2013, in a format built on practicality, trust and attention to detail.

These all-in-one books combine Worktime entries with Prestart

checklists, Daily Run Sheets, Health and Safety forms, Visual Inspections and Fault Reports. The result is a clear and compliant daily record that suits the way their team works.

By consolidating everything into one easy-to-use book, they avoid app-based glitches and time-consuming admin. The format is simple, robust and purpose-built for life in a transport cab. A great example of print that works as hard as the people using it.

KINGSLEY FRENCH
WTG Sales Manager
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FACTORY UPDATE

It's been a full-on few months on the Brightprint production floor, with momentum continuing to build across teams and shifts. We've welcomed two fantastic new team members recently. James Hume has joined us in dispatch and Jhona Nazareno has come on board as a folder/gluer operator. They've both hit the ground running and have been a great addition to the crew.

May also marked a major milestone with a new production record achieved. It was a huge effort from

everyone involved, and to celebrate, we handed out hampers as a thank you for the hard work and consistent results.

Moments like this are a great reminder of what we can accomplish when we work together. The dedication across the factory plays a big part in our ability to continue delivering excellent print and packaging solutions for our clients.

We are looking forward to keeping that momentum going in the months ahead.

