

Inspire

December 2011

Sherpac Newsletter



Its that crazy time of year again! We are definitely noticing the Christmas hustle and bustle in the office. In this issue you will find out our Christmas operating hours which will hopefully help you plan for the coming weeks.

Also as this is the last Inspire of 2011 we have loads of new products that have arrived just in time for Christmas. We will also be welcoming some new customers such as Askew, Storm and R&R Sport to name just a few.

While we have the welcoming mat out let us extend a very warm welcome to the newest member of our Sherpac Team Garth - who took over from Norman as Warehouse Manager. Christina who joined us just before the last inspire has settled in really well, we love her travel stories along with Garth's martial arts moves they both have really spiced up life in Sherpac HQ.

There are also a few photos from our amazing Christmas Party. It was a beautiful sunny day on a boat just off Motuihe Island. We all had a swim, a beautiful spread (Thanks Raewyn) and some bubbles.

We now have a new feature in our inspires which is called 'Kelly's Retail Corner,' our Retail Specialist Kelly will be sharing ideas, retail information, tips, tricks and trends to help retailers gain valuable insight into their industry.

I hope you all have a lovely and safe Christmas followed by a year full of promise. We are excited for what 2012 will bring. Remember to like us on facebook!

Michelle Stewart
Sales Manager

Christmas Opening Hours



Closed from 12pm Friday 23rd December
Re-opening Monday 9th January 2012

Get your orders in before Friday 16th December, to have your delivery on time for Christmas!



We are delighted to have worked on these SPCA 3kg pet food bags. The resealable zip means that your pet's food can not only retain it's freshness but is also easy to use again and again. To get your paws on some please visit:
<http://www.spcapetclub.co.nz>



WELCOME ON BOARD

Askew recently worked with us to create the above plastic bag. The shape and style of the bag works well with the diverse range of products, which come in all kinds of shapes and sizes. Check out their eclectic collection on: <http://www.askew.co.nz/>.

Also we recently worked with R&R Sport for their Non Woven Bags, for all your outdoor and sport needs this summer go to: <http://www.rrsport.co.nz/>. We joined forces with Storm for their paper bags, these stylish bags really echo the feel of the store and the chic apparel thats on sale there. To get the latest trendy releases from Storm visit: <http://www.stormnz.com/>.



LATEST COFFEE BAGS



These Trade Aid 100g Instant Coffee Bags look great printed on Kraft Paper. The paper is layered over Eco HB so the consumer will have the freshest end experience and can recycle the bag too! To pick up a pack or to see Trade Aid's other ethical products, please go to: <http://www.tradeaid.org.nz/>

Havana have revamped their 'Fivestar' range, above is the 1kg bag which has stunning matte and gloss effects. Follow the link below to purchase this delicious coffee online: <http://havana.co.nz/>

Packaging the Best



sherborne packaging

MERRY
CHRISTMAS
FROM SHERPAC

NEW



OUR LATEST NON WOVEN BAG!

Lately we re-designed our promotional bags, we opted for a die cut handle with a plastic re-inforcement for added strength. To add a splash of colour we included a funky green trim which really stands out with the classy black. If you're interested in promotional bags, why not give Kelly a call or email her on: kelly@sherpac.co.nz

In early October we attended the New Zealand Coffee Awards. It was great to see so many roasters gaining well deserved recognition. **Congratulations to Auckland's Barista Empire who won the 'Sherpac Best Foodservice Plunger Blend' category**, and a huge congrats must also go to Coffee Lab who won the Supreme Award.



Griffin's Cookie Bear Tins


Earlier this year we took on the project to help Griffins get these tins ready for Christmas. You may have spotted them in your local supermarket. With 3 yummy packs of biscuits inside these are sure to be a hit this Christmas! To read more about Griffins visit: <http://www.griffins.co.nz/>



Girl Guiding NZ Biscuit Tins


For the second year running we have worked with this fantastic organisation on their tins. Keep an eye out for girl guides selling these in your area, after all it helps to grow responsible, mature and capable young women. To read more: <http://www.girlguidingnz.org.nz/>



/// /// /// /// /// /// /// /// **KELLY'S RETAIL CORNER** 

'New Normal'

Big name shoe company Puma has developed a make your own Puma website! While this is not the first it has definitely attracted some good attention. At the Puma Mongolian Shoe BBQ you can customize over 20 different parts of the shoe. With an interesting restaurant style design you can choose everything from the tongue to the toe. Post-recession consumers are looking for value and retailers to help them get the best possible value. What better way than to let them design their own product? With technology today so much is available to people, information on products, price comparisons and much more. We have seen E-tailing have a huge increase over the past decade now consumers are taking the skills and information they get from online shopping and applying it to in store shopping changing their expectations. The 'new normal' will be a merge of online and offline shopping with people more focused on value. It's an exciting time in retail right now with many innovations just around the corner, I look forward to 2012 and seeing what it brings!

 Sneak peek of the Puma Mongolian Shoe BBQ

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