

Inspire

May 2010

Sherpac Quarterly

The seasons have changed and so have we; changing the way we do your printed products that is!

We know it can be hard committing to those big print runs to ensure your brand is the talk on the street. That's why we have launched our new lower minimums for custom orders and introduced high quality screen printing options for products available from stock.

This means it has never been easier or quicker to get your brand standing out from the crowd with Sherpac.

Our talented local screen artist can bring our standard stock products to life with multi colour designs, printing on both sides and by printing on coated papers like glossy bags. Even our standard range of food packaging like our foil coffee bags can now be screen printed!

These affordable short runs are perfect for:

- Need it Now! Orders
- Specials, promotions and expo's
- Smaller stock holdings

We've also found them useful when you need a few X-large bags to fit those few extra big pieces in your store!

Check it out for yourself, you can download our stock catalogue direct from our website – then give us a call to talk about your branding ideas.

Michelle Lamberton
Sales Manager



You know that the warm months have well and truly left when your car looks like this in the morning

PEOPLE



Our Retail Sales Specialist Rachael and Eryn from Customer Support took to the streets for a whirlwind photoshoot. Shot in Nuffield Street, Newmarket, the girls showed off some of our awesome bag designs in their natural environment.

EVENT

NEW ZEALAND BARISTA CHAMPIONSHIP 2010



The final of the New Zealand Barista Championships was held on the 17th April at the Allpress Roastery.

All seven finalists had 15 minutes each to show off their skills serving three courses of espresso beverages; four espressos, four cappuccinos and four Signature Beverages.

The final results were:

NZ Barista Champion

Luciano Marcolino, Luciano Espresso Bar, Christchurch

Runner Up

Hideyuki Kono, Crafted Coffee, Christchurch

Third place

David Huang, Espresso Workshop, Epsom, Auckland

Congratulations to all participants and winners!

For more information check out: www.nzcra.org.nz



NEW DESIGNS



C4 Coffee Foil Piccolo Pack
www.c4coffee.co.nz



Alexanders' Paper Bag
36 Tennyson St, Napier



Parinto Courier Bags
www.parinto.com



Sylvia Park Flowers' Sticker
www.sylviaparkflowers.co.nz

"I see their bags everywhere!"

Why Branded Bags?

We know its a big decision to invest in marketing or branding. Given that we've all tightened our belts of late, we've summarised the importance of branded bags, which are now more vital than ever.

Invest in Your Brand + Get Noticed

What does your current carry bag say about your store? Are your customers proud to walk down the street with your bag? Do they look at it and want to come back to your store?

It's time for you to invest in great packaging. There is no better way to market your store than with branded packaging. Branded bags are a walking billboard so be bold, get your logo out there and get noticed on a stunning printed bag.

Image Matters - Say The Right Thing

Align your packaging with your brand and carry the shopping experience further. Make sure your image is well represented. If you sell gorgeous clothing then ditch the thin plastic bag. Reward your shoppers with a bag to be proud of.

Packaging is exciting and gives your customers a lasting impression long after they have left the store. You need to make sure it's the right one!

Be seen everywhere

Environmental packaging is in the forefront of everyone's mind. Make the most of eco bags by choosing a great looking reusable bag with your logo. A popular choice is Non-Woven fabric which is washable and can also be degradable plus it lasts a long time.

Reusable bags present many opportunities to get your brand out on the street. Encourage your customers to return and reuse their bag at your store by offering a small discount on their purchase.



Celebrating Twenty Years

This year Caffe L'Affare celebrate their 20th Anniversary.

Founded in February 1990 by Jeff Kennedy, Caffe L'Affare has grown to be a huge presence in the New Zealand coffee industry with their many blends readily available at your local supermarket.

To celebrate Caffe L'Affare has created an anniversary tin, perfect for storing your delicious, fresh coffee.

You can purchase these from www.laffare.co.nz or from the flagship cafe at 27 College St, Wellington.



CAFFE L'AFFARE

We made that tin!

GET BRANDED

WE HAVE AN EXICING NEW OPTION AVAILABLE FOR SHORT RUNS OF PRINTED BAGS

Get your logo printed on a bag from just \$0.50*. With screenprinting you can print up to four colours on a range of paper bags including gloss laminate.

Printing takes just 8-10 working days so it's ideal for promotions, urgent runs and if you only use small quantities.

You can purchase plain bags from our stock range then just send through your logo and we'll do the rest!

*Does not include film, artwork and screenprint run costs.



PRINTED IN ONE WEEK

FROM \$0.50

Don't forget to check out our new website:
www.sherpac.co.nz



Contact our Retail Sales Specialist **Rachael** today on
0800 484 888 or rachael@sherpac.co.nz