

MARCH 2021

**Re. LABELMAKERS TO ACQUIRE RAPID LABELS**

We are pleased to announce that Labelmakers Group has agreed to acquire Melbourne-based label printer, Rapid Labels. The acquisition is to be implemented April 2021.

Rapid Labels is a leading supplier and printer of self-adhesive label products focussed on the FMCG, nutraceutical and pharmaceutical segments. Rapid has been at the forefront of specialised label printing since its inception, managing a suite of best-in-class digital printing equipment, including one of only two Gallus Labelfires in Australia and one of the first installed globally. Founded in 1982, Rapid has remained to this day a 100% privately owned and managed business by Sean Kennon and Dave Power.

Further information on Rapid Labels can be found at <https://www.rapidlabels.com.au>

The acquisition enables Labelmakers to move heavily into nutraceuticals with a full suite of solutions spanning labels and folding cartons. Furthermore, it will expand Labelmakers' print technologies with digital UV inkjet, as well as a product offering now including database integrated variable data management and multiple counterfeit technologies. The Rapid philosophy and its major point of differentiation has been to produce the highest quality labels in-market at industry leading lead times, allowing it to be so successful in its segments.

Rapid is a highly complementary acquisition to our Victorian operations and we are excited to bring their capabilities into the Labelmakers' network. Some of the technologies they have adopted are world leading and very few have mastered the art like Rapid. The acquisition represents the biggest in the history of Labelmakers and cements our position as the largest industry leader across Australia and New Zealand.

David Power will continue on with Labelmakers as the General Manager of Rapid Labels and the key point of contact for all things Rapid, continuing to manage its tier one service model. Staff members will all continue on as normal having contributed so much over the journey and making Rapid the business it is today, with only Sean Kennon retiring at the end of the month. For Rapid's customers this means business as usual and we look forward to presenting the suite of new opportunities and products available through the Labelmakers network.

Sean and Dave have built a truly impressive business and we are pleased to welcome it into the Labelmakers Group.

*For further information please contact Labelmakers Head of Sales & Marketing: Jessica Walters*

Regards,



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