



Xact News

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>> Hello!

Welcome to the 20th issue of Xact News.

WIN WIN WIN! This month one lucky person will win a delicious Devonshire Tea for their office. Be sure to enter the competition!

As the world begins to recover from the Global Financial Crisis, this month's newsletter is dedicated to celebrating innovation. In **The Innovation Advantage**, discover why recessions tend to breed innovation and how you can use it to help your business get through economic downturns. Some of the most successful companies and products were founded in recessions; take a look at **Born in The Recession**.

Process innovation is a very effective way to help your business stay ahead. Xact can work with you to create an effective, efficient labelling process. Xact use our expertise in your industry to find a solution to your toughest labelling problems!

And finally, if you still need some inspiration, give your brain a nudge toward creativity with the Laughter Injection Section.

>> The Innovation Advantage

It is well known that necessity is the mother of invention, but could recession be the mother of innovation? While invention is the generation of a new idea, innovation is an ability to create wealth from these ideas. So why exactly do economic downturns breed innovation?



"Innovation originates from challenges," says Vineet Nayar, CEO of HCL Technologies, and challenges certainly abound in a recession. Canny businesses will identify these new challenges and turn them into opportunities. The creative thinking that's needed to weather the storm of an economic downturn can lead to new markets and revenue streams. Recessions can also help executives figure out how to improve products, services, and processes internally and for customers. BusinessWeek Online also suggest some more specific ways a recession can make innovation easier. Generally speaking, operating costs tend to be cheaper in a recession and talent may be easier to find because of widespread layoffs. Competition can also be less fierce because many players are taken out of the game.

Although it is tempting to cut back on your investments in innovation during a recession, now is the perfect time to increase your innovation efforts. There are a number of ways innovation can give you an advantage during an economic downturn. [Click here to read our tips!](#)

[Click here to see Xacts innovative products!](#)

>> COMPETITION! Posh Nosh for Your Office

This month we are giving away a delicious Devonshire Tea to bring a bit of Posh to your office. There's nothing better to ease yourself and your colleagues into the cooler weather like warm, fluffy scones and jam, washed down with a hot cup of tea (or coffee if you prefer!). Click on the link and answer a simple question to win!



[Click here to enter the competition](#)

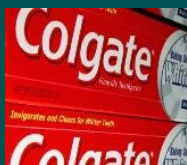
>> CONGRATULATIONS!

Congratulations to our last winners, Donna Harris and Peter Dittmer, the lucky recipients of a picnic hamper each, packed full of goodies to send off the summer in style.



Donna receiving her Summer Picnic Hamper

>> Born in the Recession



What do companies such as Colgate, Black and Decker and Hershey have in common? Surprisingly, these giant companies all cite birth dates in a depression. More than half of the companies on this year's Fortune 500 list were founded during a recession or bear market. Proving that great things really can happen in recessions, many iconic companies and products that shape our world were launched during times when the world economy was struggling. The next breakthrough business could be yours! [Click here to see the list!](#)

[Click here to see how Xact can help you!](#)

[Click here to go to Xact's Website!](#)

>> Xact Innovations - Customised Labelling Solutions

The dedicated team here at Xact pride ourselves on innovation. Not only do Xact provide cutting edge label products, our approach to process innovation is unique in the labelling industry. Xact can help to create a sustainable advantage from your labelling process by customising labelling solutions for your company.

From design concept to guaranteed rapid delivery and after sales support, our dynamic team of experts have the experience and knowledge of your industry that will ensure your labelling is a success. Xact are familiar with your pricing structure and are aware of the time pressures that often require urgent orders and delivery. Xact can also provide logistical support to help manage stocks and with a sales team that covers the country, help is never far away.

[Give us a call](#), [visit our website](#) or [send an email](#) today for more information!



[Click here to go to Xact's website!](#)

[Click here to see what others have said about Xact!](#)

Laughter Injection Section: Kiwi Speak!

The Kiwi accent was recently voted the sexiest outside the UK. This leaves us wondering....

How to speak New  illund

			
A is for Arm Uttered when thinking.	B is for Bull What you're charged for the meal.	C is for Cuds Children.	D is for Donut Long version of don't.



E is for Ear
What we breathe.



F is for Fush
Sea creatures.



G is for Guess
Used for cooking or heating.



H is for Hull
Land which isn't flat.



I is for Ice cream
What I do when the
All Blacks lose.



J is for Jug
Type of Irish dance.



K is for Ken's
Popular holiday city
in Queensland.



L is for lust
Something you write before
going shopping.



M is for Milburn
Capital of Victoria.



N is for Nutter
To have a yarn.



O is for One doze
A pane of glass in a wall.



P is for Pigs
Found on a clothes line.



Q is for Quad
Slang term for a British
Pound Note.



R is for Rung
Piece of jewellery.



S is for Sucks
The number after five.



T is for Tin
The number after nine.



U is for Undies
West Undies.
Good at cricket.



V is for Volley
Area between two hulls.



W is for Windy
A girls name.



X is for Xylophone
It's the same in any
langwudge.



Y is for Yuppie
An expression of delight.



Our name says it all

Xact Labelling Limited

Harbourside Business Park. Unit D, 483 Rosebank Rd, Avondale.
PO Box 71073, Auckland 1230, New Zealand.

T +64 9 985 3000 F +64 9 985 3029 **Freephone** 0800xact4u

www.xactlabels.co.nz

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