



Xact News

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Welcome to Issue 21 of Xact News!

This month the spotlight is on VIP, labels made with Variable Image Printing. One of the fastest growing and most versatile printing technologies, we give you the run down on everything this innovative method. Not quite sure what VIP is?

For a quick lesson and the surprising origins of the technology, take a look at "*Gutenberg; the Godfather of VIP?*".

In "*Versatile VIP*" we profile how VIP's used in your industry to decrease cost, increase effectiveness and maximize efficiency. For a bit of history, Xact's Director Mike Davis remembers one of the first major success stories for Variable Image Printing in New Zealand in "*A Moment with Mike*".

Ready to treat yourself? With two chances to win this month, be sure to enter our competition. And finally, for a bit of light relief, see the Laughter Injection Section!

If you have questions or comments, we would love to hear from you.

Regards,

Xact Marketing

>> WIN WIN WIN! Chocolates for you or Coffee at Work?

We want to say thanks to you, all our valued readers, so this month when you enter our competition there are two chances for you to win! From the entries we will be drawing both an individual winner and a company winner.



>> For yourself, win an indulgent box of Colostown gourmet truffles handmade in NZ and the perfect accompaniment for hot drinks on these chilly evenings.



>> Or for your company, win a morning tea at the office with Xact! We will bring a selection of sweet treats and have coffee delivered for tea break to remember

The odds are too good to miss.....

ENTER NOW!

>> Gutenberg: the Godfather of VIP?



Printers often tout VIP as a brand spanking new technology. Although this method is certainly innovative, it's lineage actually stretches right back to the Fifteenth Century. Read on to learn more about VIP and find out how Johannes Gutenberg sparked the Renaissance by developing the first method! [Click here to read more](#)

To find out about Xact's Innovations [Click here!](#)

>> Versatile VIP: The Ultimate All-Rounder

VIP labels can be created for so many different purposes! From manufacturing to freight, from security to promotion, there is a use for them in every industry. With profiles on the many uses, check out how Xact's most versatile labels can help you! [Click here to read more!](#)



Want to know more? For more information on VIP [Contact Us](#) or [Click here](#)

>> A Moment With Mike: The VIP Success Story

For many, 1996 was a momentous and exciting year. NASA discovered ancient life inside a Martian meteorite, the trial of OJ Simpson began, the marriage of Prince Charles and Diana ended, in NZ author Barry Crump died and MMP was born. Meanwhile, a collaboration between Xact Labels and the New Zealand Dairy Board heralded one of VIP's first major success stories in the New Zealand printing industry. Read on to find out how Xact created huge efficiency gains for the NZDB! [Click here to read more.](#)



Xact 's Director Mike Davis

See what other customers think of Xact: [Click here!](#)

>> Congratulations to Lynne from Peter Fell!

Lynne Northcroft treated her office to a bit of posh nosh when she won our competition for a fancy Devonshire tea. Enjoying scones with old fashioned jam and hot coffee was a welcome break from work for everyone. Congratulations Lynne!



[Click here to enter this months competition!](#)

----- LAUGHTER INJECTION SECTION ! -----

Warning Labels: Protecting the Public from (their own) Stupidity

Xact Disclaimer; None of these labels were printed at Xact. We would not let you get away with anything like this. Promise. We like to see Darwin's theory in action.

Tesco's Tiramisu dessert --

"Do not turn upside down"
(printed on bottom)

On a bag of Fritos --

"You could be a winner!
No purchase necessary. Details inside."
(New target market: Shoplifters?)

Swanson frozen dinners --

"Serving suggestion: Defrost."

American Airlines packets of nuts --

"Instructions: Open packet, eat nuts."

Boot's Children Cough Medicine --

"Do not drive a car or operate machinery
after taking this medication."
(Just doing our bit to reduce construction
accidents...caused by preschoolers.)

Marks & Spencer Bread Pudding --

" Product will be hot after heating."

On a child's Superman costume --

"Wearing of this garment does not enable
you to fly."

On a Sears hairdryer --

"Do not use while sleeping"

Nytol Sleep Aid --

"Warning: May cause drowsiness."
(I'm taking this because...?)

A Swedish chainsaw --

"Do not attempt to stop chain with your
hands or genitals."

Sainsbury's peanuts: "Warning:
contains nuts."

Many brands of Christmas lights --

"For indoor or outdoor use only."
(Oh right, as opposed to...errr...)

On a bar of Dial soap -- "Directions:
Use like regular soap."

On a Japanese food processor --

"Not to be used for the other use."
(Now, somebody help me on this.
I'm a bit curious...)



Update your Details

Tell a Friend!



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