



Xact News

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Hi

This month is a busy one for all those in the Dairy Industry! Dairy farming has a long and proud history in New Zealand so in this issue of Xact News we take a look at some interesting aspects of this market. Check out "Got Milk" to find out about the cows who milk themselves. See "Tricky Transport" to find out how some clever thinkers overcame New Zealand's isolation to cement our place as a major Dairy exporter. Persistent innovation is a hallmark of the labelling industry too! Check out what we found - if you see something you like, [let us know](#) and our innovative team will work with you to incorporate this into your label.

Finally, enjoy our Laughter Injection Section for a bit of light relief.

As usual, please contact us with any [feedback or comments!](#)

Regards
Marketing

>> Got Milk? What you probably didn't know...

Milk - it goes on my cereal, it comes from cows and it tastes great. Simple right? Despite being a staple in the breakfast menu of nearly every Kiwi, surprisingly, there is much about milk that many New Zealander's do not know.



- **Once Upon a Time:** 'Little Miss Muffet' is a well-known nursery rhyme that first appeared in print in 1805. It is said to have been written by a famous entomologist, Dr. Thomas Muffet, for his stepdaughters. The girl in the rhyme sits on a tuffet, eating curds and whey – an old name for cottage cheese. The curds are the lumpy parts and the whey is the milky part.
- **Self Starters:** In 2007, Dexcel (now Dairy NZ) in Hamilton, led the trial of Greenfield project, where cows on pasture voluntarily walked to the milking shed once or twice in 24 hours and waited for their turn on the robot milker – all without human assistance.
- **Did You Know?** Milk solids are calculated from the fat and protein content in milk. These are measured by the amount of infrared light that is absorbed when shone through a milk sample.
- **Keeping Us Healthy:** Somatic cells (which indicate the presence of an infection) are counted to check if the milk has been contaminated. Pasteurised milk is heated, usually to 71.7°C, for 15 seconds to kill the bacterium that causes food poisoning and makes the milk go off. Pasteurising makes milk safer to drink and longer lasting.

Find that interesting? See how Xact's great products are used in the Dairy Industry.

[Click here!](#)

>> Tricky Transport!

Before milk ends up in the supermarket, a rather interesting journey. For over 160 years, clever Kiwi's have been coming up with ways to get this milk to our fridges faster... here in New Zealand and all over the world! [Click here to read more!](#)



At Xact, we know how important short lead times and fast delivery are to you.

Find out how we can help you meet your deadlines:
[Visit our Website or Contact Us](#)

>> Innovation in the Labelling Industry

A long long time ago the labelling industry produced only one kind of label - the 'Normal' label. This was a simple label designed to convey information in the easiest way possible. Think of a plain white label with black text - all the same font, all the same size. Nothing fancy but very practical.

Believe it or not, this label is still used today. Only now it is just one of the many different types of labels available. Over the years, continuous industry development has meant that the labelling industry is now enormous, innovation is key and separates the label manufacturers from one another. Click on the below link to read about the different types of labels that have emerged.

[Click here to continue reading...](#)

>> Congratulations!

Congratulations to our winners from the last issue! Barbara from Coural Couriers won a delicious box of Colestown truffles and Reckitt Benckiser won a morning tea at their office with Alicia and Nataleigh from Xact.

We hope you enjoyed your prizes!

>> The Xact Difference.

At Xact we're not general printers. We are highly specialised printers, focusing solely on producing high quality, innovative labels to meet the specific needs and deadlines of our clients. Having been in the Labelling Industry for over 14 years and with over 90 years of combined experience, we naturally have the appropriate technology and materials to produce whatever labels you require, whether you want simple black and white labels, or more complex barcode labels, we can do it all!

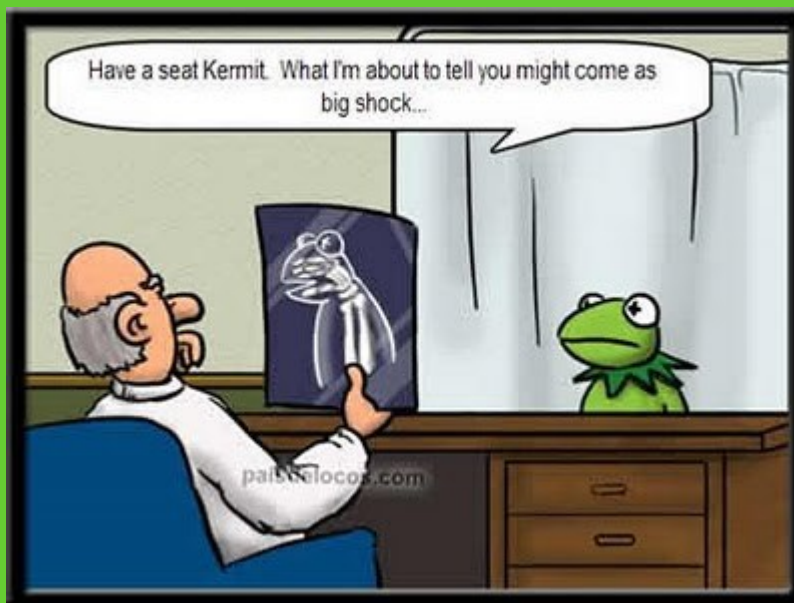
We have established an excellent and friendly team of experts who have not only years of labelling experience behind them, but who know the labelling requirements and regulations that you need to observe. With a sales team that covers the entire country, help is never far away. We've got the right attitude and capabilities to meet the exacting demands of your business – not only do we test your labels to ensure they are as tough and accurate as you need them to be, but we also provide graphic design and proof reading services to make sure they look professional too. **Help is just a click away!**

If you have any questions, or would like any information about anything you have seen in this newsletter, please do not hesitate to contact our friendly sales team on 0800 XACT 4U.

Regards

The Team at Xact Labelling

Laughter Injection Section!



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