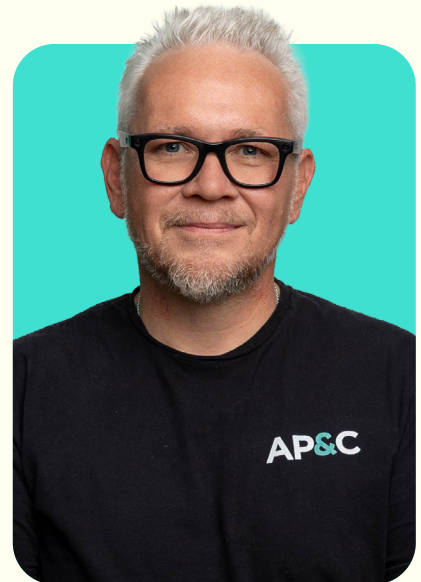


The Juice



A MESSAGE FROM ANDREW

Welcome to our first newsletter of the year. Quarter 1 has been a strong and positive start, with great progress across our projects, plenty of news from around the office, and some fantastic personal updates from our team. It has been great to see the continued energy, teamwork, and commitment across the business, and this edition brings together the highlights that make our workplace and partnerships so special. Thank you to our employees for their hard work and to our clients for your continued support. We are looking forward to building on this momentum in the months ahead.



WHAT'S INSIDE

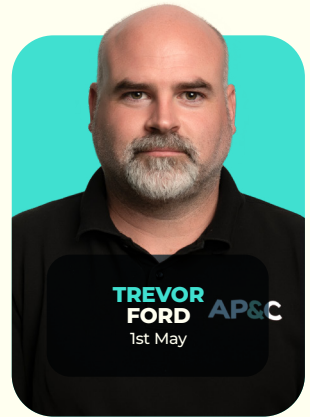
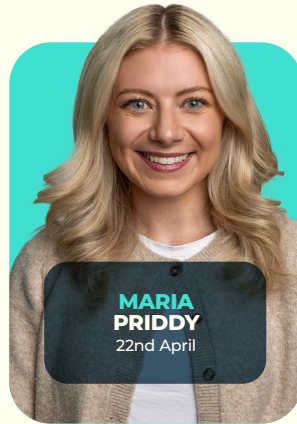
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CONTINUED RECOGNITION

Shout out to the following employees for their commitment and dedication to AP&C!



UPCOMING BIRTHDAYS



EMPLOYEES OF THE MONTHS



**LAILA
VIRJI**

Creative Team - January 2026

“For **BEING INCREDIBLE** on both the London and European Lookbook (event with all my changes) and she is **ALWAYS THERE TO HELP** and **GIVE ADVICE** when needed.”

“For all her help on all the wonderful Social Committee Initiatives Valentines, Pancake Day - **THANK YOU LAILA.**”

“For **WORKING SO HARD** on the team initiatives!”

“For always trying to **IMPROVE STAFF CULTURE AND MORALE.**”



**PAULA
LYTTLE**

Sales Team - February 2026

“Paula is so busy at the moment and **REMAINS CALM** and **HELPFUL** regardless.”

“**SMASHING IT** with team member down.”

“Really **GOOD SUPPORT** with all of the last minute swag requests for events.”

“Gets it **DONE!**”



**SOPHIE
DEACON**

Events Team - March 2026

“**SMASHING ALL** of her events she’s running back to back through march, all while still being a **RAY OF SUNSHINE** in the office.”

“For **ABSOLUTELY SMASHING** every single one of her events!”

“Smashing it! **AMAZING FEEDBACK** from clients, great on the day and pre event **PROBLEM SOLVING** and loads of offsite travel with 4am starts!”

“Going **ABOVE AND BEYOND** - she’s sound!”

PRAISE PARTY

Take a look at some of the feedback we received from our latest survey! Read it through to see the wonderful things we've been saying about one another!



NEWS IN

THE NEW AP&C WEBSITE HAS ARRIVED

After months of thoughtful planning and collaboration, we are excited to unveil the newly redesigned AP&C website.

Like many growing agencies, our previous site had evolved over time. While it told part of our story, it no longer fully reflected the depth of expertise within our ever evolving team or the seamless experience we strive to create for our clients. It no longer represented who we are today or the level at which we operate, which was something that needed addressing.

Starting with a complete restructure of the sitemap, we carefully rethought how users move through the site, ensuring every journey feels intuitive, purposeful and aligned with what our clients are looking for. From there, we refined and rebuilt each page, focusing on making every page clearer, more engaging and easier to navigate.

The result is a website that not only looks better but works harder. It showcases the full breadth of our services, highlights the strength and creativity of our team and delivers a more engaging and user friendly experience throughout.

This project has been a real labour of love for us and reflects the same strategic thinking, creativity and attention to detail we bring to every client we work with.

We are incredibly proud of what we have created and cannot wait for you to explore it.

SARAH FISHER
CREATIVE DIRECTOR

**TAKE A LOOK AROUND
AND LET US KNOW WHAT
YOU THINK**



CREATIVE TEAM

ideas to life with imagination, collaboration, and a
Meet the minds behind the magic!



NICK TAYLOR
Senior Designer



CHARLES LEVERONI
Senior Designer



LAILA VIRJI
Graphic Designer



CAMIL KANAAN
Graphic Artworker



MARK SLADE
IT Services Manager



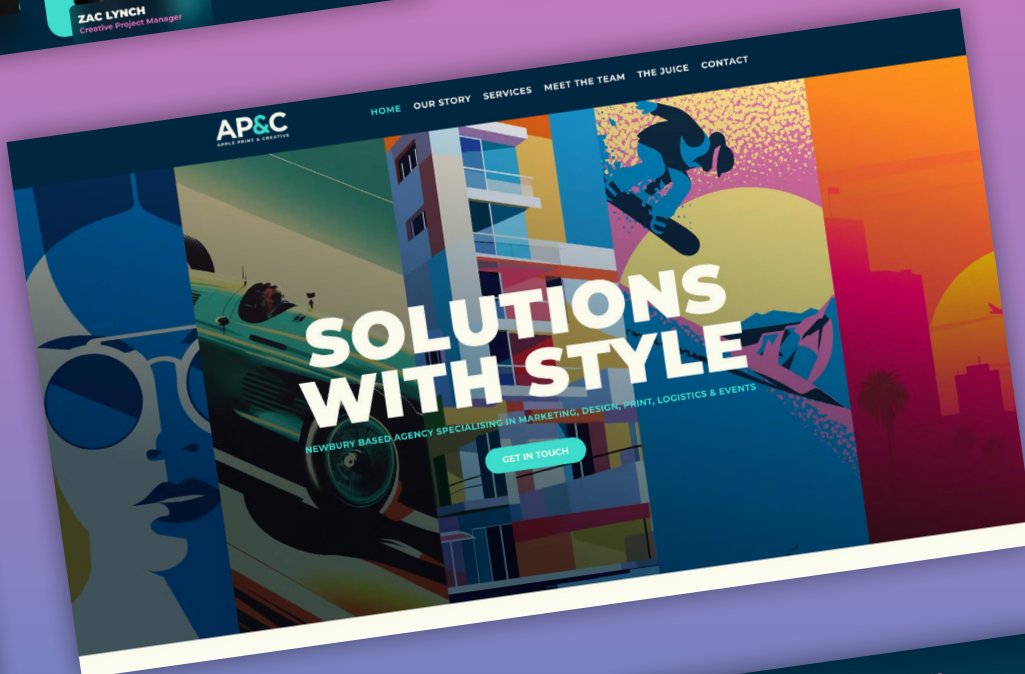
ZAC LYNCH
Creative Project Manager

a stylis...
We'll take care of the legwork, from shortlisting and site visits to...
the bigger picture.



WHY CHOOSE US FOR VENUE FINDING?

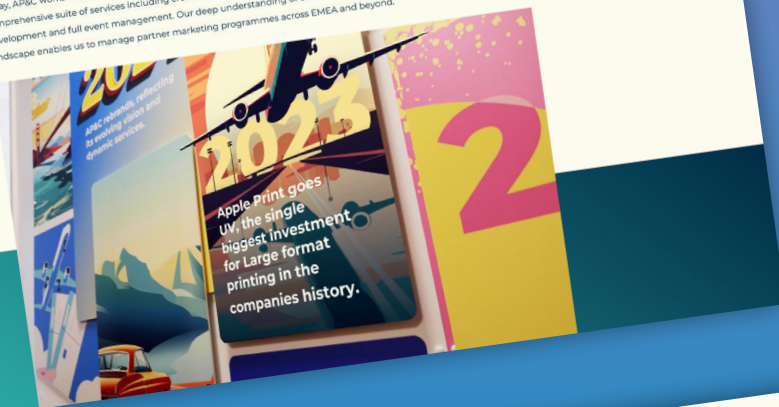
- Extensive knowledge of venues across London, the UK, and EMEA



WE ARE AP&C

Since 1989, AP&C has evolved from a trusted print company into a full service marketing, creative, events, print and logistics agency. For more than three decades, we have combined creativity, strategy and precision to deliver integrated solutions that help brands connect, engage and grow.

Today, AP&C works with a diverse global client base, delivering market leading return on investment through a comprehensive suite of services including creative design, traditional and digital marketing, lead generation, online development and full event management. Our deep understanding of end users, channel partners and the technology landscape enables us to manage partner marketing programmes across EMEA and beyond.



OUR SERVICES

At AP&C, we capture attention, seize opportunities, and promote your business with creativity and integrated solutions. We bring you life in ways you will love, helping your business connect, engage and grow.

- CREATIVE**
- MARKETING**
- PRINT**
- PROMO**
We create high-quality custom branded merchandise. From stationery and apparel to gifts that boost your brand, reflect your values and leaves a lasting impression.
[DISCOVER MORE](#)
- EVENTS**
- LOGISTICS**

COMMERCIAL

With over 34 years of UK printing experience, we deliver high-quality, reliable print solutions, from everyday essentials to bespoke projects. Using next-generation presses and precise digital colour matching, we ensure flawless results with fast, efficient, and stress-free service across Newbury and the UK.



NEWS IN

A CREATIVE JOURNEY: ABI'S PLACEMENT HIGHLIGHTS

During her three-month placement with us, Abigail Wigmore joined AP&C as a Digital Content Marketing Intern, working closely on the Swings & Smiles account as part of her studies at the University of Reading. Throughout her internship, Abi got stuck into a wide range of projects and quickly became a valued part of the team. Here's what she had to say about her time at AP&C:

“Working at AP&C has been such a positive experience. I've learned so much during my time here, and the team have been incredibly friendly, fun and welcoming from the start. Working on Swings & Smiles has been especially rewarding. It's amazing to see the impact the charity has on the children and their families, and it's really nice to know that the work we're doing supports such an important cause.

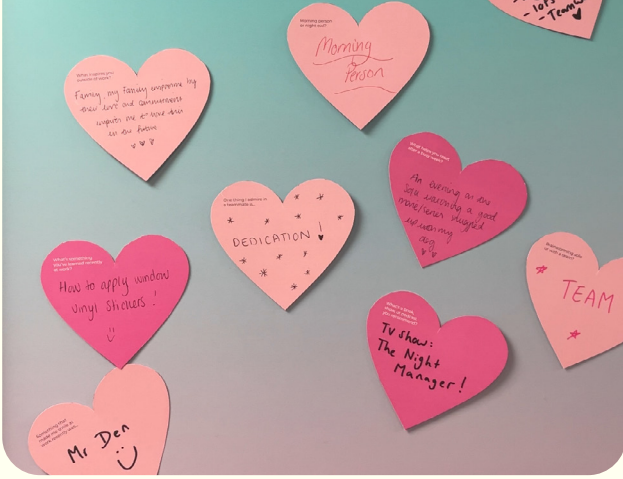
I've enjoyed getting involved in lots of different aspects of the projects, as it's been great to see the full process behind everything. A few highlights for me have been seeing the production of the Pulse merchandise, creating the fundraising pack, working on the social media schedule, and assisting with the new website. These projects really showed how all the different pieces come together.

Overall, the experience has been insightful and inspiring, helping me build skills I can use in my future career.”

It has been wonderful working with you Abi, and watching you grow in confidence and knowledge. From all of us at AP&C, All the best for your future!

SOPHIA BEVAN
ACCOUNT EXECUTIVE





NEWS IN

LOVE, PANCAKES & A LITTLE BIT OF LUCK: Q1 HIGHLIGHTS

We've kicked off the year with a calendar full of creativity, celebration, and team spirit.

For Valentine's Day, we focused on what we love about what we do, inviting the team to share thoughts throughout the week. Hearts filled our walls with reflections on what inspires and motivates us, before we wrapped things up with a sweet treat for everyone.

Pancake Day brought a build-your-own pancake bar that got everyone involved (and well fed).

We rounded off the quarter with a St Patrick's Day celebration to remember. From a creative design challenge for our pop-up pub, The Drunken Apple, to a gold coin hunt across the office, it was a brilliant mix of creativity and competition, with the Events team taking the win.

A great start to the year, with plenty more to come in Q2.

LAILA VIRJI GRAPHIC DESIGNER



AP&C THINK TANK

REFRESH, REFOCUS, REIGNITE YOUR BRAND

A rebrand or brand refresh is often seen as a cosmetic exercise, but in reality it is a powerful strategic move that can redefine how a business is perceived, both internally and externally. In a fast-changing marketplace, standing still is rarely an option. Customer expectations evolve, competitors sharpen their positioning, and new opportunities emerge. A well considered rebrand ensures that a company not only keeps pace, but leads with clarity and confidence.

One of the most compelling reasons to refresh a brand is relevance. Over time, even the strongest brands can begin to feel dated or disconnected from their audience. Visual identity, tone of voice and messaging that once felt modern may no longer resonate. A refresh allows a business to realign itself with current market expectations while staying true to its core values. It signals to customers that the company is forward thinking, attentive and invested in delivering value.

A rebrand is also an opportunity to sharpen positioning. As organisations grow, diversify or pivot, their original brand may no longer fully reflect who they are or what they offer. Refreshing the brand creates space to clarify purpose, articulate a stronger value proposition and stand out more distinctly in a crowded market. It brings consistency across all touchpoints, helping customers understand quickly why they should choose you.

Internally, the impact can be just as significant. A renewed brand can energise teams, create a sense of pride and align employees around a shared vision. It provides a clear framework for communication, decision making and customer engagement. When people understand and believe in the brand, they become more effective ambassadors for it.

Of course, the success of any rebrand depends on how it is delivered. This is where AP&C stands apart. With a deep understanding of both strategy and creative execution, AP&C approaches rebranding as more than a design exercise. It is a collaborative process that uncovers what makes a business unique and translates that into a compelling, cohesive identity.

AP&C combines insight driven thinking with creative expertise to ensure that every element of the brand works together seamlessly. From initial research and brand strategy through to visual identity, messaging and rollout, the team focuses on creating brands that are not only visually striking but also meaningful and effective.

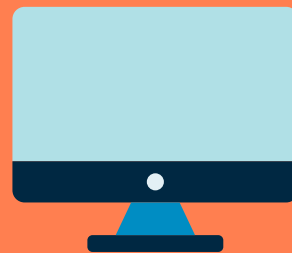
What truly sets AP&C apart is its ability to balance creativity with commercial understanding. The team recognises that a brand must not only look good but also perform. Every decision is made with the end audience in mind, ensuring that the refreshed brand connects, engages and delivers tangible results.

Choosing to rebrand or refresh is a bold step, but it is one that can unlock significant value when done well. With the right partner, it becomes an opportunity to tell your story more clearly, connect more deeply with your audience and position your business for future growth. AP&C brings the expertise, insight and creativity needed to make that transformation a success.

SARAH FISHER
CREATIVE DIRECTOR

START YOUR BRAND TRANSFORMATION

Email us at creative@appleprint.co.uk to arrange a meeting and discuss how we can help.



NEWS OUT

CYERA - CYBER SECURITY EXPO

This week is a first for me...the very first stand build for the amazing Cara Simmons & the Cyera team at Cloud & Cyber Security Expo London

Honestly, I loved working on this stand! Standout colours, quirky graphics, and a unique logo shaped rig that you can spot from across the hall exactly why I'm such a fan of adding rigging to builds. It seriously boosts brand awareness and I can't be the only one who gets lost in a sea of stands at trade shows.

The Cyera team looked absolutely on point in their new tees and attendees are in for a real treat with the high quality giveaways they've got in store.

HAYLEY SMITH
DIRECTOR OF EVENTS UK & EMEA



NEWS OUT

ZSCALER EMEA PARTNER SUMMIT

Last month, the AP&C team and I had touched down in Dublin and rolled up sleeves, ready to support Zscaler in delivering their Annual EMEA Partner Summit!

Hosted at the beautiful Carton House Hotel, the event was the result of months of detailed planning, logistics and close collaboration.

From managing the main stage AV & minute by minute run of show, delivering light-touch yet impactful branding and thoughtfully curated local gifts, to sourcing of our impressive guest speaker Sir Clive Woodward & securing the iconic Jameson Distillery for an evening offsite!

We curated every detail of the delegate journey, maximising attendee experience for the 100 + partners in attendance.

Personal highlight was kicking off the main event with an unforgettable Irish dance performance (not by me personally) A perfect mix of energy and culture.

Huge thanks to the Christine Foster, Vijay Mistry and the wider Zscaler team for trusting us once again, and to all the partners and suppliers who helped make the week such a success. We're proud to help create events that connect people and leave a lasting impression.

HAYLEY SMITH
DIRECTOR OF EVENTS UK & EMEA



NEWS OUT

TRANSFORMING SPACES WITH LARGE FORMAT PRINT AT THE KENNET CENTRE

As the redevelopment of the Kennet Centre gets underway, the site is already beginning to reflect the exciting future planned for the area. Our team recently supported the project by producing and installing large format hoarding graphics across the main entrances and surrounding areas of the centre.

Working closely with the redevelopment team, we printed a series of striking visual panels that showcase the upcoming housing development. These graphics now transform the external hoarding into a preview of what is to come, helping passers-by and the local community visualise the future of the site while construction progresses.

Our role focused on ensuring the graphics were produced and installed seamlessly. We worked closely with the client to confirm the board sizes and specifications needed for the hoarding, then managed the large format print production and on-site installation to make sure everything fitted perfectly and delivered maximum visual impact.

A big hats off to our production team who turned this project around quickly and delivered a smooth installation on site. Their professionalism and attention to detail ensured everything was completed efficiently and to a high standard.

Large format graphics are a powerful way to bring life to construction sites, retail spaces and public areas. They help communicate a vision, create visual interest and turn otherwise unused surfaces into valuable brand or messaging space.

SPENCER SHEPPARD
SENIOR ACCOUNT MANAGER



NEED LARGE FORMAT GRAPHICS INSTALLED?

Email Spencer at
spencer@appleprint.co.uk to get your
project moving.



PROMO'S TOP FINDS



**C-SECURE
MAGSAFE
PHONE WALLET**



CRYSTAL AWARDS



**FRANK GREEN
CHROME TRAVEL
CUPS 12OZ**



**ALUMINIUM
MAGNETIC
CARD HOLDER**



**TRAVEL WALLET
& PASSPORT
HOLDER**



**BRANDED
GOLF BALLS**



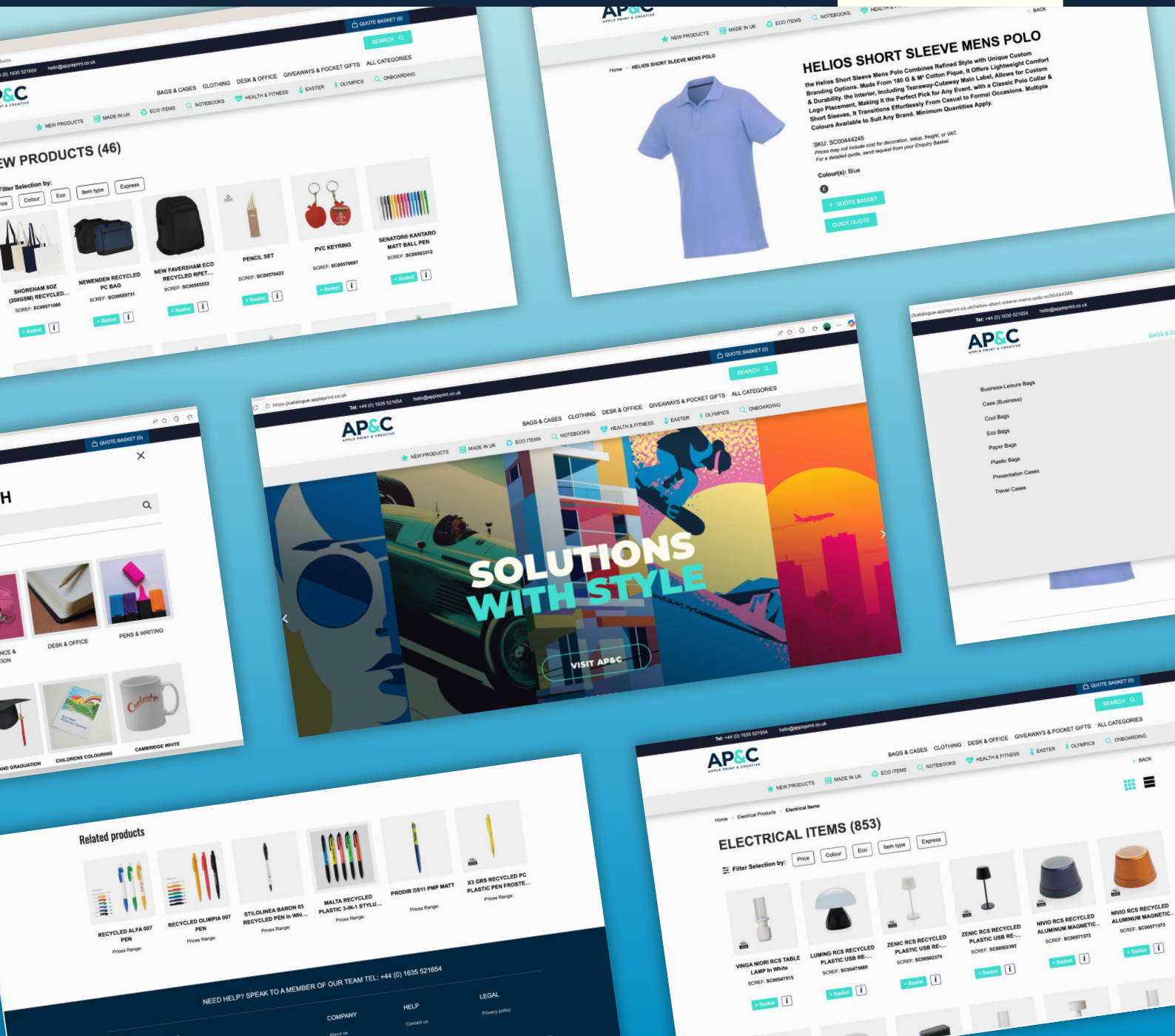
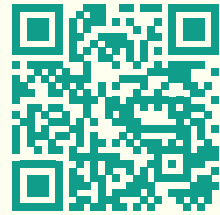
EXPLORE OUR PROMO RANGE & GET A QUOTE ON SPECIFIC ITEMS.

NOW EASIER THAN EVER WITH OUR NEWLY LAUNCHED PROMOTIONAL CATALOGUE.

Browse hundreds of high-quality, customisable products designed to showcase your brand and make a lasting impression. Whether you already have something in mind or just want inspiration, our catalogue makes it simple to find exactly what you need.

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Explore the catalogue here:



NEED HELP? SPEAK TO A MEMBER OF OUR TEAM TEL: +44 (0) 1635 521654

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NEWS ABOUT

BELLA TURNS 6

Isabella was born in the quiet uncertain days of Covid, when the world slowed down and everything felt a little different. Now somehow she is turning 6 this April, full of life, laughter and curiosity and just the right amount of sass like her mum.

It is amazing how quickly time has flown, Happy Birthday Bella!

SARAH FISHER
CREATIVE DIRECTOR

NEWS ABOUT

5TH STRONGEST BENCH PRESSER IN BRITAIN

In March, I got the opportunity to compete at my first British Bench Press Championship and walked away with 5th place and a 2.5kg PB, pressing 87.5kg! Going into this competition, I started developing a small twinge in my shoulder, so I couldn't prepare quite how I would have liked so to walk away with a PB was huge. Next stop English Bench in April!

LAILA VIRJI
GRAPHIC DESIGNER



NEWS ABOUT

RUM, SUN & BIRTHDAY FUN

In January, my best friend Anna and I cured the winter blues by heading off to the Dominican Republic for her birthday. We spent our time swimming, soaking up the sun, laughing and eating!

The highlight was Anna's actual birthday, when we took an island trip that felt like stepping into a postcard. White sand, boat rides, music and rum!

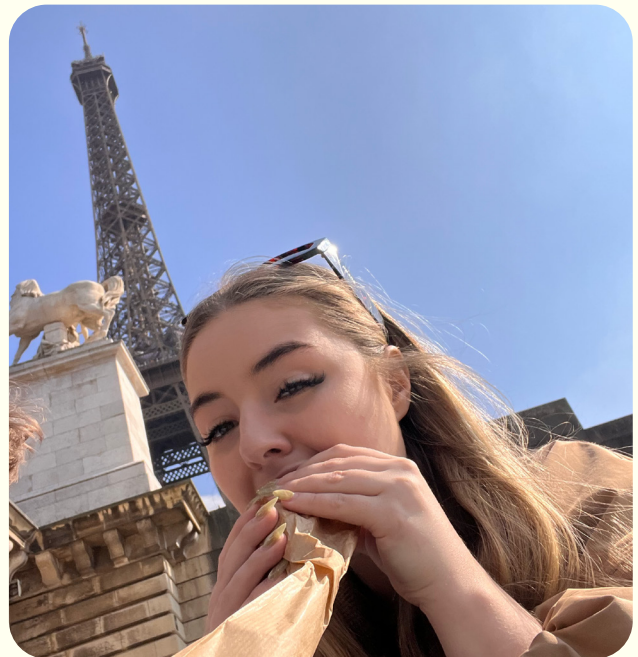
It was the perfect mix of chaos, calm and cocktails! The best start to 2026.

AMY SMITH
MARKETING EXECUTIVE



NEWS ABOUT

ELLIE'S BIRTHDAY TRIP TO PARIS

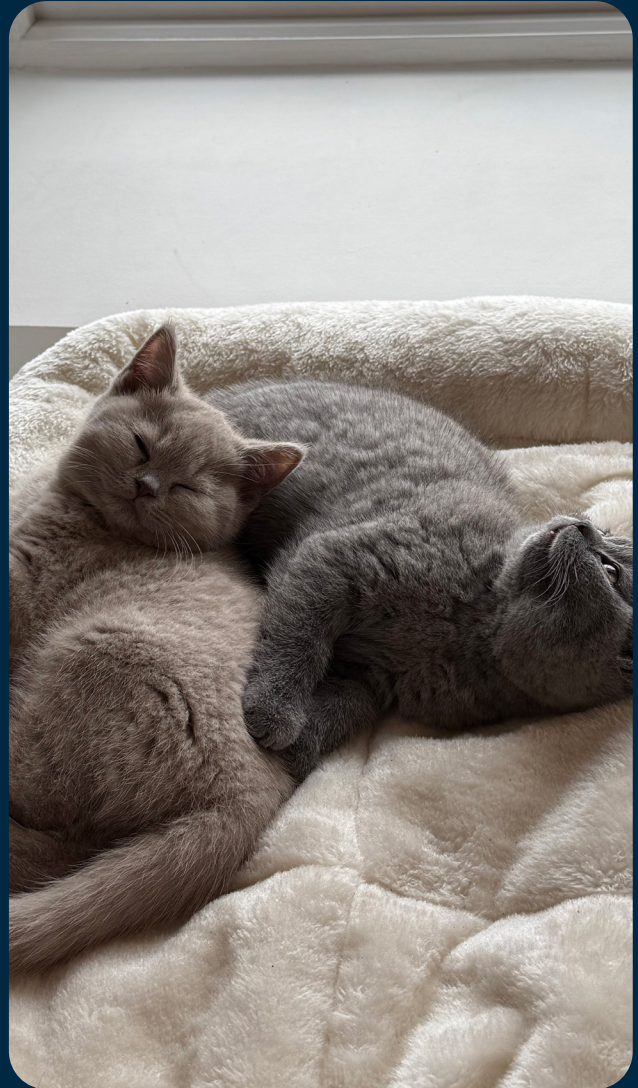


NEWS ABOUT

MR DEN JOINS THE TEAM

The Watts family are once again dog owners. After Walter ambushed me with a 7 page Powerpoint deck on why we should get a dog (Mostly consisted of “Coz they are cute”), I buckled and started looking for our new Dogo! You may or may not know that my nickname, for years, was Den/Denny. So when I saw a six month old King Charles Spaniel called Mr Den....I thought it fate. 24 hours later he was a new family member and colleague. I hope the team loves him as much as we do.

ANDREW WATTS
CEO



NEWS ABOUT

ONE YEAR WITH AURORA & WINNIE

January 8th marked our 'gotcha day' - one year since we brought our British Shorthair kittens, Aurora (lilac) and Winnie (grey), home for the first time.

Here's a throwback to when they were at their absolute cutest... but don't let the innocent faces fool you. Winnie is currently wanted by the FBI for multiple crimes against furniture, whilst Aurora loudly demands recognition for “hunting” her toy mouse - typically by relocating it from the bedroom to the hallway.

JORDAN CRIPPS
DIGITAL MARKETING ACCOUNT MANAGER

NEWS ABOUT

THE BOY WHO PLAYED THE HARP-ZAC'S LONDON TRIP



NEWS ABOUT

HOLIDAY ON THE SHORES OF LAKE LUGANO: A COMEDY OF BROTHERS, MOUNTAINS & CHEESE

My son lives in a stunning village on Lake Lugano, with pine-scented air and crystal clear water. We planned a family reunion in Milan, but travel disruptions in the Middle East sent my youngest brother home early. Instead, I spent precious time with my older brother Johan and my grandsons, Hugo and Enzo, who brought endless joy. The trip was filled with breathtaking scenery, fresh mountain air, and indulgent food — pasta, bread, cheese, and port. Even the police cars were glamorous. Despite the chaos, it was a memorable, laughter-filled experience, proving the best trips rarely go to plan and often turn out better.

LINDSAY KAMFFER-FOTHERINGHAM
OFFICE EXECUTIVE

ARIES

MARCH 21 - APRIL 19

You'll dive into your work with infectious enthusiasm and somehow motivate everyone around you. Things get done quicker than expected, leaving you feeling accomplished and slightly unstoppable.

CANCER

JUNE 21 - JULY 22

Your supportive nature makes the workplace feel warmer today. Someone appreciates your kindness more than they say. You'll end the day feeling quietly proud of what you've contributed.

LIBRA

SEPTEMBER 23 - OCTOBER 22

You create balance wherever you go today. Teamwork feels easy, communication flows, and everything seems to fall into place. It's one of those pleasantly smooth workdays.

TAURUS

APRIL 20 - MAY 20

You bring a calm, steady energy that makes everything feel more manageable. Productivity flows naturally today, especially if snacks are involved. A small win will feel extra satisfying.

LEO

JULY 23 - AUGUST 22

You naturally take the lead today without even trying. Your confidence inspires others, and your work gets noticed. It's a great day to enjoy being exactly who you are.

SCORPIO

OCTOBER 23 - NOVEMBER 21

You're focused, efficient, and quietly impressive today. Tasks that usually take effort feel surprisingly simple. You'll end the day feeling like you've really got things handled.

GEMINI

MAY 21 - JUNE 20

Your quick thinking shines today. Conversations go well, ideas come easily, and multitasking feels almost effortless. You might even surprise yourself with how smoothly everything comes together.

VIRGO

AUGUST 23 - SEPTEMBER 22

Your eye for detail keeps everything running beautifully. You'll spot something important others missed and fix it with ease. There's a real sense of satisfaction in your work today.

SAGITTARIUS

NOVEMBER 22 - DECEMBER 21

Your positive energy lifts the whole room. A new idea or approach could bring exciting results. Work feels a little lighter and a lot more enjoyable today.

CAPRICORN

DECEMBER 22 - JANUARY 19

You're making steady, meaningful progress today. Everything you do adds up in a satisfying way. Others rely on you, and you deliver with calm confidence.

AQUARIUS

JANUARY 20 - FEBRUARY 18

Your creative thinking leads to a clever solution today. You see things differently, and it works in your favour. Expect a moment where your idea really clicks.

PISCES

FEBRUARY 19 - MARCH 20

You bring a gentle creativity to your work that makes everything feel nicer. Tasks flow easily, and you might even enjoy things more than expected today.

MYSTIC MAZZA

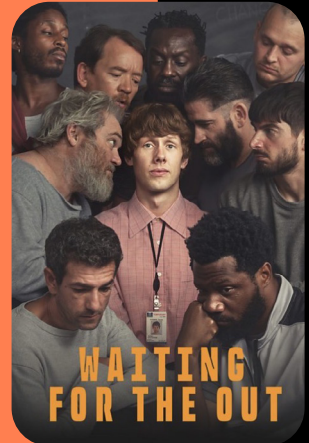


SENSE-SATIONAL PICKS

TO WATCH

WAITING FOR THE OUT (BBC IPLAYER)

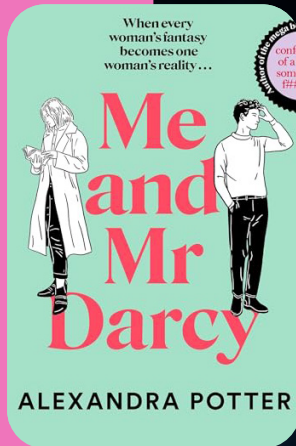
Freedom isn't always on the outside; teaching in prison, Dan obsesses over his own choices - and confronts his turbulent past.



TO READ

ME AND MR DARCY

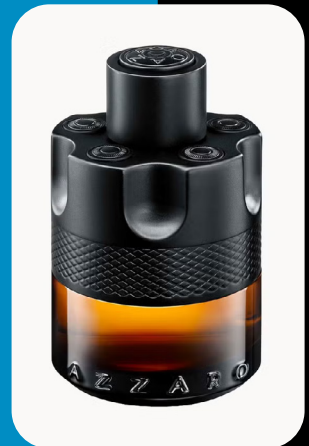
by Alexandra Potter



TO SMELL

THE MOST WANTED

Azzaro



TO LISTEN

KISS ALL THE TIME. DISCO, OCCASIONALLY

Harry Styles



TO TASTE

CHICKEN & PRAWN YAKI SOBA

Wagamama



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