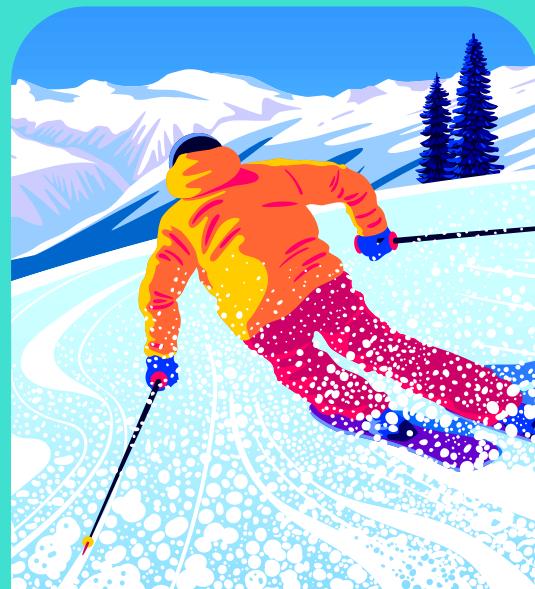


# The Juice

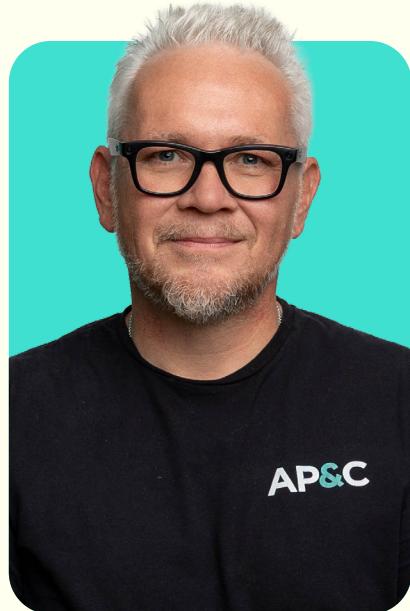


## A MESSAGE FROM ANDREW

As we wrap up 2025, I want to personally thank you for your trust and partnership throughout the year. Your support has been central to our growth and the results we've been able to achieve together.

This year we've explored new opportunities and delivered outcomes that truly matter. I'm grateful for the chance to work with you and contribute to your success.

On behalf of the team, I wish you a restful festive season and a successful start to 2026. We look forward to continuing our partnership in the year ahead.



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## PROMOTIONS

A huge congratulations to the following members of the team who have recently received promotions and title changes!



# A WARM WELCOME TO

**LUCY WATTS**  
EVENTS

Lucy joins us as  
Event Manager

**KAILANI LAMB**  
MARKETING

Kailani joins us as  
Marketing Assistant

**JORDAN CRIPPS**  
MARKETING

Jordan joins us as  
Digital Marketing  
Account Manager

## UPCOMING BIRTHDAYS



# EMPLOYEES OF THE MONTH



**NICK TAYLOR**

Creative Team - October 2025

- “Nick has **BEEN ON A ROLL!** He's been creating **AMAZING ADS** for a project I'm working on and **DID SUCH A GOOD JOB** on the Appleopoly board.”
- “For all his **HARD WORK** in producing and bringing to life the **NEW EMEA Venue Lookbook!**”
- “For his hard work and **PATIENCE** of a saint working on the huge Proofpoint Protect branding requirement and 10 million random requests that to this day are still going!”



**SOPHIE DEACON**

Events Team - November 2025

- “She's been **SMASHING IT THIS QUARTER**. Juggling so many big projects like TRM Labs and **SMASHING THE LOGISTICS** of the Leadamarket webinar series!”
- “Sophie consistently brings a **POSITIVE ATTITUDE** and is always **WILLING TO HELP**. She approaches every challenge with **DETERMINATION** and has shown **IMPRESSIVE RESILIENCE** and **COMMITMENT** when obstacles arise.”

## PRAISE PARTY

Take a look at some of the amazing comments other team members have received!

Read it through to see the wonderful things we've been saying about one another!



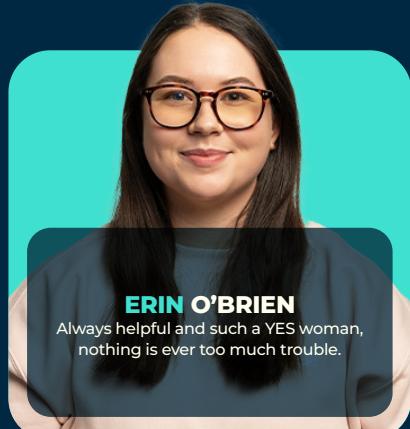
**AMY SMITH**

Has done some amazing work, is keen to learn new things and step up when needed.



**JULES TAYLOR**

Jules is a fabulous energy in the office, is always cheery and happy to help with the most random requests.



**ERIN O'BRIEN**

Always helpful and such a YES woman, nothing is ever too much trouble.

# EMPLOYEE OF THE YEAR



To wrap up what has been a fantastic and successful year for AP&C, we would like to acknowledge someone who has consistently brought value to the team and always goes above and beyond.

We are delighted to announce that Spencer has won Employee of the Year. Well done, Spencer, and thank you for your outstanding contributions.

Here are just a few of the comments Spencer has received throughout the year:

- "Always **SO HELPFUL, WILLING TO HELP** and **SUPPORT** the wider team!"
- "Spencer consistently **GOES ABOVE AND BEYOND** for our clients, always offering his support and **FINDING SOLUTIONS**. Whether it's a last-minute print job or an unexpected request, he's always there to support us and ensure everything **RUNS EFFICIENTLY**."
- "All the feedback from clients is **OVERWHELMINGLY POSITIVE** ALL of the time."
- "**GENUINE EXCITEMENT** about new products and services."
- "Spencer's contribution to the business is **AMAZING**, always going above and beyond and clients love him. Often **FIRST ONE HERE AND LAST ONE TO LEAVE**."
- "He's **WONDERFUL**! Not to mention helped the events team with a branding install, when he should be on his holiday, what **DEDICATION**!"
- "Always there to **HELP PROBLEM SOLVE** with branding solutions for client event."
- "**NEVER SCARED TO ROLL UP HIS SLEEVES** and get stuck in!"

# AP&C WRAPPED 2025

6,305  
HOURS OF PURE  
CREATIVITY

## MOST BOOKED VENUES

- ONE HUNDRED SHOREDITCH
- KINGS PLACE
- BRASSERIE OF LIGHT
- CLAYS

15  
ONSITE PHOTOGRAPHY  
& VIDEOGRAPHY  
PROJECTS

253  
VIDEOS PRODUCED

387  
MARKETING  
JOBS

9  
CITIES

7  
NEW MEMBERS  
OF THE TEAM



2

## CHARITY PARTNERSHIPS



105  
EVENTS

3,235  
DESIGN PROJECTS COMPLETED

7  
DELAYED FLIGHTS

UNWRAP YOUR FREE  
CHRISTMAS PACK!



Scan the QR code and  
make this Christmas  
extra merry!

3  
PROMO PICKS OF 2025



North Face Gilet | Larq Water Bottle  
Urban Vitamin Powerbank

8  
NEW TOOLS  
IMPLEMENTED

whatagraph

agorapulse



## NEWS IN

CREATIVITY IS OUR GAME!

We set ourselves a challenge: design something fun, meaningful, and completely unique to AP&C. The result? Appleopoly! Our Monopoly-inspired board game where every detail tells our story.

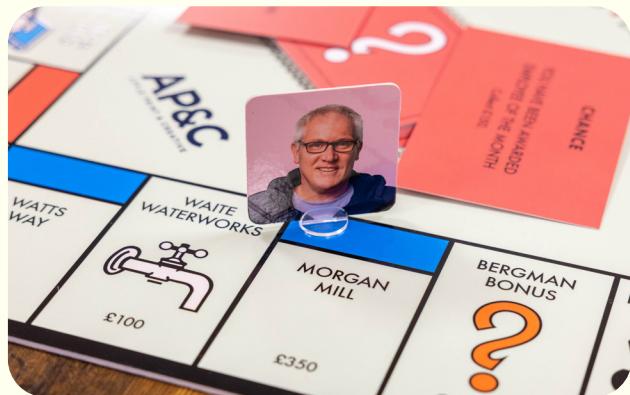
From properties named after our team to cards packed with inside jokes, this isn't just a game, it's a celebration of our people.

**SOPHIA BEVAN**  
ACCOUNT EXECUTIVE

**WANT TO BRING  
YOUR BRAND TO  
LIFE IN A WAY  
THAT'S TRULY  
ONE-OF-A-KIND?**

Let's create your custom board game!

Reach out:  
[marketing@appleprint.co.uk](mailto:marketing@appleprint.co.uk)



## NEWS IN

HALLOWEEN AT AP&C

A monstrous round of applause to Salad Fingers & The Rusty Spoon (aka Sophie and Caitlin) for slaying the Best Dressed title, and to Jules and Avi for their frightfully fantastic pumpkin carving skills!

**SOPHIA BEVAN**  
ACCOUNT EXECUTIVE



# NEWS IN

FESTIVE FUN AT AP&C



# AP&C THINK TANK

A SMARTER WAY TO BUILD EMAIL COMMUNICATIONS

With the growing need from our clients for editable, on-brand newsletter and email content, we've taken the time to research and develop a solution that makes creating internal & external communications faster, easier, and more consistent. We've built a sophisticated and highly flexible email-building system within Umbraco that streamlines the way organisations design, customise, and distribute their emails.

## HOW THE SYSTEM WORKS

At its core is an intuitive back-office system that allows users to assemble email layouts using a library of pre-built, brand-approved content sections. These sections, such as hero banners, text blocks, image grids, call-to-action panels, footers, announcements, or newsletter modules, are all designed to ensure design consistency, accessibility, and responsiveness across devices.

Users simply select the components they need and drag them into a predefined template structure. We've designed the system to handle alignment, spacing, and styling automatically. This means users don't need any coding knowledge while still having the flexibility to customise their emails.

## TEMPLATE FLEXIBILITY

- Brand consistency:** We've ensured every module adheres to the client's brand guidelines, colour palette, and typography rules, so emails always look professional and cohesive.
- Editable fields:** We've included configurable content fields in each section, including text, images, links, icons, backgrounds, and more, giving users full creative control without risking layout issues.
- Live preview:** We've added live in-browser preview functionality so users can get an idea on how their emails will appear when sent.

**EXPERIENCE EFFORTLESS  
EMAIL DESIGN**

**Schedule Your Demo with our creative team today.**



## MULTI-FORMAT EXPORTING

Once an email is built and approved, we've made it possible to export to multiple commonly used formats:

- **HTML:** For uploading into email delivery system, Campaign Monitor, Dynamics, or internal messaging tools.
- **EML:** For sharing editable email drafts directly with Outlook users that are using a Mac.
- **OFT (Outlook Template Format):** Ideal for sharing editable email drafts directly with Outlook users that are using a PC.

This flexibility is particularly useful for clients who may not have full knowledge of email marketing platforms or coding, or who need to send emails directly from their inbox while maintaining a professional, designed look and feel.

## WHY CLIENTS ARE ADOPTING IT

Many of our clients have internal communications teams that need personalised, on-brand email content but lack the design or coding expertise to produce it efficiently. We've built this system to bridge that gap by:

- Reducing dependency on designers and developers for everyday communications
- Standardising brand usage across departments
- Speeding up internal newsletter and announcement creation
- Providing a scalable system that multiple teams can adopt
- Ensuring high-quality, professional output every time

The result is a powerful but user-friendly tool that empowers non-technical staff to create rich, engaging, and visually consistent email communications, whether sending via a full marketing platform or directly from their inbox, without ever compromising professional design standards.

**MARK SLADE**  
**IT SERVICE MANAGER**

# NEWS OUT

## BY 85TH ANNIVERSARY AWARDS

We're proud to share that AP&C has won the Business Champion For Young People Award at the Berkshire Youth 85th Anniversary Awards! What an incredible evening celebrating the power of community and our shared commitment to supporting young people.

A heartfelt thank you to Berkshire Youth for the invite and joyous win!

We were honoured to support the event with branding and printing to help make the night even more special, and we're excited for the continued collaboration with the amazing team at Berkshire Youth.

**ZAC LYNCH**  
CREATIVE PROJECT MANAGER



## NEWS OUT

STIRRING UP SMILES  
THIS CHRISTMAS!

We loved bringing the Cup of Kindness concept to life for Swings & Smiles. This was complete with frosted glass mugs, hot chocolate spoons, and Christmas cards illustrated by the children. Every purchase spreads joy and supports families of children with disabilities.

One of the best parts of our job is giving back to our charity partners while using our creativity to make an impact.

**SOPHIA BEVAN**  
ACCOUNT EXECUTIVE



## WANT TO BENEFIT FROM CREATIVE CONCEPTS AND TOP CLASS DELIVERABLES?

Get in touch: [marketing@appleprint.co.uk](mailto:marketing@appleprint.co.uk)



## NEWS OUT

LK A WORLD OF PURE  
IMAGINATION EVENT

We collaborated with LK Hair to craft a bespoke branding experience for their Wonka-inspired event, producing a full suite of assets including social campaign creatives, in-salon and exterior event branding, and a dedicated post-event landing page with an interactive spin-the-wheel feature. To top it off, we created a custom Tony's bar and Golden Ticket box that became a standout gift for attendees.

**LAILA VIRJI**  
GRAPHIC DESIGNER

# NEWS OUT

## PROOFPOINT PROTECT TOUR LONDON

Events like this remind me why I love what I do!

Bringing the Proofpoint Protect Tour London to life has been a journey and yesterday it was truly amazing to see it all come together.

From the very first concept to guests live on site, this event was a true exercise in careful curation, collaboration, and creativity.

All events differ in briefs, levels of support, and desired outcome but from this event we provided full service project management covering:

- Venue finding
- Sponsor management
- Branding & visual identity
- Swag & giveaways
- AV & production
- Entertainment
- Guest speakers
- Photography
- Attendee outreach

Big shout out to all of the AP&C team involved in bringing this to life!

**HAYLEY SMITH**  
**DIRECTOR OF EVENTS UK & EMEA**



## HAVE YOU STARTED PLANNING YOUR 2026 EVENTS CALENDAR?

Let us support you in curating a calendar of impactful events!



# TOP CHRISTMAS PROMO BUNDLES

## FOR ALL YOUR BUSINESS NEEDS

### FUN FESTIVE GIFTS



**ECO CUBE -  
TERRY'S CHOCOLATE  
ORANGE**



**5-IN-1 GAMES SET**



**GINGERBREAD  
DECORATING KIT**

### QUALITY KEEPSAKES



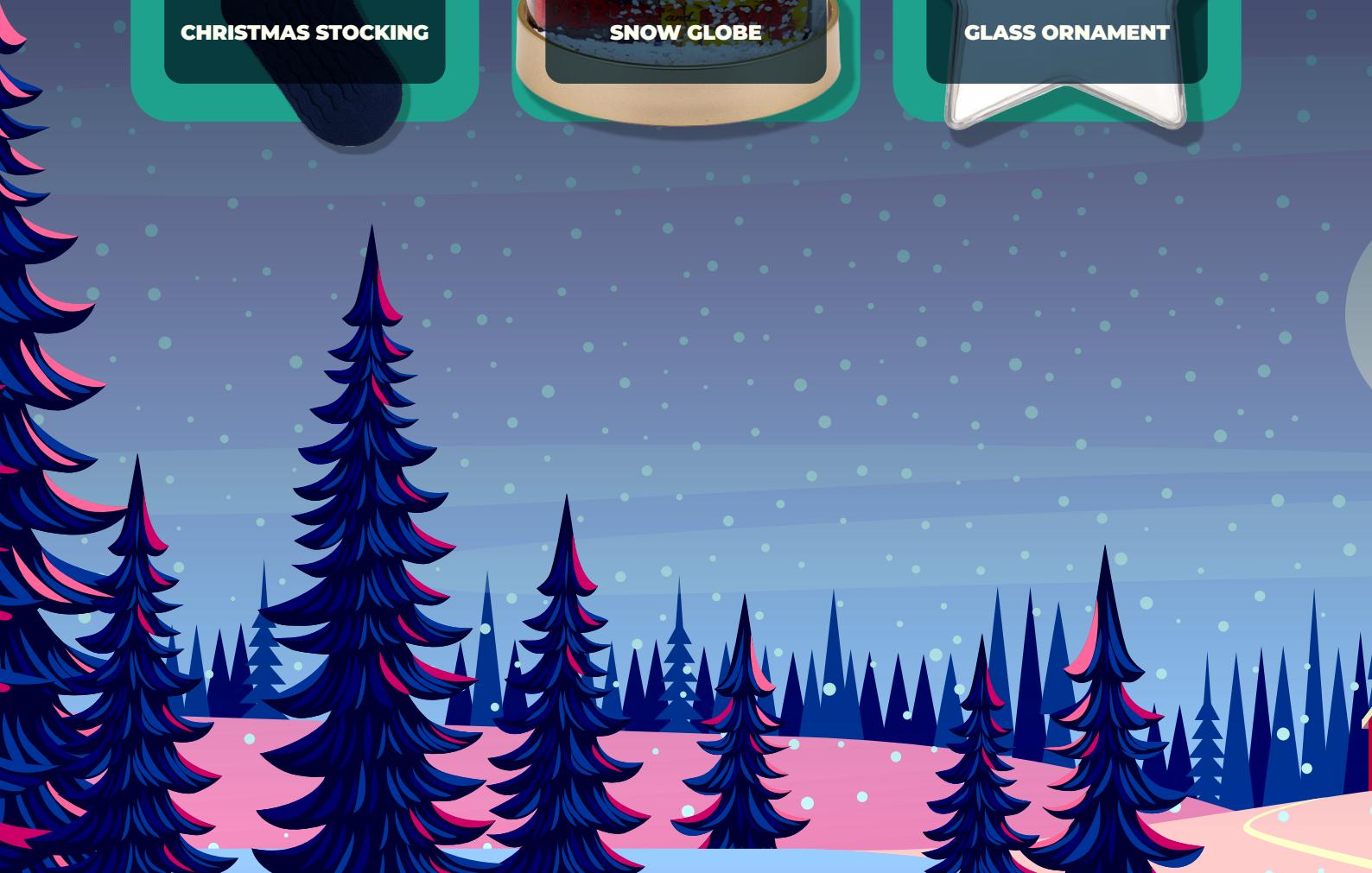
**CHRISTMAS STOCKING**



**SNOW GLOBE**



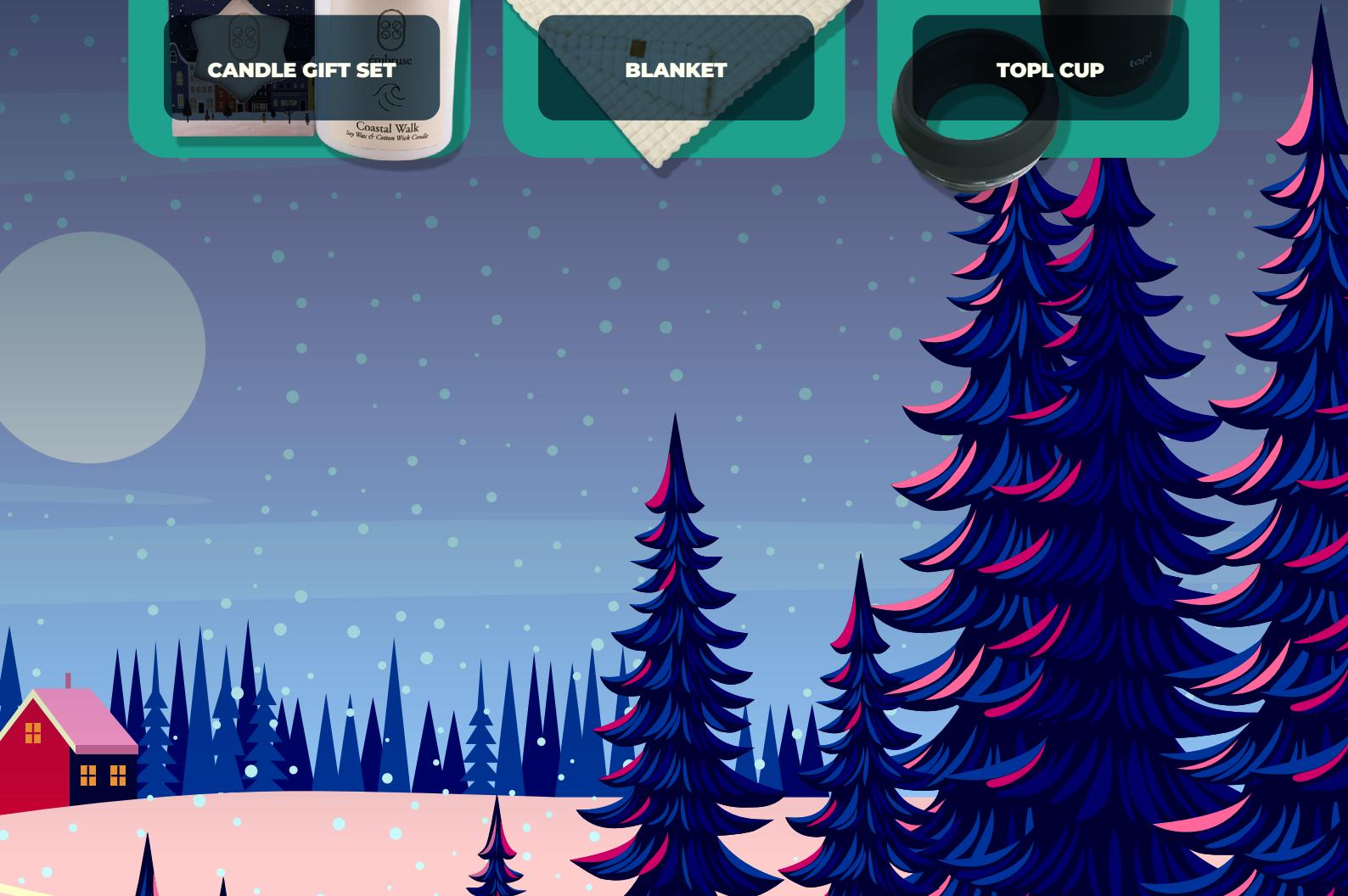
**GLASS ORNAMENT**



## PARTY ESSENTIALS



## LUXURY GIFTING



## NEWS ABOUT

### NELLIE TURNS 1

Our four-legged colleague, snack inspector, and Chief Happiness Officer, Nellie, just turned ONE!

To celebrate her first year of tail wags, office zoomies, and general attention seeking, she had lots of birthday treats!

Not too sure she was impressed with the Birthday Hat though! Worn for 12 whole seconds before trying to eat it!

**HAYLEY SMITH**  
DIRECTOR OF EVENTS UK & EMEA



## NEWS ABOUT

### NEW ADDITION TO THE LYNCH HOUSEHOLD - KENZO



# NEWS ABOUT

## RSGB AUTUMN SERIES SUCCESS!

The RSGB Autumn Series has once again brought together amateur radio enthusiasts from across the country for a fantastic season of contacts and competition. This series is all about encouraging activity on the bands during the autumn months, with operators striving to make as many contacts as possible under varying conditions.

I'm delighted to share that in this year's series, I achieved 1st place in the 10W section, competing against 174 entries. Operating with just 10 watts brings its own challenges, but it's a great reminder of what can be achieved with careful operating and persistence.

**MARK SLADE**  
IT SERVICES MANAGER



# NEWS ABOUT

## PULL UP AND DIP 1 REP MAX COMPETITION!

One of the girls I train with peer pressured me into this comp and I couldn't be more grateful she did. Training was a bit all over the place for this one, especially because I started getting ill on the Thursday before and on Monday we weren't confident I would be able to pull 2.5kg.

Came away with a perfect day in the end.

- 6/6 Lifts
- 7.5kg Chin up
- 22.5kg Dip
- **30kg Total**

**LAILA VIRJI**  
GRAPHIC DESIGNER





## NEWS ABOUT

### CELEBRATING MY GRADUATION FROM BOURNEMOUTH UNIVERSITY

I'm excited to share that I've officially graduated from Bournemouth University! It's been quite the adventure, juggling lectures, deadlines, and the occasional night out (for "networking", of course!).

Crossing that finish line feels fantastic, and now it's all about putting those hard-earned skills to good use. If anyone's thinking about taking on further study, my advice is simple: go for it! It's challenging, but the sense of achievement is worth every late night.

**DECLAN WAITE**  
**ACCOUNT MANAGER**

## NEWS ABOUT

### CELEBRATING ISABELLA'S SWIMMING PROGRESS

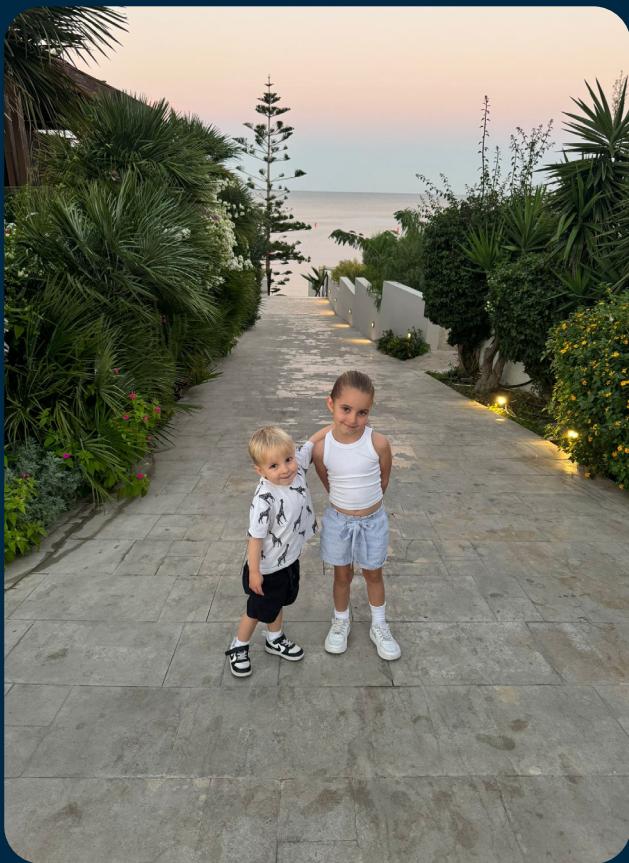
My daughter Isabella has progressed to the next level in swimming and we couldn't be prouder. She's well on her way to becoming a little fish!

**SARAH FISHER**  
**CREATIVE DIRECTOR**



# NEWS ABOUT

## ELLIE'S AND SARAH'S BIG GREEK HOLIDAYS (NOT TOGETHER)



## ARIES

**MARCH 21 - APRIL 19**

The next quarter is your launchpad. Make bold moves at work but try not to set the office printer on fire. That personal project you have been dreaming about is finally ready for action.

## CANCER

**JUNE 21 - JULY 22**

Teamwork makes the dream work but do not be the office martyr. Being honest with your feelings outside work pays off even if it is just admitting you secretly love that cheesy rom-com.

## LIBRA

**SEPTEMBER 23 - OCTOBER 22**

Balance is your superpower if only your coffee intake agrees. Harmonising work and play is essential. Quality time counts even if it is just binge-watching a show with snacks.

## TAURUS

**APRIL 20 - MAY 20**

Steady wins the quarter and your slow-and-sure style is secretly impressive. Personal life calls for a little extra charm and maybe stop replying to texts with just k for once.

## LEO

**JULY 23 - AUGUST 22**

The spotlight loves you. Big opportunities at work are coming. Just do not let your ego accidentally file itself as an expense. Generosity and silliness bring applause and maybe a few raised eyebrows.

## SCORPIO

**OCTOBER 23 - NOVEMBER 21**

Your focus is scary good. Work breakthroughs are incoming. Embrace vulnerability personally and yes, admitting you cried at that advert counts. Bonus points if you do it with style.

## GEMINI

**MAY 21 - JUNE 20**

Your gift of gab is about to pay off. Pitch that idea at work and watch jaws drop. A little harmless gossip or cheeky banter could make your next coffee break unforgettable.

## VIRGO

**AUGUST 23 - SEPTEMBER 22**

Organisation meets opportunity. Your meticulous planning is legendary. Clear out that clutter and treat yourself because you deserve more than just that leftover sandwich from last week.

## SAGITTARIUS

**NOVEMBER 22 - DECEMBER 21**

Adventure beckons everywhere even in spreadsheets. Take calculated risks at work. Personal spontaneity wins so say yes to that random weekend plan and collect stories for the next quarter.

## CAPRICORN

**DECEMBER 22 - JANUARY 19**

Hard work pays off but do not forget to breathe. Milestones are coming and your loved ones appreciate attention even if it is just a text that says you are alright I guess.

## AQUARIUS

**JANUARY 20 - FEBRUARY 18**

Innovation is your theme. New ideas at work are yours for the taking. Personally, try something quirky you have always wanted to do even if it is interpretive dance or extreme knitting.

## PISCES

**FEBRUARY 19 - MARCH 20**

Creativity flows like prosecco. Your imaginative solutions shine at work. Quiet reflection at home will do wonders just do not overthink and end up talking to your houseplants.

# MYSTIC MAZZA



# SENSE-SATIONAL PICKS

## TO WATCH

### BLACK BIRD (APPLE TV)

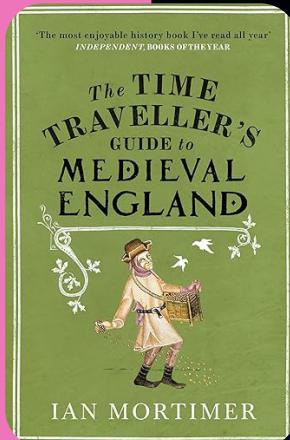
As Jimmy Keene begins a 10-year prison sentence, he gets a offer; if he can elicit a confession from suspected killer Larry Hall, he will be freed; completing this mission becomes the challenge of a lifetime.



## TO READ

### THE TIME TRAVELLER'S GUIDE TO MEDIEVAL ENGLAND

by Ian Mortimer



## TO SMELL

### YSL EAU DE PARFUM

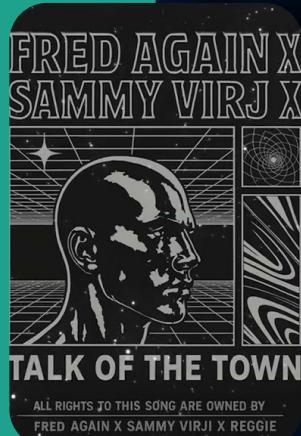
Yves Saint Laurent for men



## TO LISTEN

### TALK OF THE TOWN

Fred again.., Sammy Virji, Reggie



## TO TASTE

### CHEGO'S

Newbury Wine Bar



# AP&C

APPLE PRINT & CREATIVE

+44 (0) 1635 521654 | [hello@appleprint.co.uk](mailto:hello@appleprint.co.uk) | [appleprint.co.uk](http://appleprint.co.uk)

The Orchard, Abex Road, Newbury, RG14 5EY