

# *The* Juice

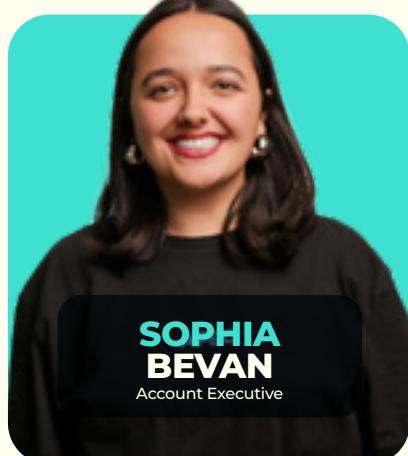


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## PROMOTIONS

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



# A WARM WELCOME TO

## DECLAN WAITE MARKETING

Declan joins us as  
Account Manager

## MARIA PRIDDY EVENTS

Maria joins us as  
Events Coordinator

# LONG SERVICE RECOGNITION

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

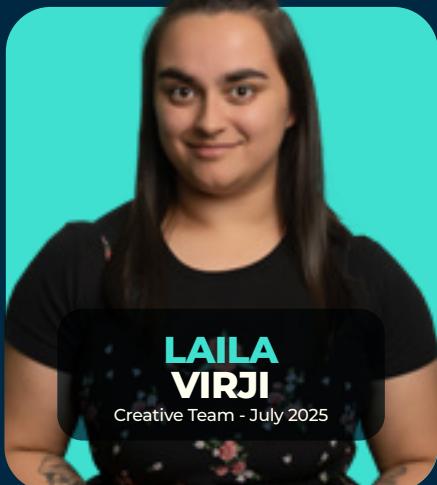


## STAY CONNECTED WITH THE LATEST FROM AP&C.

Browse previous editions of The Juice to see how our creative, print, and event teams are bringing brands to life. Explore more at [www.appleprint.co.uk](http://www.appleprint.co.uk).

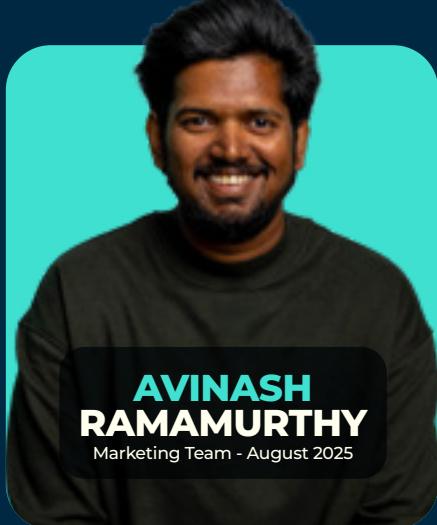
*The*  
**Juice**

# EMPLOYEES OF THE MONTHS



"She did a **FANTASTIC JOB** at Zenith Live in June, which was her first large-scale photography event! On top of that, she arranged an amazing Summer Social and created all the branded materials, as well as delivering **AMAZING WORK** on the recent BIB and Staircase recordings — she's **ABSOLUTELY SMASHING IT!**"

"She **ALWAYS GOES ABOVE AND BEYOND**, creates amazing socials and **MAKES EVERYONE SMILE** :)"



"Avi's been working really hard on all things data and is **ALWAYS WILLING** to help anyone with an IT related question :)"

"Has been **GOING ABOVE AND BEYOND** for the marketing team since joining AP&C, **EXCELLING REALLY WELL** and even lovelier now that he has gone full-time!"

"Avi is **JUST THE BEST**. Always **KIND, FRIENDLY AND READY TO HELP** the whole team."



"**SMASHING IT** with his efforts in creating refreshing creative designs and logos"

"Zac has been **VERY SUPPORTIVE** throughout recent projects I've worked with him on and helped **REDUCE ANY STRESS**"

# 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!

**NICK TAYLOR**

Nick has been amazing at designing and bringing to life our vision for an AP&C bespoke Monopoly board. Despite being a mammoth task, he was super-efficient in producing it!

**JULES TAYLOR**

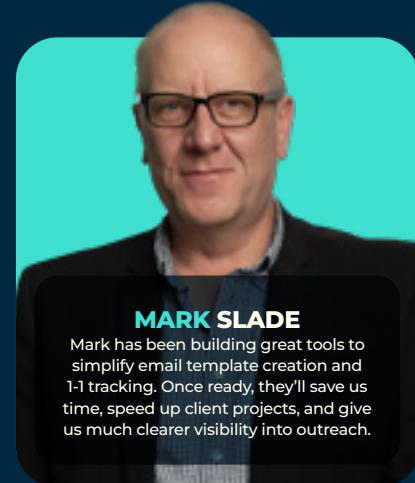
Jules did so brilliantly co-ordinating RayBans and engraving in San Diego! She's been super busy and working hard to make lots of things happen.

**GEORGIE MOULD**

Always willing to help when needed. She has taken on more responsibility recently to help outreach with processes and she's doing a great job

**AMY SMITH**

Amy is a wonderful member of our team and super helpful. Grateful for all her support with Paid Ads and social media.

**MARK SLADE**

Mark has been building great tools to simplify email template creation and 1:1 tracking. Once ready, they'll save us time, speed up client projects, and give us much clearer visibility into outreach.

**ERIN O'BRIEN**

Always goes above & beyond, meeting tight deadlines and working hard to get quotes to you even when the work day has finished

**CHRIS EDWARDS**

Super quick with last second requests and amends! Just gets on with it!

## NEWS IN

### NEW AP&C EVENTS BROCHURE

I'm excited to share something we've been working on behind the scenes—our brand-new Event Services Brochure, which we'll be launching at AP&C.

Over the past year, the team and I have been listening closely to our clients and evolving our offering to cover a wider spectrum of event needs. This new brochure showcases the breadth of services we can now provide, from full venue branding production, event project management and venue finding throughout Europe to the concept creative and logistical details that make each event truly memorable.

As Director of Events, it's important to me that our clients know we're not just here to deliver events—we're here to collaborate and be a trusted partner in helping you achieve impact with every experience you create.

I'd love for you to take a look at the brochure, and if you're at AP&C, please come by and say hello. It would be a pleasure to walk you through what's new and explore how we can support your upcoming plans.

Warm regards,

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

### VENUE FINDING

Planning the perfect venue is the foundation of a successful event—and that's where we come in.

Our team has the knowledge, network, and creativity to match your brief to the ideal space, whether it's an exclusive London penthouse, a full EMEA conference venue, or a large-scale exhibition hall.

We'll take care of the logistics, from shortlisting and key visits to logistics and supplier coordination, so you can focus on the bigger picture.

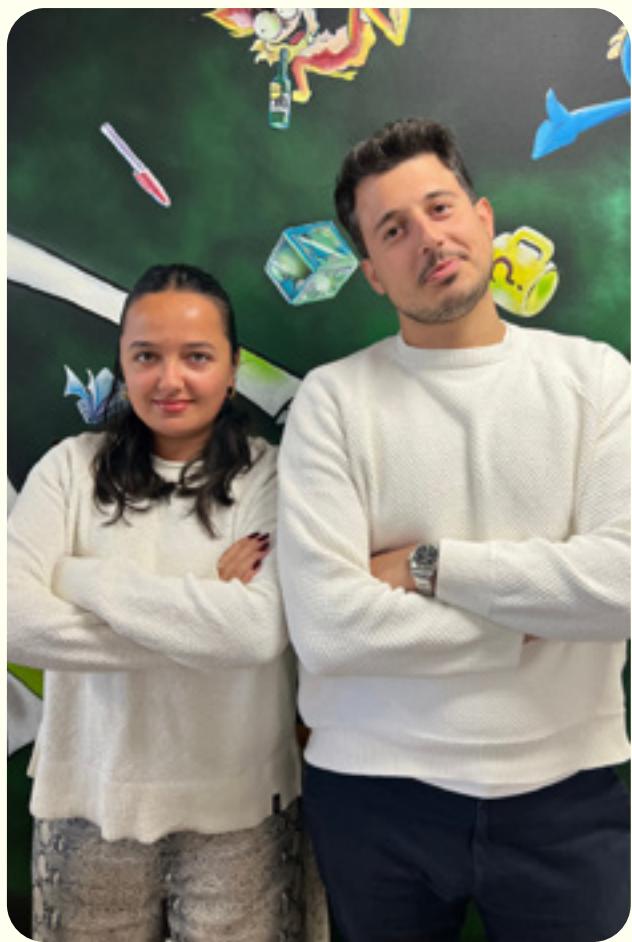
#### Why Choose Us For Venue Finding?

- Extensive knowledge of venues around London, the UK, and EMEA
- Access to hidden gems alongside well-known favourites
- Full support with contracts, logistics, and event flow
- Cost-effective solutions tailored to your budget, and so on



Download our venue  
look book here

A collage of various event marketing materials from AP&C Events, including brochures for photo booths, turnkey stands, and venue lookbooks, as well as landing pages for automation and outreach, and a central 'Steal the Show' events brochure.



## NEWS IN ACCIDENTAL MATCHING

Time for another round of accidental matching—because nothing says team spirit like turning up twinning without even trying!

**SOPHIA BEVAN**  
**SENIOR MARKETING EXECUTIVE**

## NEWS IN

### KICKING OFF THE SEASON IN STYLE – THANK YOU AP&C!

Firstly, a MASSIVE THANK YOU TO AP&C for the continued support with the sponsorship of the football kit.

We had our first game of the season recently, with the chance to wear the new kit.

We took on our local rivals Thatcham Tornadoes.

The new season kicked off with the Boys now having to play the offside rule, we were a little nervous on how the team would adapt to this with only having 2 training sessions to practice this.

All fears were put to bed, with a fantastic 8-1 victory over our rivals in the local Derby (with 6 different goal scorers – icing on the cake)!

**TREVOR FORD**  
**PRODUCTION MANAGER**



### LOOKING FOR STANDOUT PRINT THAT MAKES AN IMPACT?

At AP&C, we specialise in bespoke print solutions that bring your brand to life—whether it's team kits, event signage, or custom marketing materials.

**Get in touch to explore how we can help your business stand out.**

# THOUGHT LEADERSHIP PIECE

## THE NEXT CHAPTER IN DESIGN: TRANSITIONING FROM ADOBE XD TO FIGMA

As the Creative Director and Creative Lead, we have guided our team through years of evolving digital design tools, each promising to streamline workflow, improve collaboration, and elevate the quality of our work. Adobe XD has been a trusted companion in that journey, offering powerful features for prototyping and UI design. But as the industry shifts, so must we. With Adobe announcing the end of XD, our team has taken a decisive step forward by fully embracing Figma.

This is not just a change in software; it is a paradigm shift in how we approach design. Figma offers capabilities that fundamentally transform collaboration, iteration, and creativity.



### 1. REAL-TIME COLLABORATION

Perhaps the most revolutionary aspect of Figma is its real-time, cloud-based collaboration. Unlike traditional design tools where files are passed around and versioning can become chaotic, Figma allows designers, developers, and stakeholders to work simultaneously in a single file. Comments, edits, and iterations happen live, reducing friction and accelerating the feedback loop. This opens up space for more dynamic brainstorming sessions and ensures alignment from concept to execution.



### 2. PLATFORM AGNOSTICISM

Figma's browser-based nature removes traditional operating system constraints. Whether a team member is on Mac, Windows, or even Linux, everyone has equal access to the same workspace. This flexibility is particularly important for remote or hybrid teams, enabling seamless collaboration across time zones and locations.



### 3. SCALABLE DESIGN SYSTEM

Design systems are only as effective as the tools that support them. Figma's robust component system, shared libraries, and auto-layout functionality make it easier than ever to maintain consistency across products. We can now scale design decisions efficiently, ensuring our brand and user experience remain cohesive, no matter how complex the project grows.



#### 4. DEVELOPER-FRIENDLY HANDOFF

The gap between design and development is shrinking with Figma. Developers can inspect elements, export assets, and view CSS properties directly within the platform. This reduces miscommunication and speeds up the handoff process, allowing the team to focus more on innovation and less on clarifying specifications.



#### 5. COMMUNITY AND INTEGRATION

Figma's thriving community and plugin ecosystem give us tools to extend functionality in ways that Adobe XD never fully realised. From automated accessibility checks to advanced prototyping plugins, we can now experiment, iterate, and optimise faster than ever.

Transitioning from Adobe XD to Figma is more than a practical necessity; it is an opportunity to rethink how we design. It encourages transparency, fosters collaboration, and empowers creativity. For our team, this is a chance not just to adopt a new tool but to embrace a more connected, agile, and innovative way of working.

In the end, great design is not about the software we use; it is about how effectively we can bring ideas to life. Figma equips us to do that at a scale and speed that aligns perfectly with the demands of today's digital landscape. For a team committed to pushing creative boundaries, this is an opportunity we cannot afford to miss.

**SARAH FISHER & CHRIS EDWARDS**  
CREATIVE DIRECTOR & CREATIVE LEAD

## FROM CONCEPT TO LAUNCH

Our team specialises in creating exceptional web experiences using the latest design tools. If your website project could benefit from the speed, collaboration, and flexibility that Figma offers, we would love to hear from you.

**Get in touch today to discuss your website project and see how Figma can bring your vision to life.**

## NEWS OUT

COULD YOUR HIDDEN TREASURE BE WORTH SOMETHING?

Ever looked at that quirky vase from your nan or the painting you picked up at a car boot sale and wondered if it might be worth more than you think? Or maybe you've got something gathering dust that just looks a bit special?

Now's your chance to find out!

We're excited to launch a new campaign in partnership with **Special Auction Services**, and we'd love for you to get involved. It's simple: just fill out the booking form and get your item(s) valued. There's absolutely no pressure to sell—this is all about discovering what you've got. And yes, you'll get to channel your inner Bargain Hunt contestant with none other than **Thomas Forrester** himself!

If you do decide to sell, it's all straightforward: no hidden fees and a fixed commission rate. It's a brilliant way to give your items a second life, keep things out of landfill, and embrace a more sustainable way to shop and share.

Go on, give it a go—your attic find might just be worth a fortune!

**SOPHIA BEVAN**  
**SENIOR MARKETING**  
**EXECUTIVE**



If you're a business or client looking to run a bespoke campaign like this, complete with a custom landing page and tailored messaging—just give us a shout.

**We'd love to help you bring it to life.**





## NEWS OUT

DESIGNS THAT DELIVER –  
AP&C AT NEWBURY RACECOURSE

### TOM'S BIG FINISH

We proudly supported Tom's Big Bike Ride with a branded finish line banner, ribbon, racecard, and big screen advert as he completed his 2,600-mile journey across all 59 British racecourses. The event, hosted by Newbury Racecourse, also welcomed our 2025 charity partner Swings & Smiles for a day of community celebration.

### PUMP IT UP!

Bold banners and signage designed for Pump Technology Ltd's high-energy "Pump It Up" afterparty zone.

### GIN WITH A VIEW

Window vinyls at Newbury Racecourse promoting Highclere Castle Gin's London Dry Gin—designed to turn heads and toast tradition.

**SPENCER SHEPPARD**  
SENIOR ACCOUNT MANAGER



**WANT TO BRING YOUR NEXT  
EVENT SPACE TO LIFE?**

Contact us at [hello@appleprint.co.uk](mailto:hello@appleprint.co.uk) to chat about creative design and print solutions!



# NEWS OUT

## BRINGING SMILES TO LIFE: CAPTURING THE IMPACT OF LIFELITES AT SWINGS & SMILE

Recently, the team and I had the opportunity to collaborate with Swings & Smile, a local charity supporting children with disabilities.

We began by planning the flow of the day and mapping out the structure of the video. This included creating a detailed storyboard to ensure the footage would capture both the technology in use and the personal stories of those benefiting from it.

On the day of filming, we visited the Swings & Smile site and recorded a variety of content:

- B-roll of the children engaging with the new equipment and the staff training session
- Interviews with key stakeholders, including charity representatives and the Mayor, sharing insights about the impact of Lifelites' donation
- On-camera segments to give context and narrative flow to the video

After gathering all the footage, we moved into the editing and post-production phase, carefully crafting a final video that not only showcased the technology but also told the story of the difference it made in the children's lives.

The completed video serves as a testament to the positive impact of community support and innovative technology for children with disabilities, providing Swings and Smile with a powerful tool to share their mission and successes.

See the impact for yourself! Watch our video to see how Lifelites is bringing smiles to Swings & Smile:

**LAILA VIRJI**  
**GRAPHIC DESIGNER**





## HAVE A STORY TO SHARE?

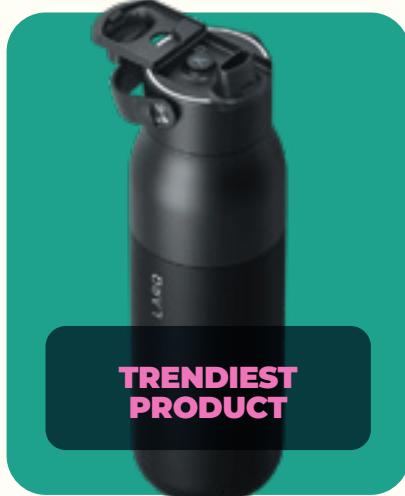
Get in touch with us and let's create a video that brings your vision to life!

## PROMO'S TOP FINDS



### FINDMATE DUEL ITEM FINDER

Findmate Dual is a premium recycled ABS item tracker that works with both Apple's Find My and Android's Find Hub networks. With end-to-end encryption, your data stays secure while you track items worldwide in real time. Attach it to wallets, keys, bags, or luggage and locate them instantly. Features include a 100 dB alarm, integrated beeping speaker, IPX5 water resistance, and a luxury PU keychain holder.



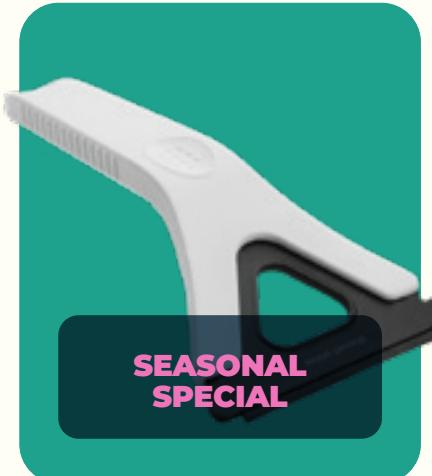
### LARQ PUREVIS 2.0 WATER BOTTLE

LARQ PureVis™ 2.0 is a 680ml self-cleaning, water-filtering bottle with smart hydration tracking. Its 2-stage filtration and UV-C purification deliver cleaner, better-tasting water, while the UV-C cap keeps the bottle clean and odor-free. Smart sensors track your intake automatically, with insights and progress via the LARQ app.



### GOMI RECYCLED POWERBANK

All Gomi powerbanks are made using recycled plastics and are powered by fully-tested repurposed e-bike batteries. Made from waste and powered by waste. 10,000mAh capacity, sustainable power bank made from recycled plastic. Over 50% fewer CO2 emissions than comparable power banks.



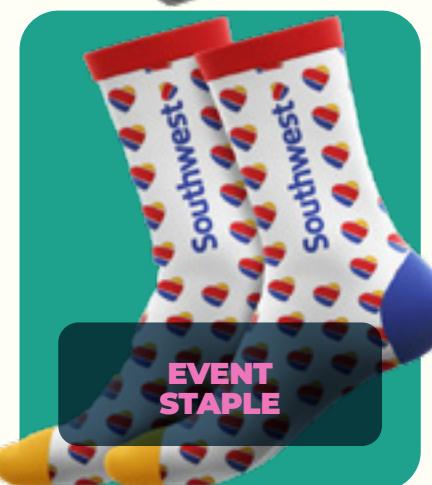
### **POLARD 3-IN-1 ICE SCRAPER**

3-in-1 ice scraper made with RCS (Recycled Claim Standard) certified recycled ABS/HIPS/TPU. Ice scraper with adjustable head for 3 functions: ice scraping, snow removal and wiping water. Easy to adjust to the situation.



### **C-SECURE MAGSAFE PHONE WALLET**

C-secure MagSafe Wallet combines style and security, holding up to four cards with RFID protection against unauthorized scanning. Strong built-in magnets keep it firmly attached to your phone, while high-quality PU leather offers durability and everyday convenience. Doubles as a phone stand for hands-free viewing.



### **SOCKS**

Premium blend, crew length socks. Breathable and moisture wicking, made for everyday wear. Fully customisable up to six colours and comes with full colour branded headercard. Perfect for event giveaways.

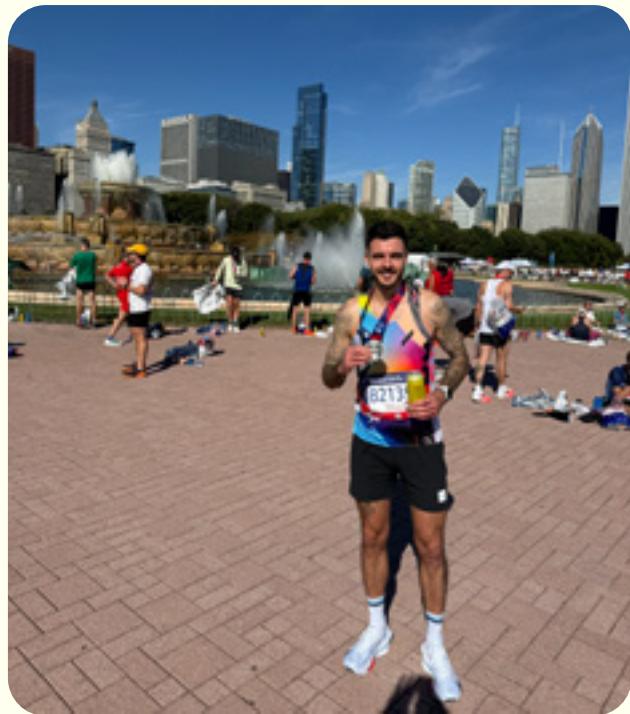
## NEWS ABOUT

### RSGB CLUB CHAMPIONSHIP

I came 2nd out of 50 entries in the RSGB 80m Club Championship. The RSGB 80m Club Championship is a popular amateur radio contest series organised by the Radio Society of Great Britain (RSGB). It's designed to foster friendly competition among RSGB-affiliated clubs and societies across the UK.

Amateur radio contesting is a competitive activity where licensed radio operators—often called “hams”—try to make as many contacts as possible with other stations around the world within a set time period. These contests can vary in length from a few hours to several days. Participants exchange specific information (like signal reports, serial numbers, or location codes), and each successful contact earns points. The goal is to maximise your score by contacting as many stations as possible, often across different regions or countries.

**MARK SLADE**  
IT SERVICES MANAGER



## NEWS ABOUT

### CHICAGO MARATHON HIGHLIGHTS

I recently raced the Chicago Marathon, picking up a PB along the way with a time of 02:47:53!

My 7th marathon to date and 2nd Abbott World Major in the bag on the 6 star journey.

**CHRIS EDWARDS**  
CREATIVE LEAD



# NEWS ABOUT

## A MEMORABLE TRIP TO UGANDA

Recently, we had the incredible opportunity to visit my Aunty (my Fue) in Uganda. Our trip took us all over the country, exploring conservation centres and trying local foods. But the main reason for our journey was to visit a very special school in Eastern Uganda, at the base of the Mount Elgon Massif. My Aunty helped build this school in 2017 and named it after my brother and me—the Laila and Sami School.

The school currently houses around 40 children aged 3–5 years old. On the day we arrived, we were warmly welcomed by the school committee, teachers, parents, and children – who had only been back at school for two days after the summer break.

We spent the most incredible afternoon at the school, seeing firsthand the huge impact it has had on the community.

A huge thank you to AP&C, who generously donated mountains of stationery for me to bring to the school. The teaching staff were unbelievably grateful for this generosity.

When the school was first built, they made a YouTube video about it. If you're interested in seeing it, you can scan the QR code to watch.

**LAILA VIRJI**  
**GRAPHIC DESIGNER**





## NEWS ABOUT

### OLIVE SHINES AT SUFFOLK DOG DAY!

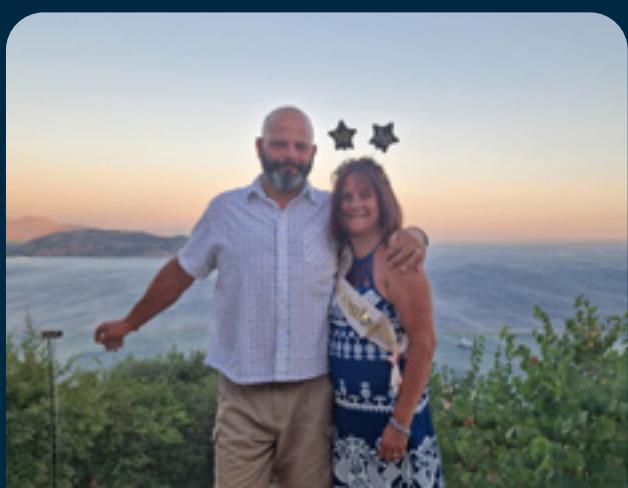
Olive proudly took 2nd place in the “Best Purebred Pup” class at Suffolk Dog Day, a fun annual event supporting St Elizabeth Hospice. Held at Trinity Park in Ipswich, the day featured dog show competitions, agility challenges, stalls, and entertainment, raising over £50,000 this year for the hospice’s vital palliative and end-of-life care services. This cause is close to my heart, as St Elizabeth Hospice has cared for several of my relatives at the end of their lives

**CAITLIN ZEBEDEE  
SENIOR EVENTS MANAGER**



## NEWS ABOUT

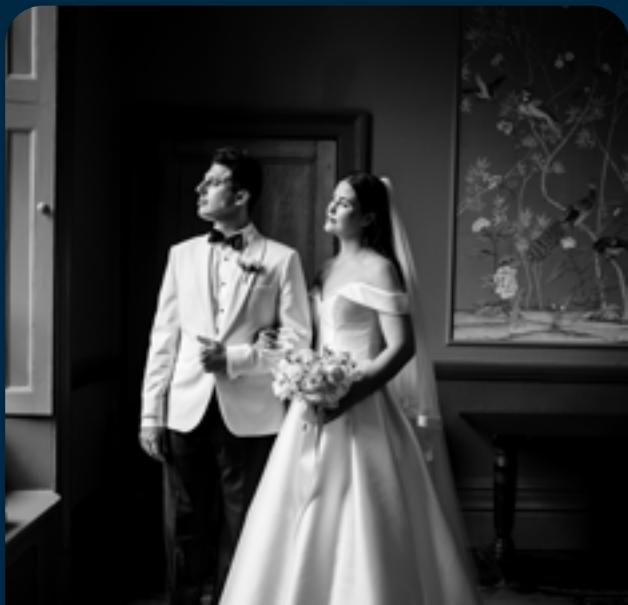
### SUE'S 50TH BIRTHDAY HOLIDAY IN CORFU





## NEWS ABOUT

TOM AND EIRIN'S BIG DAY!



## NEWS ABOUT

### CRICKET SEASON HIGHLIGHTS

This season, I've been playing for Falkland Cricket Club, which competes in the Thames Valley Cricket League. The league brings together clubs from across Berkshire, Buckinghamshire, Hampshire, Hertfordshire, Middlesex, Oxfordshire, and Surrey.

Across the season, I played 22 matches, scoring a total of 400 runs with a highest individual score of 88. Along the way, I notched up two half-centuries (scoring 88 in one innings and 54 in another) and finished with a strike rate of 80.

**AVINASH RAMAMURTHY**  
DATA & RESEARCH SPECIALIST

BATTER	R	B	4s	6s	SR
Ian White <small>lbw b Danyal Siddiqi</small>	0	0	0	0	
Avinash Ramamurthy <small>c Paul Woodbridge b Danyal Siddiqi</small>	88	0	11	3	

BATTER	R	B	4s	6s	SR
Immi Ann Storrar <small>c Lucas Neville b Atharva Hadap</small>	30	47	5	0	63.83
Avinash Ramamurthy <small>b Stuart Queen</small>	54	58	9	1	93.10





## NEWS ABOUT

JACOB'S 3RD BIRTHDAY AT WEST MIDLANDS SAFARI PARK



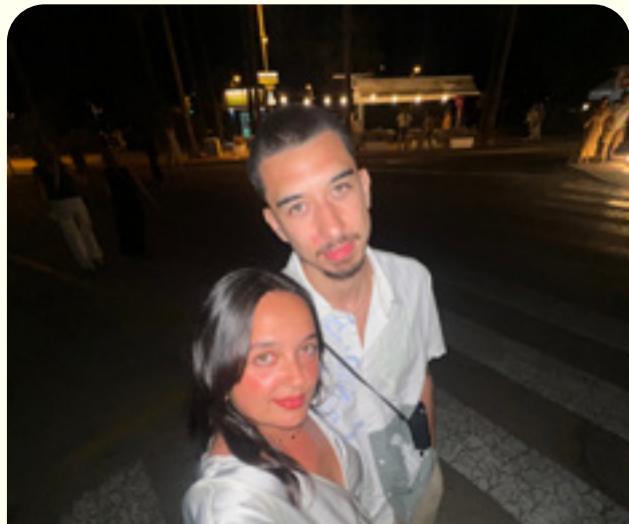
## NEWS ABOUT

SUNSHINE, STORMS & SCOOTERS – OUR ANNIVERSARY ADVENTURE

My husband and I typically prefer experiences over material gifts, so we decided to chase some last-minute summer sun—and settled on beautiful Mallorca. We stayed in Colònia de Sant Jordi, a stunning part of the island, and spent our days soaking up the beach, enjoying date nights, and yes... I even agreed to hop on the back of a moped!

A cancelled flight due to storms gave us an unexpected bonus day to explore Palma—a (slightly stressed in the moment but) lovely twist to end of the trip. Apologies to the team for the extra day off, but it was well worth it!

**SOPHIA BEVAN**  
SENIOR MARKETING EXECUTIVE

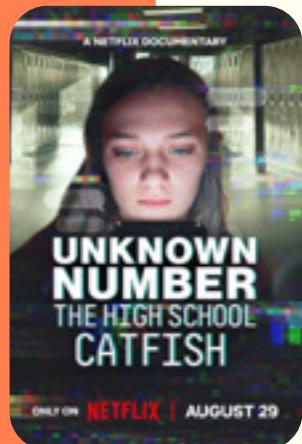


# SENSE-SATIONAL PICKS

## TO WATCH

### UNKNOWN NUMBER THE HIGH SCHOOL CATFISH (NETFLIX)

A teen girl and her boyfriend face persistent harassment from an unknown caller. Police investigating the months of torment discover a revelation that upends their initial assumptions.



## TO READ

### SUNRISE ON THE REAPING

by Suzanne Collins



## TO SMELL

### DAISY WILD EAU DE PARFUM

Marc Jacobs



## TO LISTEN

### STAY (IF YOU WANNA DANCE)

Myles Smith



## TO TASTE

### CREAMY KING PRAWN LINGUINE WITH TOMATOES & CHILLI

Gousto



# AP&C

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