

# The Juice

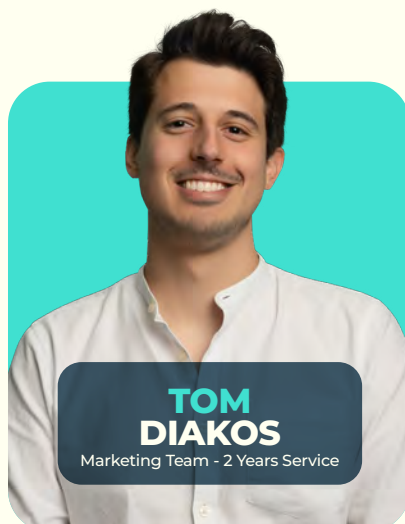


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## CONTINUED SERVICE RECOGNITION

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



# A WARM WELCOME TO

AVINASH RAMAMURTHY

NEWBURY

Avi joins us as  
Data & Research Specialist

AMY SMITH

NEWBURY

Amy joins us as  
Marketing Executive

## PROMOTIONS

A huge congratulations to the following members of the Marketing team who have recently received promotions!



# EMPLOYEES OF APRIL 2025



**ADZ WOOD**  
Production Team

"**EXCELLENT WORK** all the time, made a **MARVELOUS JOB** with the stairway."

"Another solid Month. **FANTASTIC** new branding install on the Stairs. **A JOY TO WORK WITH.**"

"Done an **AMAZING JOB** bringing some recent jobs to life, particularly the stairway graphic!"

"Because he is **ALWAYS HELPFUL**, nothing is too much trouble. And he rides a bike :-)"





# 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!



**JULES TAYLOR**  
Sales Team

"**ALWAYS FRIENDLY, SMILEY**, and has a great **CAN-DO ATTITUDE!**"

"For all of the **LOVELY TOUCHES** she's made to the office, to make it a nicer environment to work it. Also, her **BUBBLY, SMILEY PERSONALITY** :)"



**SAM BOOTH**  
Finance Team

"Always **RIGHT ON THE BALL** and in control - pushing us gently to get the answers she needs."

"Ray of **SUNSHINE** :)"



# EMPLOYEES OF MAY 2025



**PAULA LYTTLE**  
Promotional Goods Team

"Always very **BUSY** and **WORKING VERY HARD!**"

"**ABSOLUTELY SMASHING IT** bringing in lots of £££££ and always **HAPPY TO HELP**"

"Always **GETTING THE JOB** done!"



**SPENCER SHEPPARD**  
Production Team

"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** and is always very **HELPFUL!**"

# 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!



"Always **ON IT** and  
**CALMLY EXCELLENT**"

"**FANTASTIC** at his job and designs  
some **WONDERFUL** projects."

"Always **READY TO HELP** Promo with  
quick requests and does it with a  
**SMILE ON HIS FACE :)**"



"For **WORKING ALL HOURS** under  
the sun to turnaround projects"

"Always **SMASHING IT!** So **INTRICATE**  
and **EFFICIENT** at what he does!"



## NEWS IN

### NEWBURY BEST IN BUSINESS 2025 AWARDS

What an incredible evening we had at the Newbury Best in Business Awards 2025!

As proud headline sponsors, it was an absolute honour to stand alongside so many inspiring local businesses and celebrate the outstanding achievements that make our community thrive.

The event was a true showcase of innovation, resilience, and entrepreneurial spirit. From start-ups to established names, the room was filled with passion and purpose — and we were thrilled to be part of it

A special congratulations goes to Newbury Soup Kitchen, the well-deserved winner of the coveted “Business of the Year” award, presented by our very own John Morgan. Their dedication to supporting the community is nothing short of inspiring.

It was also a fantastic opportunity to connect with familiar faces and forge new relationships. A personal highlight was catching up with the ever-charismatic host and one of our valued clients, Thomas Forrester — always a pleasure!

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





# NEWS IN

## AP&C TIMELINE STAIR GRAPHICS



## NEWS IN

### SMARTER MARKETING: HOW NEW TOOLS ARE CHANGING THE WAY WE WORK

Over the past few months, the Marketing team has been quietly upgrading the way we work. With a few clever tools now in our corner, we're saving time, working more efficiently, and gaining better insights into what's working—and what's not.

These new additions to our toolkit aren't just about automation. They're helping us focus more on creativity and strategy, and less on repetitive tasks. It's all part of our ongoing effort to work smarter, stay agile, and deliver even more impactful campaigns.



#### WHATAGRAPH: TURNING DATA INTO STORIES

Reporting used to be a bit of a time sink. Whatagraph has changed that. It pulls data from all our key platforms—Google Analytics, LinkedIn Ads, HubSpot, and more—and turns it into clear, visual reports. No more digging through spreadsheets or manually updating charts. It's made it much easier to track campaign performance and share results in a way that actually makes sense.



#### COPILOT: A CREATIVE SIDEKICK FOR THE TEAM

Copilot has become a bit of a go-to for us. Whether we're brainstorming campaign ideas, drafting content, or just need help summarising research, it's there to lend a hand. It's not replacing our creativity—it's helping us get to the good stuff faster.

One of the most useful features we've started using is its ability to record meetings and generate AI-powered notes. Instead of scribbling down action points or trying to remember who said what, Copilot captures the conversation and produces clear, structured summaries with follow-up actions. It's made our meetings more focused and ensures nothing slips through the cracks.





#### AGORA PULSE:

##### KEEPING OUR SOCIAL MEDIA SHARP

Managing multiple social media accounts can get messy. Agora Pulse helps us stay on top of it all. We can schedule posts, reply to messages, and track engagement—all from one place. It's also great for spotting trends and seeing what content is landing well with our audience. Plus, the team collaboration features mean we're all working from the same playbook.

#### WHY IT MATTERS

By cutting down on admin and giving us clearer insights, we've got more time to focus on the creative and strategic work that really moves the needle.

It's also been a great reminder that technology doesn't have to be complicated to be powerful. With the right tools in place, we're not just keeping up—we're getting ahead.

If you're curious about how any of these tools work—or want to see them in action—just give us a shout. We're always happy to share what we've learnt and see how AI might support your teams too!

**ELLIE GLIDDON**  
**SENIOR CAMPAIGN MANAGER**



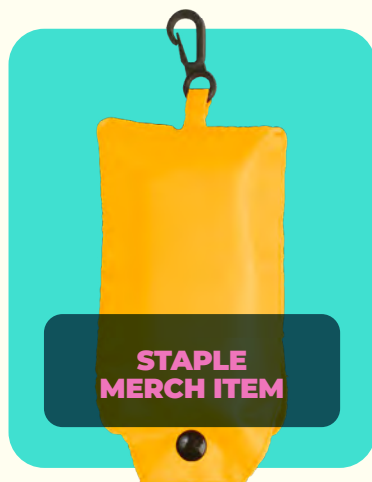
## NEWS IN

PROMO'S TOP PRODUCT FINDS



### STANLEY LEGENDARY FOOD JAR

The Stanley Legendary food jar with spork is the ultimate companion for meals on the go, whether you're traveling or camping. Compact yet spacious, it offers ample room for your favourite hot or cold dishes. It also comes with a stainless steel spork that fits securely into the side bracket, so you're always ready to enjoy your meal wherever you are.



### FOLDABLE SHOPPING BAG

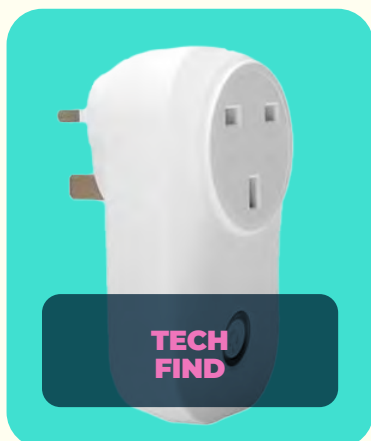
Foldable shopping bag made from high-quality 190T polyester, sturdy enough to carry your essentials. Easily folds into a small size and includes a clip for attachment to bags or belts. Perfect for shopping, errands, or travel, it's an eco-friendly alternative to single-use plastic bags. Available in a range of colours.



### SPORTS TOWEL COOLING TOWEL

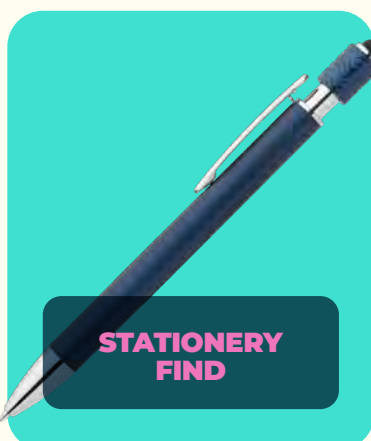
Special cooling towel made from 100% polyester. After immersing in cold water, this towel is an effective cooling instrument and a deterrent to sunburn, ideal to use as a neck cooler.





### **SMART WIFI PLUG**

Smart plug that connects to WIFI with a 16A output and can be used with most electrical appliances. Compatible with CozyLife, Google Assistant, Amazon Alexa and Siri.



### **WAVE SPINNER STYLUS PEN**

Designed for both function and fun, the Wave Aluminium Spinner Stylus Pen features a retractable aluminium barrel with a soft-touch rubber-painted finish for a comfortable grip. The unique rotating fixture on top allows the pen to spin effortlessly with a simple push of the thumb, offering an engaging fidget experience.



### **INDIVIDUAL DOUGHNUTS**

Individually packaged doughnuts with a branded edible topper, each within an eco-friendly tub. Available in a range of flavour options.

## NEWS OUT

### INTRODUCING THE TONY'S CHOCOLONELY NEWROCKET MAILER

We're excited to unveil our latest direct mail campaign: the **Tony's Chocolonely NewRocket mailer**. Designed to captivate and convert, this campaign blends creativity with interactivity to deliver a truly memorable experience.

At its heart is a striking box with the message **"A Golden Opportunity Awaits"**, leading recipients to a **custom landing page** via a QR-coded **Golden Ticket**. There, they can download assets or register via a lead form driving engagement and action.

The campaign also features a **customised Tony's Chocolonely chocolate bar**, with fully branded packaging, box, and ticket. This personalisation enhances brand impact and audience connection.

Thanks to a new die, we can now offer this level of customisation to other clients quickly and efficiently. These chocolate bars also make ideal **event swag**, with optional QR codes linking to post-event landing pages for continued interaction.

With bold design, a clear call to action, and tailored elements, the NewRocket mailer is set to spark interest and build stronger client relationships.

**Let's turn this golden opportunity into lasting success.**

**THOMAS DIAKOS**  
DIGITAL MARKETING MANAGER





At Swings & Smiles, managing our social media had become too time-consuming and costly, pulling us away from our core focus—fundraising. That's when AP&C stepped in.

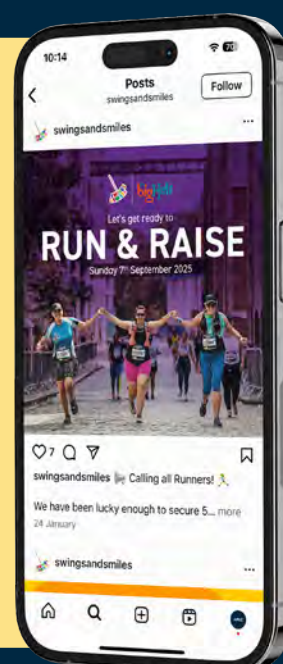
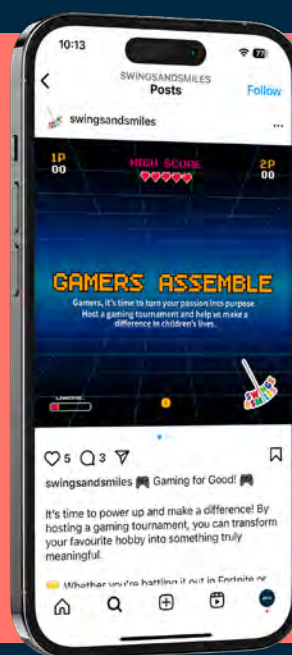
They've taken the pressure off our team by supporting with scheduling posts to designing eye-catching visuals. We've been especially impressed with their creativity—our Chris Tarrant quiz post was a standout!

Since partnering with AP&C, our engagement and follower numbers have continued to grow across all platforms. The team is fun, friendly, and knowledgeable. We wouldn't hesitate to recommend them.

**NICOLA LAWRENCE**  
FUNDRAISING LEAD,  
SWINGS & SMILES



**NEWS OUT**  
COLLABORATING WITH  
SWINGS & SMILES



## NEWS OUT

### ZENITH LIVE 2025 – CAPTURING THE SPIRIT OF INNOVATION IN PRAGUE

What an incredible experience in Prague for Zenith Live 2025 with our amazing client, Zscaler!

This year, our focus went beyond simply documenting the event — we leaned into visual storytelling, aiming to capture not just what happened, but what it felt like to be there.

For the second year running, our fantastic photography team had the privilege of being embedded in every moment of this flagship global summit. Across three high-energy, fast-moving days, we covered keynote sessions, breakout discussions, product showcases, networking events, and all the candid, behind-the-scenes interactions that make Zenith Live such a standout in the tech event space.

From the buzz of the keynote theatre to spontaneous conversations in the expo hall, every image reflects the energy, innovation, and connection that define the Zscaler community.

A huge thank you to my brilliant team — Zac, Laila, Ellie, and Chris — whose creativity and attention to detail brought every moment to life.

We were especially proud to receive such generous feedback from the Zscaler team — and to once again be entrusted with capturing this world-class event.

“

Thank you so much for all your hard work this week! The photos are incredible and exceeded expectations for everyone. The team was so on it and responsive, which means the world to us with all of the moving pieces of our program. Save the date for Vienna 2026.

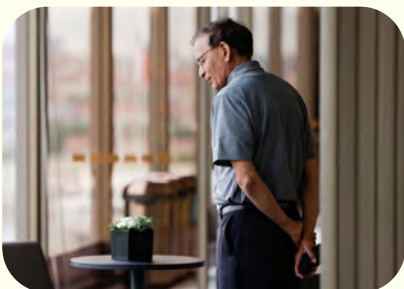
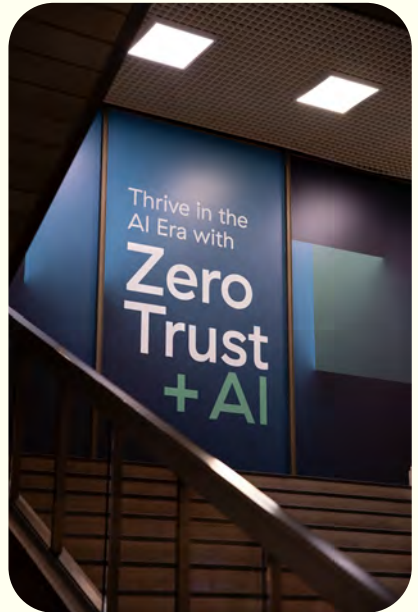
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A stunning location, a beautifully executed summit, and a partnership we truly value.

**Already counting down to next year!**

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





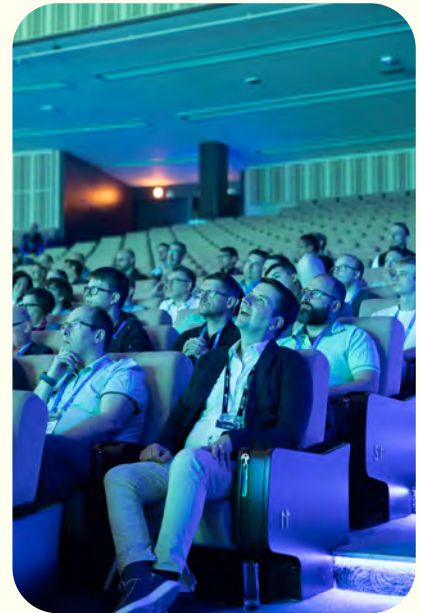








**WEDNESDAY:**  
KEYNOTES &  
BREAKOUTS





## NEWS OUT

### A MAGICAL EVENING AT HAMPTON COURT: CELEBRATING OUR SPONSORSHIP SUCCESS

This summer, AP&C was proud to be among the sponsors of the iconic Hampton Court Palace Festival 2025—a spectacular celebration of music, heritage, and hospitality. Set against the majestic backdrop of Henry VIII's former residence, the festival brought together world-class acts including Tom Jones, Chaka Khan, Rag'n'Bone Man, and Elbow, delivering unforgettable performances to over 3,000 guests each evening.

Our sponsorship was about more than just visibility—it was about creating exceptional experiences. From luxury picnics and private dinners to exclusive VIP access and champagne receptions, our clients and guests enjoyed evenings of indulgence and cultural delight. The atmosphere was electric, the setting breathtaking, and the feedback overwhelmingly positive.

We were delighted to host valued clients from organisations including ServiceNow, Proofpoint, Dynatrace, New Rocket, and Fermoie. The festival provided a unique opportunity to strengthen relationships, share memorable moments, and showcase our commitment to meaningful partnerships.

Looking ahead, we're already in discussions to renew our support for 2026. With even more exciting plans on the horizon, we're committed to making next year's experience even more memorable.

Thank you to everyone who joined us this year—we can't wait to do it all again.

**MAUREEN SADLER**  
CLIENT ENGAGEMENT DIRECTOR









## NEWS OUT

CUSTOM MERCH FOR SERVICENOW FOOTBALL CHARITY EVENT



## NEWS OUT

### THORNGROVE RIO ROYALE

We developed a vibrant and festive branding theme for a Rio-inspired charity ball, aimed at capturing the spirit of Carnival while raising vital funds in support of Swings & Smiles and the work they do.

**CHRIS EDWARDS**  
CREATIVE LEAD



## NEWS OUT

### WINDOW GRAPHIC FOR NEWBURY RACECOURSE





## NEWS OUT

### SAMSARA CV SHOW 2025

Back at the CV Show at the NEC for the 3rd year in a row supporting Samsara — and this year the stand is the best one yet!

We've project managed the full stand design and build from concept to execution and it's always incredible to see it come to life! We've definitely raised the bar for 2025!

We're back with our very own barista, Eye-catching swag including the infamous Samsara owls and NEW for this year: The Samsara SIM makes its debut on the stand, allowing you to see the hardware in action

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





# NEWS OUT

## HAPPY SIGNALS ITXM SUMMIT25

The AP&C events crew have been on the move across London this month, delivering six standout events in just three days!

A double highlight... our first time working with the brilliant HappySignals Ltd team and our first event hosted at Searcys at The Gherkin.

The iconic venue set the perfect scene for two days of high-energy networking and thought-provoking content, with over 115 attendees through the door—including partners, prospects, and customers.

Not forgetting not one but two post-event drinks receptions, running across London. These were set up at super speed during lunch and coffee breaks!

It's always fun bringing a venue to life with branding, but I have to say... HappySignals' brand guidelines are a personal favourite. Bold pinks, quirky icons, and a whole lot of personality—what's not to love?

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





## NEWS ABOUT

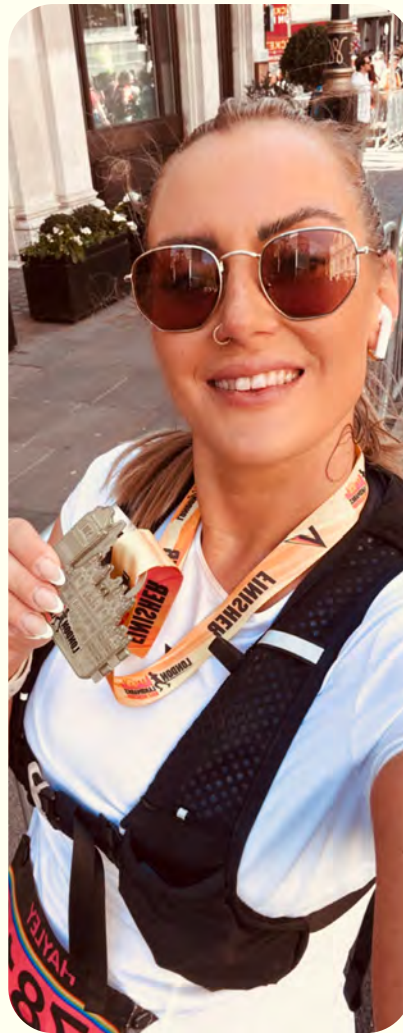
### HANNAH'S HALF MARATHON RACE

I had the most amazing time running the Bath Half Marathon in a time of **1:59:59!** Having my family and friends there meant the world and really made the experience that much better. Parkinson's UK is an extremely vital charity and I feel very lucky to have the chance to run & fundraise for them. I'm no Chris Edwards but I can't wait for the next one!

**HANNAH RUNCIE**  
**EVENTS MANAGER**







## NEWS ABOUT

### HAYLEY'S HALF MARATHON RACE

Officially faster than I thought I was!

London Landmarks Half Marathon 25 completed in **2:04** — was aiming for 2:15, so either I'm secretly an athlete or the universe felt generous yesterday and what a day for it

The 11 weeks of training were tough, finding the time to fit it around events and travel plus being riddled with injuries but it's all been worth it.

The atmosphere is like nothing I've experienced & it's true when they say the crowd & adrenaline get you to the end!

Legs are sore, heart is full

Post run Prosecco was a NEED not a want!

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







## NEWS ABOUT

### SOPHIA'S HONEYMOON

Sophia and Sho spent two weeks in Saint Lucia this April for their honeymoon, enjoying plenty of sunshine, warm Caribbean waters, and many rum cocktails.

Between beach days, delicious cuisine, exploring the island in their Jeep rental, and soaking up the island vibes, it was the perfect mix of adventure and relaxation to kick off married life.

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







## NEWS ABOUT

### ENGLISH BENCH PRESS CHAMPIONSHIP AND COMPETING AT LOCALLY

In April, I got the opportunity to compete at the English Bench Press Championship. Unfortunately, I got ill the week of the competition, but that didn't stop me getting a 10kg PB, benching 85kg securing me 2nd place, making me the 2nd best benching in the country for my weight class!

In May, we held another competition in our local gym, which I added 20kg onto my overall total:

Squatting 142.5kg (+7.5kg)

Benching 80kg

Deadlifting 147.5kg (7.5kg)

I had the most incredible day, competing alongside my friends I train with, as well as having my family and friends come and support me!

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





## NEWS ABOUT

### HIGHLIGHTS FROM EASTER

Harry meeting Henry Slade England and Exeter Chiefs Rugby Player at the Bath V Exeter Match.

Going to Arsenal and being interviewed by a Spanish TV Channel ahead of the Real Madrid V Arsenal Game.

**PAULA LYTTLE**  
**HEAD OF PROMOTIONAL GOODS**



## NEWS ABOUT

### LAILA'S PORTUGUESE HOLIDAY







## NEWS ABOUT

### LEGACY FOOTBALL LEAGUE MATCH

In May, The Legacy League held a charity football event to raise funds for Newbury Cancer Care.

The day consisted of 10 straight hours of football with over 85 players getting involved

The Legacy League will involve 70 local guys within the community with the average age of 40, dusting off the boots and greasing up those joints to take part in an all day community football event -- a community event for a community cause!

This was no easy task, many of the lads hadn't played for years and the likelihood of cramp, pulled muscles, and no sympathy from family was extremely high! So far we have raised £6,020, if you'd like to help us out, the JustGiving page is still live and any donations would be greatly appreciated.

**TREVOR FORD**  
PRODUCTION  
MANAGER







## NEWS ABOUT

SAM'S TRAVELS AROUND LOS  
ANGELES AND AUSTRALIA

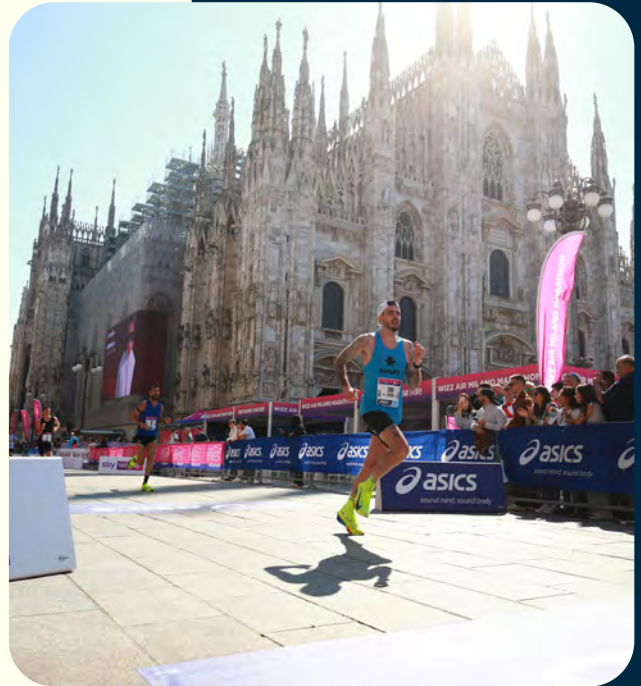




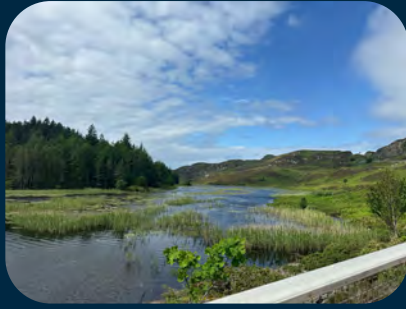
## NEWS ABOUT THE MILAN MARATHON

I recently completed my sixth marathon, finishing the 2025 Wizz Air Milano Marathon with a time of 2:50:22. Looking ahead, I have several shorter races lined up in the coming months before getting back into marathon training over the summer in preparation for the Bank of America Chicago Marathon on October 12.

**CHRIS EDWARDS**  
CREATIVE LEAD







## NEWS ABOUT

ERIN'S ADVENTURE  
EXPLORING  
SCOTLAND IN A  
CAMPER VAN



# SENSE-SATIONAL PICKS

## TO WATCH

### SEVERANCE (APPLE TV)

Mark leads a team of office workers whose memories have been surgically divided between their work and personal lives; when a mysterious colleague appears outside of work, it begins a journey to discover the truth about their jobs.



## TO READ

### THE HOUSEMAID

by Freida McFadden



## TO SMELL

### THE FAVOURITE

Penhaligon's



## TO WATCH

### THE LAST OF US

Apple TV



## TO TASTE

### THE COCONUT TREE

Oxford and Reading Restaurant







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