

The Juice



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PROMOTION



A huge congratulations to Caitlin who has been promoted to Senior Events Manager!

"Caitlin consistently **GOES ABOVE AND BEYOND**, bringing her positive, can-do attitude and **INFECTIOUS ENERGY** to everything she does & also good vibes to the office and team.

In her new role, she will be heading up larger scale event projects and **SUPPORTING THE WIDER EVENTS TEAM.**"

SENSE-SATIONAL PICKS

TO WATCH

ADOLESCENCE (NETFLIX)

Adolescence is a 2025 British crime drama television mini-series created by Jack Thorne and Stephen Graham and directed by Philip Barantini. It centres on a 13-year-old schoolboy named Jamie Miller (Owen Cooper) who is arrested for the murder of a girl in his school. Each of its four episodes was shot in one continuous take. The mini-series premiered on Netflix on 13 March 2025, to critical acclaim for its directing, writing, and cinematography, as well as its atmosphere and performances.



TO READ

FROM BLOOD AND ASH

By Jennifer L. Armentrout



TO SMELL

STRAWBERRY

Little Joe Standard Vent Clip Air Freshener



TO WATCH

BEGIN AGAIN

By Davina McCall



TO TASTE

L'OSCAR LONDON

Southampton Row



EMPLOYEES OF FEBRUARY 2025



MARK SLADE

Creative Team



CLAIRE SWINBURNE

Outreach Team

“**ALWAYS** gets the job done!”

“**TIRELESS EFFORT** on all the campaigns.”

“Mark always delivers even when he's not technically working! He goes **MORE THAN ABOVE AND BEYOND**, and often makes what at first glance **LOOKS IMPOSSIBLE** happen as if by **MAGIC!** He's an **ABSOLUTE STAR!**”

“He is constantly extremely busy and helps the entire office with various projects. Always **WORKS EXTRA HOURS** it seems when stuff needs to be done, even when he has been ill.”

“Claire has **WORKED INCREDIBLY HARD** and got a great amount of leads in. Well done Claire!”

“For **SMASHING LEADS** this month!”

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!



SPENCER SHEPPARD

Production Team



SOPHIE DEACON

Events Team

"Gets the **JOB DONE!**"

"He's the **PRINT KING!**"

"**ALWAYS HAPPY** to help!"

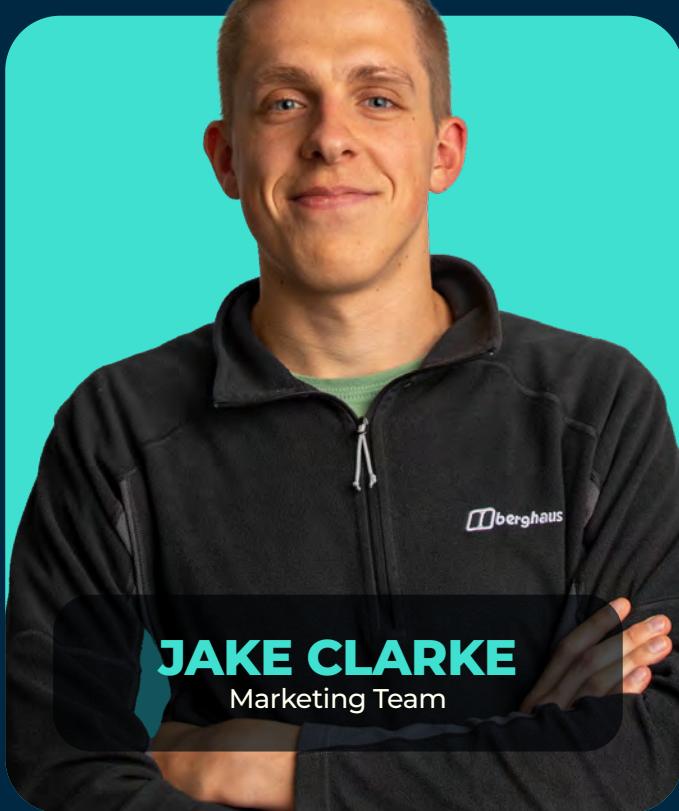
"She **ABSOLUTELY SMASHED**

managing the transportation for
EMEA Partner summit and the 1:1
meetings. Always **A CAN
DO ATTITUDE** :)"

"She did an **INCREDIBLE JOB** with the
transfers in Portugal and is already a
VITAL PART of the events team."

"**BREATH OF FRESH AIR.**"

EMPLOYEE OF MARCH 2025



JAKE CLARKE
Marketing Team

"He has been **AN INCREDIBLE SUPPORT** to the team, going **ABOVE AND BEYOND** to ensure we meet our deadlines and successfully deliver our upcoming campaigns. His dedication and willingness to step in wherever needed make a **HUGE DIFFERENCE!**"

"He's **NAILING IT!**"

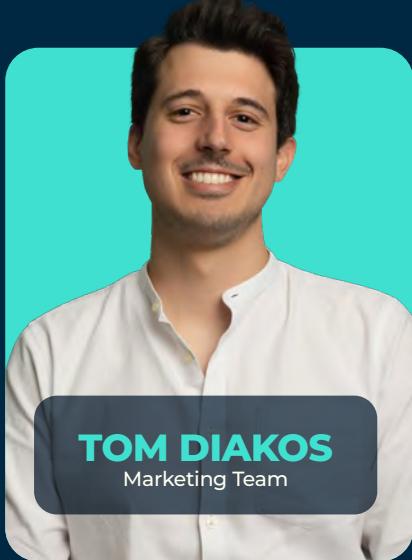
"Because he **HELPED** me with Softcat creating wireframes for the landing page and the email copy"

"I've been a one man band the last few days on outreach, and Jake has **PULLED THROUGH** to help me out whenever needed!"



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!



TOM DIAKOS

Marketing Team



ERIN O'BRIEN

Promo Team



NICK TAYLOR

Creative Team

“Always so **HELPFUL**, **WILLING** to help and **SUPPORT** the wider team! **CAN DO** attitude :)"

“**FANTASTIC** help with recent landing pages and just **SUPER HELPFUL** in general. Always really **POSITIVE AND BUBBLY** which is lovely :)"

“Always **READY TO HELP** and works **CONSISTENTLY** with a smile and never complains.”

“Because she quietly **ROCKS IT.**”

“Nick always gets really involved with every project he is given by the marketing team. He doesn't just follow the brief, **HE GIVES HIS IDEAS AND TRULY CARES.**”

“**SMASHED** the BIB designs!”



NEWS IN

NEWBURY TOWN CIVIC AWARDS

In March, we were honoured to attend the Newbury Civic Awards, where we were nominated for the prestigious Newbury Town Business Civic Award by Berkshire Youth. The nomination recognised AP&C's unwavering commitment to supporting their initiatives, particularly highlighting our dedication, generosity, and creativity in making a lasting impact on young people throughout Berkshire.

To our delight, AP&C was awarded the Newbury Town Business Civic Award! This recognition of our efforts to support young people through creative marketing and community engagement is a tremendous honour, and we couldn't be prouder of the impact we've made.

We extend our sincere thanks to Berkshire Youth for their nomination and to all our incredible teams whose hard work and dedication made this achievement possible. For us, giving back to the community isn't just something we do—it's an integral part of who we are.

JANEY ROPER
COMMUNITY MARKETING ACCOUNT MANAGER



NEWS IN

PANCAKE DAY AT AP&C

On Pancake Day, the office was filled with the delicious aroma of pancakes as we came together to celebrate with a fantastic breakfast buffet for the third year in a row. The morning was all about good food, great company, with plenty of toppings to go around!

From classic lemon and sugar, indulgent chocolate spread, golden syrup, and fresh fruit - there was a tasty topping for everyone.

It was a wonderful way to start the day, bringing everyone together for an enjoyable morning. Here's to many more years of this delicious office tradition!

LAILA VIRJI
GRAPHIC DESIGNER



NEWS IN

A TASTE OF THE NORTH

If there's one thing that can lift the spirits on a chilly February afternoon, it's the comforting aroma of a homemade classic wafting through the office. Enter Maureen Sadler, the undisputed culinary queen of AP&C, who treated colleagues to a slice of Northern heaven with her signature Corned Beef Pie.

Rich, hearty, and wrapped in golden pastry, this beloved dish proved to be the perfect antidote to the winter blues. As the first forkfuls were savoured, it was clear, Maureen's baking isn't just food; it's an experience. Warm, nostalgic, and packed with flavour, her pie was more than just a lunchtime indulgence; it was a reminder that the best dishes are made with love.

Fun Fact: Corned beef, also known as bully beef or salted beef in some Commonwealth countries, is a salt-cured brisket of beef. The name comes from the traditional preservation method, which uses large-grained rock salt, or "corns" of salt. Some recipes also include sugar and spices, making corned beef a staple ingredient in many global cuisines.

For those lucky enough to get a slice, Friday had never tasted so good! Thank you Maureen – we love you!

JULES TAYLOR
OFFICE EXECUTIVE



NEWS IN

BABY ON BOARD

THE JOURNEY SO FAR

How has this pregnancy been different from your first?

VERY different, with my first I was extremely sick for 22 weeks and was very lucky this time round and managed to avoid the sickness but the tiredness has been insane!

Have you had any unusual cravings this time around?

(Pickles and ice cream, anyone?)

Ribena and Cereal – mostly Frosties!

What's been the funniest or most unexpected moment of this pregnancy?

Finding out I was actually pregnant... & recently thinking my waters had broke.. but nope just a tad of wee.. ooops!

Has your little one at home been excited about becoming a big sister?

VERY excited, it took her a little while to understand what was happening however she is very excited to meet her baby sister now and ready for her big sister duties!

GETTING READY FOR BABY

Have you picked out a name yet, or is it top secret?

Mabel

What's the theme or colour scheme for the nursery?

It's still in progress, however I will send you all a picture once it's ready!

Any superstitions or family traditions you're following for baby number two?

The new pushchair to be kept out of the house until she arrives!



MUM LIFE 2.0

What's one thing you've learned from your first baby that you'll do differently this time?

To be a lot more relaxed and trust your gut as a mumma! Happy Mumma = Happy Bubba!

What's the first thing you're looking forward to eating after giving birth?

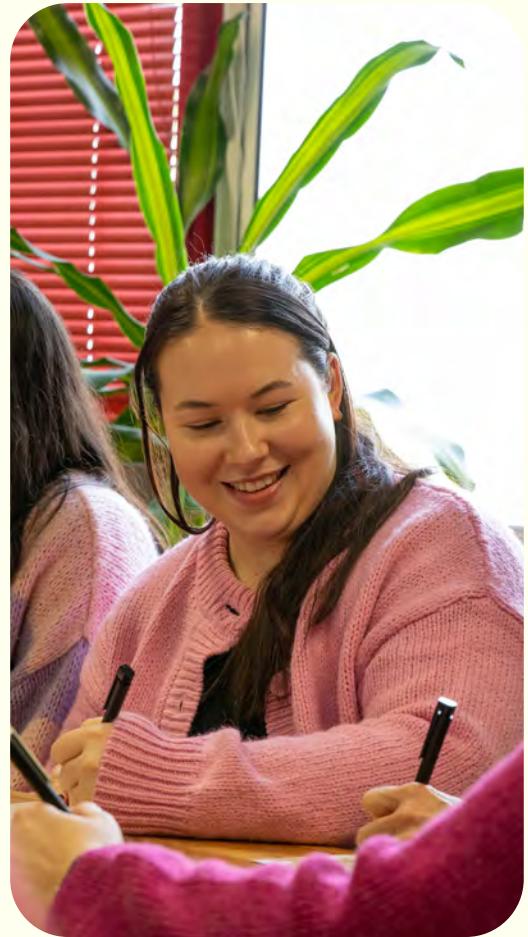
SUSHI.. and not food related but BOTOX!

Who do you think will change the most nappies—mum, dad, or big sister?

A mixture of us all, big sister duties will be in full force, I'm sure!

If your baby could send you a message from the womb, what do you think she'd say?

GET ME OUT MUMMA, I'M SQUISHED IN HERE!



EXCITING NEWS!

Since this interview, on Monday 17th March at 12:26pm, Mabel Molly Gage was born!



NEWS IN

PROMO'S TOP PRODUCT FINDS



HOTTEST NEW
PROMO FIND

MIGHTY MUG

Avoid tips and spills with the official Mighty Mug, the first travel mug powered by SmartGrip. This patented technology allows the Mighty Mug to instantly grip any smooth, flat, solid surface but lifts naturally like any mug making this the perfect mug for any office/desk! Made from BPA-free plastic, the double-walled nature keeps drinks hot or cold for longer.



TRENDIEST
PRODUCT

SMART FITNESS RING

This smart ring monitors your steps, calories burned, heart rate, sleep patterns, and more, all in real time. With its seamless Bluetooth connectivity, sync your data instantly to your smartphone for detailed insights via the companion app. Built to withstand daily wear, it features a water-resistant design and a long-lasting battery, keeping you on track 24/7.



ECO
FRIENDLY

S'WHEAT BOTTLE

Bottles are made with plant-based materials such as wheat stalks, reducing energy use by up to 60%. By choosing S'wheat, you're contributing to a cleaner, greener planet.



XOOPAR OCTOPUS BLUETOOTH TRANSMITTER CHARGING CABLE

Innovative charge cable with built in Bluetooth to receive and transmit audio over Bluetooth. All-in-one USB adaptor for wherever you are, incorporating a Micro-USB, Lightning & Type-C Output. The Xoopar Octopus uses a key ring design and is made from recycled plastic!



MOYU ERASABLE STONE PAPER NOTEBOOK

Available with Full Coverage Bespoke Soft or Hard Covers. Rewritable Up to 500 Times, 100% Recyclable Stone Paper. Water & Tear Resistant. Each Note Book Sold Plants 1 Tree.



LAPTOP STICKERS

White vinyl laptop stickers kiss cut to size and shape. Ultra-removable adhesive - guaranteed to never leave residue - with a gloss or matt laminate applied.

NEWS OUT

CAPTURING A MILESTONE EVENT

On March 6th, I had the exciting opportunity to attend the HCL x ServiceNow Lab Launch in London as the Project Manager overseeing the event's visual storytelling. From planning to execution, I led the photography and videography efforts to ensure we captured the energy and key moments of the day.

Ahead of the event, I worked closely with the team to outline the schedule and identify key moments to document. I also briefed our photography and videography team, ensuring we were aligned on objectives and fully prepared to deliver high-quality content.

Throughout the day, I closely monitored the flow of activities, making real-time adjustments to ensure seamless coverage. From the leadership welcome and lab tour to the presentations and networking sessions, we successfully documented the collaboration, innovation, and excitement that defined the event.

The launch was a fantastic showcase of HCL and ServiceNow's partnership, highlighting the cutting-edge solutions being developed. My focus was on capturing visuals that allow attendees—and our clients—to relive the experience.

I'm proud of the content we produced and excited to share it soon. Looking forward to our next project and continuing to create impactful visual stories!

ZAC LYNCH
CREATIVE PROJECT MANAGER



NEWS OUT

EXCITING WORK WITH SAS!

We've been busy capturing engaging content for Special Auction Services (SAS), bringing their incredible auctions to life across social media and newsletters. SAS is home to renowned auctioneers Thomas Forrester and Neil Shuttleworth, and we've had the privilege of showcasing some truly remarkable collections.

One of the standout moments was the Teddy Bears of Witney Auction on 3rd December 2024. This extraordinary event featured a stunning collection of rare teddy bears, including one that famously appeared in the 1980s TV drama *Brideshead Revisited*. The auction was a resounding success, with the collection fetching more than £290,000!

Through our visual storytelling, we've been able to share the excitement and history behind these incredible items, ensuring that each auction reaches a wider audience. If you think you've got some rare collectables laying around in your own home, get in touch with SAS!

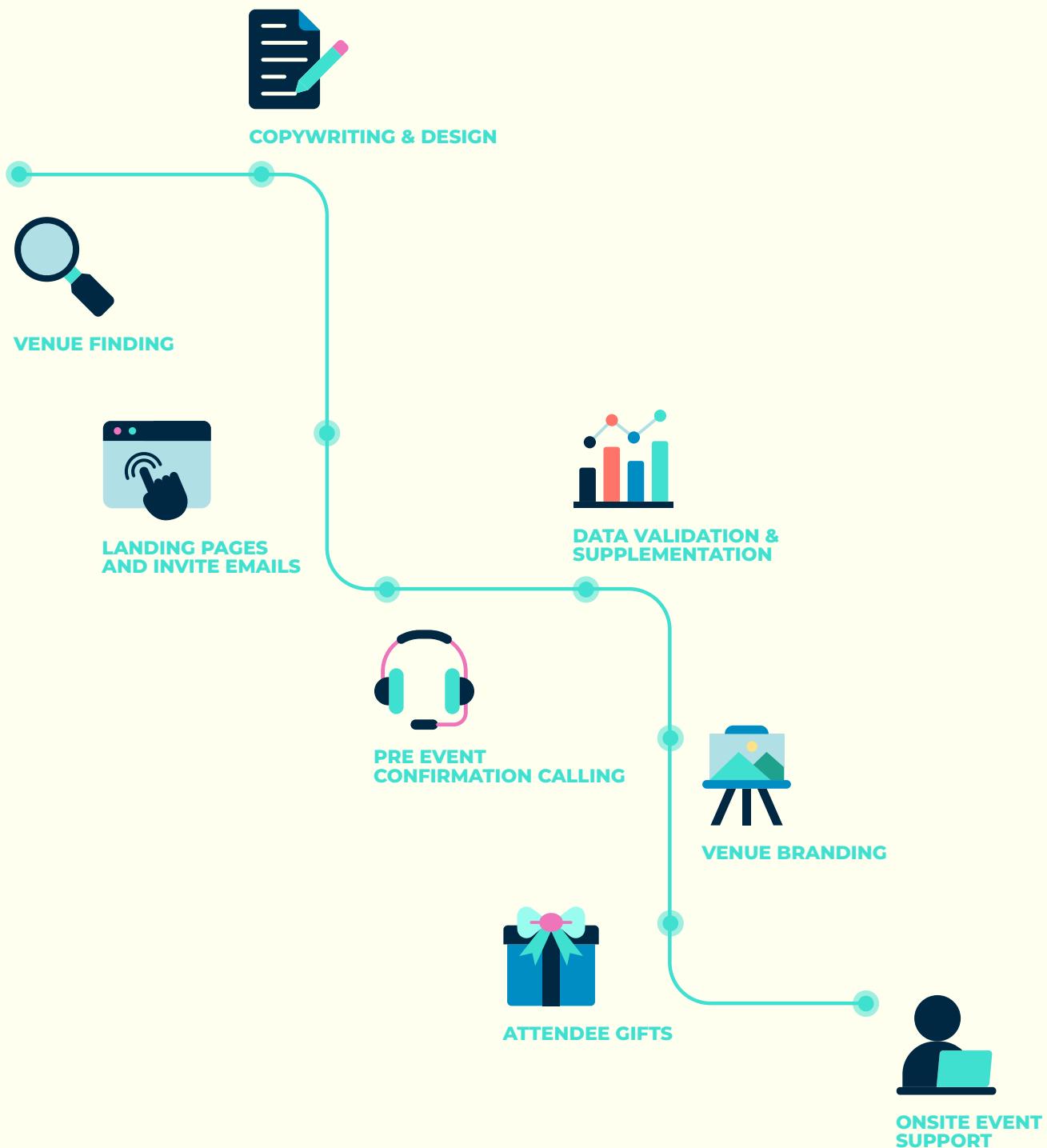
SOPHIA BEVAN
SENIOR MARKETING EXECUTIVE



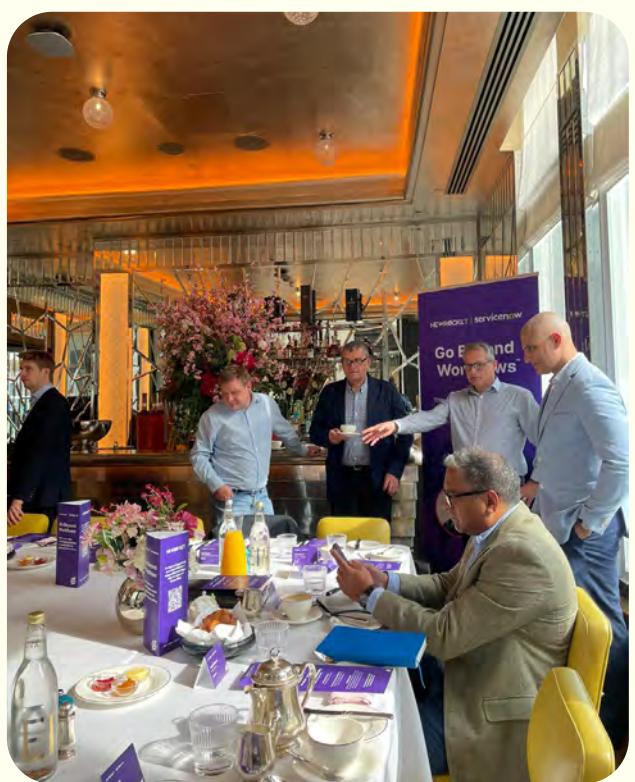
THE RISE OF ROUNDTABLE EVENTS

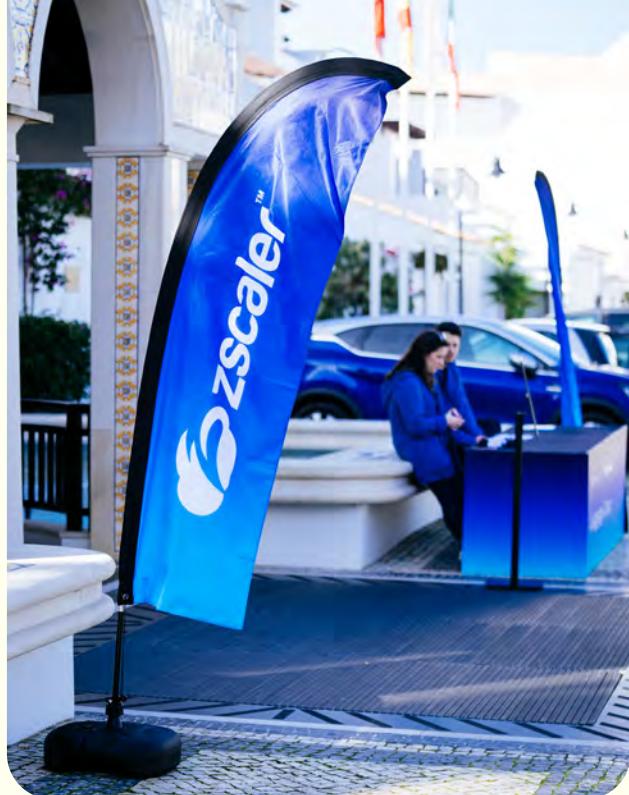
HOW WE SUPPORT EVERY STEP OF THE WAY

In recent months, we've seen a surge in the popularity of roundtable events as businesses seek more intimate, targeted ways to connect with their key clients and stakeholders. Here at AP&C, we're proud to offer support to ensure these events are seamless and successful with our end to end service.



Our seamless support extends throughout the UK and Europe, helping businesses host successful roundtable events that make a real impact.





NEWS OUT

ZSCALER EMEA PARTNER SUMMIT

After some much needed R&R, I'm reflecting on the Zscaler EMEA Partner Summit, hosted last week at the stunning Pine Cliffs Resort!

Over 100 partners joined the Zscaler team for an experience designed to connect and impact the future of cybersecurity together!

This brief landed in my inbox mid November and it's been incredible to see it evolve along the way, incorporating local elements and weaving everything together with the theme of navigation.

From venue logistics, quality AV technicians and airport transfers, to branding, attendee gifts and an incredible lineup of entertainment. Every detail was carefully crafted to create a seamless experience.

A huge shoutout to the AP&C team, both behind the scenes and onsite, for their hard work and creativity in bringing this vision to life! It's always amazing to see what we can achieve!

HAYLEY SMITH
DIRECTOR OF EVENTS UK & EMEA



“



I want to thank you and the whole team for supporting us this week and leading up to our Partner Summit.

We appreciate the effort it takes to pull these things together and to make it look like magic when we can arrange things on the fly, knowing full well the complexities and costs behind the scenes.

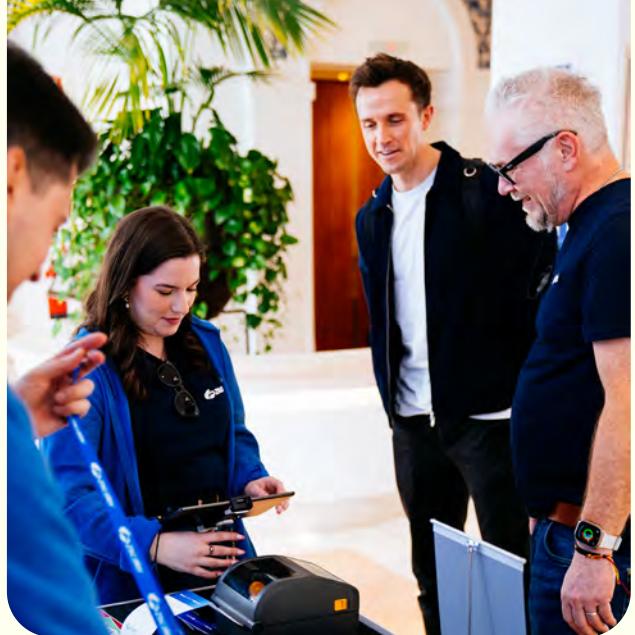
So Thank you!

I appreciated the small touches that we thought about around the venue and the diligence you placed in this.

We've had lots of positive feedback from our guests already, who have been delighted by our care and attention to their participation - which I hope in return we receive more business and a keen willingness to return to a Zscaler European Partner Summit.

VIJAY MISTRY
DIRECTOR,
EMEA PARTNER
MARKETING -
ZSCALER, INC.

”



NEWS OUT

FORTINET MONOPOLY BOARD GAME

When Fortinet approached us with this idea, they wanted a large board game to bring colleagues together for some fun. What better game to recreate than Monopoly? The design team and I began brainstorming how best to bring this project to life, considering ways to make the board portable. We decided to design it with puzzle-piece sections, allowing it to be easily assembled and packed away. Working closely with Nick from design and Adz from production, we turned this concept into a reality, creating a game that is both fun and practical.

SPENCER SHEPPARD ACCOUNT MANAGER





NEWS OUT

THE KENNET CENTRE'S RESIDENTIAL PROPOSAL

Recently, we had the opportunity to support Newbury Kennet Centre in setting up their proposal for a new residential site. They required large-scale boards to be printed, delivered, and installed in their exhibition space within the Centre. Working closely with the production team, Adz managed the printing and cutting of the boards, while both Ricky and Adz ensured they were fitted in the showroom with excellent attention to detail.

**SPENCER SHEPPARD
ACCOUNT MANAGER**



NEWS OUT

OUR CHARITY PARTNERSHIP WITH BERKSHIRE YOUTH

After re-designing Berkshire Youth's website, we were thrilled to design a bus wrap for them, enhancing their visibility and supporting their community mission.

As 'Reading Buses' Charity of the Year, Berkshire Youth provided specifications for the bus wrap. Our design team worked closely with them to create a vibrant, attention-grabbing design that aligned with their brand and raised awareness about their crucial work.

Louisa Merchant, Marketing & Business Development Manager at Berkshire Youth, praised the design: **"We are absolutely thrilled with the incredible bus wrap design created by AP&C. Their team truly understood our vision and brought it to life in a way that is both eye-catching and impactful. This design will help us raise awareness of our work and reach even more young people in need of support across our communities. Thank you, AP&C, for your creativity, professionalism, and dedication to our cause!"**

The transformation was remarkable, with the new bus wrap serving as a mobile billboard, reflecting the significance of youth work and helping Berkshire Youth reach more young people in need. AP&C is proud to be part of such an impactful project.

JANEY ROPER
COMMUNITY MARKETING ACCOUNT MANAGER





AP&C BRINGS THE FUN TO CREATIVITY!

Are you looking to create something fun for your venue? Whether it's for kids, grown-ups, weddings, or any special occasion, these interactive boards are the perfect way to spark laughter and excitement at any event or venue.

What We Offer:

- **Fully Customisable Designs** – Tailor each board to match your venue's unique theme.
- **Fun & Interactive Experience** – Ideal for photo ops and creating personalised hashtags!
- **Easy Setup & Fast Turnaround** – Stress-free installation and quick results!

At AP&C, we believe that creativity has no limits! If you can imagine it, we can print it. Let us know your ideas, and let's create them!



NEWS ABOUT NEW ADDITIONS TO THE OFFICE

This year, we've welcomed Nellie and Olive into the office!



NEWS ABOUT

JAKE WON GOLD IN HIS JIU JITSU COMP IN FEB



NEWS ABOUT

ALBIE'S 1ST BIRTHDAY FUNDRAISER

When Albie was born, he had two holes in his heart and a leaking valve, requiring life-saving open-heart surgery. During this difficult time, CHUF (Child Heart Unit Fund) provided incredible support, including a room for us to stay close to him for five days.

To show our gratitude for their kindness, we decided to give back. Instead of birthday gifts for Albie, we raised funds for CHUF—and together, we raised an amazing £400!

ANDIE DUNN
LEAD GENERATION SPECIALIST



AP&C

APPLE PRINT & CREATIVE

+44 (0) 1635 521654 | hello@appleprint.co.uk | appleprint.co.uk

The Orchard, Abex Road, Newbury, RG14 5EY