

Company Profile

HALLY
LABELS



Auckland | Brisbane | Christchurch | Sydney

We know labels

Inviting Hally to join your supply chain is an informed decision. We'd be delighted to work with you on your future label needs.



Our Story

Welcome to the Hally Labels Company Profile. This document introduces our company, our offer, our differentiation and our people. We hope you find the contents useful, and we direct you to our website hallylabels.com for further information.

Hally Labels is a long-standing, significant and thriving trans-Tasman business. We were established in 1965 by Ian and Pam Hally at a single site in Auckland, New Zealand, and we continue to ensure the Hally name can be proudly represented some 56 years later across our four sites in Auckland, Brisbane, Christchurch and Sydney.

In February 2021 we joined forces with Adhesif Labels Australia and our business now has a trans-Tasman turnover of more than AU\$90million, with 230 staff, 28 presses, and an output in the billions of labels per annum. We have both digital offset and flexographic label presses which allow us to competitively provide both short and long run label orders, whether they be fully embellished product labels, or blank thermal labels. Variable printing is a speciality of ours also, given we have been in the digital game since 2004.

We are privately owned by Hexagon Holdings, a holding company of independent label businesses in Australia and New Zealand. Nelson-based businessman Tom Sturgess and Mercury Capital are our primary stockholders, and Greg Howell is our CEO.

Our strengths lie in our deep labelling expertise, strong Account Management and service, sophisticated Prepress and Management Information Systems, and our quality accreditations and environmental certifications.

We are well positioned to tackle any labelling challenge and you will find our technical advice, support and our qualifications to be world-class.

I'm confident our deep labelling expertise will be an asset to your supply chain.

Anne-Marie



Anne-Marie Sutton

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1 February 2021

Our Products

We make world-class quality labels to any specification and for any type of application or packaging. Nothing is too big or small and we are well equipped to service all industries and tackle any labelling challenge.

Meat Labels

Linerless Wraps

Shrink Sleeves

Thermal Labels and Ribbons

Food Labels

Beverage Labels

Wine Labels

Nutraceutical and
Pharmaceutical Labels

Environmental Labels

Personal Care and
Cosmetic Labels

Cleaning and Industrial Labels

Specialty Labels

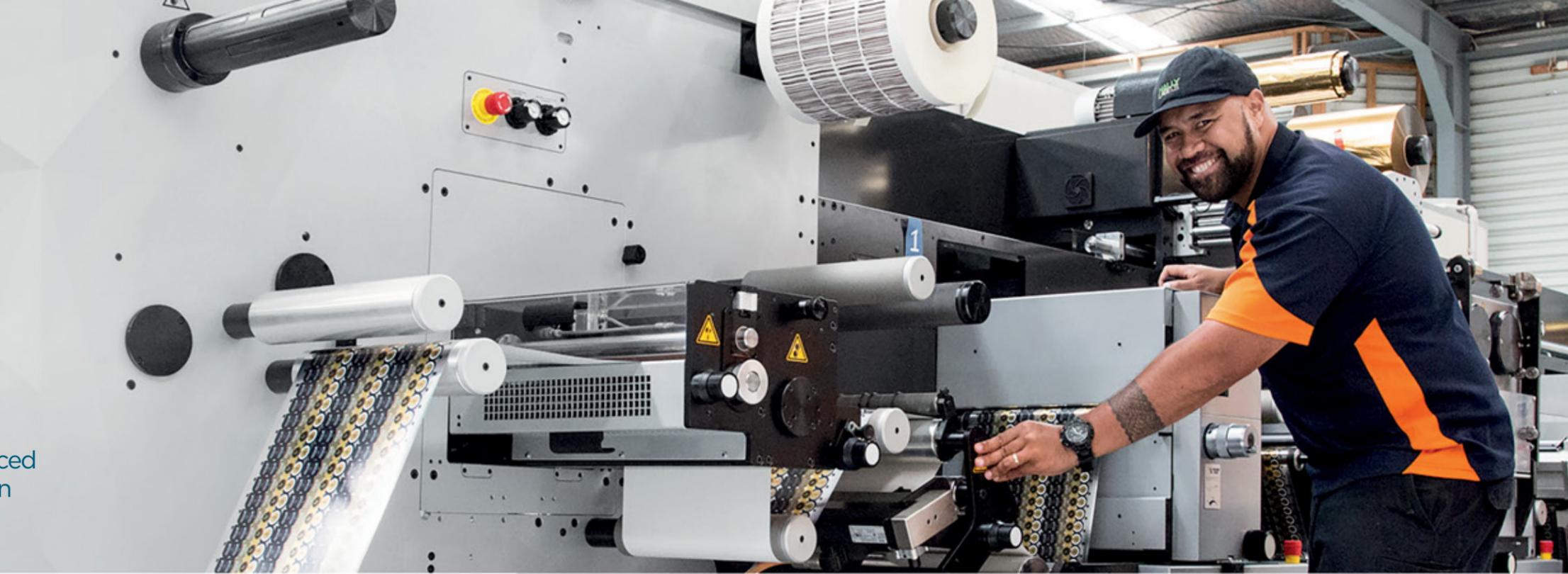


▲ Linerless Wraps



Our Solutions

We offer an extensive range of labelling solutions to suit all sorts of challenges. Our team of label experts can design a solution specifically to meet your needs. Each of our sites has a team of experienced and passionate printers who take pride in printing world-class quality labels.



Print capabilities

We offer a broad range of printing capabilities to meet even the most unique requirement.

Our leading-edge HP Indigo Digital Offset presses provide excellent print quality and are ideal for short runs and multiple varieties. With digital printing, you can add variable data (such as barcodes, batch numbers and dates) to the label, or even personalise so that every label is different. Our state-of-the-art flexo presses are set up to efficiently print long runs of high-quality labels and we can print up to 11 colours. We can even print on the back of the label.

Embellishments

We have the capabilities to print a wide range of embellishments and effects via both our flexo and digital technology.

Embellishments and effects elevate your label design, adding the finishing touch to enhance the presentation of your brand.

Our offer includes:

- Foils
- Emboss and deboss
- High build and silk screen
- Lamination
- Spot and flood coatings
- Specialty inks and coatings e.g. metallic, textured, scented, thermochromic and much more

Materials

We have a vast range of material options available to suit any application or desired look.

We have the expertise to help you choose the material that is right for you. Our extensive range covers all bases, right through to even the most unique requirement.

- Gloss paper
- Uncoated paper
- Textured paper
- Clear and white films
- Metallised paper and film
- Thermal papers and films
- Self-adhesive board
- Specialty materials to provide a unique look or perform a specific labelling function



Signature Collection

The Hally Labels Signature Collection is a portfolio of our capabilities, materials, embellishments and innovations, designed to inspire you.



Presented in a uniquely local way, our team of passionate label experts would be delighted to share the Collection with you.



Trans-Tasman Reach

Our offer is truly trans-Tasman with significant production, prepress and technical power in both Australia and New Zealand.

From the founding Auckland manufacturing base, the business spawned Lingard Labels in Christchurch, initiated a bold 1998 Hally expansion into Brisbane, and later acquired AC Labels in Sydney. In 2021 we joined forces with Adhesif Labels Australia to create a larger, stronger offer for the Australian market. These days Hally Labels is a fully integrated network with four production sites across two countries. We use complementary technology and standardised processes to achieve consistent world-class service and results. Our leadership team manages Hally Labels as one business, giving clients seamless, single-touch access to the entire Hally offering.



CERM is our Management Information System (MIS).



Esko Automation Engine manages our automated prepress workflows. The knowledge and experience of our prepress team is an integral factor in our deep labelling expertise.

HALLY LABELS



We operate a user-friendly online system called **WebCenter** to manage our artwork approval process. WebCenter is integrated into our automated prepress processes, providing a seamless system for our clients.



Web4Labels is our online customer portal. Our portal gives our clients full online access to ordering, quoting, artwork management, reporting and inventory management - all in real time.

Integrated Workflow Management

We have sophisticated software and workflow automation for a seamless client experience.

Our best-in-breed label software is CERM, Esko, WebCenter and Web4Labels. These four systems are fully integrated and automatically linked, sharing information and workflows for accuracy, speed and convenience. Our configuration is highly developed, constantly refined and industry-leading.

Gold Star Service

We are dedicated to providing a level of service and account management which is gold star.

Our integrated client engagement model ensures a cross-functional depth of knowledge to support our superior level of service.

Our Account Management group has extensive technical labelling knowledge, equipping them to provide the gold star service our clients enjoy. We are proud of the long-standing, trusted supply partnerships we have with our clients. Our Account Managers work across every aspect of our clients labelling needs and are supported by our Customer Action Teams and in-house label experts from print, prepress, quality, technical, innovation and marketing.

Service

At Hally Labels we offer a dual speed of service. We can make-to-stock using a forecast and scheduled deliveries, or we can make-to-order and produce your bespoke labels using our quick-turnaround, streamlined option called Hally Express. Either way, we're quoting, proofing and delivering your labels FAST.

“We pride ourselves on providing excellent service to our clients.”

Exceptional DIFOT

We make labels for clients all over Australia and New Zealand, and even a few internationally. Critical to meeting our clients' needs is our exceptional DIFOT (Delivery In Full On Time) performance. We measure our DIFOT performance daily and have systems and processes in place that track jobs throughout our entire process online, for complete visibility.

Product Performance

We pride ourselves on consistently making excellent quality, hassle-free labels. Our secure supply chains ensure our label materials are high performing, available, and reliable. We have gathered a broad pool of technical know-how over the years, which enables us to specify and manufacture labels that work in any environment, application or challenge.



Expert Advice

Our differentiation in the market is our deep labelling expertise. We make billions of labels each year and have gathered a wide body of knowledge across all industries and challenges which we're ready to share with you.

Our Account Managers and Customer Action Team work with label experts in specialist areas across our business to provide expert advice to our clients. From prepress to marketing, technical to quality advice, we have team members standing by to assist you with your labelling needs.

Prepress

Our team use sophisticated prepress software and workflow automation to take your art files and get them ready for print. We expertly adjust the digital art file right down to the dot level to manage colour and optimise the result for our printing processes. We regularly collaborate with the marketing and design teams of our clients to ensure we achieve the desired look.

Laboratory

Our Christchurch laboratory provides an unparalleled local research and development service for clients. We use specialist and customised equipment specific to labels, allowing us to rigorously screen new materials and products before launch, conduct comparative and quality control tests and perform quality investigations.

Innovation

We describe innovation as "doing something different to create a benefit". Our TPIM Team (technical, product, innovation and marketing) works closely with our Account Managers to solve problems, address opportunities and deliver fit-for-purpose outcomes for our clients.

Trend Report

Our annual Hally Labels Trend Report is designed to both challenge and inspire our clients. This exciting and thought-provoking publication contains an eclectic collection of emerging trends, ideas and insights. These are hand-picked from a diverse spectrum of industries around the world with a strong emphasis on innovations in the labelling and packaging industries.



Quality Assurance

Our robust quality systems and processes ensure we consistently make world-class quality labels.

- ISO 9001 certification
- HACCP certified food safety program to support the manufacture of our direct food contact products
- GS1 accreditation for our barcode authentication system
- Customised quality management database
- In-line and off-line print quality inspection technology
- Best-in-breed pharmaceutical-grade camera inspection including eight-head inkjet numbering and exact label counting
- Batch control and full traceability



Environment and Sustainability

Hally Labels has a strong commitment to environmental sustainability which includes a broad and comprehensive client offer.

Chain of Custody

Our Chain of Custody certifications provide a framework for us to promote and pass on responsible forest management practice.

We have Forest Stewardship Council® (FSC®) chain of custody certification and also have chain of custody certification from the Programme for the Endorsement of Forest Certification™ (PEFC™). We were the first label manufacturer in our region to achieve these chain of custody certifications, and have driven the development of certified papers within our supply chain.



Hally Liner Recycling Program

Our Hally Liner Recycling Program is open to all clients wanting to help divert waste glassine liner from landfill for recycling.

Our Program recycles white glassine liner which has long fibres that are sought after for high quality papers. These fibres are upcycled into tissue paper or into high quality magazine paper which can then be recycled multiple times.



Materials

We offer an extensive and continually growing selection of environmentally sustainable label material options.

Our range includes recycled content, renewable content, compostable and biodegradable materials. Included in our renewable content range are materials made from agave, cotton, sugarcane, grape waste and limestone to name a few.



RECYCLED CONTENT



PLANT-BASED RENEWABLE



COMPOSTABLE



CHAIN OF CUSTODY



LIGHTWEIGHT OPTION



OTHER ECO OPTIONS



Responsible Printing

We are committed to providing responsible and sustainable printing practices to our customers.

This commitment includes our use of carbon neutral HP Indigo presses in our factories and working with HP Indigo press inks that have been certified for compostable packaging. We also offer linerless wraps and labels whereby the elimination of a liner reduces the residual waste of the labelling process.

Australian Packaging Covenant



We have been a member of the Australian Packaging Covenant Organisation (APCO) since 2013.

APCO aims to change the culture of business to design more sustainable packaging, increase recycling rates and reduce packaging litter. As part of our membership to APCO we have implemented a range of initiatives both internally and also to help our clients achieve their packaging sustainability goals.

The Packaging Forum

We are a member of The Packaging Forum and a party to their Soft Plastic Recycling Scheme.



The Packaging Forum is a member-based organisation representing the depth and breadth of the New Zealand packaging industry. Their vision is that by 2025, all packaging will be reusable, recyclable or compostable. Their Soft Plastic Recycling Scheme funds and promotes the Love NZ program which allows consumers to bring their used soft plastics back to store for recycling to reduce landfill.





Our Team

Our large team of experienced label professionals has a wealth of knowledge and sets us apart from others.

Our professional, friendly people are dedicated to seamlessly supplying our clients with labels. Labels are a niche type of packaging that can be quite technical. We utilise the knowledge we've learnt across many different industries and challenges to develop custom solutions specifically for each client.

“ Much of our team is made up of long-serving staff members, with the average tenure of our employees at an impressive 10 years. ”

Our Leadership team, headed by Group General Manager Anne-Marie Sutton, are ultimately responsible for the performance of the company. Their contact details are here if you'd like to get in touch, or you can contact our sites directly via the information on the following page.



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Contact Us

Our team of label specialists are standing by now to help you with every part of the label procurement process, no matter how big or small your requirements may be.

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