

**MEDIA RELEASE****Wednesday, 21st August 2013****Spectrum Print announces permanent new Christchurch home**

Spectrum Print has announced it will open the doors of its new production facility on 2<sup>nd</sup> September, ending a two and a half year period without a plant after being displaced by the February 2011 earthquake.

The South Island's premier sheet-fed print company will recommence its Christchurch-based print production operation from a new, permanent office and plant at 6 Mary Muller Drive, Heathcote.

Steve Francis, General Manager of Spectrum Print, says the team is excited to get back to business as usual.

"The last couple of years have been a real test of the resilience of this team and of the business's ability to continue delivering the kind of quality and service that made us leaders in our field," says Francis.

"We've come through the thick of it and I'm extremely proud to say that, thanks to the hard work and dedication of our crew, it has finally paid off."

The 900m<sup>2</sup> area, alongside fellow Blue Star company Kiwi Labels, includes offices, digital space, and a dedicated press room for Spectrum Print's machinery and production team. The move will also see Spectrum Print increase staff numbers, with the first stage of the restart involving the creation of eight full time positions.

The move will give Spectrum Print full control over its production for the first time since the earthquake, while at the same time allowing it to up-scale its customer offering.

Spectrum Print will introduce a Speedmaster CD74 10 colour offset press into its operation, the only perfecting (double sided print in one pass) device of its size in the South Island. Additionally the installation of digital equipment will allow the business to provide short run and wide format solutions. Spectrum will bring back to Christchurch production volumes from the North Island.

The new premises will also allow Spectrum Print to work closely with Kiwi Labels to provide added value for both customer groups.

Spectrum Print was one of hundreds of Christchurch-based businesses forced out of its premises when the February 2011 earthquake struck. The company, which was located in Antigua Street, was in full production at the time of the quake, when the floors ruptured and liquefaction began rising through the cracks.

What followed was a remarkable 31 months, in which the business sustained its print and customer services by managing the workload through sister organisations and outsourcing to other Christchurch print houses – injecting some \$3million into the local economy in the process.

“Finally re-opening doors in our new home is a chance for us to showcase our renewed focus, new skill sets honed from innovative thinking and a commitment to surpass our previous exceptional standards for our customers,” says Francis.

For more information contact Spectrum Print on (03) 365 0946 or visit their new facility at 6 Mary Muller Drive, Heathcote.

**ENDS**

**About Spectrum Print**

Spectrum Print is the South Island’s premier sheet fed printer, now also offering a full range of innovative print solutions including offset, digital, wide format, warehousing and distribution.

[www.spectrumprint.co.nz](http://www.spectrumprint.co.nz)

**About Blue Star Print Group:**

Blue Star is a privately-owned print group operating from 14 sites under 10 brands. The group is organised as a confederation of independent businesses, complemented by print managers who facilitate access to the entire Blue Star network, for large and/or complex clients.

[www.bluestargroup.co.nz](http://www.bluestargroup.co.nz)

**For more information please contact:**

Andrew Luxmoore  
Account Director  
Wright Communications  
09 366 2453  
021 661 631

[andrew@wrightcommunications.co.nz](mailto:andrew@wrightcommunications.co.nz)