



Get to know our Katie...

Our extremely talented, Creative Solutions Manager and all-round superstar, Katie, celebrated her eighth year at New Vision Packaging last month.

After eight years we of course now know Katie very well... but we realised that unfortunately, some of our customers and contacts may not know Katie as well as we do.

That's why we have created a little profile on the famous star that is Katie, to answer all those questions we know you are dying to ask her...

So, sit down, grab a brew and put your feet up as you are about to get to know the 'Rolfey'!

Q. *Before working at New Vision, what was the most unusual and interesting job you had?*

A. I worked for 12 years within the publishing industry. Managing a department that designed leaflets and in-page adverts to renew your subscriptions on a variety of different magazines. It always gave me a buzz to pick up a copy of House & Garden (OK, OK, *Cosmopolitan magazine!*) and see an advert inside that I had created.

Q. *How did you first learn about New Vision Packaging?*

A. I knew nothing about packaging and even less about New Vision. I actually used to date a friend of Steve Shortland (*New Visions MD*) many moons ago. We got in touch on Facebook out of the blue and started telling each other about what had been happening in our lives. I had, unfortunately, just been made redundant and after chatting a bit about what I was doing previously and what job skills I had, Steve mentioned that he might have something for me. I thought it would be a 'stop gap' until I got a proper job.... 8 years later, I can't imagine doing anything else.

Q. *How do you balance your career at New Vision and your social life?*

A. I have a great social life and whilst my job at New Vision does keep me really busy, I do have a great balance. My evenings and weekends can only really be affected with exhibitions or trips outside of the UK to attend press passes. As these trips always involve spending time with great people (nice food and alcohol), I never really see it as a compromise!

Q. How has New Vision helped you in your career development?

A. Confidence is a big thing. The majority of my career has been in design where I wasn't directly customer facing. Steve gave me the opportunity to add sales to my repertoire, telling me 'I had the gift of the gab', so I decided to use that to my advantage. Being a small team, we all do a bit of everything and we all have a lot of involvement, and really personal relationships with both customers and suppliers. Developing this 'new found' confidence as a trusted member of the team and improving on my communication & personal skills, has helped me in both my career and personal life.

Packaging was not my first choice for a career, and there are not many courses on packaging or litho print. Most is learnt through on-the-job training and years of experience and whilst I am far from knowing it all, as long as I keep learning that is all that matters.

Q. What do you like most about New Vision?

A. It sounds a cliché but the people, within the office, the customers and our suppliers. I have worked with a lot of these people from the day I started and even when there are days of issues, frustration, short tempers and sharp tongues, everyone bounces back and gets on with things. We are all passionate about the job we do and we all want the best outcome, so we all work hard together to ensure that is the case. Oh, and free chocolate, we get sent a lot of that!

Q. What are the 3 words you would use to describe New Vision?

A. The three P's.... Passionate, Proficient, Personable,

Q. What do you find the most challenging at New Vision?

A. *Not eating all the free chocolate!* I guess timings can be a real challenge at certain times of year but we all work really hard to meet these deadlines set, and 9 times out of 10, we do. Getting new customers on board is also a challenge. WE know how great we are, but convincing companies to move away from an already trusted supplier, in to our more than capable hands, is never an easy job.

Q. What has been your favourite packaging you have helped create?

A. Whilst the artwork for the 'Copperpot Fudge packaging' wasn't designed by me, we wanted to ensure the finished packaging was printed exactly to the customers requirements. Therefore, we invited the customer to join us on a press pass at one of our factories in Poland. Due to the amount of different colours and finishes used on this packaging, the press pass lasted over 3 days. I was lucky enough to spend this time with one of our long-standing customers, whom I'd never met before, but dealt with via telephone and email since I started at New Vision. We got on like a house on fire and not only worked well together ensuring all the colours, foil & finish were an exact match to their requirements, but we had a great time getting to know each other and even built a snowman in the bad weather! Not only did I help in the long process of ensuring the packaging met with our customers high standards, but I met a great person who is not only a valued customer but now a great friend. Altogether, a really successful and enjoyable experience.

Q. *What have you gained from working at New Vision?*

A. I have gained some great friendships, experience and knowledge in both the packaging and print industry, confidence in my abilities and **WEIGHT!** Far too much free chocolate....!

Q. *What has been your proudest moment during the past 8 years?*

A. Apart from meeting and having my photo taken with Callum Best at the Professional Beauty awards (**HOT!**) it's probably designing a range of 'British themed' chocolate packaging that was sold in TK Maxx.

Q. *What are you most known for around the office?*

A. Drinking coffee and convincing the younger members of staff how great 80's music is by insisting we listen to Absolute Radio and treating them to my vocal talents as I sing-a-long.

Q. *If you were on a deserted island, what three things would you want?*

A. An unlimited supply of drinking water, **MASSIVE** box of matches, Tom Hardy.

Q. *Tell us something we did not know about you...*

A. For my 40th birthday I visited my friend in Sydney, Australia and I got the chance to abseil down the side of the Blue Mountains. It was a surprise birthday treat from her and the **BEST** experience of my life. I absolutely hated and loved every second of it as, I was, and still am, absolutely petrified of heights! It was something I never thought I would do, so to actually say '**I DID THAT**' is something I am extremely proud of. It was the most breath-taking place to learn to abseil and it really did help that the instructor was the most gorgeous Australian man I have *ever* seen... I now class myself as a bona fide '*Adrenalin Junkie*'.

And now, for the most important questions:

- Tea or Coffee? **Coffee**
- Marmite; love or hate? **HATE it**
- Sweet or savoury? **Savoury**
- Pie or burger? **Pie**
- Wine or gin? **Wine**
- Cat or dog? **Dog**
- Call or text? **Text**
- Rock or pop? **Rock**

We have, of course, loved working with Katie over the years and have had some very fun (and blonde) moments with her! It's been a fantastic journey for us working with Katie - and we know that the best is yet to come.

For more information on New Vision Packaging or to find out more about what we can do for you and your packaging needs call us today on 01536 560340.