

IF YOUR BUSINESS ISN'T BEING SEEN, IT'S BEING FORGOTTEN.

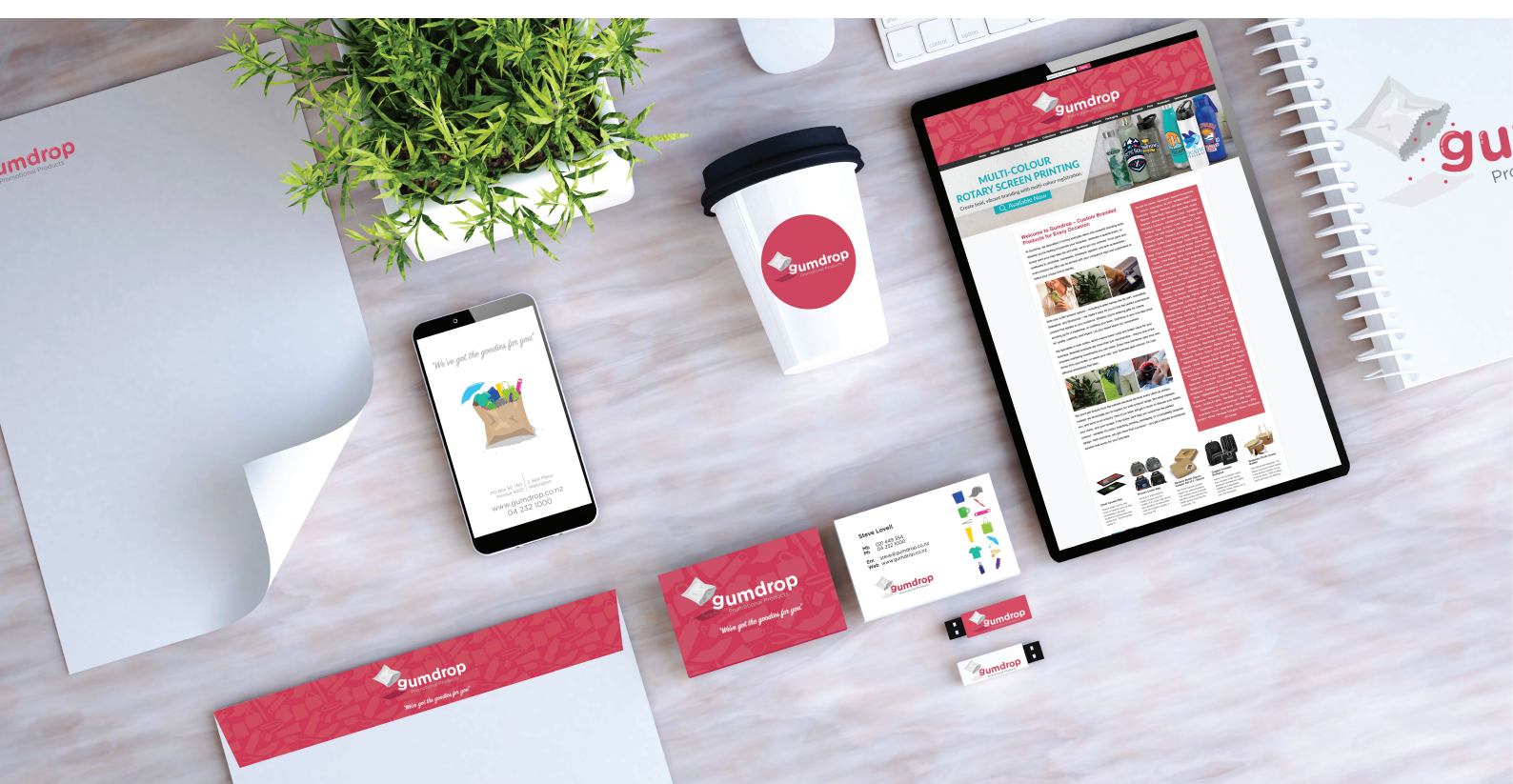
After 30 years in business, there's one thing we've noticed that hasn't changed - **a brand's visibility is everything.**

This year we're celebrating where we've come from, but more importantly, what still makes the biggest difference today - **keeping your business in front of your customers.** It's often the simplest tools that do the heavy lifting, and surprisingly, they're the ones businesses tend to overlook first.

It still surprises us just how many clients can't even remember the first marketing they ever did when starting out. That's usually where the strongest foundations were built.

What was the first advertising or marketing campaign you did?

Gumdrop Promotional Products



Here's the thing, not everything that works, lives online.

Gumdrop Promotions is one of our inhouse brands focused on helping businesses stay visible in the real world, in ways people actually notice and keep around.

- Apparel people actually wear - hats, sunglasses, t-shirts
- Event giveaways that stick around - drink bottles, stress balls, coasters
- Client gifts that don't get thrown away - pens, notebooks

It's the small, practical things that keep your business visible without you having to constantly chase attention. It's often the piece that gets forgotten but when it's done right, it works.

Not sure what would suit your business? Get in touch with us or check out our website — we'll help you find something simple that works and keeps your brand in front of the right people.



Meet Our Founder/Director - Steve Lovell

Steve is the driving force behind everything Rainbow Creative, Porirua Print, Firefly Websites and Gumdrop Promotions and has been since day one.

Thirty years ago, he set up Rainbow Marketing, the name was all about selling colour printing. With just a car, a mobile phone and plenty of long hours, Rainbow Marketing became Wellington's largest provider of full colour business cards. In 1999 becoming one of the first digital printers on the block and changing the brand to rainbowdigital reflected just that. He has since spent three decades helping small New Zealand businesses look their best, building brands, telling stories, and turning ideas into work that actually gets results.

What started as selling business cards and expanding to general print has now grown into a full-service creative group. Today, Rainbow Creative runs Firefly Websites, currently managing over 250 websites, Porirua Print, and Gumdrop Promotions, giving clients even more ways to connect their brand, all under one roof. It's a model built on long-term relationships and trust, which is exactly how Steve has always worked.

Despite the growth, Steve's still very hands-on. From sales and marketing through to working directly with clients, Steve brings a practical, straight-up approach backed by decades of experience. No fluff, just what works, what doesn't, and how to get the best outcome.

Outside of the business, Steve spent 10 years running an aquaculture farm growing pāua and 14 years running an underground music venue (which may explain the photo above of Steve in a Santa costume in a hallway of posters), creating a space and building strong ties to the local music community. He is also a longstanding board member of the Porirua Chamber of Commerce, continuing to invest in the success of local businesses beyond his own.

"I enjoy sharing ideas, get me started - sometimes I can't stop. I'm about helping businesses grow and keeping things practical - Straight talk no B/S!"

Thirty years, thousands of clients, one giant community. Steve wouldn't have it any other way.

Let's Get Your Business Seen

If you've got an idea or an event coming up, we'll keep it simple and make it happen. Whether it's merchandise, events, print, or simply making sure your brand is showing up consistently — that's what we do.



Your one stop shop for all things web, design, print and promotion

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