

Print Isn't Dead. It's Evolving

While digital marketing continues to evolve, print remains one of the most effective ways businesses build trust and leave a lasting impression. In fact, **47% of consumers say they're wary of businesses that communicate solely through digital channels**, reinforcing the importance of professional, physical marketing alongside your online presence.

Whether it's a business card handed to a new client, signage that catches attention, professionally bound documents, or packaging that represents your brand, quality print continues to play an important role in how businesses present themselves.

One trend we're seeing more and more is the combination of print and digital. Adding QR codes to brochures, flyers, signage and packaging allows customers to move seamlessly from printed material to your website, online bookings, product information or social media. It's a simple way to get the best of both worlds.

A Print Legacy Built Over Decades



Porirua Print has proudly served the Wellington region for over 40 years, including the past 11 years as part of our Rainbow Creative family. Throughout that time, our commitment to quality print and friendly, reliable service has remained constant. From everyday business stationery through to books, labels, large format signage, promotional material and complex commercial printing, our experienced team works hard to ensure every project is delivered to a standard we're proud to put our name behind.

Meet Amy Dean - Lead Designer

Behind many of the brands, brochures, logos and printed pieces we produce, is Amy Dean, our Lead Designer. Amy has been part of the Rainbow Creative team for over eight years. She originally joined Porirua Print before it became a part of Rainbow Creative. With experience across graphic design, marketing, offset printing and prepress, she specialises in turning ideas into polished, practical designs while ensuring every file is production-ready. Her attention to detail helps clients avoid costly mistakes and achieve the best possible print results. Outside of work, Amy enjoys cross stitch, Animal Crossing, exploring the walking trails around Wellington and is a proud mum of twins. Creative, experienced and quietly precise, Amy is a valued part of the team behind every successful project.



Do Business Cards Still Matter?

In a digital world, you might be surprised by how often business cards are still used. Whether you're meeting a new client, attending a networking event, visiting a job site or simply introducing yourself, a well-designed business card creates a professional first impression that lasts longer than a conversation.

Research shows that 41% of consumers pay more attention to promotional material when it's printed and in their hands rather than viewed online*, making business cards, brochures and other printed material some of the most effective marketing tools you can have.

Despite being one of the most affordable marketing tools available, a business card can have a huge impact. Including your website, email address, social media, or even a QR code makes it easy for people to connect with you, while still giving them something to remember you by.

If it's been a few years since you updated your business cards, now could be the perfect time to refresh your design and make sure they reflect your business today.



Lets' Create Something Together

Whether you're refreshing your brand, launching a new website, ordering professional print, or sourcing promotional products, our team has the experience to help bring your ideas to life.

With specialist teams across Rainbow Creative, Porirua Print, Firefly Websites and Gumdrop Promotions, you'll find everything you need under one roof, with one local team that genuinely cares about your business.

If you've got an idea, a project, or simply don't know where to start, we'd love to have a chat.

Four specialist businesses. One team. Endless creative possibilities.

Give us a call on 232 1000 ideas for your business



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

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