

SARAH JAMES GRAPHIC DESIGNER

SARAH-JAMES.NZ

EXPERIENCE

Belgotex New Zealand

Senior Graphic Designer / 2024 – present

In addition to designing custom carpet, responsible for building a newly refreshed Belgotex New Zealand brand, expanding upon existing brand guidelines and establishing new ones. Seeing printed projects from design to quoting through external suppliers, and final print production. Producing a variety of in-store artwork, comprising brochures, flyers, point of sale, display signage and stand artwork for flooring retailers throughout New Zealand and into Australia.

PGG Wrightson, Retail & Water Marketing

Graphic Designer / 2019 – 2024

Responsible for creative direction and design of campaign artwork throughout the year, design and layout of two monthly publications, their associated point of sale, web and eComm artwork, social media and EDM artwork. Other duties include photoshoot organisation, event display design, as well as guiding other designers and team members.

Committed to respecting the long history of the brand, while pushing the boundaries of the brand guidelines to remain relevant in the modern world.

McKenzie & Willis

Graphic Designer / 2012 – 2019

Responsible for the production of advertising for national magazines and local newspapers, as well as graphics for the web and social media.

Design of multiple catalogues, leaflets, creation of all in-store point of sale and specification sheet design.

Responsible for ensuring the brand is correctly represented across all mediums, while ensuring it remains fresh and relevant in the current market.

QUALIFICATIONS

Design & Arts College of New Zealand / 2003 – 2005 / Diploma in Communication Art and Design.

RELEVANT SKILLS

All aspects of print and digital design – I have a lot of experience but I want to learn so much more.

Extremely skilled using the Adobe Creative Suite. Working knowledge of HTML, CSS, familiar with various web platforms for EDM and CMS (e.g. Wix, Dot Digital, Mailchimp).

Proficient with a digital camera, with excellent image retouching and editing abilities, and a strong sense of composition.

Experienced working with and guiding other designers, liaising with project leads, and pre-press.

PERSONAL

I'm a massive fan of movies, I care for a lot of houseplants, good interior design is important to me, I love to DIY, and I strive for a life of simplicity.

I'm organised, missing a deadline is not an option, and I've never been one to shy away from a challenge!

I'D LOVE TO HEAR FROM YOU!

+64 21 119 8984 / sarah.james.designer@gmail.com / www.sarah-james.nz

References are available by request.



PGG Wrightson

**Working alongside you,
every season of the year.**



I worked in the most customer-facing business unit at PGG Wrightson. I have been fortunate to be tasked with creating and implementing the look and feel for our major Rural Supplies campaign, which tells the stories of our Customer Service staff as well as their loyal customers.

It has been hugely rewarding to learn more about the folks on the ground, and to create a look that is as versatile as they are!

 @pgwretail



PGG Wrightson

**Working alongside you,
every season of the year.**

Always keen to hear what's happening on-farm, your local PGG Wrightson team is filled with friendly, familiar faces you would have seen on the sideline, at the recent dog trial or doing the BBQ at last year's A&P show.

Come in-store to discuss what you need with a team of people who love finding solutions and who have the product knowledge to deliver practical advice and recommendations.



Find a store near you

store.pggwrightson.co.nz



We know
horticulture

Collaborating,
innovating
and
supporting
New Zealand
growers

fruitfedsupplies.co.nz

Fruitfed Supplies



Fruitfed Supplies

For over 100 years, Fruitfed Supplies has worked alongside growers, organisations and suppliers, delivering reliable advice and solutions for a range of crops.

I had the opportunity and responsibility to design a look and feel for Fruitfed Supplies' first push into marketing the brand. It's a modern, interesting and bold look, which has been in use since 2021.

YOUR INDUSTRY



Shayna Ward, compliance and quality manager Te Mata Experts, relaxing at home with her dog Muppet

Flexible working conditions enhance industry's appeal

More flexible working conditions implemented by many in the horticultural industry during the Covid-19 pandemic are helping make the sector even more attractive to women, says Shayna Ward, compliance and quality manager Te Mata Experts.

Elaine Fisher

"Because of labour shortages, many employers are looking at different ways staff can work and that's not always starting and finishing at set times. The focus is now to get the job done. Many post-harvest operators are now offering school working hours for parents, which wasn't the case when my children were young," says Shayna Ward, who is a member of the executive of Women in Horticulture.

"Today women have more opportunities to find the right job and right team to fit their values and the needs of their families.

"I think horticulture as a career has been underrated, but it is exciting to see more women in leadership roles in every part of the industry. Often, they are the main cog in a much larger wheel."

Shayna is also pleased to see more young women, and young people in general coming into the industry. "The industry offers a broad variety of opportunities for everyone from all different academic levels. You don't need a degree to succeed in horticulture and there are so many opportunities from research to nursery to orchard and post-harvest, to marketing and logistics. It's a really exciting industry to be part of."

Born in England, Shayna moved to the Hawke's Bay as a four-year-old, attending local schools. Her first job was as a trainee science technician with the Department of Scientific and Industrial Research as part of its fruit physiology and post-harvest team research programme in the Hawke's Bay.

We know horticulture

Collaborating, innovating and supporting New Zealand growers

Woven into the horticultural industry for more than 100 years, we have been working alongside growers, organisations and suppliers to deliver reliable advice and solutions for a range of crops.

fruitedsupplies.co.nz

Fruited Supplies

A leading division of HSC Wightman Ltd



YOUR INDUSTRY

While the Covid-19 pandemic has brought growth in demand for its seeds, it has also thrown up issues for the company, exacerbated by the impacts of the war in Ukraine. "The supply chain is tight and globally there is a lot of demand for seeds of all varieties. Where once we could expect to receive seeds in two to six weeks, it may now take six months. The costs of freight have increased as have fuel costs," says Charlotte.

Like the seeds it specialises in, the company hasn't stopped growing since it was founded in 1978 by Ross and Glenys flowers, eight gourmet vegetables and 170 herb plants. Barbara and Gerard bought the business in 1999, relocating it from Auckland to Katikati. The company now sells around 1000 different varieties of seeds, including many described as 'weird and wonderful' in line with the King's founding philosophy to keep things interesting.

1978
AROUND
250 VARIETIES

2022
AROUND
1,000 VARIETIES

EVERY DAY BOXES AND BOXES OF SEEDS ARE POSTED TO CLIENTS THROUGHOUT NEW ZEALAND



Camille Pearson preparing seeds ordered online for dispatch to clients

Gerard says the company has found a niche for itself in supplying home gardeners and smaller commercial growers.

"There are around ten big seed companies in New Zealand supplying commercial growers. We concentrate on growers who supply farmers' markets with vegetables or seedlings or grow gourmet vegetables for restaurants and cafes, who require smaller volumes of seeds than big growers. There is an increasing interest in different cuisines from around the world too. All this is suited to where we are at within the industry because of the range of seeds we offer."

PROVENANCE AND FOOD SAFETY IS INCREASINGLY IMPORTANT FOR CONSUMERS, WHICH IS WHY MANY PEOPLE LIKE TO BUY FOOD FROM FARMERS' MARKETS WHERE THEY CAN TALK DIRECTLY TO THE GROWER

Charlotte says provenance and food safety is increasingly important for consumers, which is why many people like to buy food from farmers' markets where they can talk directly to the growers.

For growers, the fact that Kings Seeds has many heirloom varieties and grows and harvests seeds in New Zealand also appeals.

Part of the reason for growing seeds locally is to ensure they will do well in New Zealand conditions, says Gerard. "We try to ensure things are easier to grow rather than hard stumped at the first stage by seeds which are hard to germinate, or frost tender or not suitable for their region."

Provenance and food safety is increasingly important for consumers, which is why many people like to buy food from farmers' markets where they can talk directly to the grower

As well as vegetable seeds, the company has an extensive range of flower seeds popular with home gardeners and small commercial growers. "Flowers, especially wildflowers, are very much on trend and many of our customers grow them for farmers' markets or roadside stalls," says Charlotte.

There's also been increased demand from another sector. "There has been a proliferation of interest in community gardens, gardens at marae, in schools and in early childhood centres which is excellent, because it's helping to teach people about growing their own food, which in today's environment with rising food prices is very important."

Whether you are looking to establish a new orchard or further improve and expand your operations, Fruited Supplies can offer the services and support you need to grow your business.

- We offer:
- Specialist crop advice
 - Specialist hort team
 - Subsidised crop programmes
 - Integrated pest management
 - Crop monitoring
 - Extension services

We know horticulture

Find your local Fruited Supplies store online: www.fruitedsupplies.co.nz

Fruited Supplies

A leading division of HSC Wightman Ltd





A world of perfect choices_

I've spent the past year taking over and building upon a refreshed Belgotex New Zealand brand, and helping the team launch a brand new hard flooring category into both New Zealand and Australia.

From presentations and in-store point of sale through to event artwork, product labels and sample swatch covers – everything a customer sees and so much more that they don't – has had a refresh after a year of evolution.

 @belgotex_nz

Belgotex®

2020 - DEC

DOLORE MAGNA
Strong hatred hatred self truth self truth honest christianity hope vikulit

096

MAECENASACCUM
Deceptions plou euil contradict oneself christian Self primade foarfuler alignment strong society

285

Belgotex

BJELIN
Woodura Planks™

Elevate guest experiences through world-class flooring solutions

Belgotex Australia and New Zealand are specialists in premium, durable flooring solutions designed to meet the demands of the hospitality sector. Our dedicated commercial team delivers trusted global brands, backed by the technical expertise required for large-scale projects.

BALSAN

Jacques and John look forward to meeting with you at **HoVacancy 2025, stand 123**

Jacques Verter
Mo: +61 880 0000
Singapore New Zealand
0645 09 7765
belgotex.co.nz

John Sperleto
Mo: +61 437 961 550
Singapore Australia
9600 246 999
belgotex.co.nz

A world of perfect choices...

PARKY
wood floorings finest

The next generation of wood flooring is here.

The anticipation has been building, and now the wait is over. PARKY Hardened Timber is here — a new benchmark in real wood flooring innovation — and a whole new category in flooring.

Over the past few months, it's been a privilege to connect with stores across the country and feel the genuine excitement surrounding this launch. We're proud to share that Carpet and Timber will be the first.

Kährs
EXCLUSIVE TO FLOORING XTRA

HARDENED TIMBER IS HERE

Introducing **Kährs Life**
Essential & Authentic

Kährs Life is launching exclusively with Flooring Xtra in two beautiful ranges: **Kährs Life Essential** and **Life Authentic**. Swatches are being sent to all stores, with the first samples heading out to stores this week.

"Easy to love, harder to damage"

Kährs Life offers the beauty of real wood with extraordinary durability. Life Essential features a slim 7mm profile, with a durable matt lacquer finish that suits both residential and light commercial spaces. Life Authentic builds on this with a 19mm 32mm profile, its brushed, ultra-matt surface brings out the

Belgotex®

A world of perfect choices...



Moroccan Berber

Create a perfectly tactile foundation for a beautifully calming space. Moroccan Berber provides a luxurious wool-like look and feel, but with all the high-performing qualities of SDN.

- STAIN PROOF** not resistant
Made from materials that can be cleaned with bleach and acetone – yes seriously!
- NO FADING** ever
Unique UV stabilisers developed specifically for the New Zealand climate.
- Fewer JOINS**
4 metre wide carpet means less joints and a more seamless install.



TEXTURED STAIN PROOF SOLUTION DYED NYLON	YARN WEIGHT 105g/m ² / 30oz/yd ²
PILE HEIGHT 9.0mm	TOTAL THICKNESS 10.0mm
WIDTH 4.0m Wide	EXTRA HEAVY DUTY RESIDENTIAL MEDIUM DUTY COMMERCIAL



*Belgotex are dedicated to the care and maintenance of our products. Visit belgotex.co.nz for full cleaning and maintenance guidelines.

SARAH-JAMES.NZ

Belgotex | COMMERCIAL
A world of perfect choices...

Luxury Vinyl Tile
Plank: 241.3mm x 1516.8mm
Tile: 304.8mm x 603.6mm
Class 33 Commercial Heavy
10 Year Commercial Warranty

FRENCH OAK
CONCRETE SMOKE
CONCRETE CRUSH
CONCRETE SILT

A world of perfect choices...

PROVINCIAL OAK
CLASSIC MET

Belgotex
A world of perfect choices...

Product Training – Carpet

A world of perfect choices...

Duff
Bonic

Usage Rating:
Extra Heavy Duty Residential
Heavy Duty Commercial

Warranty:
20 Year Premium Warranty
10 Year Commercial Warranty

Kinect
Duff
Palate
Sensor
Tact



At McKenzie and Willis I was tasked with helping to reinvent and refresh the established McKenzie & Willis brand, to portray a more modern look that appeals to a broad audience.

From in-store tickets and point of sale to catalogues and magazine advertising, it was my job to maintain a consistent look through all media.

It was a role that I cherished and I'll always be proud of the work I produced.



During my time at McKenzie & Willis, I designed a number of product catalogues which serve as a directory of the full range of beautiful product available to their customers.



a Bedspread in Magno from \$744



c Tessere Comfoter in Midnight from \$648



a Noma Bedspread in Marine from \$744 b Suro Blanket in Blue/Pale Grey \$238 c Tessere Comfoter in Midnight from \$648 d Chouchin Cushion in Cerulean Blue \$168 e Sashiko Cushion in \$216 f Noma Pillowsham in Marine \$84 g Tessere Eurocase in Midnight \$108

top Hadab Cushion in Ocean \$216 middle Botaniska Cushion in Charcoal \$168 bottom Temari Cushion in Duck Egg \$180

End of Season
Sale
Everything Interiors McKenzie & Willis Interiors

20 to 60% off Upholstered Sofas
20 to 70% off Leather Sofas
McKenzie & Willis Interiors

up to 20% off our extensive range of curtain blinds
20% off Upholstery tables
McKenzie & Willis Interiors

Hello Winter
Warming deals on now.
30 May - 23 June 2019
Everything Interiors McKenzie & Willis Interiors

Free Thermal Blockout Lining on all Curtains & Roman Blinds
from \$44/m
McKenzie & Willis Interiors

30% off All Linen Akaroa NZ Wool Blanket
35% off All Linen Snuggly Fleece Fur Blankets
20% off Bianca Lorenne Floor Stock
McKenzie & Willis Interiors

Summer Christmas
at McKenzie & Willis
Everything Interiors McKenzie & Willis Interiors

Add drawers to these beds for only \$399
Aalto NEW RANGE \$970
Copenhagen \$970
15 year warranty
Free delivery NZ wide
80 day best price guarantee
McKenzie & Willis Interiors

NEW HOME OR RENOVATION PACKAGE
\$7,999
Get curtains & blinds for your whole home!
20-30% off
McKenzie & Willis Interiors

LOGOS

Created while freelancing

