

**James Sorensen**

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**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Tuesday, 25 January 2022 8:26 am  
**To:** Ailsa Campbell  
**Subject:** RE: catch up tuesday?

Hi ya, at a guess I would imagine around \$2500 but I will try and get a ball park figure today.

s 9(2)(a)

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**From:** Ailsa Campbell [mailto:Ailsa.Campbell@nzta.govt.nz]  
**Sent:** Tuesday, 25 January 2022 8:15 a.m.  
**To:** s 9(2)(a) @bluestar.co.nz>  
**Subject:** RE: catch up tuesday?

Hi s 9(2)(a)

So a couple of things, I am working up a few options for this - so it might not be the 'light box' option, so that's great that you think you can manage it, but it might be we go in another direction.

The another thing to note is that this is needed for the 22 Feb, so just over 3 weeks away, which might mean we need to move quickly on it. In saying that, you need to know which option we are going for so, lets see if I can get that a bit more sorted for Thursday.

Just as a matter of interest, did you get ideas of how much the light box might cost?

Cheers  
Ailsa

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**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Monday, 24 January 2022 4:34 PM  
**To:** Ailsa Campbell <Ailsa.Campbell@nzta.govt.nz>  
**Subject:** RE: catch up tuesday?

Hi Ailsa

Yep I can manage and coordinate this for, I'll be making a couple of calls tomorrow then I'll get back in contact.

Redacted - Out of scope

s 9(2)(a)

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**From:** Ailsa Campbell [mailto:Ailsa.Campbell@nzta.govt.nz]  
**Sent:** Friday, 21 January 2022 1:44 p.m.  
**To:** s 9(2)(a) @bluestar.co.nz>  
**Subject:** RE: catch up tuesday?

Redacted - Out of scope

I can wait until Wednesday, but just quickly do you think you can organise a 1.8mtr high illuminated zero (the number - eg 0) - preferable without needing to be plugged in eg rechargeable or battery powered? Like the image below. Just seeing if I can go through you guys or whether I have to find someone who might specialise in this sort of thing If you can't, do you have any suggestion on might be able too?



Cheers  
Ailsa

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From: **S 9(2)(a)** <[@bluestar.co.nz](mailto:bluestar.co.nz)>  
Sent: Friday, 21 January 2022 12:48 PM

To: Ailsa Campbell <[Ailsa.Campbell@nzta.govt.nz](mailto:Ailsa.Campbell@nzta.govt.nz)>

Subject: RE: catch up tuesday?

Hi Ailsa

Redacted - Out of scope

Wednesday, can we catch up then ?

s 9(2)(a)



s 9(2)(a)

M s 9(2)(a)

33-43 Jackson Street,  
Petone, Wellington



From: Ailsa Campbell [<mailto:Ailsa.Campbell@nzta.govt.nz>]

Sent: Friday, 21 January 2022 12:40 p.m.

To: s 9(2)(a) <[s 9\(2\)\(a\)@bluestar.co.nz](mailto:s 9(2)(a)@bluestar.co.nz)>

Subject: catch up tuesday?

Hi s 9(2)(a)

Redacted - Out of scope

could we have a catch up on Tuesday about the merchandise work that is coming up that we discussed about 4 months ago about (and you gave me all the samples for). I now have a list and a short timeframe so want to figure out what we can and can't do.

Cheers

**Ailsa Campbell**

Senior Graphic Designer, Design and Brand

Te Waka Kōtuitia | Engagement and Partnerships

Phone s 9(2)(a)

Waka Kotahi NZ Transport Agency

Chews Lane Office, 50 Victoria Street

Private Bag 6995, Wellington 6141, New Zealand

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## James Sorensen

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**From:** Ailsa Campbell  
**Sent:** Tuesday, 25 January 2022 3:06 pm  
**To:** s 9(2)(a)  
**Subject:** RE: s 9(2)(b)(ii)

Thanks for that, I had a similar idea, but they really like the 'light up' version. I will send through a brief tomorrow so we have it for Thursday.

Cheers  
Ailsa

---

**From:** s 9(2)(a) @bluestar.co.nz  
**Sent:** Tuesday, 25 January 2022 3:00 PM  
**To:** Ailsa Campbell <Ailsa.Campbell@nzta.govt.nz>  
**Subject:** FW: s 9(2)(b)(ii)

Hi Ailsa

Here's another option to consider, made for s 9(2)(b)(ii) out of foam then painted.

s 9(2)(a)







s 9(2)(a)  
M s 9(2)(a)

33-43 Jackson Street,  
Petone, Wellington

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**James Sorensen**

---

**From:** Ailsa Campbell  
**Sent:** Wednesday, 26 January 2022 12:27 pm  
**To:** s 9(2)(a)  
**Subject:** Road to Zero launch event collateral  
**Attachments:** 22-019 Road to Zero launch concepts for pricing.pdf

Hi s 9(2)(a)

**Redacted - Out of scope**

I have put together the pieces that we are needing to have for in around 3-4 weeks, some of it is not so rushed, but others I suspect we will need to get under way asap.

Anyway we can discuss it tomorrow - I will be working from home so give me a call when you have had the time to digest all this.

Cheers

**Ailsa Campbell**

**Senior Graphic Designer, Design and Brand**  
Te Waka Kōtuia | Engagement and Partnerships  
Phone s 9(2)(a)  
**Waka Kotahi NZ Transport Agency**  
Chews Lane Office, 50 Victoria Street  
Private Bag 6995, Wellington 6141, New Zealand





# Road to Zero

## Campaign launch

# The big zero

A large white opaque zero (in the shape of the zero from the programme logo) that lights up from the inside. We are also interested in maybe adding a pattern or something to tie it back to the logo that might be embossed on the outside edge, but am interested to see what can be done and if this will add to the cost.

**Specifications:**

1.4mtrs high (which makes it around 1 metre wide), depth not so important except for stability reasons.

Looking to price 5 and 10.

Deadline: 22 February in Wellington.

Would like it to have rounded corners, but this is not a deal breaker.

**Other requirements:**

Self powered - either battery or if it can last a whole day, rechargeable.

Has to have consistent light throughout the zero (eg not just a light source at the bottom).

Sturdy, but movable. Planning to use these around the country so can't be too heavy, but needs to be able to take a knock.

Has to have a good base. It might be best if it sits on something that gives it stability. Should be able to take someone lightly leaning on it - without it falling over.

Nice to have - changeable light colour, in particular blue, purple and orange (would need a remote to do this I suspect).



This is what I have shown the client as an example



Possible texture/pattern



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**James Sorensen**

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**From:** Ailsa Campbell  
**Sent:** Thursday, 27 January 2022 2:29 pm  
**To:** s 9(2)(a)  
**Subject:** light reference

Hi s 9(2)(a)

I thought I would send this to you just as a sort of reference point as I suppose I had got my hopes a bit high thinking the large Zero might work a bit more like these even though they are smaller

[https://www.containerdoor.com/nz/product\\_listings/led-cube-67](https://www.containerdoor.com/nz/product_listings/led-cube-67)

**Ailsa Campbell**

**Senior Graphic Designer, Design and Brand**

Te Waka Kōtuia | Engagement and Partnerships

Phone s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

Chews Lane Office, 50 Victoria Street

Private Bag 6995, Wellington 6141, New Zealand

## James Sorensen

---

**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Thursday, 3 February 2022 6:25 pm  
**To:** Ailsa Campbell  
**Subject:** Road to Zero Illumanted Zero  
**Attachments:** 3030958 zero.pdf; BS Zero Illuminated Sign Drawing.pdf

Hi Ailsa

Please find quote attached.

I have also included the drawings and how it would be engineered, this has taken a bit of time.

The ball park figure I gave you was a little out, this price is based on producing three units, if we were to make just 2 the unit price would increase.

As soon as we get the go ahead we can start making them as they require another 3 weeks to produce!

Give me a call tomorrow if need be

s 9(2)(a)

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**From:** s 9(2)(a)  
**Sent:** Thursday, 3 February 2022 6:16 p.m.  
**To:** s 9(2)(a) @bluestar.co.nz>  
**Subject:**



s 9(2)(a)  
Ms 9(2)(a)  
33-43 Jackson Street,  
Petone, Wellington

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## Quotation: 3030958

NZTA  
Ailsa Campbell  
50 Victoria Street  
Chews Lane  
Level 2  
Wellington, 6011

**bluestar**  
33 Jackson Street, Petone  
Private Bag 39996  
Wellington

[bluestar.co.nz](http://bluestar.co.nz)

FSC: SAI-COC-001240  
PEFC: SAI-PEFC-1618506

**Date:** 03-Feb-2022

Page 1 of 1

Dear Ailsa

Thank you for the opportunity to quote on the following:

**Title** Road to Zero Illuminated Zero  
**Size** 1400mm x 200mm  
**Artwork** No Prepress - Finishing only  
**Additional** Non-Print: "0" shaped freestanding lightbox, 200mm deep,  
Powdercoated 5mm ali base, opal acrylic sides and face.  
Install RGBW LED modules with remote.  
Illuminated front face and sides.  
Sides also have translucent graphics applied.  
Rear - non-illuminated.

Estimated cost per unit based on 3 units = \$4885.00 + Gst per unit

Quantity	Production	Per Each	Ex GST Total
3	\$16,413.60	\$5,471.20	\$16,413.60

s 9(2)(a)

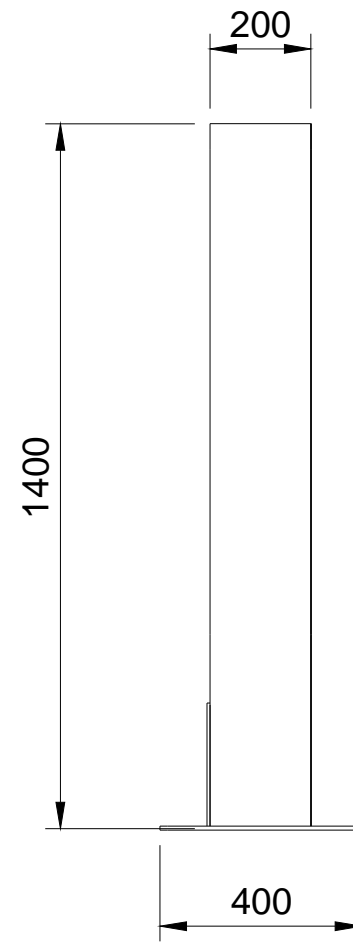
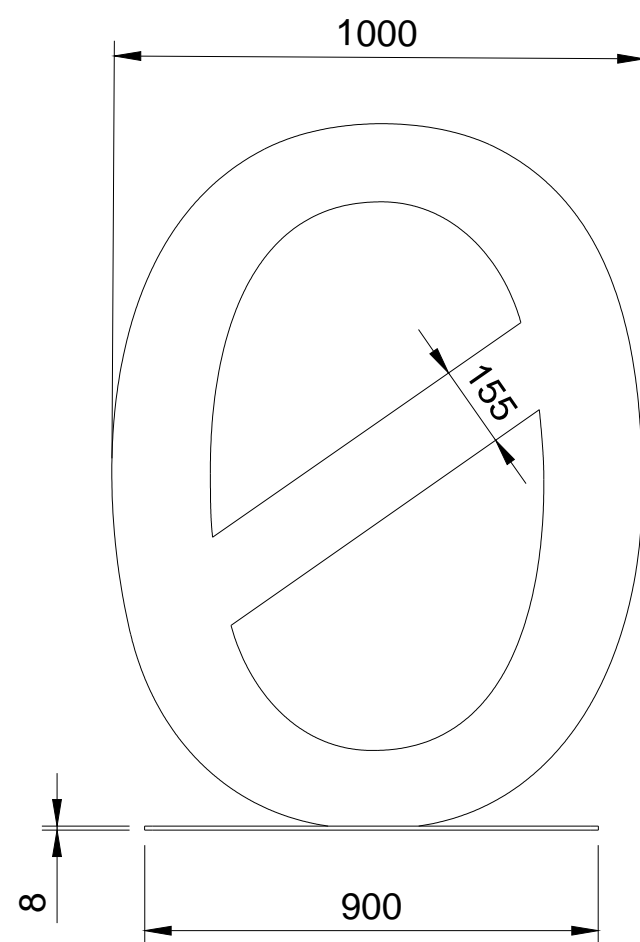
s 9(2)(a)

@bluestar.co.nz

This quote remains valid for 30 days. Pricing specified above is nett, excluding GST and is subject to: confirmation of details, review of materials, availability of materials and equipment, and any increase in pricing of materials at the time of the order. You agree that Blue Star Terms and Conditions of Trade (a copy of which is available at [bluestar.co.nz](http://bluestar.co.nz)), applies to this quotation, any order placed and all dealings between you and Blue Star. Unless otherwise specifically agreed in writing, payment is required in full by the 20th of the month following the date of invoice, subject to credit arrangements satisfactory to Blue Star being in place prior to order placement.





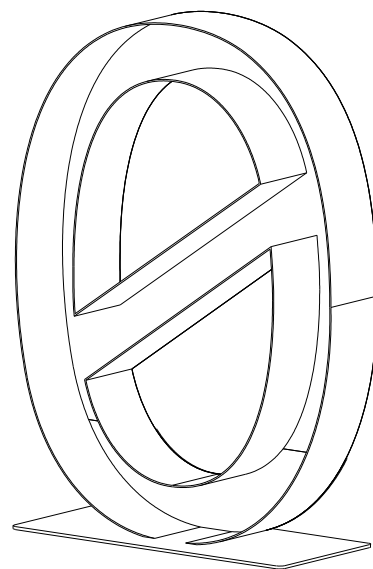


4.5mm Opal acrylic sides

6MM Opal acrylic front

foamed PVC backing

Powdercoated base and support



RGB moduals and driver to be mounted inside light box



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

**Mesh Print Limited**

62-66 Vivian Street, Wellington  
608B Rosebak Road, Avondale, Auckland  
p 0800 637 477

PO Box 6236 Wellington 6141

**James Sorensen**

---

**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Friday, 4 February 2022 9:54 am  
**To:** Ailsa Campbell  
**Subject:** RE: Road to Zero Illumanted Zero

Hi again

I'll get those answers for you today

s 9(2)(a)

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**From:** Ailsa Campbell <Ailsa.Campbell@nzta.govt.nz>  
**Sent:** Friday, 4 February 2022 9:01 AM  
**To:** s 9(2)(a) @bluestar.co.nz>  
**Subject:** Re: Road to Zero Illumanted Zero

Hi s 9(2)(a)

Thanks for sending this through, can we check that the below will be met as part of the brief and are included in the quote

- Are they 100% sure they will be secure, so they don't fall over?
- Are they freestanding or will have a cord attached? I'm thinking H&S issues at an event.
- Are they able to be easily packaged and transported?
- Can they be ready (or at least two of them) by the 22 February (which is less than three weeks that you say is needed for production) - if we sign them off by 8 Feb?

Cheers  
Ailsa

---

**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Wednesday, 2 February 2022 5:24 pm  
**To:** Ailsa Campbell <Ailsa.Campbell@nzta.govt.nz>  
**Subject:** Road to Zero Illumanted Zero

Hi Ailsa

Please find quote attached.

I have also included the drawings and how it would be engineered, this has taken a bit of time.

The ball park figure I gave you was a little out, this price is based on producing three units, if we were to make just 2 the unit price would increase.

As soon as we get the go ahead we can start making them as they require another 3 weeks to produce!

Give me a call tomorrow if need be

s 9(2)(a)

**From:** s 9(2)(a)  
**Sent:** Thursday, 3 February 2022 6:16 p.m.  
**To:** s 9(2)(a) @bluestar.co.nz>  
**Subject:**



s 9(2)(a)  
M s 9(2)(a)  
33-43 Jackson Street,  
Petone, Wellington

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## James Sorensen

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**From:** s 9(2)(a) @bluestar.co.nz>  
**Sent:** Sunday, 6 February 2022 4:02 pm  
**To:** Ailsa Campbell  
**Subject:** Fwd: Road to Zero Illumanted Zero

Hi Ailsa

Please see below

Hope your keeping dry

s 9(2)(a)

- Are they 100% sure they will be secure, so they don't fall over?

Indoors they won't fall over on their own, however if someone wants to push them over they will be able to, but will make them as stable as we can – it would take an effort to push them over.

- Are they freestanding or will have a cord attached? I'm thinking H&S issues at an event.

Currently will have a plug attached, the battery is something we could investigate during manufacture just didn't have time to allow in costings. – also depending on its size, we would have to consider where it went – i.e. inside the letter it may cause a shadow.

- Are they able to be easily packaged and transported?

Would easily remove base from letter to transport, but bare in mine the heavier (more secure) we make them the harder will be to transport.

- Can they be ready (or at least two of them) by the 22 February (which is less than three weeks that you say is needed for production) - if we sign them off by 8 Feb?

We could just have 2 ready for 22<sup>nd</sup> if we knew on Tuesday.

Hi s 9(2)(a)

Thanks for sending this through, can we check that the below will be meet as part of the brief and are included in the quote

- Are they 100% sure they will be secure, so they don't fall over?
- Are they freestanding or will have a cord attached? I'm thinking H&S issues at an event.
- Are they able to be easily packaged and transported?

- Can they be ready (or at least two of them) by the 22 February (which is less than three weeks that you say is needed for production) - if we sign them off by 8 Feb?

Cheers

Ailsa

---

**From:** s 9(2)(a) @bluestar.co.nz  
**Sent:** Wednesday, 2 February 2022 5:24 pm  
**To:** Ailsa Campbell <Ailsa.Campbell@nzta.govt.nz>  
**Subject:** Road to Zero Illuminated Zero

Hi Ailsa

Please find quote attached.

I have also included the drawings and how it would be engineered, this has taken a bit of time.

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As soon as we get the go ahead we can start making them as they require another 3 weeks to produce!

Give me a call tomorrow if need be

s 9(2)(a)

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**From:** s 9(2)(a)  
**Sent:** Thursday, 3 February 2022 6:16 p.m.  
**To:** s 9(2)(a) @bluestar.co.nz  
**Subject:**

<imaged5ca27.PNG>

s 9(2)(a)

M s 9(2)(a)

33-43 Jackson Street,  
Petone, Wellington

<image37f42b.JPG>

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