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Bro. SYDNEY STAAS (1921-1998)

Syd Staas, who was known as 'Mr Labels' and the 'King of Labels' once described himself as a 'very narrow-minded, one-eyed labelling man.'

He was born in South Africa to Dutch - English parents who migrated to Australia in 1925 when Syd was four years old. The family settled at the Sydney suburb of Artarmon.

Staas was an outstanding student and, after he topped the State in the Intermediate examination, he went to work for the NRMA while he studied accountancy at night.

When he turned 18 he joined the militia and he served as a commissioned officer in the 2nd AIF from 1940 to 1945.

He was wounded in the New Guinea campaign and was sent home in a hospital ship and, after treatment, he was posted to Cowra at the time of the breakout of Japanese prisoners of war.

It was in Cowra that Syd met Daphne with whom he celebrated 54 years of married life the week before his death on 12 July 1998. They had three sons, Graeme, David and Peter.

After the war, Staas and two others set up a small label printing business. They each worked at other jobs until the new venture began to succeed.

Fifty years later it had become the Assta group of companies with 130 employees in Sydney and factories in Perth, Adelaide, Melbourne, Brisbane, New Zealand, Fiji and Papua New Guinea.

Staas was a workaholic and he devoted his life to his business. The Assta group won several awards in Europe and the United States and Syd Staas received recognition from within his industry.

He was a dynamic entrepreneur who enjoyed a drink, a bet, a party, a song and a good cause - sometimes all at once.

After a print industry trade show in Melbourne some years ago a dinner at the hotel turned into a late-night two-up game. As the game progressed, Staas moved round the room collecting \$5 and \$10 notes from the participants. The following week the

