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## The ODM Group's Monthly Newsletter

July 2021

### Company News

Freight is still a major problem for our industry, with container rates projected to stay high until Q4. As a result, we are asking clients to plan promotions well in advance in order to minimize these costs and are looking to work with more local manufacturing partners to service our clients around the world.

This trend towards localization is positive worldwide and will continue to be a significant driver for sustainable growth. We have updated our website with more [sustainable marketing materials](#) too.

On a lighter note, ODM is finalizing the Year of the Tiger sock designs this month. Stay tuned for more information.

### Marketing & Industry Trends

We are seeing many more promotions appearing in the UK, which is a really good sign coming out of COVID-19 that people are hitting the shops a lot more. In addition, there are several EURO 2020 promotions and many other fascinating Gift With Purchase promotions ongoing as well.

At ODM, we are always looking for and sharing innovative products and trends to help promote your brand. This month, we would like to share some beverage marketing ideas for your business. So take a look at these 4 unique and fascinating coolers with built-in speakers to help you achieve your marketing goals!

[Beverage Marketing Ideas: 4 Awesome Coolers with Built-In Speakers](#)



## Top 5 Blogs of the Month

This June, our team at ODM has written 37 different blogs on various promotional gifts, POS displays, and many more. Check out the Top 5 Blogs here!

[1 - Win Tickets to UEFA EURO 2020: Coca-Cola's Best On-Pack Promotion](#)



[2 - Top 7 Summer Swag Items: Trendy Promo Ideas for Brand Managers](#)





[5 - 4 Reasons Why This Ramen Restaurant POS Display Is A Total Crowd Puller](#)



## Mergers & Acquisitions

- [Delta Apparel Acquires Autoscale.ai](#)
- [Boundless Acquired by Private Equity Investors](#)
- [AlphaGraphics Kansas City Acquires Priority Printing & Marketing](#)
- [Scalable Brands Acquires PMGOA](#)
- [Smart Source Acquires Cornerstone Media](#)

## Events & Tradeshows

- [Alibaba Summer Online Trade Show 2021](#)



## Upcoming Events in July

We will also celebrate the following special days in July:

- [Plastic Bag Free Day](#).
- [Chocolate Day](#).
- [Pina Colada Day](#).
- [Mojito Day](#).
- [Emoji Day](#).
- [Tequila Day](#).
- [Scotch Whiskey Day](#).
- [Friendship Day](#).

## Branding Tips & Tricks

### [8 Branded Stationery Items To Boost Productivity](#)

We all have days when we feel like we have a lot of time to accomplish the things we must do. Thus, we tend to procrastinate a lot. Ultimately, we have deadlines to meet and work to complete, so we find ourselves cramming and eager to finish those important tasks! Hence, having these branded stationery items on your table would be an intelligent way to avoid such a scenario!



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