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The ODM Group's Monthly Newsletter

May 2021

Company News

On top of supply chain disruption, rising raw material costs, shipping issues, and a lack of inventory, the promotional products industry now face another challenge: the increasing demand for cardboard boxes. As e-commerce has peaked during the COVID-19 pandemic due to government-mandated shutdowns and stay-at-home orders, we have all relied on cardboard boxes for deliveries. The rising demand for cardboard boxes has prompted manufacturers to raise prices. Year on Year, we have seen a 15% increase in packaging costs in Vietnam.

The ODM Group has recently participated in the [129th Canton Fair Promotion](#) on Cloud in Vietnam. It is yet again the top promotional products show in 2021 for us. Undoubtedly, it is the best place to be on the lookout for unique, trendy, and innovative products for global markets.

Spring apparel is currently trending in April, as it is now the season of Spring. Promotional apparel is one of the most powerful mediums through which brands can deploy their messaging in the target community. The universality of the medium ensures the possibilities are varied in age group, gender, and tone. People interact in all modes of social contexts, and in each interaction, there is brand recognition potential through the features of the apparel.

Marketing & Industry Trends

At ODM, we are always looking for and sharing with you innovative products and trends to help promote your brand. This month, we would like to share five promotional stationery

[5 Promotional Stationery Products That Will Get Your Brand Noticed!](#)

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Top 5 Blogs of the Month

This April, our team at ODM has written 52 different blogs on various promotional gifts, POS displays, and many more. Check out the Top 5 Blogs here!

[1 - Branded WFH Gift #1: Custom Laptop Stand to Boost Productivity.](#)

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[2 - The Future of Food Delivery Services: Branded Insulated Lunch Bags](#)



[3 - Top 10 Promotional Leather Products for Refined Brand Marketing](#)



[4 - Delivery Bag with Logo to Skyrocket Your Food Business](#)

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[5 - Keep a Stress-Free Work Environment with a Branded Fidget Toy](#)



Mergers & Acquisitions

- [Ironmark Acquires Spectrum Printing & Graphics](#)
- [Fluid Branding Acquires Reflex Marketing](#)

Events & Tradeshow

- [Children's Book Day](#)
- [World Party Day](#)
- [Beer Day](#)
- [Internet of Things Day](#)
- [Earth Day](#)
- Hong Kong & Canton Fair Virtual Shows

Upcoming Events in May

- [International Workers Day](#)
- [Star Wars Day](#)
- [World Athletics Day](#)
- [Mothers Day](#)
- [Notebook Day](#)
- [Wine Day](#)

Branding Tips & Tricks

[Top 10 Earth Day Promotional Items](#)

Many of the products we use every day are detrimental to our environment. At ODM, we are committed to providing clients with custom eco-friendly products for their businesses. In observance of Earth Day 2020, we noted some of our favorite Earth Day Promotional Items in this blog!



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