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The ODM Group's Monthly Newsletter

September 2021

Company News

September sees freight rates continue to rise, but we are expecting Q1 to bring some relief. Whilst we have been impacted like everyone in our industry the changes have certainly caused us to review freight and also localising more of our supply chain, working with supply partners in different continents. We will continue this drive.

Medium to long-term, we see freight rates dropping with a glut in containers. Our main focus continues to be working with Marketing Managers to manufacture Hyper Custom POS & Merchandise, so the majority of our focus is now on product development which will hit the market in Q1/2022.

ODM is also stepping up IPC inspections since factories are running into production space issues with restrictions on raw material supply & lots of upcoming holidays. Boots on the ground are critical.

Marketing & Industry Trends

Upcoming Chinese holidays:

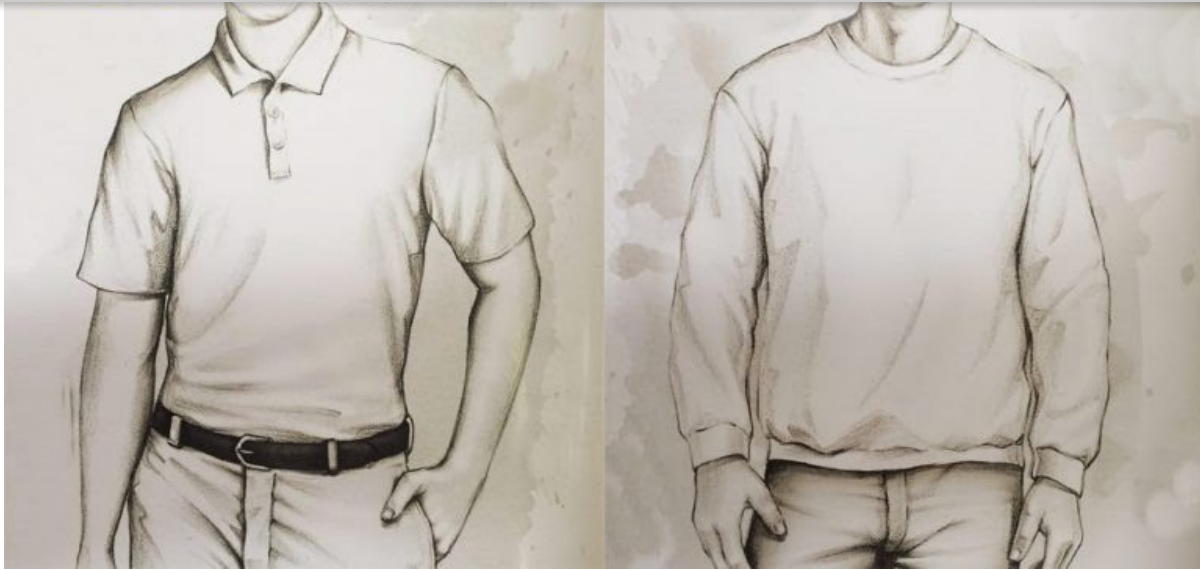
- 19th - 21st Sep: Mid-Autumn Festival
- 1st - 7th Oct: Labour Day
- Many factories closing early Jan for Lunar New Year

[10 Awesome Tourism Merchandise Ideas To Make Your Brand Memorable](#)

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Top 5 Blogs of the Month

In August, our team at ODM has written 41 different blogs on various promotional gifts, POS Displays, and many more. Check out the Top 5 Blogs here!

[1 - Promotional Sunglasses With Logo: 4 Latest Styles To Win The Market](#)





3 - [Tito's Spikes Up Vodka Marketing Strategy With Custom Bottle Tags](#)



[5 - 5 Reasons To Raise A Toast On These Drinks Gift With Purchase Offers](#)



Mergers & Acquisitions

- [Kornit Digital Acquires Voxe|8](#)
- [NC-Based Allegra Franchise Acquires 150-Year-Old Printing Company](#)
- [Geiger Acquires ProCorp Images Inc.](#)

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Upcoming Events in September

We will also celebrate the following special days in September:

- [Fight Procrastination Day](#)
- [Beers' Lovers Day](#)
- [Video Games Day](#)
- [Hug Your Boss Day](#)
- [Mid-Autumn Festival Holiday](#)
- [Fitness Day](#)
- [World Tourism Day](#)

Branding Tips & Tricks

[Flat Pack Products: What Makes Them A Smart Choice for Your Business?](#)

COVID-19 has undoubtedly affected logistics, that is when Flat Pack items come in, ready-to-assemble merchandise that is significantly space-saver, cost-effective, and environmentally friendly arrives in a kit form. The popularity of flat pack products has definitely skyrocketed because of their affordability and convenience. Including them in your business will not just allow you to take advantage of their unrivaled benefits but also garners the attention of your clients and consumers.

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