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The ODM Group's Monthly Newsletter

October 2021

Company News

After 4 months under lockdown, this month, the Vietnamese are getting back to the “new normal”, as factories in Vietnam are opening again to revive national economic growth.

As electricity demand has risen to boost economics in China, it has also [pushed up the price of coal](#) to generate that electricity. But Chinese regulators have not let utilities raise rates enough to cover the rising cost of coal. So the utilities have been slow to operate their power plants. We expect power input costs to increase and this should lead to a corresponding increase in production costs.

The regulatory enforcement and factory closures led to an increase in raw material costs and lead times. Just as importantly, regulatory enforcement had the biggest impact on the smaller production facilities, shuttering most, and pushing raw material orders to the larger producers with higher minimum order sizes. All of this raised costs and lengthened lead times.

Marketing & Industry Trends

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 promotional products for Gen Z consumers. Take a look at these 4 unique and fascinating eco-friendly items to help you achieve your marketing goals!

[4 Types of Eco-Friendly Promotional Products To Reach Gen Z Consumers](#)



Top 5 Blogs of the Month

In September, our team at ODM has written 42 different blogs on various promotional gifts, POS displays, and many more. Check out the Top 5 Blogs here!

[1 - Top 4 Ways To Spice Up Your F&B Promotion With Branded Kitchen Scale](#)



[2- 5 Ways to Put Your Brand in the Spotlight With Promotional Phone Stand](#)



[3 - 5 Reasons to Get Custom Bocce Ball Sets for A Killer Brand Campaign](#)



[4 - 3 Ways to Make Your Bar Buzzworthy With This Wine Bottle Display Rack](#)



[5 - Safety Meets Style: How Custom Face Bandana Improves Branding?](#)



Mergers & Acquisitions

- [Grossman Marketing Acquires Symbol Marketing & Promotions](#)
- [HALO Acquires Captiv8 Promotions](#)

Upcoming Events in October

We will also celebrate the following special days in October:

- [International Coffee Day](#)
- [Boyfriend's Day](#)
- [Improve Your Office Day](#)
- [Vodka Day](#)
- [World Post Day](#)
- [Hand Bag Day](#)
- [World Students Day](#)
- [International Gin & Tonic Day](#)
- [Event Organisers Day](#)
- [Plush Animal Lovers Day](#)
- [Halloween](#)

Branding Tips & Tricks

[How to Choose Mould Materials for Thermoplastic Molding — PP vs. POM](#)

Manufacturing a prototype is one of the essential steps in product development. By creating a prototype or a model of the actual product that you want to create, you are able to analyze what parts of the product need finetuning, determine product cost, as well as obtain valuable feedback. Thermoplastic, specifically PP (Polypropylene) and POM (Polyoxymethylene) are two of the most commonly used materials in manufacturing a prototype by thermoplastic molding.



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