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April 2022 Newsletter from ODM

For March, our team has written 42 new articles, featuring various in-store and online promotions from different parts of the world. We've highlighted some essential information for the promotional products industry and are featuring some innovative premium product ideas.

Marketing & Industry Trends

Brands targeting retail stores want to dominate shelf space. We explain our methodology to feature products in the best light this month.

[Shelf Space Marketing: 12 Ways to Maximise Your Retail Shelf Space](#)



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Scroll down to see our top 5 picks and learn how they can help you prepare your next marketing campaign!

1. [15 Fun Promotional Products for Your April Fools' Day Tricks](#)



2. [Cosmetics Promotions: 5 Ways to Keep Your Brand on Top of the Line](#)

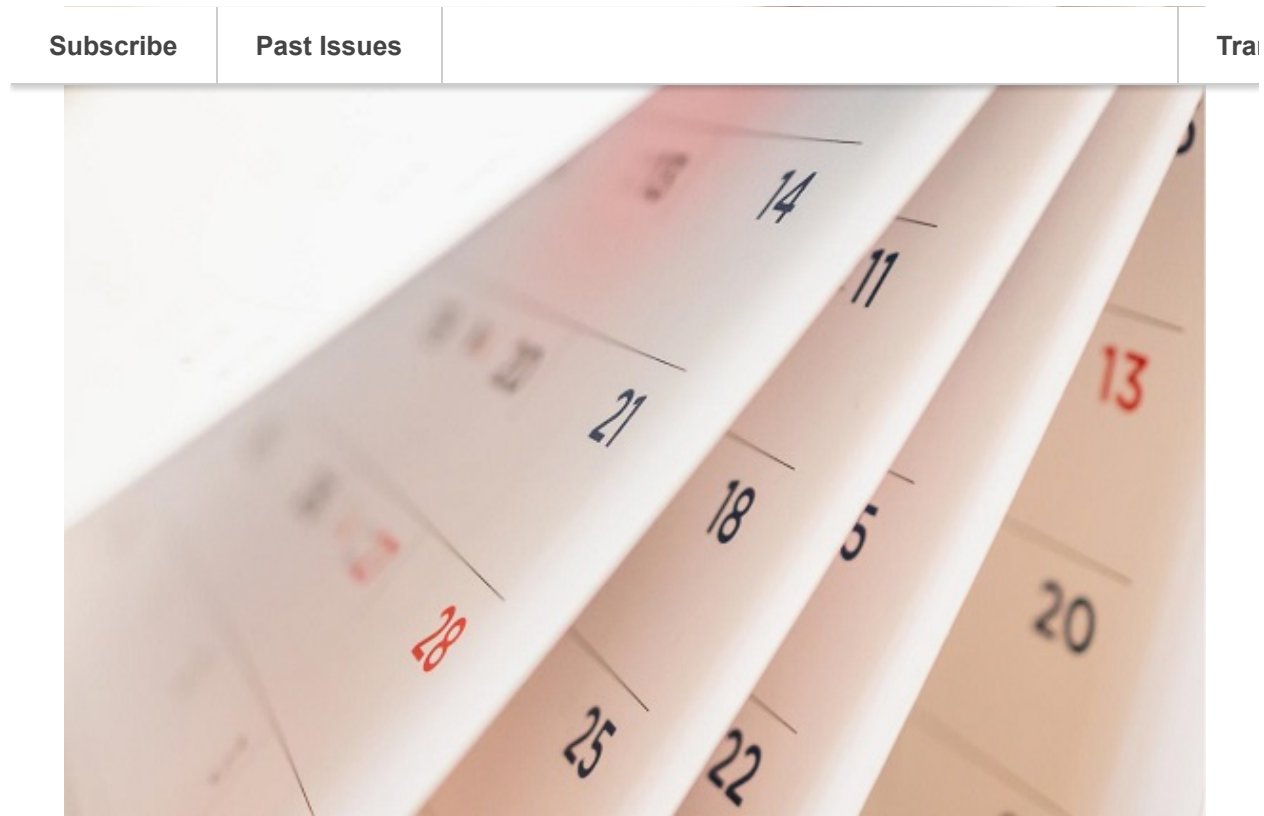
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3. [Event Marketing Planning: How To Run An Epic Promotional Event?](#)



4. [Contract Manufacturing in China: Which Province for What Products?](#)

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5. [Drinks Marketing: Keep Customers Pouring with Custom Liquor Dispenser!](#)

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Mergers, Acquisitions & News

- [FDA Sunsets Relaxed Standards For Manufacturing Hand Sanitizer](#)
- [China Launches Biggest COVID Lockdown Since Start of Pandemic](#)
- [Auto Manufacturers Scramble as Shanghai Locks Down Amid COVID Outbreak](#)
- [China Lockdowns Cost at Least \\$46 Billion a Month, Academic Says](#)
- [Quadpack Expands European Manufacturing in Preparation for Market Recovery](#)

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- [April 2 - Children's Book Day](#)
- [April 3 - World Party Day](#)
- [April 6 - Army Day](#)
- [April 7 - Beer Day](#)
- [April 9 - Internet of Things Day](#)
- [April 11 - Pet Day](#)
- [April 15 - Anime Day](#)
- **April 20 - Chinese Language Day**
- [April 22 - Earth Day](#)
- **April 23 - English Language Day**
- [April 30 - International Jazz Day](#)

Branding Tips & Tricks

Screen printing is one of the most versatile methods of using and applying ink to various surfaces. It is also a popular method for decorating T-shirts and other apparel, which is why it is an ideal choice when you want to brand merchandise.

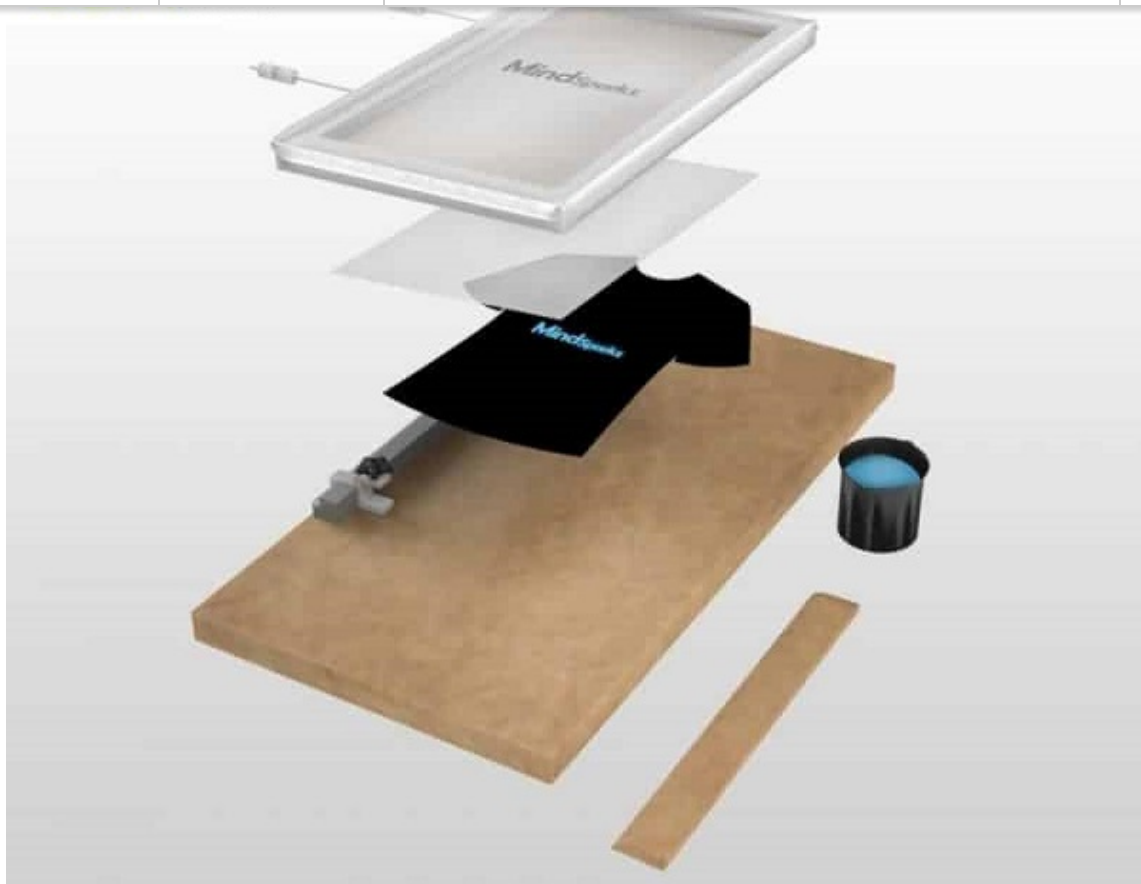
Here's a quick guide that discusses this printing method PLUS the top reasons you should consider it for your next project.

[Screen Printing: Why It Is the Go-to Print Method in Branding Merchandise](#)

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