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The ODM Group's Monthly Newsletter

March 2022

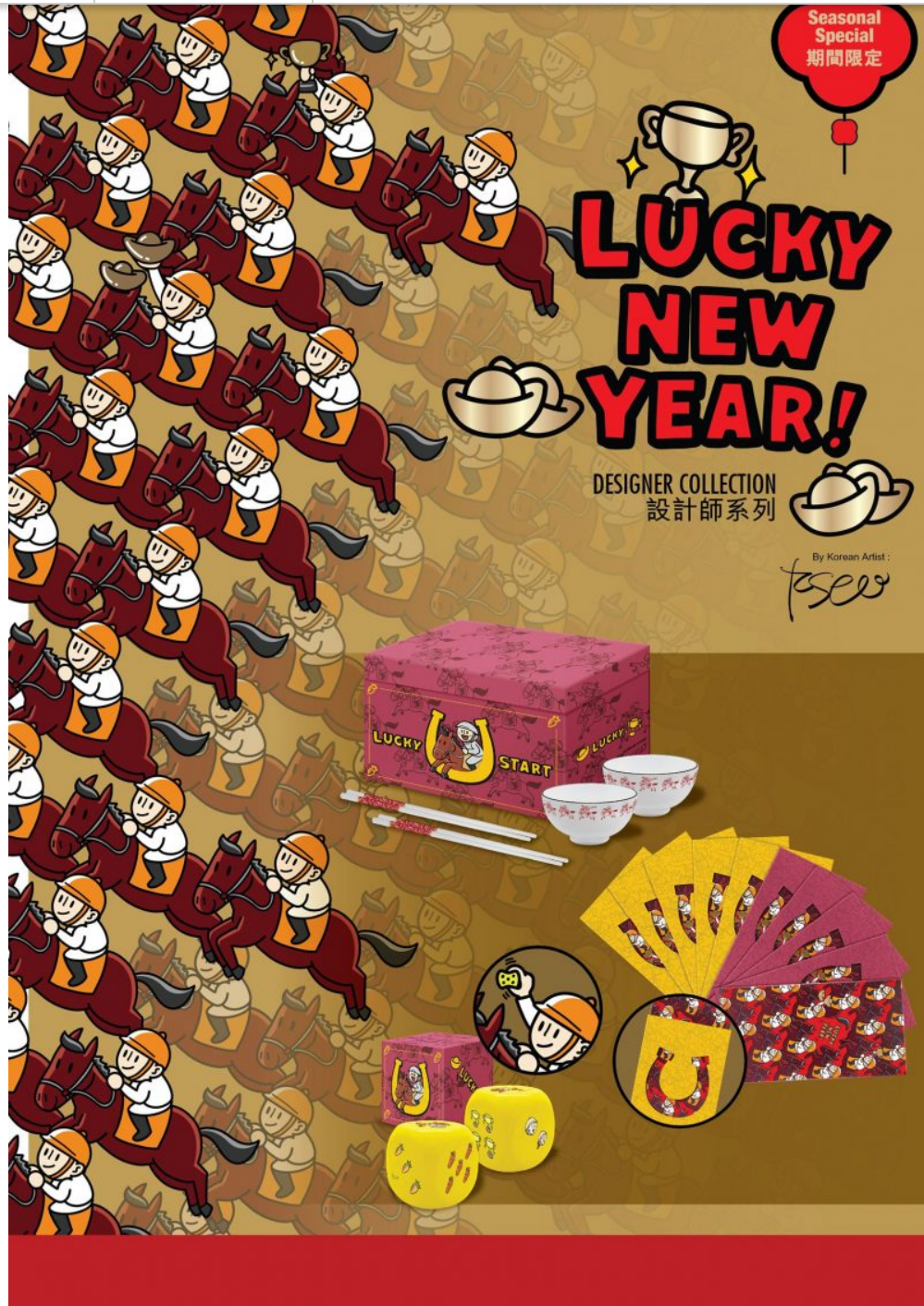
Marketing & Industry Trends

For almost two decades in the marketing and sourcing industry, we have been aware of brand collaboration's benefits. This practice allows brands to enhance their offering by bringing out the best in others and sharing the spotlight, thereby adding value to their own business. Here's how branding merchandise and partnership can benefit businesses.

[Branding Merchandise: How Does Collaboration Produce Great Merch?](#)

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Top 5 Blogs of the Month

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promotional products from our company. Check out our top 5 picks below and see how you can leverage them for your marketing in the upcoming months!

1. [Sunglasses Manufacturers: RPET Eyewear for a Hot Summer Promotion!](#)



2. [Quick Guide: Promote Your Business with Custom Chalkboard Signs!](#)

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3. [Bottle Glorifier — The Perfect Tool to Revamp Your Liquor Promotions](#)



4. [5 Tips to Find the Best Wine Box Manufacturer for Your Drinks Business](#)

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5. [Expo 2020 Dubai: Event Branding Ideas from the Mastercard Cube](#)

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Mergers, Acquisitions & News

- [Officials Warn Of Increased Cyberattack Threat From Russia-Backed Hackers](#)
- [Scammers Use Merch To Scheme Locals Who Would Support Police](#)
- [Promo Supplier Crystal D Buys New, Larger Facility](#)
- [Distributor Sales Soar 12% In 2021](#)
- [Private Equity Acquisition Brings Together Competitors InkSoft, Printavo](#)

Upcoming Events in March

We will also celebrate the following special days in March:

- [March 3 - International Irish Whiskey Day](#)
- [March 5 - World Book Day](#)
- [March 8 - International Women's Day](#)
- [March 13 - Ear Muff Day](#)

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- [March 17 - Saint Patrick's Day](#)
 - [March 22 - World Water Day](#)
 - [March 23 - Puppy Day](#)
 - [March 30 - Doctor's Day](#)

Branding Tips & Tricks

Let's just say that you already have a new product idea, an awesome marketing plan, a list of your quality leads, but something is missing. Perhaps you forget about the manufacturing lead time.

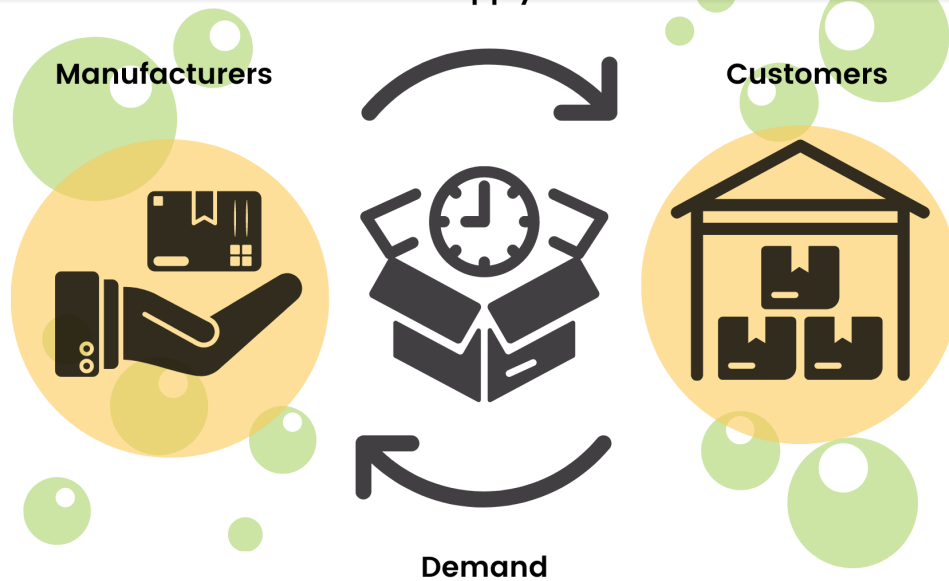
Lead time is the amount of time it takes for your product to go from start to finish. If you are new in a business, you need to understand this process as it is crucial to your success. Delays can create negative impacts not just on your brand but also on your customers.

To help you, this article below will give you insights and basic information about manufacturing lead time. We also include some tips on which products you should choose if you have a tight deadline!

[Manufacturing Lead Time: A Quick Guide to Improve Business Efficiency](#)

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