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May 2022 Newsletter from ODM

May will have a slow start given the Covid Lockdowns continuing to wreak havoc in China, but more of our factories are coming back online already.

Our China office is closed this Monday while the Vietnam office is closed Monday & Tuesday.

From our team here at ODM and Mindsparkz, we would like to celebrate Vietnamese Reunification Day & China Labour Day.

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Upcoming Events in May

- [May 1 - International Workers' Day.](#)
- [May 4 - Star Wars Day.](#)
- [May 5 - Hand Hygiene Day.](#)
- [May 6 - National Beverage Day.](#)
- [May 7 - World Athletics Day.](#)
- [May 8 - Mother's Day.](#)

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<ul style="list-style-type: none"> May 19 - Notebook Day May 21 - World Whiskey Day May 25 - Wine Day 		

Marketing & Industry Trends

Sustainable marketing is a trend that's here to stay — and for good reasons. As companies come to recognise their impact on the planet, there's a growing interest in the role that businesses can play in creating a greener future. This month, we featured branded lunch bags that can go beyond just being stylish but also eco-friendly!

[Sustainable Innovations: 5 Secrets Behind Tyvek Branded Lunch Bags](#)



Top 5 Magazine Articles from the Month of April

For April, our team has written 42 new articles featuring various in-store and online promotions from different parts of the world as well as new promotional product ideas. We've also

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1. [Kickstarter Product Development: The Story Behind Phil-In-the-Box](#)



2. [Metal Water Bottle Printing: How to Maximise Space for Branding?](#)



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4. Custom Wooden Ornaments: 5 Ways to Add Elegance to Marketing



5. China Suppliers: Shanghai LockDown to Further Disrupt Supply Chains

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Mergers, Acquisitions & News

- [Spreading China Shutdowns To Delay Promo Inventory Replenishment](#)
- [Sustainability, Relationship-Building Take Center Stage At Merchandise World](#)
- [Europe Stocks Close Sharply Lower as China Covid Concerns Overshadow Macron Reelection](#)
- [Global stocks fall amid fears of new Covid lockdowns in China](#)
- [Economic Concerns Mount Amid Seasonal Asia-North Europe Rate Drop](#)

Branding Tips & Tricks

Effective brand marketing helps distinguish products from competitors, communicate a clear message and leave a lasting impression on consumers.

What is the role of promotional products in achieving this? What makes them efficient brand marketing materials? Let's learn from Wall's Ice Cream!

[Effective Brand Marketing: Let's Learn from Wall's Ice Cream!](#)

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Our mailing address is:

4A Hung Chu Bldg,
Jida Jiuzhou Avenue,
Zhuhai 519015, China

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