

The ODM Group's Monthly Newsletter For July - Marketing Procurement

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July 2023 Newsletter from ODM

Key Events in July

Check out some key events coming up this month to help you plan marketing campaigns accordingly. For the complete list, take a look at our [editorial calendar](#).

- [July 2 - I Forgot Day](#)
- [July 3 - Plastic Bag Free Day](#)
- [July 4 - USA Independence Day](#)
- [July 7 - Chocolate Day](#)
- [July 10 - Pina Colada Day](#)
- [July 11 - Mojito Day](#)
- [July 17- Emoji Day](#)
- [July 19 - Daquiri Day](#)
- [July 24 - National Tequila Day](#)
- [July 27- National Scotch Day](#)
- [July 30 - Friendship Day](#)

Marketing & Industry Trends

Custom bags are one of the top promotional products. The ROI for each view can be much higher than other items which are not as visible or with lower utility levels. That said, many people own 10-50 bags so it is critical to manufacture something unique and fun to make sure yours is the one chosen.

With that in mind, there are also different types of fabrics and functions you can use for your

promotional bags that will dictate their longevity and strength.

Here's a quick comparison and the factors you must consider before choosing between woven and non-woven fabric. Our design team at [Mindsparkz](#) can help with **images that impact**.

[Woven vs Non-Woven Bags - What is the Difference?](#)



Top 5 Magazine Articles from the Month of June

For June, our team has produced 60 new articles featuring various in-store and online marketing campaigns, new and innovative promotional products, as well as industry insights! Check our top 5 articles below:

1. [How to Print the "®" Registered Trademark Symbol on Promotional Products?](#)





2. [Why Should You Invest In Custom Logo Merchandise Bags like Corona?](#)

A promotional graphic for Corona merchandise bags. On the left is a photo of yellow and black 'COSTA MATA' tote bags hanging on a retail display. To the right, the text reads: 'Why is Corona Capitalizing on MERCHANDISE BAGS? Find Out How They're Making a Statement!' with the ODM GROUP logo at the bottom. The background is a light grid pattern.

3. [Feel the Magic: Holiday Mug Gift Set for Festive Marketing Delights](#)





4. Why Should You Use Custom Diecast Vehicles For Promotion?



5. Unleash Your Brand's Creativity with All Over Print Umbrellas





Mergers, Acquisitions & News

- [Printful Acquires Snow Commerce](#)
- [Jason Emery Acquires Majority Stake In Toddy Gear](#)
- [China's industrial profits tumble, deepening economic gloom | Reuters](#)
- [Europe at the centre of global manufacturing slump as costs soar](#)
- [Develop a Sales Differentiation Strategy in 5 Steps](#)

Branding Tips & Tricks

From intricate designs to gradient colours, Direct-To-Film (DTF) printing can do all that for your promotional products are more! Unveil the process and the advantages of DTF printing in the blog we prepared below!

[What is DTF Printing: Unveiling the Process and Answering FAQs](#)





Thanks for reading, and we would love to hear your feedback. Let's stay connected!



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