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January 2024 Newsletter from ODM

And just like that - we're now welcoming 2024 with warm and open arms! The previous year presented both challenges and remarkable achievements for our company as we marked our two-decade milestone in the industry. Our team is incredibly thrilled to usher you into the Year of the Dragon and is looking forward to a better future for our company and yours.

ALERT: Check impending shutdown dates for Chinese New Year.

Here are the dates to watch out for and a guide on how to plan for the upcoming factory shutdowns.

[How to Prepare Chinese New Year Factory Shutdowns: A Quick Guide](#)



Key Events in January

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accordingly. For the complete list, take a look at our [editorial calendar](#).

- [January 3 - Drinking Straw Day](#)
- [January 7 - Bobblehead Day](#)
- [January 11 - World Sketchnote Day](#)
- [January 13 - Stickers Day](#)
- [January 15 - Hat Day](#)
- [January 19 - Tin Can Day](#)
- [January 24 - Beer Can Appreciation Day](#)
- [January 28 - International Lego Day](#)
- [January 29 - Puzzles Day](#)

Beyond shielding your eyes from the sun's glare, sunglasses serve as symbols of style and fashion. When smartly branded, they become a powerful marketing asset. Have you considered gifting your premium clients custom logo sunglasses?

Discover how these promotional ideas can help your brand shine among competitors.

[Custom Logo Sunglasses: From Sun-Blocking to Brand-Rocking!](#)



Top 5 Magazine Articles from December

For December, our team has produced **30** 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. [6 Ways to Shake Up Your Marketing with Custom Straw Cups](#)

Custom wooden blinds offer a unique and visually striking solution to transform any business



2. Custom Gift Boxes: The Key to Stellar Business Relationships



3. What is Break Bulk Shipping: A Comprehensive Guide

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4. [What is 3PL in Logistics? The Secret to Supply Chain Success](#)



5. [The Ultimate Guide to Acing Your Sedex Audit](#)



Mergers, Acquisitions & News

- [China's Manufacturing Activity Slows in December, in Sign the Economy is Struggling](#)
- [China Dec factory Contraction Deepens, More Stimulus on the Cards](#)
- [China's December Factory Activity Shrinks More Than Expected, Bodes Ill For Recovery](#)
- [Russian Factory Activity Expands at Fastest Pace in Seven Year in December](#)
- [Euro Zone Industry Output Falls by More Than Expected in October](#)

Branding Tips & Tricks

While it's always essential for businesses to find new ways to reach potential customers, the summer provides even more opportunities to connect with people by advertising outdoors. One way to promote your business outside is by investing in custom patio umbrellas.

With their attractive designs and impressive size, custom patio umbrellas can make a significant impact on your business's next outdoor advertising campaign.

[8 Reasons to Invest In Custom Patio Umbrellas for Promotions](#)

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Thanks for reading, and we would love to hear your feedback. The ODM Group has a lot in store for you. Feel free to visit our website to see informative blogs about our products and services. Moreover, you can check out the case studies we've written about impressive promotional and marketing campaigns conducted by different brands all across industries. Be updated! Let's stay connected!



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