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September 2023 Newsletter from ODM

China office closes early on the 1st of September due to Typhoon. We wrote this blog to update clients and talk about [Production Delays](#) and how to manage them.

Our office in Ho Chi Minh, Vietnam, will be closed from Friday, September 1, until September 4 to commemorate Vietnam National Day.

Learn more about this monumental occasion and some interesting facts about the country on our blog:

[Celebrating Vietnam National Day: Top 8 Fun Facts About Vietnam](#)



Key Events in September

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- [September 6 - Fight Procrastination Day](#)
- [September 7 - Beer Lovers' Day](#)
- [September 9 - Teddy Bear Day](#)
- [September 10 - Teachers Day](#)
- [September 12 - Video Games Day](#)
- [September 17 - Wife Appreciation Day](#)
- [September 25 - Fitness Day](#)
- [September 27 - World Tourism Day](#)
- [September 28 - Family Day](#)

Marketing & Industry Trends

Make your brand a part of everyone's memorable travelling journey through these multifunctional custom-made suitcases!

These ideas represent a powerful tool for businesses to leave a lasting impression on their customers while enhancing their travel experience. With personalised branding and thoughtful design elements, custom travel luggage becomes more than just a practical item—it becomes a symbol of the brand's commitment to quality and customer satisfaction.

Designed with practicality and comfort in mind, check which design suits your customers' needs.

[Custom Made Suitcases: Top 3 Ideas to Elevate Sales & Branding!](#)



Top 5 Magazine Articles from the Month of August

For August, 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. [Branded Desk Accessory Sets: Elevating Workspace & Branding](#)



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3. [Branded Bottle Hitchhikers: What Do They Add To Your Brand?](#)



4. [Cyprus Promotional Products: How to Market Drinks with Swag?](#)

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5. [Striking Metal POP Display: How Skol Captures Shoppers' Interest?](#)



Mergers, Acquisitions & News

- [Private Equity Firm Acquires Majority Stake in Distributor Brandito](#)
- [Taylor Corporation Acquires DMR Creative Marketing](#)

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- [Europe's Manufacturing Crisis Protects Against Gas Supply Crunch - Bloomberg](#)
- [Three things you need to know about Industry 5.0](#)

Branding Tips & Tricks

Gone are the days of static in-store displays that merely hold products. Today's consumers seek interaction, emotion, and a story that appeals to their lifestyle. This is where these spring-loaded displays come into play.

Capture people's interest, all the while enhancing the efficiency of your products through these display ideas. We prepared more details about them for you in the blog below:

[Spring-Loaded Displays: How to Get Your Drink Brand Noticed?](#)



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



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