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Company News & Updates

As part of our Lunar New Year holiday schedule, please note the following office closures:



ODM Group teams will resume normal operations after the holiday. We recommend planning timelines and approvals in advance, and our team is happy to support where needed.

Milestone Gifts That Strengthen Creator Relationships



When your brand celebrates a creator milestone, the gift should feel earned. ODM Group is seeing stronger results from milestone gifts that are personal, well-designed, and built around shared stories rather than logos alone.

The right gift turns a moment into a memory, and a partnership into something longer-term.

👉 [Explore here: Meaningful Milestone Gifts: How Creators Celebrate Their Journey](#)

Motion Displays That Naturally Draw Attention

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In retail and event environments, static displays can be easily overlooked. Motion displays change by using movement to guide attention and increase engagement. ODM Group designs motion into displays so your brand stands out without overwhelming the space.

👉 [Explore ideas at Why Motion Displays Are the Next Big Thing in Retail Marketing](#)

Promotional Product Trends Shaping 2026



As the year begins, many brands are reassessing what they put into the world. From ODM Group's perspective, promotional products in 2026 are becoming more intentional, more useful, and more aligned with brand values.

Key trends shaping 2026 include:

- Eco-friendly and recycled materials
- Wireless and cable-free everyday tech
- Fully custom promotional products designed around your brand

These trends reflect a shift away from disposable merchandise towards products that are designed to last.

👉 [Explore at Top Promotional Product Trends for 2026](#)

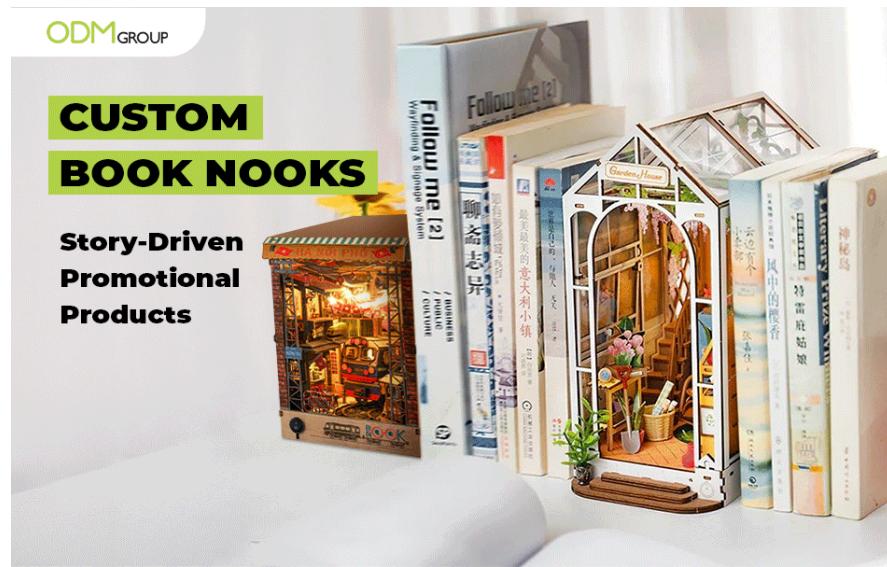
Umbrella Advertising That Stays in Use

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Umbrellas remain one of the most practical promotional products. ODM Group supports your brand with well-designed, durable umbrellas that people actually keep and use. That everyday use turns a simple product into long-term visibility.

👉 [Explore here: *Umbrella Advertising: A Complete Guide for Marketers*](#)

Custom Book Nooks for Story-Driven Campaigns



For brands built around narrative, custom book nooks provide a unique form of engagement. These detailed, collectible pieces sit on desks and shelves, quietly telling your brand story over time. ODM Group sees book nooks perform best as premium gifts and limited editions.

👉 [Discover at: *How Brands Use Custom Book Nook for Story-Driven Promotion*](#)

Looking to develop your next product with ODM Group?

Contact our team to support you with concepts, samples, and full-production solutions.

Global Outlook for 2026

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Looking ahead to 2026, global trade, logistics, and marketing shifts are influencing how brands plan their campaigns.

- [Top 10 global trade trends we'll be watching in 2026](#)
- [Product Power 2026: What Consumers Want Next](#)
- [Container Shipping in 2026: Why Resilience Will Prevail](#)
- [Global Shipping Faces 'Age of Complexity' in 2026 as Overcapacity Meets New AI, Energy, and Tariffs Risks](#)
- [Will 2026 be more volatile for marketing? Here's what the numbers say](#)

Let's Plan What's Next

Whether your brand is exploring new promotional ideas, planning upcoming campaigns, or preparing for production around the Lunar New Year period, ODM Group is here to support you.

If you'd like to discuss ideas, timelines, or product options, start the conversation with our team.

[CONTACT US!](#)

A Few Reads We Think You'll Find Useful

A curated look at the most-read articles among marketers this month:

- [Ceramics Anti-Dumping Tax: What Importers Must Understand](#)
- [10 Funny Spin-the-Wheel Promotional Ideas for Every Business](#)
- [Top 10 Best Gifts For Influencers: Creative and Impactful Ideas](#)
- [Why a Branded T-Shirt in a Can Is a Genius Marketing Giveaway](#)
- [Car Alarm Clocks as Promotional Items for Automotive Campaigns](#)

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