

Promotional Items

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June 2011

US\$395

China supplier profiles

Detailed profiles of 51 verified suppliers and contact details of an additional 15 exporters

Product gallery

Specifications and full-color images of 135 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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Supplier capability in China

PROMOTIONAL ITEMS

Prices of promotional items from China are expected to increase in coming months. Adjustments are mainly a result of high costs, especially for plastic and metal employed by suppliers across the various product categories.

Expenses for labor and auxiliary services such as transportation and logo application are on the rise as well.

Moreover, the strengthening value of the yuan against the US dollar and other currencies is causing quotes to go up without company intervention.

In response to these challenges, many suppliers are finding alternative material sources or boosting output of models in nonstandard inputs. For the latter, makers ensure releases perform satisfactorily despite the use of less-expensive variants. Factory efficiency is also a concern. Among the companies interviewed for this report, 78 percent anticipate the need to offset additional costs with higher prices.

Key findings

1. Despite the anticipated price increases, makers across the industry's various categories are looking forward to higher sales in 2011. Among surveyed companies, 94 percent share this view.
2. The positive expectations for overseas business come amid revitalized orders in the international markets. As a result, a number of manufacturers are increasing their MOQs to levels seen before the 2009 global financial crisis.
3. To raise appeal, makers are adding features that enhance functionality. Examples of these include digital photo frames with card reader capability and wall clocks that display world time. In line with this, select companies are shifting their focus to upscale releases, which usually employ high-quality materials, components and finishes.
4. Many suppliers will be upgrading production facilities. This allows for heightened output while lessening reliance on manual labor, the lack of which is one of the key challenges currently facing makers.
5. The US and the EU are anticipated to remain the primary overseas markets for China's promotional items industry. Some suppliers, however, will continue to strengthen their foothold in alternatives such as South America and Africa. These locations grew in popularity as export destinations during the 2009 financial crisis.
6. In the logo application sector, companies are also being affected by rising costs. Providers are taking varied steps to boost competitiveness in response.

Scope & methodology

This report covers the major products of China's promotional items industry, namely bags, keychains, mugs and cups, USB and golf accessories, timepieces, wearables, scales and umbrellas. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. Hong Kong-invested businesses are also covered.

The provinces of Guangdong, Zhejiang and Fujian are the main production centers. Reflecting this structure, about 90 percent of featured

companies are based in these locations.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a

survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings



Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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Cangnan Color Bag Co. Ltd


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Cangnan Color devotes the entire promotional items line to bags, manufacturing and exporting 1.8 million pieces in a month. From the selection, the company generates 90 percent of its \$5 million total annual sales.

Half of output goes to the EU. The supplier also has clients in North America, the Asia-Pacific region and Eastern Europe. Cangnan Color will

strengthen its foothold in the last market in coming months.

Despite the continuous surge in raw material costs, the company anticipates an increase of more than 20 percent in export revenue. To boost competitiveness, it will augment capital spending up to 50 percent.

Prices may climb by less than 5 percent in the next half-year.

Company facts

Year established	2004
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Wenzhou (Zhejiang)
Factory location	Wenzhou (Zhejiang)
No. of full-time employees	500
Annual sales (all products)	\$5.0mn
Annual R&D spending	\$300,000

Sales & output: Promotional items

Annual sales	\$4.5mn
Share of total sales	90%
Annual export sales	\$4.5mn
Total monthly capacity	1,800,000 pieces
Average monthly output	1,800,000 pieces
Capacity utilized	100%
Average monthly exports	1,800,000 pieces
Export ratio	100%

Contact details

Business contact	LIN Jacky
Phone	(86-577) 6870-3986
Fax	(86-577) 6471-1244
E-mail	color@colorbag.net colorbag@globalsources.com
URL	www.colorbag.net www.globalsources.com/colorbag.co
Address	3F Jingyi Road, Yifeng Printing Factory, Lingxi Industrial Zone, Cangnan, Wenzhou, Zhejiang, China



Model: Color-PN1

MOQ: 10,000 pieces

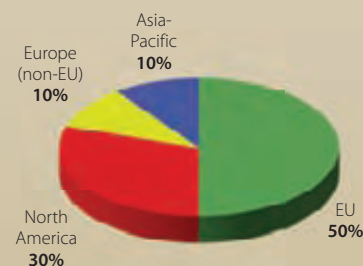
Description: Shopping bag; nonwoven PP; 34x42.5x10cm; 120g

See more popular export models in the [Product Gallery](#).

Exports by product



Exports by market



PRODUCT GALLERY

Bags



Cangnan Color

(profile page 30)

Model: Color-PN1

MOQ: 10,000 pieces

Description: Shopping bag; nonwoven PP; 34x42.5x10cm; 120g



Cangnan Color

(profile page 30)

Model: Color-PN2

MOQ: 10,000 pieces

Description: Shopping bag; nonwoven PP; 31x38x9cm



Cangnan Color

(profile page 30)

Model: Color-PP1

MOQ: 10,000 pieces

Description: Tote bag; woven PP; 45x44x22cm; 110g



EE

(profile page 34)

Model: EE-2

MOQ: 1,000 pieces

Description: Carrier bag; PU; 190d polyester lining; silk-screened logo; 50x25x25cm; 157g



EE

(profile page 34)

Model: EE-3

MOQ: 1,000 pieces

Description: Shopping bag; paper; silk-screened logo; 36x36x13cm; 110g



Fujian Henghui

(profile page 36)

Model: HD-D003

MOQ: 10 pieces

Description: Messenger bag; heat transfer-printed logo; 40x35.5x7.5cm; 0.5kg

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