

# Christmas Decorations



## Essential sourcing intelligence for buyers

### Philippines manufacturer profiles

Detailed profiles of 24 suppliers with verified manufacturing and export credentials

### Product & price trends

Prices and specifications of 150 top-selling export products ranging from balls & tabletop figurines to wreaths & garlands

### Design & material innovations

Coverage of the latest trends in style and materials

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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a non-governmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and create lasting jobs in developing economies.

# CHRISTMAS DECORATIONS

## Supplier capability in the Philippines

### EXECUTIVE SUMMARY

The Christmas decorations industry in the Philippines is driven by a strong tradition of creativity, allowing suppliers to produce models that come in unique designs and materials.

Although the sector is small, several factors help in ensuring advantages over competitors from other countries. First of these is easy access to a variety of raw components that are not readily available overseas. Such materials are obtained from numerous plant- and marine-based sources, and recycled products.

Another strength enjoyed by the industry is the country's high level of competence in the English language. Most makers are able to converse effortlessly, reducing the possibility of miscommunication.

Microenterprises comprise nearly one-half of the supplier base. Small companies represent about one-third of makers. Roughly 90 percent of all manufacturers are owned by local entrepreneurs. Of these, the bulk is composed of family-owned businesses, while the rest is set up as sole proprietorships. A small number are foreign-invested.

The sector is export-oriented. Among suppliers featured in this report, more than three-quarters of shipments are sent to destinations abroad. The US is the primary market as it accounts for half of foreign sales. The EU and Japan are other important sources of revenue.

Christmas tree ornaments are the top export earner for interviewed companies. The segment takes up close to 50 percent of shipments to overseas customers. Representing more than one-third of turnover, tabletop decor is the second-largest line in terms of sales and is the leading segment when it comes to supplier involvement.

Metro Manila is the country's main sourcing center for Christmas decorations. Head offices and workshops are set up in several of the region's component cities. Hubs are

also present in rural locations. These include the provinces of Bulacan, Rizal, Cavite and Laguna, all of which border Metro Manila.

The following are some of the key trends observed in the Philippines' Christmas decorations industry:

- Exports have been steadily dropping over the past five years. This is caused mainly by the global economic crisis and China's growing market share in the sector owing to the latter's low prices and high-volume production.

- Design piracy is a major challenge confronting the sector. Carried out primarily by China makers, the practice has adversely affected Philippine suppliers as new models become available in competitors' catalogs days after their launch in the domestic market.

- Prices are expected to increase over the next six months as the peso is seen to strengthen further against the US dollar. To remain viable, most manufacturers will adjust product quotes 5 to 10 percent higher than current levels.

- Upcoming releases will continue to incorporate environment-friendly materials. Recycled components and different fabric types will be employed for design diversity.

This report covers the various types of Christmas decorations in the Philippines, including wreaths, swags, garlands, tealight and candle holders, trees, balls, garden decorations, and figurines in a range of designs, including Santa Claus, angels and Nativity scenes.

The *Industry Overview* section discusses key issues affecting export manufacturers and elaborates on the composition of the supplier base.

The *Products & Prices* section details the features and price ranges of Christmas decorations. It also lists the main materials used and the key sourcing centers.

### In this report

- 15 in-depth company profiles
- 9 short company profiles
- 150 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

### OBJECTIVE & METHODOLOGY

This *Philippines Sourcing Report* is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

The *Developing Country Sourcing Report* series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid Through Trade. The objective is to help create jobs in developing Asia through export promotion.

To produce this report, larger, midsized and emerging manufacturers—all with substantial export experience—were surveyed. The selection of suppliers is designed to reflect the composition of the industry in the Philippines in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other companies in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

### CONTENTS

<b>INDUSTRY OVERVIEW</b> .....	<b>9</b>
Supplier summary	
Export statistics	
<b>Products &amp; prices</b> .....	<b>12</b>
Production & export statistics	
Price guides	
<b>Supplier survey</b> .....	<b>15</b>
Export prices	
Export sales	
Export markets	
Major challenges	
R&D focus	
<b>SUPPLIER PROFILES</b> .....	<b>19</b>
Supplier matrix	
Raw materials & exports	
Supplier profiles	
<b>PRODUCT GALLERY</b> .....	<b>63</b>
Top-selling export products	
<b>CONTACT DETAILS</b> .....	<b>93</b>

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### Alriver Export Corp.

Alriver was established in 1987 and started exporting the following year. It produces midrange and high-end Christmas decorations.

The main market is the EU, which accounts for 60 percent of output. Thirty percent goes to the US, and the rest is shipped to Brazil, Argentina, Venezuela and Panama.

Holy Family and Nativity sets, and Santa Claus decor are the best-selling items. The product range also includes tabletop figurines of harlequins, witches and jesters.

Midrange tabletop decorations in angel design are available from \$1.75 to \$5. Prices of high-end models are from \$2 to \$5 for small items and \$8 to \$75 for large pieces.

The primary materials used are tin for trimmings, sinamay and velvet for clothes, and resin for figurine faces. Other components are Manila hemp, silk and satin. Fabrics and accessories are sourced from China and India. Natural materials are bought locally.

The company has one designer who can produce more than 100 models

annually. Samples are usually delivered within three weeks.

Alriver has two factories that have a combined area of 3,200sqm. There are 46 full-time employees. An additional 200 are hired during peak season. The staff is capable of producing 65,000 pieces every month.

Products are constructed using locally made welders, die cutters, compressors and glue guns. Assembly is performed in-house but resin face molding, dressmaking and wiring are subcontracted.

Twenty QC inspectors check all products following assembly and finishing, with special attention given to embellishments and other accessories.

Products are packed in polybags, bubble wrap, inner boxes and master cartons. Delivery time is from 30 to 90 days. The minimum order requirement is \$5,000.

Alriver joins the Manila Furnishings and Apparel Manufacturers' Exchange trade shows during April and October, and the China Sourcing Fair held in Hong Kong.

#### Capability

##### Materials used

Metal	Yes
Wood	Yes
Paper	Yes
Plastic	Yes
Fabric	Yes
Other natural materials	Yes

##### Exports by product

Wall-mount decorations	10%
Tabletop ornaments	70%
Outdoor decorations	5%
Christmas tree ornaments	15%

##### Exports by market

United States/Canada	30%
European Union	60%
Europe (non-EU)	–
Asia-Pacific	–
Middle East	–
Other	10%

#### Company facts

Year established	1987
Head office location	Pasig (Metro Manila)
Ownership	Locally owned
Factory location(s)	Pasig (Metro Manila)
Full-time employees	46
Part-time employees	200
Total annual sales (all products)	\$1,500,000

##### Sales & output: Christmas decorations

Annual sales	\$1,200,000
Share of total sales	80%
Annual export sales	\$1,080,000
Total monthly capacity	65,000 pieces
Average monthly output	25,000 pieces
Capacity utilized	38%
Average monthly exports	22,500 pieces
Export ratio	90%
Major export customers	Coin Group (Italy), Fabiance (Brazil), Mark Roberts (US), Christmas Traditions (Canada)

#### Contact details

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### Popular export models



**Model:** X14D-CHF  
**MOQ:** 273 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$20.00  
**Description:** Candle holder; Holy Family model; resin heads, and beige and gold velvet clothes; 15 or 21.5in; in various colors



**Model:** X10D-HFK  
**MOQ:** 142 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$38.00  
**Description:** Christmas figurine; Holy Family design; resin bodies and heads, and lace and sinamay clothes; in beige; 10, 14 or 27in



**Model:** X19A-SBU  
**MOQ:** 142 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$36.00  
**Description:** Santa Claus bust; resin body and head, and velvet clothes; in burgundy, gold, purple and green; 21.5in



**Model:** X19G-STK  
**MOQ:** 364 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$15.00  
**Description:** Christmas figurine; Santa Claus design; resin head, tin stand and velvet clothes; in gold and beige, purple and green; 23in



**Model:** XX1-NSD1  
**MOQ:** 110 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$48.00  
**Description:** Nativity set; six pieces; resin bodies and heads, and silk and satin clothes; 18 or 27in, or 5 or 6ft; in various colors



**Model:** X17A-ASP  
**MOQ:** 170 pieces or \$5,000  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$30.00  
**Description:** Christmas figurine; angel design; resin body and head, sinamay clothes, and tin wings; in burgundy, green and beige; 10, 14, 18, 25, 36 or 42in, or 5 or 6ft

## PRODUCT GALLERY

### Wall-mount decorations



**Geuel**  
(profile page 30)  
**Model:** NR6-WVW  
**MOQ:** 24 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$14.50  
**Description:** Christmas wreath; ribbon, berries, pine cones and paper; 19x19x4in



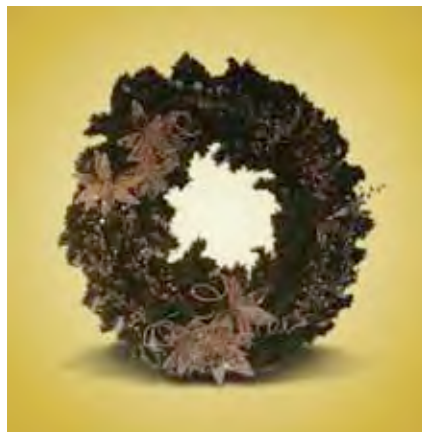
**Geuel**  
(profile page 30)  
**Model:** O3R18-ZGO  
**MOQ:** 24 pieces  
**Packaging:** Carton  
**Delivery:** 75 days  
**Price:** \$8.50  
**Description:** Flower swag; paper and wooden base; with plastic balls and ribbon; 18x8x7in



**Greenflex**  
(profile page 32)  
**Model:** BV-2116  
**MOQ:** 1,000 pieces  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$6.87  
**Description:** Candle holder; wrought iron; with sequins and glass beads; 18in



**Greenflex**  
(profile page 32)  
**Model:** BV-2118  
**MOQ:** 1,000 pieces  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$11.95  
**Description:** Candle holder; wrought iron; with sequins and glass beads; 21in



**Greenflex**  
(profile page 32)  
**Model:** WD-2118  
**MOQ:** 1,000 pieces  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$17.63  
**Description:** Christmas wreath; PVC and aluminum wire body; with organza flowers, glass beads and sequins; 18in



**Greenflex**  
(profile page 32)  
**Model:** PC-2112  
**MOQ:** 2,000 pieces  
**Packaging:** Polybag, inner box, master carton  
**Delivery:** 60 days  
**Price:** \$3.68  
**Description:** Christmas wreath; PVC leaves, natural pine cones and ribbon; 12in

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