

# Gift Packaging

Essential sourcing intelligence

December 2011

US\$100

## Philippines supplier profiles

Detailed profiles of 25 suppliers with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 135 top-selling export products ranging from boxes to wrappers

## Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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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 nongovernmental development organization whose mission is Aid through Trade.

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

## Supplier capability in the Philippines

**GIFT PACKAGING**

The Philippines' gift packaging industry is facing a number of challenges that are adversely affecting exports.

A number of such obstacles are rooted in the global economic crisis, the effects of which are still being felt in major overseas markets. Because of these factors, foreign revenue has been fluctuating in recent years. In addition, many suppliers expect growth to remain flat over the coming year.

Apart from the consequences of the financial slump, local issues are impacting the sector. One of these is the strengthening of the domestic currency.

To help alleviate the situation, the industry is counting on the government to support initiatives intended to improve the viability of microenterprises and small companies. Steps toward this end include enacting legislation that attracts more foreign direct investments to the country.

**Key findings**

1. Prices of gift packaging are expected to increase over the next six months in light of rising raw material costs and the continued appreciation of the peso. Adjustments are predicted to be low, however, with many suppliers raising quotes by 5 percent or less.
2. Although numerous obstacles threaten the industry, several manufacturers featured in this report expect to register higher revenue compared with last year. These enterprises plan to intensify their promotional efforts by joining more international trade shows and having solid online presence through their own websites and B2B marketplaces.
3. The sector emphasizes models aimed at the midrange and high end to avoid direct competition with other sourcing centers in Asia that cater primarily to the low-end segment. Releases over the next 12 months will chiefly feature multifunction designs that have utilitarian and decorative applications.
4. Products are typically made of natural and environment-friendly materials, most of which are obtained from local vendors. Inputs are often obtained from plant fibers, although suppliers also adopt marine-based components. Paper and fabrics are used as trimmings.
5. The industry's most important foreign destinations are the Asia-Pacific region, the US and the EU. Over the coming year, many enterprises expect to continue concentrating on these markets because of their established clientele in such locations.

**Objective, methodology & scope**

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.

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 merchandise crafted by hand.

To produce this report, large, midsize 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 makers 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.

This report covers the main types of gift packaging available in the Philippines, including bags, boxes and wrapping accessories. Each product category has its own price guide that describes features of models for the low end, midrange and high end.

**In this report**

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

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within the Philippines.

The Products & Prices section details the features and price ranges of gift packaging. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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## Dianne Hawthorne Designs

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Dianne Hawthorne Designs was established in 2003 and started exporting a year later. It specializes in handmade and personalized gift boxes.

The overseas markets are the US and Hong Kong, each accounting for one-half of shipments.

The primary product line is jewelry gift boxes made of chipboard. The supplier targets the midrange and high-end segments. The former consists of items covered in leather paper or textured cotton fabric.

Prices start at \$3. Wine pouches that adopt satin and sinamay fiber fall under this category. Models composed of specialty paper or alligator skin and lined with premium velvet are high-end. Quotes begin at \$6.

The company also offers full-color and matte boxes with laminated offset prints, foil-stamp or embroidered logos. Prices depend on the size of the images to be printed or embroidered.

Chipboard, glue, leather, specialty paper, velvet, satin and cotton are

sourced from Manila. Some specialty paper is imported from mainland China.

Two designers release at least 25 models per week. Sampling takes seven to 14 days.

Dianne Hawthorne Designs has a factory in Marikina city of Metro Manila. Assembly and finishing are sent to local subcontractors. Packaging is done in-house.

Production peaks from September to January. The workshop creates an average of 1,500 pieces every month. The total monthly capacity is 2,000 pieces.

There are five permanent and three part-time employees. The owner conducts QC on all finished items.

Packaging consists of bubble wrap and cartons. The MOQ is 200 pieces per model. Delivery time is within 75 days, depending on design complexity and order volume.

The company will participate in Hong Kong Trade Development Council trade shows in 2012.

### Capability

#### Materials used

Manila hemp	Yes
Buri palm	No
Paper	Yes
Metal & plastic	Yes
Other	Yes

#### Exports by product

Gift bags	–
Gift boxes	100%
Gift wrapping accessories	–

#### Exports by market

North America	50%
EU	–
Europe (non-EU)	–
Asia-Pacific	50%
Middle East	–
Other	–

### Contact details

#### Business contact

ESPINO Dianne

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hawthorne.co

www.dhdcorp.weebly.com

#### Address

1688 M.H. Del Pilar Street, Malate, Manila, Metro Manila, Philippines

### Company facts

Year established	2003
Head office location	Manila (Metro Manila)
Ownership	Locally owned
Factory location(s)	Marikina (Metro Manila)
Full-time employees	3
Part-time employees	5
Total annual sales (all products)	\$10,000

### Sales & output: Gift packaging

Annual sales	\$10,000
Share of total sales	100%
Annual export sales	\$5,000
Total monthly capacity	2,000 pieces
Average monthly output	1,500 pieces
Capacity utilized	75%
Average monthly exports	700 pieces
Export ratio	47%

## PRODUCT GALLERY

### Gift bags



**Global Craft**  
 (profile page 28)  
**Model:** 2011-5029  
**MOQ:** \$3,000  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$0.99  
**Description:** Gift bag; palm leaf base and sinamay pouch; starfish trimming; 4x9in



**Global Craft**  
 (profile page 28)  
**Model:** 2011-5031  
**MOQ:** \$3,000  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$1.80  
**Description:** Paper bag; kraft paper; glitter, buri beads, skeletonized leaves and ribbon trimmings; 16.5x5in



**Global Craft**  
 (profile page 28)  
**Model:** 2011-5030  
**MOQ:** \$3,000  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$0.99  
**Description:** Gift bag; palm leaf base and sinamay pouch; fossilized leaf and raffia ribbon trimmings; 4x10.5in



**Globeasia Nature**  
 (profile page 30)  
**Model:** GI-GE 10433  
**MOQ:** 300 sets  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$3 to \$4  
**Description:** Gift bag set; three pieces; sinamay; pink; 5x3x10, 6x4x11 and 7x5x12in



**Globeasia Nature**  
 (profile page 30)  
**Model:** GI-GE 10432  
**MOQ:** 300 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$0.54  
**Description:** Gift bag; Manila hemp; maroon; 3.8x3x8.3in



**Globeasia Nature**  
 (profile page 30)  
**Model:** GI-GE 9570  
**MOQ:** 300 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 60 days  
**Price:** \$1.10  
**Description:** Gift bag; sinamay; with drawstring; 5.5x19in

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