



Newsletter

WHAT'S HOT AND WHAT'S NOT IN THE WORLD OF ACTIVE PROMOTIONAL PRODUCTS

What has Active been doing?

A lot has changed for Active in the past 12 months as most of you would know. I have employed an accounts/admin person full time, Laraine, who has been with me for 4 months now and is fantastic. We have caught up with the accounts as I had no-one working with me for a few months and we are now starting the marketing again, the thing that makes all businesses grow.

I have also purchased an office/ warehouse in Bella Vista so that the business could move out of the home office situation and move to a more appropriate environment. This will enable Active to move to the next level in business as the perception is that of a business that is the size it actually is. The warehouse will also enable us to store and distribute stock if clients request this service.

All in all a very busy, frustrating and exciting time and one that has seen the business move to the next stage of its life and now has the ability to provide a complete service.

What's new?

Screen printing has been the same for many years with only small advancements such as different inks that sit on the fabric rather than being absorbed into it, making a stronger looking print on garments. Now we have digital printing which is great for some styles of print as they have the ability of producing a photographic image with small or no set-up costs.

The problem with these is that they are very expensive when doing a larger print run so when a client is getting hundreds of items printed, the advantages for this are greatly reduced and quite often a better quality of print can be achieved at a lower cost using the good old method. If a photo image is needed then the digital printing method is great but a thicker layer of ink is placed on the item using the old screen method and that is why this will quite often be the better way to go.

What's interesting?

Everyone has watched the Australian dollar rise to new heights against the US dollar. Due to this, the feeling is that the prices are going to go down locally as the buy price is better than previously. Unfortunately, this is not the case and there are a few reasons for this:

- The US dollar is going down against the Chinese dollar also which makes a need for the Chinese to put prices up to combat against this.
- Petrol is also going up and seeing that all items are made with power and all plastic items are made using oils as well, the prices are being forced upwards.
- Chinese Government subsidies have been offered for years and many companies sell goods to overseas buyers at the price it costs them to produce and then rely on the government subsidies as the source of income. This percentage given in subsidies has just been reduced, forcing all companies to increase their prices so that they can continue to make the same profit.



A helpful hint!

When will an Indent Order benefit you? Indenting is the term generally used for an order from off-shore that is manufactured and decorated from scratch and to the buyers specifications. Obviously, whilst there are substantial savings in cost, any order from off shore takes a lot longer than normal (allow 8-12 weeks) and the minimum order for these items is in the hundreds and often the thousands depending on the item.

As almost every product in this industry is supplied from China, care must be taken to avoid communication barriers and other problems that may occur due to the distance and the inability to follow progress every step of the way.

To ensure the best quality control is in place for the required item, Active Promotional Products carefully vet our suppliers and consequently recommend the most appropriate for you, either here or off-shore.

Please don't hesitate to call if you have questions about any products or marketing campaign that is going to be embarked on.

We will help find you the best solution.



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Environmentally Friendly Products

As we all know the Australian Government is establishing a Carbon Pollution Reduction Scheme as part of an effective framework for meeting the climate change challenge. Perhaps now is the time to be thinking along the lines of..... Environmentally Friendly.

Using environmentally friendly promotional products for your next promotion is a fine way to show that your business is 'green' minded. Being eco-friendly shows the progressive thought process that puts your company ahead of the competition. All of the custom promotional items on this page are made from materials which help sustain our environment. Be the first to get your message out there in an admirable way.

Eco-friendly promotional products are slowly coming on the market, as can be pretty typical with this industry. A new technology can become popular and still take a while to appear as a promotional product. We've had recycled promotional products for some time now however companies are coming up with new materials such as Bamboo fabric & plastics made from Corn.

Biodegradable corn-based plastics are slowly trickling into most companies' catalogs but it still remains to be seen how popular they end up in general. They aren't all that popular yet, and with corn prices hitting record highs this might end up as a dead end until an alternative material is figured out. A number of pens are being produced using this method.

Bamboo takes in nearly 5 times the amount of greenhouse gasses, and produces 35% more oxygen, than an equivalent stand of trees, making it an efficient replenisher of fresh air. By encouraging the growth and utilization of bamboo, we can begin to combat global warming. Bamboo removes CO2 from the atmosphere through photosynthesis by using carbon as an energy source and converting it into plant tissue which releases oxygen as a by-product. Bamboo offers an opportunity to turn away from the destruction of native forests towards managed commercial plantations that can be selectively harvested annually without the destruction of the grove or stand.

And a number of suppliers of Promotional Products have carbon offset price option's. This means that through an extra payment they offset emissions approximately generated during production & distribution of the product purchased.

Custom branded packet seeds make the ideal promotional gift item:

- Seeds are lightweight and easy to deliver by mail
- Seeds have a high perceived value - great results over many months from just a small packet
- Everyone loves flowers so packet seeds are a great gift that lasts over a long period
- Packet seeds are good for the environment, adding colour, produce & a healthy hobby to anyone's lifestyle.



ECO Products

Pencils:

Beautiful colour pencils made from recycled paper.



Caps:

Caps and clothing are now being made from bamboo and is a very soft alternative to other synthetic fibres



Back pack:

Made from recycled PET bottles. This helps in stopping land fill.

Shower timer:

Help the environment to sustain us with water as you are more aware how long you are in the shower. Alarmed for notification when you should get out.



If there is room to silkscreen it, hot stamp it, etch it or embroid it, any item can become an expression of your company's brand personality