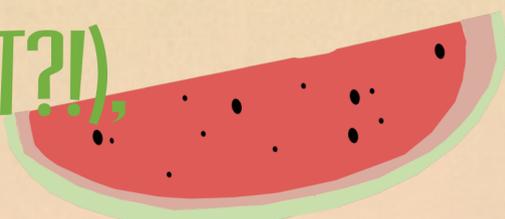


SUMMER (WAS IT?!), PLEASE DON'T LEAVE US!



CONGRATULATIONS & WELCOME!

A warm welcome to Emilia Wallendorf born 09.07.2015 at 16:02 the daughter of our designer, Victoria Aralleno. (It also happened to be Argentina's Independence Day - what a patriotic girl already, as Victoria hails from Buenos Aires!) We met the new addition to the IMI team last week and she is gorgeous as you can see from the photograph! We hope there will not be too many sleepless nights ahead!

IMPORT UPDATE/FREIGHT NEWS

After the recent huge explosion in the port city of Tianjin, China, operations are more or less back to normal. However there are heightened security measures not surprisingly, regarding Hazardous Goods. We tend not to export too much from Tianjin so thankfully our operations were not too affected.



Please be advised that some freight carriers operating services from Asia to Europe have indicated that it is their intention to impose a GRI (General Rate Increase), effective September 1st 2015. As of yet we are still waiting to hear, and we hope this will not happen or be kept to a minimum.

Please note that should these increases / surcharges be implemented we will sadly have no choice but to review our rate levels.

Carriers have announced GRI warnings on a monthly basis in 2015 as they struggle to lift prices that remain very low. As per previous months, there is a possibility that the September GRI may not go through, or be at lower rates than currently being advised.

FASHION TREND FORECAST FOR SUMMER 2016 (IN A NUTSHELL)

We always want to keep abreast of trends and we have been looking at these recently. These are the trends to be mindful of for the foreseeable future. Lean cut motifs. 1950s print looks. Graphic floral overlays. Bold colour palette. Layered stylised flowers. Flat colour with over printed detail. Matisse inspired. Source: patterncreator.org, patterbank.com, fashionvignette.blogspot.com



HOW STATIONERY BOOSTS US & OUR CREATIVITY



The way we bang on about how important digital skills are, anyone would think that none of us own a pen or notepad and everything is done on iPads in our meetings, but we're scribbling down notes in our very own notepads, and there's no sign of that changing any time soon. The digital age could have potentially put an end to stationery, yet Paperchase sales are thriving, and many people love nothing more than a good stationery binge. Hence it is one of our staple covermounts at IMI. Many magazines benefit from our ability to source low cost and interesting stationery items.

1. POST-IT NOTES ARE OUR SAVIOUR

Yes, we might all have list after list written in the notes section of our phone, but at the end of the day, it's not staring right in our face making sure we don't forget, is it? Thing is, sometimes there are those small, important things we just need to remember. That's when post-it notes come in handy. You know what else they're good for? Little quotes to remind us that actually, we're not doing that bad.

2. THAT PHYSICAL TICK

How many of you write things on your to-do lists that you've already done, just so you can tick them off or scribble them out? There's something positive happening in our brains when we scribble out a task on our list, or look at a list that has nearly everything ticked off. It just makes us feel better and more productive. Try it.

3. THE WRITTEN WORD

There's science and actual hard research to show that physically writing things down (rather than tapping away on your smartphone) is good for you. Why? It helps us remember things, makes you really believe that it will happen and also clears your mind for higher-level thinking.

4. CREATIVITY AT ITS BEST

There's only so much an iPad or laptop can give you before you need to unleash some creativity. Think back to school, with your super spider diagrams at the beginning of a new project. Want to explore an idea? Get a blank piece of paper and your favourite pen and start brainstorming with no formulaic structure or order. Just scribbling ideas down as and when they come to you, in every white space you can find.

5. A PERSONAL TOUCH

If you love cats and you get bought a cat notepad and a cat pen, you're almost definitely going to use it. Stationery products aren't going anywhere and there's a load more options for you to choose the notepad/post-it notes/pencil case that really suits YOU.

6. SIMPLY DOODLING

Another reason we need stationery? Because doodling is something you should be doing, so ignore what your school teacher said and unleash your skills. It's solid scientific research that shows us doodling can help people stay focused, grasp new concepts and retain information. A blank page can apparently serve as an 'extended playing field' for our brains.

7. POST IS A RARITY

Do you have envelopes and stamps to hand right now? Probably not. Gone are the days where stamps were a staple essential in your purse, because why post a letter when you can send an email for free? So think what a rarity it would be, it makes you stand out and shows that you've put in some effort.

8. STAYING ORGANISED

You can be organised on your desktop and sort everything into different folders, within folders. But isn't it so much better when you can physically see it there, all organised?

The digital revolution probably means that we could do without stationery and notepads and colourful post-it notes. But do we still use stationery? Yes. Is it good for us? Yes. Writing things down is associated with feelings of positivity and creativity and we're not going to be stopping any time soon... **CALL IMI NOW FOR YOUR STATIONERY FIX!** Source: www.gothinkbig.co.uk, Amy Packham, 28.4.15

Some of our fab previous stationery orders:



MARIE CURIE RUNNER PACKS ARE JUST ONE OF THE MANY THINGS WE DESPATCH FROM IMI FULFILMENT

For over 8 years we have been storing and fulfilling many Marie Curie runner packs and we are delighted to be helping with this vital fund raising element of the Marie Curie work. Since 2007 we have sent out in excess of 95 000 running packs. These consist of a bib and information for the recipient. How many miles have been run is anyone's guess, but many pounds have been raised for this worthy cause. We have the expertise at IMI Fulfilment to store and fulfil anything and our in house team in Dudley are expert at dealing with all the needs.

For more information on our services please visit www.imifulfilment.com or call Linda on 01384 236109.



A Marie Curie runner taking on an epic challenge. Photographer: Trevor Smeato



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FOCS (FREE OF CHARGE EXTRAS)

We are the only premium sourcing company that routinely offers **free of charge extras** with all our orders. Why? Because sadly despite our efforts, there are invariably some odd faulty products within our consignments and we want our clients to have the capability to accommodate this. On top of this we want to support clients in having a few extras should there be a need to increase their offering slightly and thus allow them these extras for marketing purposes. This is a policy we plan to continue.

THANK YOU FOR READING OUR NEWSLETTER! WE'D LOVE TO HEAR YOUR FEEDBACK AND COMMENTS. PLEASE WRITE TO: IMI@INNOVATIVEMARKETING.CO.UK

WE'RE EXCITED ABOUT WHAT WE HAVE BEEN DOING RECENTLY AND WE HOPE YOU LIKE WHAT YOU SEE.



IF YOU WANT US TO SOURCE SOMETHING SIMILAR JUST GIVE US A CALL!

