

Merry
CHRISTMAS
EVERYONE

THE YEAR GONE BY AT IMI



2015 has been an exciting and challenging year at IMI and we are pleased to say our overall results have been greater than expected. The premium sourcing and promotional merchandise sector remains a tough one but after over 45 years in the market place we are hardened and experienced veterans! We have been fortunate enough to work with some interesting new clients in a number of industry sectors, from publishing through to health and beauty, and have been delighted to maintain and build upon the work we have done for our existing clients. All of this can't be achieved without the great efforts of our fantastic team at IMI and I thank them for all their

endeavour and above all the manner in which they have dealt with everything that gets thrown at them! Please see the rest of this newsletter for the pick of our favourite products we have supplied and also have a look at our website www.innovativemarketing.co.uk for more examples of our work. We are very proud of what we make and develop and hope you will like what you see.

IMI'S CHINA OFFICE HAS BEEN STRENGTHENED



Tina Tao has joined our office in Shanghai. She brings with her a wealth of experience having worked in sourcing for many years. She will be responsible for factory auditing, supplier development and negotiations and we look forward to working with her for many years to come.

VISIT FROM VICTORIA



Victoria Arellano, IMI's Graphic Designer and Marketing Assistant, who is currently on maternity leave, brought baby Emilia in for a visit. It was lovely to see them both so well and happy!

Pictures from left to right, Mum, Victoria, with baby Emilia, Mak Dhanjal and Jenny Han also got cuddles.

IMPORT UPDATE/FREIGHT NEWS



We are being advised by some carriers operating services from Asia to Europe that it is their intention to impose a GRI (General Rate Increase) effective December 2015. The November GRI succeeded to an extent, arguably with the help of blanked sailings, however it has since dropped with the possibility of further reductions before the end of November. There are also rumours that carriers are going to announce a secondary GRI for mid December, presumably in an attempt to add some weight to the 1 December GRI as carriers hope to start to see a boost in bookings in the lead up to Chinese New Year. We'll keep an eye on this and hope the proposed rate increases are modest, and try wherever to nullify the affects. *Woodlandgroup*

TRIP TO FELIXSTOWE PORT TO LOOK AT THE VESSELS AND THE CONTAINERISATION PROCESS



Nadi Kapou, from our buying team, and Esther Cowlbeck, our shipping administrator, went to Felixstowe earlier this year. They were invited to board the CSCL Globe, at that time the

largest container vessel in the world at 400m (a quarter of a mile) long, which can transport 19,000 containers. The tour was conducted by the Captain and they were joined by the Chief Engineer for this inspection of the engine. They were impressed with the immense scale and the spottlessness of the boat. Most of our freight comes through this large busy port that handles 1000s of containers everyday.

NEW TESTING REGULATIONS

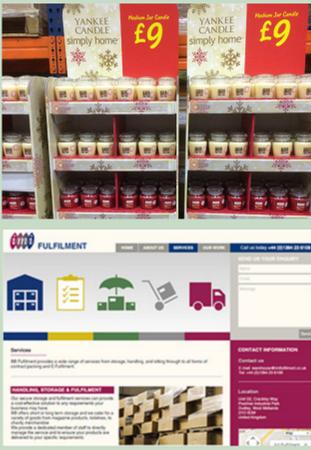
These days new tests seem to come thick and fast and the latest PAH regulations come into force from 27th December 2015. This new substance needs checking for under EN71 regulations and we have already been testing for deliveries that occur after this date. There are other tests in the wings and our QC team will be keeping you abreast of them in 2016. Our staff have recently attended course at Intertek to ensure that our knowledge is at the forefront in this key area.

IMI FULFILMENT NEWS



It has been a very busy year at our fulfilment centre in Dudley, West Midlands, and we have been working hard packing 100s of sets on behalf of a diverse range of clients from Revlon and King of Shaves, through to DPD and Yankee Candles. The common theme has been the can-do attitude of the wonderful team led by Linda McCarthy. We have been able to turn around kit packing at very short notice and we are always trying to be as flexible as possible. 2016 looks set to be a very busy year but do ask us if there is anything you need packed.

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



CONTENTS

- THE YEAR GONE BY AT IMI
- IMPORT UPDATE/FREIGHT NEWS
- IMI'S CHINA OFFICE
- VISIT FROM VICTORIA
- VISIT TO FELIXSTOWE PORT
- NEW TESTING REGULATIONS
- QUICK FASHION TREND FORECAST
- IMI FULFILMENT NEWS
- CHRISTMAS STOCKING FILLER IDEAS
- CHRISTMAS CRAFTING
- OUR LATEST WORK

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QUICK FASHION TREND FORECAST FOR OUR HEALTH & BEAUTY CLIENTS - AUTUMN/WINTER 2016/17

We always want to keep abreast of trends. This is what we have found; and what you should be mindful of for the foreseeable future. 1. Patchwork power. 2. Oriental motif. 3. Woven & stitched. 4. Floral organic. *Source: patternbank.com*



CHRISTMAS STOCKING FILLER IDEAS

Stocking stuffers don't have to be limited to just socks and soaps; with these great ideas as inspiration for your gifts, we promise there will be smiles all around on Christmas Day. Of course we are too late to supply for this Christmas but it's never too early to start looking at 2016!



CHRISTMAS CRAFTING

While 'shopping days left to Christmas' are being counted down everywhere, so too are your 'crafting days till Christmas' dwindling. This may even mean that you need to pull a few all-nighters to finish that extra-special present! From tree decorations to wrapping paper, Christmas wreaths to snowglobes, we are excited to showcase items and ideas that will give your Christmas an art-inspired, hand-made twist. If you need similar for the future do let us know.



OUR LATEST WORK & THE PICK OF 2015 PREMIUMS

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! Here is also a pick of our favourite items from 2015.



THANK YOU FOR READING OUR NEWSLETTER!

WE'D LOVE TO HEAR YOUR FEEDBACK AND COMMENTS. PLEASE WRITE TO:

IMI@INNOVATIVEMARKETING.CO.UK
AND LET US KNOW IF YOU WOULD LIKE US TO INCLUDE ANYTHING ABOVE WHAT WE HAVE ALREADY. IF OF COURSE YOU ARE INTERESTED IN ANY OF THE ITEMS HERE PLEASE LET US KNOW.

WE WOULD LIKE TO THANK YOU FOR YOUR SUPPORT IN 2015 AND ALL THE TEAM WISH YOU A HAPPY AND PROSPEROUS NEW YEAR!