



to Build Meaningful Solutions for Your Clients

Rise to the occasion with these resourceful and insightful customization and production tips.

Get inventive with custom offerings, from fresh concepts and branding, to special flourishes, to the intricacies of the production process. Every client request is a chance to do something distinctive and tailor-made that sets your work apart.



1 PUT A NEW SPIN ON OLD FAVES



One of the best ways to showcase an item is to think outside the box about its image. When a distributor needed to promote Heineken's new Red Star bottle, Greater China created a promotion that played up the slimmer, more modern bottle design. They sourced 39,000 green and white-checked bow ties that complemented the bottle. The kicker was a sleek custom box complete with illustrated bow-tying instructions. This really took the imaging beyond the hard-partying messaging that often surrounds a classic beer. Instead, the promotion emphasized a side of the beverage the customer may not have expected — the perfect accompaniment to preparing for a special event.

“The concept showcases a refined Heineken,” says Mark. St. Peter, an import executive and marketing manager for Greater China.



2 A LITTLE BLING NEVER HURT ANYONE

It's not easy to make a holiday ornament stand out from the bunch, but custom detailing and a few eye-catching extras can make all the difference.

["Our distributor client wanted something unique and collectible for the holidays," says St. Peter.]

A custom mold, window-envelope merchandising for easy show, and a special touch — rhinestones — came together so successfully, the client ordered additional quantities to keep up with demand.



3 BACK TO THE BEGINNING

Make clients fall in love with a product by mining memories for inspiration. Items capturing a unique characteristic or showcasing the company's history make for a lasting impression.

“When one of our clients planned a holiday gift-with-purchase promotion for their grocery chain customer, they turned to Greater China for a made-to-order solution — a luxurious, fully decorated, plush fleece blanket,”

says St. Peter.

The blanket featured the brand's founding year, company ethos and some original artwork. The large, cozy throws married the company's story with a physical representation of warmth and comfort for a lasting touch.





4 MAKE A RESOLUTION TO CREATE UNFORGETTABLE PACKAGING

What happens when you're tasked with a specialized packaging order shortly before one of the world's most celebrated holidays? Hopefully, you deliver a result full of fun and ingenuity. This kind of challenge is a playground to show your clients just what you can create. When Greater China received a request to manufacture and ship five hundred custom presentation boxes before Chinese New Year, they strategized on key factors — design, sample, manufacturing and shipment — and completed the project within thirty-five days. Despite the volume, each piece was carefully crafted, resulting in a sleek, streamlined product representative of the brand's artistic spirit.



“The custom, drawer-style boxes have tessellation on the drawer sides and a gloss logo that stands out on a matte box,” says St. Peter.



5 TRUE CLASSICS NEVER GO OUT OF STYLE

Tiffany and Co. Wearing all black. Good champagne. Some things will always be appreciated, and always in season. When it comes to tailor-made specialties, good customer service is chief among these timeless factors. Offering clients a speedy, worry-free experience is priceless. Custom products delivered with top-notch care means higher profit margins and a competitive edge. Greater China swears by handling the entire product lifecycle from design to delivery. That means dealing with product management, quality control, liaising with suppliers and tackling all points in between, so no stone is left unturned.

CUSTOMER SERVICE ON-TIME DELIVERY
QUALITY CONTROL WORRY-FREE EXPERTISE
SPEED EXPERIENCE TOP-NOTCH

“At Greater China, we understand that speed, momentum, on-time delivery and a worry-free experience are key to success and peace of mind,” says St. Peter.



THE FAST AND THE FOOLPROOF

THE CHALLENGE:

Thirty days to create **33,000 custom minion sets** of four figurines.

The Timeline:

- 04/15** Received screen shots/images from client to match
- 04/20** Manufacturer completed clay molds for client approval
- 04/23** Client issues rush PO
- 04/23** Tooling starts for each character
- 04/24** E-images provided to confirm match of character PMS colors
- 04/27** Box art/template provided to manufacturer
- 04/28** E-proofs for boxes provided
- 04/29** Final approvals given on all project aspects
- 04/30** Full production begins on all project aspects
- 05/05** Initial (first-off) minion set samples show production quality
- 05/19** Greater China conducts QC inspection and certifies "PASS" on production
- 05/21** Project shipped complete from China

Here is a mini case study snapshot that exemplifies the speed and precision of Greater China's creative lifecycle.

Create and meet your own challenges and clients are sure to keep coming back.

Visit www.greaterchina-usa.com to learn more.