

Newsletter

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imi Innovative Marketing International
The original sourcing company

BREXIT HOW IT EFFECTS IMI



The Brexit vote came as a shock to most of us at IMI. We are intrinsically an importer and we rely on being able to buy well from abroad, particularly China, and the drop in value of the UK£ of 20% and more over the last few months has had a deleterious effect on our costings. We buy mostly in US\$ and although some hedging is possible we are now thrown to the vagaries of the market and the omens for improvement do not look good. Currently, as we write, the UK£ is standing at Euro 1.10 and US\$ 1.21. The expectation amongst economic observers is that the UK£ will fall further which will put yet more pressure on prices. With finite budgets in some areas we know this hits our customers hard, so we will be working hard to find other savings and ways to negate price rises, but some unfortunately will be unavoidable.

COVERMOUNTS - OUR FAVOURITES NOW

Kids magazines remains one of the most stable sectors in the UK press market, with its overall circulation remaining more or less flat, according to recent ABC reports. The good news is that it doesn't look likely to head into decline anytime soon. However, in such a saturated market and with restricted budgets, the challenge ahead is to be as innovative and creative as possible with covermount gifts, to ensure they stand out in the crowd, and continue to add value to magazine brands. Here is a selection of what has recently been spotted on the shelves.



FOR MORE IDEAS
VISIT OUR WEBSITE
WWW.KIDSCOVERMOUNTS.COM

TOY SAFETY STANDARDS - UPDATE

Product safety standards are ever developing and in particular for Toys and recently some our Purchasing team spent time with Intertek, one of the leading Testing Houses in the UK, having refresher course on the standards and how they affect the items we supply. The most recent development in relation to plastics has been the addition of testing required for PAHs, and the growth in chemicals that are considered dangerous and hazardous is something we continually stay abreast of. Things are always happening in this important area and our regular testing partners are proactively keeping us apprised. We use a variety of experts for advice on what is mandatory and also liaise with our customers on their specific requirements. Please do check with us.



PENS GALORE

In the last 12 months IMI have supplied in the region of 30+ million writing implements! These are often used for magazine covermounts, for mailer inserts, and a variety of other marketing purposes. We work with a wide range of factories who are expert in supplying these stationery items from wooden colouring and writing pencils and crayons, to glitter gel pens, ball pens and specially tooled and moulded pens designed for specific requirements. Here are just a small selection of the ones we have produced recently.



SOME OF OUR LATEST PRODUCTS

Here is small selection of the many exciting and unique products we produce each week and month. These as you can see range from small toys, to keyrings to egg cups! Feel free to brief our team and see if we can find something interesting and innovative.



CHARITY WORK

For many years IMI have been supplying charities with a wide range of merchandise and we are proud to be assisting these important organisations in their fundraising efforts. A selection of recent items are shown here but the diversity of products is never ending. From pin badges, to coasters, to tattoos and wigs, the choice is endless. We are more than happy to develop new ideas and create bespoke products so please ask our team for more information.



IVY LIU JOINS US!

“I now have the skills and knowledge not only in buying, but in testing and Quality Control too. I like the variety of products we deal with and I hope my previous buying experience will help to bring a creative spark to the company.”

We are delighted to welcome our new Purchasing Executive Ivy Liu to the team. Ivy is Taiwanese and in the past she has worked in England as a buyer in the retail sector.



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Contact us

WWW.INNOVATIVEMARKETING.CO.UK
IMI@INNOVATIVEMARKETING.CO.UK
+44 (0)20 7723 7228
21 DORSET SQUARE, NW1 6DG, UK
ASSOCIATE OFFICES IN SYDNEY, AUSTRALIA | SHANGHAI, CHINA | HELSINKI, NORDICS



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Thank you!

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