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Consumer Products

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INTERNATIONAL *Apr / 2014*



Liquid filled phone cases



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ODM/OEM



COLOPHON

TRADE CHANNEL

Trade Channel Consumer Products (published since 1947), is a publication for importers, distributors, agents and other large volume-buyers of consumer products.

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Publication date

April 15, 2014

Gimmick Power Bank as Giftaways

Best Trendspotting Promotional Item

SMART TEAM

Charming Bunny Power Stick

*Different "Color Sleeves" and Different "Facial Expression" for personalization
You cannot avoid to miss this gift companion.....*

Specifications

- Battery: Rechargeable Lithium ion 18650, 2200 mAh
- No. of charging cycles: ~ 500 times
- Output: 5V 1A
- Input: 5V 1A
- Charging time (USB 3.0) : ~2.5 hours
- Size : $\Phi 35 \times 109$ mm
- Weight : 80 g

Protection: Short circuit, overcharge, discharge*

BUN2014



www.smartteam-ltd.com.hk

Macaron Charger - Lifesaver To Your Dying Phone

Specifications

- Lithium ion battery –1200 mAh
- Input Voltage – 5V 500mA
- Output Voltage – 5V 500mA
- Size : 52x28 mm
- Weight : 42 g



"Double-Decker" cookie portable charger

MAC2013



FabriShop

Your Own Style

FabriShop develops a web-based platform which is fun and easy to use, where smartphone cases can be “personalized, individualized and mass customized” using our unique production / printing technologies and our ever-expanding model range of smartphone or electronic devices.

We can mass customize different kinds of device cases producing a high quality gift and premiums at a reasonable price with a fast turnaround and low minimum quantity. We can even individualize each case with a special message or a name of the recipient.



iPhone 4 Crystal Case



iPhone 4 Soft Shell Case



Galaxy S4 Pop Case

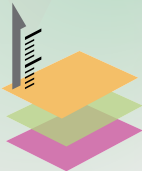


iPad mini (Retina)
PU Leather Folio



iPhone 5 Folio

3D Pump™ is a 3D effect that you are able to mimic depth / height and the more layers you add, the more real it feels.



iPad mini (Retina)
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MK DESIGN & MANUFACTURING COMPANY

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Hot Product

Cross Cuff Link with Carbon Fibre Inlaid



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MK Design & Manufacturing Company

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Phone : 852-6087 1133 Fax : 852-23303022 Email : michael@mkdmco.com

URL : <http://www.marvelgem.com/>

Company Profile

Major Product Range : Cufflink in Stainless Steel, Brass and Sterling Silver, Bangle, Bracelet, Ceramic, Charm, Money Clip & Key Chain, Cufflink, Earring, Fingering, Necklace, Pendants, Leather Jewelry, Hollow Jewelry

Existing Markets : USA, Japan, UK

Current Principal Customers : Dunhill, Cross, Hugo Boss, A.T.Cross, QVC, Armor, Disney etc.

OEM : Yes

ODM : Yes

Factory Location : Dongguan, Guangdong Province, China

Factory Audited By : A.T.Cross, Armor

No. of Workers : 120

R & D Department : Yes

Type of Machinery : 7 CNC Machines

Production Lead Time : 45-60 days

Monthly Production Capacity : Depends on Complexity of Product

International Standards : Nickel free

Strengths :

- Well established with good reputation in stainless steel and Titanium jewelry industry
- Specializes in handling complicated and innovation items
- Strong in R & D with 2 designers to support customer needs and launch around 20 new items each month
- Join fashion shows and exhibitions, well understood the fashion trend and market information
- Have wide sourcing network, which able to source different materials from many countries, like China, Thailand, Korea, Japan, Netherlands, etc.

Perfect Gifts For Every Occasion



'Customer's own designs are cordially welcomed!'

MR-7046-Shed



MR-001



MR7350



N600-26G



PA-1224



PA1048-1



MR7059



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Hong Kong Gifts & Premium Fair 2014

- Hong Kong Convention and Exhibition Centre
- 27 - 30 April, 2014
- Booth no. : Hall 5G A10

China Canton Fair Phase 2

- Pazhou Complex, Guangzhou, China
- 23 - 27 April, 2014

N600-024G



N600-015G



NC-227 NC-198



N1-001GCP

N9-002NND



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N16A-N



N10 A-N



N10AM-MINO



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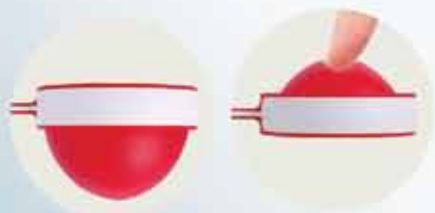
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flips

measuring cups & spoons



Innovative measuring cup set includes 2 cups with pockets that inverts to different measuring capacities of 1/4 cup, 1/3 cup, 1/2 cup, and 1 cup sizes for precise cooking or baking with either liquid or solid ingredients. The measuring cup set features a connector ring to help minimize kitchen clutter and is made with heavy-duty industrial gauge plastic to resist breaking, bending, scratching, or warping with regular use.



1 cup 240ml ◄► 1/2 cup 120ml

1/3 cup 80ml ◄► 1/4 cup 60ml

1 tbsp 15ml ◄► 1/2 tbsp 7.5ml

1 tsp 5ml ◄► 1/2 tsp 2.5ml

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Welcome to

Central and Eastern European Countries' Products Expo 2014

2014中東歐國家特色產品展

June 8-11, 2014

Hosts

Ministry of Commerce, P.R.C.
Commercial Departments of the CEEC
Zhejiang Provincial People's Government

Exhibits

Characteristic products of the CEEC, such as foods, art work, gifts and etc.

Venue

Ningbo International Conference & Exhibition Center

Industrial Advantages of Ningbo

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REPLY Central and Eastern European Countries Products Expo 2014

We will send _____ representatives to participate in the fair. The details concerned are as follows:
Company _____
Address _____
Name _____ Position _____ Date _____
Tel _____ Fax _____ Nationality _____
E-mail _____ Signature _____

Please fill in the reply and fax or mail to: E-mail: trade1@cicgf.com Fax: 86-574-8732 7443

Office, Organizing Committee, Central and Eastern European Countries' Products Expo 2014 Contact Information:
Tel : 86-574-87178074/87178075 Fax : 86-574-87327443 E-mail : trade1@cicgf.com

Welcome to

13th China International Consumer Goods Fair

第十三届中国国际日用消费品博览会

June 8-11, 2014
Ningbo China



Hosts

Ministry of Commerce, P.R.C.
Zhejiang Provincial People's Government

Exhibits

-  Kitchenware
-  Sanity & Bathroom Products
-  Living room and Bedroom Items
-  Imports

Venue

Ningbo International Conference &
Exhibition Center



For more info, please visit

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E-mail : trade1@cicgf.com



Solar Powered Multi Function Tester

The tester illustrated, model MS-48(3), is capable of indicating via contact or non contact AC voltages, it can be used to check continuity and whilst being solar powered it is possible to fit an LR44 cell for extensive use in a dark environment.

For further details please contact:

Meet International Ltd.

E-mail: sales@meet.com.hk

<http://www.etradechannel.net/show/florndecor>

Aqua Phone Cases

Illustrated are some of the phone cases supplied by the makers, Their range is called "Aqua Feel" and gives a pleasant sensation when handling.

For further details please contact:

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E-mail: sales@everfaith.com

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For further details please contact:

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Email: Peter@weinetwork.com

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Poppy Duck, Alarm, Clock and Timer

Poppy Duck is a charming but quite practical alarm clock and timer. When the alarm goes off the shell opens and Poppy emerges. To silence the alarm gently press the top of the egg shell closed. Press any of the buttons to activate the backlighting on the display. Powered by three AAA batteries.

For further details please contact:

SOOHAP COMPANY LIMITED

<http://www.soohap.com>

Vinyl Frog Family Soap Dish

This friendly frog soap dish, item D15-HA0165-F02 measures approximately 16.2 cm (L) x 10 cm (W) x 5.9 cm (H) a must for the children to keep their soap in.

For further details please contact:

LEEWING TRADING COMPANY LIMITED

E-mail: info@leewing.com.hk

<http://etradechannel.net/show/leewing>

Household Scissors

The illustration shows a range of scissors. Designs are varied to suite the job in hand. They are available in colours such as Pink, Purple, Yellow and Orange etc. The scissors can be supplied with round ends or sharp.

For further details please contact:

On Winly Industries Corporation

Email: onwinly@netvigat.com

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Asia's
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亞洲時尚首飾及配飾展

3 - 6 March 2015
2015年3月3至6日
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Asia's Fashion Jewellery & Accessories Fair – June



The 16th edition of Asia's Fashion Jewellery & Accessories Fair – June (6FJ) concluded successfully last year at the Hong Kong Convention & Exhibition Centre, with a total of 10,218 visitors from 94 countries and regions passing through its doors.

Of the visitors that came to the key mid-year trade event for the fashion jewellery and accessories industry, about 63 percent were from outside Hong Kong region, reflecting the show's international status. Excluding Hong Kong region and mainland China, the Top 10 source of visitors were the United States, India, Japan, Taiwan region, Korea, Thailand, Australia, the Russian Federation, the Philippines and Singapore. The United States continues to be the leading source, with 336 buyers.

This event gathered 380 exhibitors from 15 countries and regions, namely, mainland China, the Czech Republic, France, India, Israel, Italy, Korea, the Philippines, Spain, Thailand, Turkey, the United Arab Emirates, the United States, Hong Kong and Taiwan regions. More than 80% of the total number of exhibitors is from outside Hong Kong region.



The exhibitors also displayed their classic bestsellers. Star attractions at the Fair included seven group pavilions representing mainland China, France, India, Korea, the Philippines, Spain and Taiwan region. Meanwhile, the popular Stainless Steel Jewellery Pavilion was on board again this year to give buyers a dedicated space to source quality stainless steel jewellery at competitive prices.

"We are glad that 6FJ once again successfully played its role as an ideal marketplace for sourcing the latest fashion jewellery and accessories," Ms Celine Lau, Director of Jewellery Fairs of UBM Asia Ltd said. "We thank the industry for its overwhelming support."

Known for its excellent service to the fashion jewellery and accessories industry, 6FJ continues to showcase a wide range of fascinating collections for every budget. Added Ms Lau: "Our Stainless Steel Jewellery Pavilion got a warm welcome from both buyers and exhibitors. This is our second time to feature this pavilion in 6FJ, which has become a popular destination for buyers who look for quality yet competitively priced stainless steel products."

Dates of Upcoming fairs

Asia's Fashion Jewellery & Accessories Fair – June (19 - 22 June 2014)

Asia's Fashion Jewellery & Accessories Fair – June is one of the most popular events in the first half of the year in Asia. In 2014, the fair will be held alongside the June Hong Kong Jewellery & Gem Fair in Hong Kong Convention & Exhibition Centre, from 19 to 22 June 2014. The fair will showcase a wide range of latest fashion jewellery and accessories.

Asia's Fashion Jewellery & Accessories Fair - September (15 – 18 September 2014)

Asia's Fashion Jewellery & Accessories Fair – September (9FJ) is a dynamic marketplace for sourcing the latest Spring/Summer collections. The fair will take place at AsiaWorld-Expo, Hong Kong from 15 – 18 September 2014. It is held alongside the September Hong Kong Jewellery & Gem Fair, the world's number one fine jewellery event.

For more information please visit: www.AsiaFJA.com



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Engage the Consumer with Smart Uses of Color and Design, Eiseman and Mirabile say at the 2014 International Home + Housewares Show



While everyone wants to know the perfect color for their product, not one solution exists. In the world of color, housewares manufacturers and retailers need to be smart, savvy, educated and investigate each usage of color within its own context in order to reach the consumer. “There are generalizations and trends with color, but the magic bullet doesn’t exist. You need to know the audience, the consumer, lighting, competition and more,” Lee Eiseman told an audience at **the 2014 International Home + Housewares Show**.

In a presentation, “Engaging the Consumer - Facts vs. Fiction in Lifestyle and Color” Eiseman, leading color and design forecaster and executive director of the Pantone Color Institute, along with Tom Mirabile, senior vice president of Global Trend & Design for Lifetime Brands and consumer trend forecaster for IHA, discussed the changing realities of today’s consumer and the essential role of color in both serving and connecting with them.

Owned and operated by the International Housewares Association (www.housewares.org), the Show was held March 15-18, at McCormick Place in Chicago, featuring 2,100 exhibitors and 60,000 total attendees from more than 125 countries.

After discussing attributes of the four generations of consumers – Gen Y, Gen X, Baby Boomers and Active Seniors – Mirabile noted that color is important to each generation, although in different ways. For example, he said, baby boomers are very color savvy, as color is a part of their nature. Gen X seeks color as they are exposed to it with their children. And Gen Y are using color in their homes to express their independence.

The generations respond to colors differently, noted Eiseman. “From my perspective, color is about emotion, and each person has their own attachment,” she said. “Color delivers emotions to consumers. Baby boomers are appreciating it even more with the proliferation of eye surgeries – many can see far more clearly than before. The Y generation as new parents is inclined to be savvy with trends and you as a retailer or manufacturer needs to stay on top of those trends and be more educated than they are.”

Mirabile agreed, saying “We have never dealt with a consumer that is as educated as the consumers of today. People are so exposed and they are expecting you to be knowledgeable as well.” While color is limitless, it is expected to be prominent in retail.

“As retailers you have to do your homework,” Eiseman said. “What colors have historically sold well for you? Blue, for example, is an international favorite and many customers are dedicated to it. I rarely work on a product line where I don’t recommend some shade of blue. But even though it’s been a big seller, you need to ask yourself what shade of blue and what intensity do you use to get newness out there?”

“Of course white is always a safe bet, but what can we do with it to make it different? Can you work with the form or shape or contrast? Black and white is a given that never goes away but still we need to create something new those colors,” she added. “Engage consumers’ other senses and ask what makes them want to reach out and touch it? And while red is popular it needs to be skewed. So you need to arm yourself with the necessary information to make informed choices.”

Eiseman also noted that there have been notable shifts in color and design that could make a retailer’s knowledge of color trends even more critical; for example, the usage of celebrities to sell products, technology that can transform color hues and use of lighting. She cited the color orange as the example of how the consumer mindset has changed.

Inexpensive fast food outlets such as Arby’s and A&W had orange logos so it was a hard sell to sell anything associated with orange at a high price point, she said. That changed when Apple, Inc. introduced laptops with colors, including orange. “That opened up ideas to use orange in a far reaching way. We now see the color orange at every price level, and that will continue. Orange is a color that has amazed me and has gained so much acceptance, so quickly. These are the types of trends in today’s consumer and how color is essential to connect with them,” she said.



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