

HB INTERNATIONAL THE SOURCING SCOOP

HB International is a manufacturing sourcing firm specializing in custom tailored "Concept to Completion" solutions.



2021: Above is a screenshot taken from HB International's home page of their new website. The image includes all of the Global Solutions that HBI provides their customers. Access to the website: www.hbint.biz

2020: TIME WELL SPENT

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"What did your company do when the world shut down?"

HB International has successfully established a significant global presence for the past twenty years, relying solely on building personal customer relationships and 'word of mouth.' Unfortunately, with COVID-19 restrictions and our world troubled with a global pandemic, the inability to travel and meet with suppliers and customers was ultimately impossible. Fortunately, HBI's team saw this as an opportunity to broaden their customer and supplier reach while forced to work remotely.

HB INTERNATIONAL
NEWSLETTER

TABLE OF CONTENTS

Cultivating A Brand • P. 2

CEO's Message • P. 2

Insights • P. 3 - 4

Let's Get Social • P. 5

Q & A • P. 5

2021: CULTIVATING A BRAND

Maintaining Brand Consistency

Discovering a need for an online presence would allow HBI's team to communicate to customers the many services that the team offers while simultaneously sharing company insights, markets served, and various products that their current qualified suppliers produce.

The team discovered their true identity by reflecting on twenty years of international sourcing combined with 30+ years of packaging expertise and supply chain experience. Amidst a thorough rebranding process and self-discovery, HB International launched its website in November 2020. Along with their new website, HBI initiated an active social media presence, including accounts on LinkedIn, Instagram, and Facebook (more information can be found on P. 4).

A Logo That Models Company Value

While the shades of blue have been slightly altered, the message and value behind HBI's logo has remained the same. The seamlessly interconnecting **H - B** links together to create unity between the letters, which is exactly how HBI's team sees itself as a global sourcing agency—providing their customers and suppliers a partnership that is beautifully fused together to produce reliable high quality products and the ultimate customer service.



2020



2002



A WORD FROM HBI'S PRESIDENT + CEO

SCOTT HAMILTON

"2020 AND 2021 HAVE CERTAINLY DISPLAYED THEIR CHALLENGES. DESPITE THE UNKNOWNNS OF OUR SUPPLY CHAIN, INTERNATIONAL AND DOMESTIC TRAVEL RESTRICTIONS, AND COUNTRY LOCKDOWNS, WE ARE GRATEFUL THAT OUR TEAM HAS MANAGED TO CONTINUE PRODUCTION AND WORK CONSISTENTLY TO PROVIDE HIGH-QUALITY PRODUCTS AND SERVICES TO OUR CUSTOMERS.

AS FOR OUR CUSTOMERS, THANK YOU FOR CONTINUING YOUR LOYALTY TO HBI. ALTHOUGH TIMES HAVE UNDOUBTEDLY BEEN CHALLENGING, WE HAVE MAINTAINED CONSISTENCY FOR YOU THROUGH THE PAST EIGHTEEN MONTHS. THANK YOU.

LOOKING FORWARD TO SHARING SUCCESS WITH YOU IN 2022."

P. 2

JUST IN CASE YOU MISSED IT...

LOOKING FOR A GREAT READ? HERE ARE SOME INSIGHTS WE KNOW YOU'LL ENJOY:



TEAMWORK: THE IMPORTANCE OF BUILDING STRONG & POSITIVE RELATIONSHIPS WITH YOUR SUPPLIERS

How well do you know your supplier? What are the advantages of having a good working relationship between your company and your supplier? Do you interact regularly and communicate effectively?...Additionally what many companies don't realize is the value of maintaining strong, positive relationships with their suppliers, may strongly decrease the chance for complications in the long run. So, what are the benefits?

OUTSOURCING: HERE ARE SEVERAL ADVANTAGES YOUR BUSINESS COULD EXPERIENCE



Is your business looking to improve efficiency, reduce costs, all while continuing to provide superior services and high quality products to customers? Has your company ever considered outsourcing? Sure, it's the latest "business buzzword"...[But] How can utilizing outsourcing help your business overcome adversity?

PRODUCT QUALITY: SEAL INTEGRITY TESTING METHODS



Is your product's packaging reliable? Are you 100% confident that your product's packaging is transportable and eliminates any concern for spills or contamination?

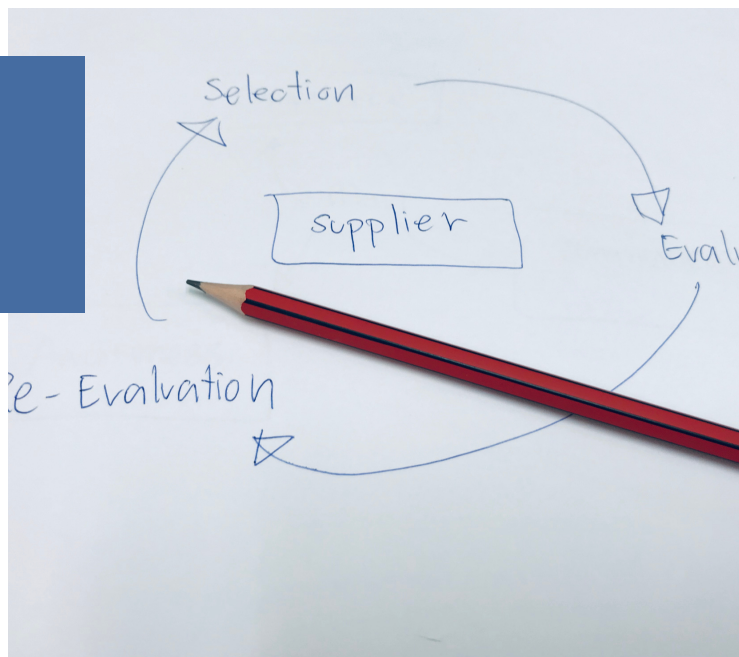


SECURING FIRST IMPRESSIONS: THE SIGNIFICANCE OF PRODUCT PACKAGING

Getting a second chance to make a first impression is rare, and ultimately, whether we're talking about people or products, "do-overs" or "re-dos" seldom exist. A customer's first interaction with your brand and product are critical moments. How do you ensure that you're communicating everything your customers need in order to make the final decision to buy your product?...

JUST A PIECE OF PAPER? THE VALUE OF INDUSTRY BASED CERTIFICATIONS

When individuals or businesses choose to invest in certifications, they commit to that industry and their company. Certifications provide an opportunity for companies and employees to separate themselves from their competitors and proactively develop skills and expertise in a particular area of that industry...



IF YOU WAIT, YOU MIGHT BE TOO LATE!

Are your products being adequately tested before they hit the shelves? Are you relying on your customers for product quality feedback? Of course, allowing customers to share their experience with a product is a beautiful way to build relationships, but it shouldn't be your primary product feedback source...if your products aren't being adequately tested before heading towards the retail sector, you may want to rethink your Quality Control processes and procedures. Do your best to avoid being blindsided by honest customers using your product...

HB INTERNATIONAL "Q + A"



" I SEE THAT HBI HAS PRODUCT PAGES ON THEIR WEBSITE. DOES HBI CARRY STOCK PRODUCTS?"

No. When it comes to having stock options available for retail, HB International does not offer these types of products. However, depending on the type of product you're inquiring about, our suppliers might!

If the product is not a stock option, our suppliers and project managers are here for you. HBI has access to incredibly talented suppliers with the most advanced technology for custom tooling product designs.

Our team is always happy to assist in anything from project inquiry to product design and development.

" WHAT IS A GLOBAL SOURCING AGENCY?"

With our team of highly skilled and trained professionals, we provide many solutions. From project design and development, we work with the world's best manufacturers to ensure your product is produced at the highest quality and is competitive.

All of our global solutions are custom-tailored to fit your company's specific needs. From quality inspections and supplier audits to supply chain logistics, we are your bridge to global manufacturing.

" IF MY COMPANY WANTS TO WORK WITH HBI, WHAT DO WE NEED TO DO TO GET STARTED?"

First of all, yes! We're ready for you!

Let's talk about why you want to work with HB International and the purpose of your inquiry. There are so many opportunities available for HBI to assist in the growth of your business; we just need to know how we can help.

For starters, our website has a discovery form that you can fill out that provides our team a little more information about what you're looking for. Initial contact can also be done through any of our social media accounts, direct messaging (DM), phone or email sales@hbint.biz

Once we're in contact, we'll set up an initial meet & greet for our team to learn about your company and find out precisely what you're looking for HBI to assist with. Initial conversations are always an excellent opportunity for all of us to engage with each other and ensure we're a good fit for you!

STAY CONNECTED

HBI's team is always looking for great connections. You can find HBI on LinkedIn, Instagram, and Facebook!



@hb_international



@hbinternational



@hbinternationalproducts