

# HB INTERNATIONAL THE SOURCING SCOOP



## NEW YEAR, NEW PROJECTS! PROJECTS YOU'LL SEE THIS 2022:

BY: ERIN MCDANIEL

If you're new to HB International, you'll learn that we are a Manufacturer Representative, facilitating global sourcing solutions and relationships between our customers and suppliers for all of your project and packaging solutions.

We work closely alongside our customers and suppliers to provide high quality products at an affordable cost. Check out our website for more information regarding the following:

- **SOURCING & PROJECT MANAGEMENT**
- **QUALITY ASSURANCE**   • **CUSTOM PACKAGING SOLUTIONS**
- **ENGINEERING**   • **CUSTOMER SERVICE**

HB INTERNATIONAL  
NEWSLETTER

### TABLE OF CONTENTS

2022 Packaging Trends • P. 2

DOO Message • P. 2

Insights • P. 3 - 4

Team Tips for the New Year • P. 5

Connect Socially with HBI • P. 5

# PACKAGING SOLUTIONS: WHAT'S TRENDING IN 2022?

## The Sustainable Consumer

Over the past few years, our consumers have continued evolving and educating themselves into eco-conscious consumers. As we alter our behaviors and attitudes towards being "environmentally friendly," these decisions have drastically impacted the packaging world. Although "green packaging" may not be for everyone, many companies are choosing to transition their packaging and products to adhere to their consumers - preferring packaging solutions that are compostable, biodegradable, reusable, and recyclable alternatives.

### ***What has HB International observed?***

Today, many of HBI's customers seek sustainable packaging options that include plastic alternatives such as push-up kraft paperboard tubes, paper boxes, glass containers, flexible plastic pouches, fully recyclable plastic films, and recyclable plastic bottles.

## Simple, Sleek & Unique

While our consumers continue to select environmentally friendly products, they're also interested in simple yet "modern" packaging. Of course, there are advantages to minimalist packaging solutions that will not compromise the quality of your product yet still appear elegant and sleek. These "simple" modifications may include incorporating less raw material in your product's creation or merely adjusting your product's design for a more ship-friendly option while harboring an aesthetically pleasing design. Kraft paper tubes and paper boxes are certainly the attention-seekers of this minimal packaging trend, rapidly gaining consumers' attention and enticing all business industries.

**Ready to start trending? We're here to help you make the transition!**



## A WORD FROM HBI'S DIRECTOR OF OPERATIONS

ZHUANG ZI JIE

*AS HBI'S DIRECTOR OF OPERATIONS, I ENJOY HAVING THE OPPORTUNITY TO GROW WITH EACH PROJECT WE TAKE ON. THERE IS GREAT LEARNING THAT COMES WITH THE NEW IDEAS THAT OUR CUSTOMERS BRING TO US, BUT I MUST SAY THAT I AM MOST EXCITED ABOUT THE DEVELOPMENT OF OUR PAPER TUBE/BOX PROJECTS AND PET JARS.*

*ENTERING THE 2022 YEAR, WHILE WE WILL MOST LIKELY CONTINUE TO SEE CHALLENGES WITH LIMITED CONTAINER SPACE AND INCREASED FREIGHT COST, WE MUST ALSO CONSIDER THE CNY HOLIDAY AND BEIJING WINTER OLYMPICS IN FEBRUARY.*

# JUST IN CASE YOU MISSED IT...

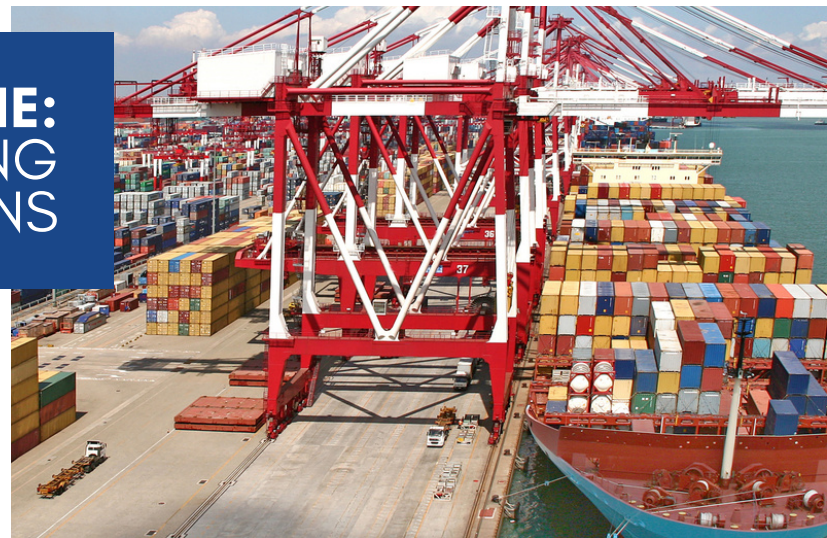
LOOKING FOR A GREAT READ? HERE ARE SOME INSIGHTS WE KNOW YOU'LL ENJOY:  
You can find these Insights on our website: [www.hbint.biz/insights](http://www.hbint.biz/insights)



## NOW'S THE TIME TO REFLECT AND EVALUATE PURSUING QUALITY IN 2022

*If you're looking to start the new year off with a "clean slate" or "fresh start," make time to identify your 2021 achievements. What happened this year that allowed your business to thrive? How did your business become better? What is your current business culture like? Do your mission statements and business goals reflect the successes you had in 2021?*

## YOU'RE NOT ALONE: MANAGING AND AVOIDING SUPPLY CHAIN DISRUPTIONS



*Do you feel like you're the only one affected by supply chain disruptions? Trust us. You're not alone. Supply chain disruptions will always be a popular topic of conversation, and unfortunately, sometimes these disruptions are out of our control. Rather than falling victim to production or shipping delays, how can your business identify, address, and prevent these supply chain risks?*

## THE RIGHT FIT: IS GLOBAL OUTSOURCING THE BEST OPTION FOR YOUR GROWING BUSINESS?

*Global outsourcing isn't for every business, which is why we want to bring you the highlights of global outsourcing to see if your business is **the right fit**. There are many advantages to incorporating the services of a global outsourcing company into your business structure...*

P. 3

You can only pick two

GOOD

FAST

CHEAP

## IT'S MORE THAN THE PRODUCT: WHAT WE LOVE ABOUT QUALITY

*These are the three words that encompass entirely different meanings that ultimately depict the culture of your business. Unfortunately, obtaining all three of these words isn't sustainable. A company that focuses on varying combinations of these words will tell you that certain combinations are more beneficial for them than others. Of course, there may always be reservations about your decision, but ultimately, a business must decide which three words represent your culture the most.*

## SIMPLE, YET DURABLE: WHY COMPANIES ARE CHOOSING PAPER PACKAGING FOR THEIR PRODUCTS

*Whether you are using a paper tube as your primary or secondary packaging option, it's clear that around the world, this rigid packaging solution is quickly becoming one of the most popular and trending alternatives to other packaging options. For our 2021 sustainable consumers located worldwide, paper packaging is a strong sigh of relief and a breath of fresh air, as businesses are now looking for more environmentally friendly packaging solutions.*



## IT'S ALL IN THE SPECS: OUR GUIDE TO STRUCTURING YOUR NEXT RFQ

*A "Request for Quotation" [RFQ] is a part of the product development process that requires the most attention. Before you get started, there are a few things that you need to have solidified before you start production on your next project. Who is going to produce your product, and how much is it going to cost? RFQ's are an opportunity to seek out competitive bids from qualified suppliers and award the most competitive option for your project.*

RFQ

Request  
For  
Quotation

# WISHING YOU A SUCCESSFUL 2022 YEAR!

HERE ARE SOME QUICK TIPS FROM OUR HBI TEAM:

## A TIP FROM OUR QUALITY AUDITING TEAM

One of the most important things we observe when visiting our suppliers is how well they maintain their records. Our HBI team believes that frequent record keeping is critical to the quality of our supplier and your product. As we cannot be with our suppliers all of the time, these detailed records are a tool that we use to communicate and ensure that all production and any maintenance of machinery is handled in the most compliant and appropriate way.

## ADVICE FROM A PRODUCT INSPECTION EXPERT

Quality is our priority. HB International conducts many in-person product inspections to ensure our customers receive the quality they deserve. One of the things that the factory must have is a suitable laboratory and proper instruments for product testing. The testing equipment must be calibrated at the prescribed frequency defined by the factory and must provide details on the product's safety and meet the product's documented specifications. Our Quality team is trained and certified to conduct product inspections and supplier audits to ensure our customers receive the very best, all of the time.

## A SUGGESTION FROM OUR PROJECT MANAGEMENT

Don't wait to place your purchase orders. If you are concerned about lead time or the expected timeline for your project, we encourage you to ask those questions! Our job at HBI is to ensure we get you the most accurate information, guiding you in planning your 2022 projects and budget. Your customers deserve to get the products they need when they need them. Our responsibility is to provide you with the most helpful advice and the best team of project managers, quality assurance, and suppliers to ensure this is possible.

## STAY CONNECTED

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



@hb\_international



@hbinternational



@hbinternationalproducts