

HB THE SOURCING SCOOP

INTERNATIONAL.



HB INTERNATIONAL
NEWSLETTER

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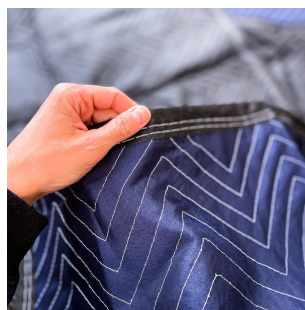
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MOVE FORWARD WITH HBI: BLANKETS, PADS, & ACCESSORIES FOR ALL OF YOUR MOVING & STORAGE NEEDS

3...2...1... It's Time for Moving Season!

Moving season is quickly approaching and our team has been working relentlessly with our suppliers to ensure our customers have everything they need to be successful. Blankets, furniture pads, mattress covers, straps, handcart covers, metal bars for wardrobe boxes, neoprene floor runners, you name it!



High Quality is Our Standard

Our Quality standards is what separates us from competitors. HBI's Quality Team conducts in-person and virtual pre-shipment inspections to ensure the product you receive is "consumer ready." Through rigorous testing and pre-set specifications, HBI's products are ready to endure the labor of a successful moving season.

MAPPING HB INTERNATIONAL'S CHINA + 1 STRATEGY

A GLIMPSE AT OUR QUALIFIED SUPPLIER LOCATIONS

HB International Continues to be One Step Ahead

While many businesses are now choosing to move towards diversifying their supply chains into other countries, our team has been qualifying suppliers across Southeast Asia for many years before it became a "trend." Why? We value the diversity, access to global talent, and cutting-edge technology it brings to our customers. With a customer-base dipping into a wide range of industries, our team needs to continue extending its reach across countries to ensure our quality standard is met.

As our global team continues to acquire high-quality suppliers around the globe, we see this as an opportunity to lead the way in product development and capabilities, identify and spearhead new trends, gain new market territories, and continue to lead the way as experts in the packaging industry.



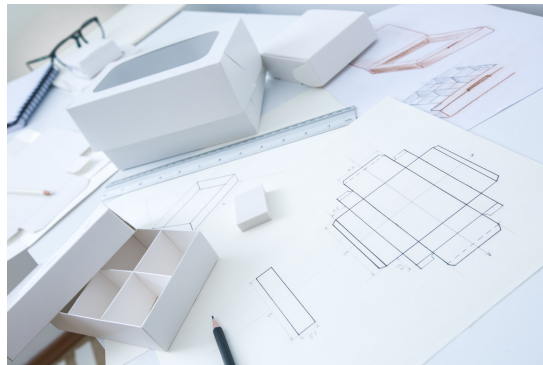
CONSIDERING CUSTOM PACKAGING?

HERE ARE FOUR REASONS WHY YOU SHOULD

1

Gain the Competitive Edge

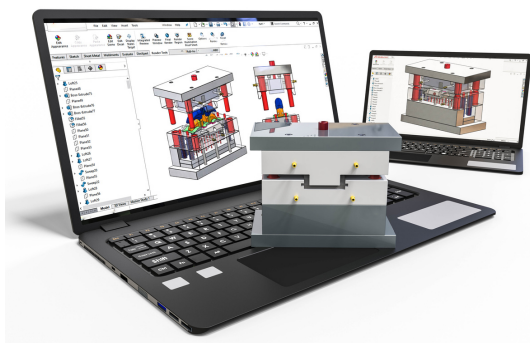
Set yourself apart. Encourage the uniqueness of your brand and allow your product to become recognizable amongst your competitors. Custom packaging brings the ultimate first impression, a one-of-a-kind unboxing experience, and invites an opportunity for customer loyalty.



2

Quality Products = Quality Experience

High-quality products should only require the user to exert the necessary effort. Quality products should never present complications or uncertainty to a user. Customizing your product allows you to ensure it is simple, user-friendly, and operates the way it is intended, providing a positive experience for consumers.



3

Generate Customer Loyalty + Brand Excitement

It's time to get consumers excited about your product! Through customization, you have the opportunity to tailor your product specifically to your customer. Customization provides a unique way to solve a problem for your customers and, ultimately, shares with them that by using your product will make their life a little bit easier – and that's cause for celebration!

4

Boost Your Return on Investment

Fueled by trust and word of mouth, customers that appreciate your custom product are much likelier to make recommendations about your product, write positive reviews, and make repeat purchases – which is a win! \$\$\$

IT'S TIME TO COLLABORATE WITH HBI'S QUALITY TEAM

ACHIEVE QUALITY THROUGHOUT YOUR GLOBAL SUPPLY CHAIN



Working with international suppliers is complex and can often be intimidating for businesses, as it relies heavily on transparency, constant communication, and trust. With the inability to monitor production in person, businesses have adopted hiring "on-the-ground" third-party quality teams to ensure suppliers are qualified and products meet specifications allowing businesses to coach from the sidelines.

What sets us apart from other Global Sourcing Agencies? Our Quality Team conducts in-person supplier audits and product inspections, allowing our team to touch and test your product first-hand as it is being produced.

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



FROM THAT TO THIS: STAINLESS STEEL, A SUSTAINABLE SWEET SPOT [PART 4 OF 4]

Ready to put a modern, aesthetically pleasing touch to your everyday dispensing? Stainless steel is quickly becoming an elegant sustainable alternative to plastic dispensers. A long-lasting, good-looking, and eco-friendly replacement to its plastic counterpart, stainless steel dispensing provides a sophisticated appearance to any kitchen or bathroom, often partnering with recyclable reservoir options such as glass, pottery, or porcelain.

FROM THAT TO THIS: ATTAIN SUSTAINABILITY WITH MONO-MATERIAL DISPENSING [PART 3 OF 4]

While it may appear to be an ordinary plastic pump on the outside, the internal structure of your dispensing pumps may be why it's not recyclable. Ordinarily, these pumps are produced with a combination of different materials (i.e., metal and glass); however, as consumers continue to become eco-conscious and challenge the future of sustainability, businesses are investing in replacing these glass and metal materials with plastic, recyclable alternatives.



FROM THAT TO THIS: PAPER STRONG [PART 2 OF 4]

Whether using paper as your primary or secondary packaging, paper products continue to bring popularity and value to businesses. As an environmentally friendly alternative, paper products such as paper tubes, bagasse food trays, paper straws, and paper boxes are leading the way in promoting sustainability, allowing businesses to expand their eco-friendly packaging options.

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INSIGHTS CONTINUED...

FROM THAT TO THIS: FLEXING FOR SUSTAINABLE PACKAGING ALTERNATIVES [PART 1 OF 4]

Closing in on the first quarter of 2023, our team is beginning to notice several trending packaging solutions that are new and exciting for many of our customers. As sustainability remains at the forefront of the packaging world, businesses are investing in fresh, innovative alternatives to support these “green” packaging initiatives. The good news? Suppliers are answering. With all parties on board, the creativity combined with advanced engineering brings these ingenious packaging visions to life.



PRODUCT DEVELOPMENT

LOOKING TO START A PROJECT WITH HBI? HERE ARE 4 WAYS TO GET STARTED

As a Global Sourcing Agency, one of the most important aspects of what we do is ensuring our customers receive products that meets their expectations 100%. When our team is approached about a new project, we're often asked, "What information do you need from us?" We're here to share four ways that you can get started on your next project with HBI's team to jumpstart our conversation!

WHAT IS DESIGNING FOR MANUFACTURING? HBI'S GUIDELINES TO A SUCCESSFUL PRODUCT DEVELOPMENT PROCESS

Designing for Manufacturing, also known as “DFM,” is the process of optimizing the design of a part, product, or component to reduce costs, ensure timeline efficiency, and minimize reworks or quality concerns with the final product. DFM offers many benefits, as this process typically occurs in the early stages of product development, such as the design and engineering phase of a project's life cycle.



HB INTERNATIONAL.

let's get
social!



Bringing you the latest in
quality management, product
development, and supply chain insight.

Ask us about
our 2023
Catalog!

