

# HB THE SOURCING SCOOP

INTERNATIONAL.

## ELEVATE YOUR PACKAGING: CREATE VALUE IN YOUR PRODUCT

*HBI identifies the criteria for deciphering what makes a product “good” quality versus “great” quality. With the ability to solve problems and pay attention to details, our goal is to produce a product that is:*

***Cost-effective, relatable, user-friendly, performs effectively, easily replicated, and exceeds customer expectations.***



### chinaconfidence

P2

Are you encountering hurdles with your China suppliers? Our team understands your challenges. While international sourcing will always present challenges with any country you source from, we offer solutions that may help...

### valuableimpact

P3

Set yourself apart from your competitors. Start creating valuable opportunities for your customers. Check out HB International's three tips for building brand loyalty and allowing your customers to feel appreciated by your products...

### wrappingup2023

P4

We would not be who we are or able to celebrate our successes without our incredible customers, team, and suppliers. We're grateful for our 2023 year, as it cultivated existing customer relationships and introduced new opportunities to HBI...

# MOVE PAST INTIMIDATION

## BE CONFIDENT WITH YOUR BUSINESS IN CHINA

*Conducting business in China doesn't have to be off-putting. While some companies may see Chinese suppliers as an unfavorable option due to trust and geopolitical reasons, our team is here to share that conducting business can be both a positive experience and very rewarding opportunity for your business.*



### **Problem: Choosing Cheap Suppliers**

Most often, businesses are looking for the least expensive option. Which makes the most sense, right? However, in selecting the cheapest option for production, there are often significant red flags associated with these suppliers that can cause complications in the integrity of your product and relationship with customers. Cheap products can lead to product malfunctions, product recalls, and quality issues, which lends itself to spending additional money in resolving these complications.

### **HBI's Solution: Choosing Quality Suppliers**

Our team hand-selects all of our suppliers based on their cost, quality of their products, certifications, and compliance with industry and federal regulations. We conduct thorough initial supplier audits and routine annual audits with all of our suppliers. While costs may not be the 'cheapest' option, our team works hard to ensure the product you receive is manufactured with integrity and follows the approved specifications and production requirements as intended.



### **Problem: Lacking Time to Research Suppliers**

The quickest supplier option may be a risky solution. While low prices and brief, hurried research may be enticing for a lightning-speed project turnaround, it could also lend itself to tremendous liabilities. Contingent on how you conduct your supplier research and the methods your company uses to locate and investigate suppliers, it's essential to do your due diligence and take the time to seek out references for these suppliers and ask questions. If they source their materials, where? What are their standard operating procedures? Do they track and monitor all of their production?

### **HBI's Solution: Let Us Do The Research For You**

With 20+ years of supplier relationships throughout Southeast Asia, particularly China, we continue to strengthen our relationships with our established suppliers and expand our supplier network by fostering connections with new suppliers as we diversify our product capabilities depending on our customer's needs. Our team oversees the production of 20-30 active suppliers and ensures their capabilities and processes align with your company's values, goals, and expectations.



# MAKE A VALUABLE IMPACT ON YOUR CUSTOMERS' PRODUCTS

*Ready to feel valued? Of course, you are! In creating a product that your customer feels appreciated and understood, you're enticing them to become a devoted, life-long advocate for your brand. So, how exactly does a company create a product that is catered to their customers?*

1

## Identify the Performance

Products need to meet their functional requirements. If specialized testing is warranted, ensure that proper testing procedures are in place and that certified individuals conduct adequate testing. While performance testing can be elaborate, it's necessary to confirm that lead times and production schedules are accurate and that this is communicated to customers.

2

## Consistently Manufacturable

Is your product easily replicated? Is the supplier manufacturing this product with efficiency? Will this product be assembled, filled, or distributed directly?

Once those questions are answered, "DFM," or Designing for Manufacturing, plays a critical role in ensuring your product, even in its earliest stages, is produced with quality and consistency.

3

## Building Quality at Conception

Did you know you are responsible for ensuring your customers receive a product that meets their needs and expectations?

Cross-functional collaboration with customers, suppliers, and engineers provides optimal product design opportunities to verify your product functions at its highest possible output.

Building quality during inception is paramount to the success of your product.





# 2023 PRODUCT RUNDOWN

To see more of the products that we source, visit our website: [www.hbint.biz/products](http://www.hbint.biz/products)



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

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