



CREATIVE

PRODUCTS ENTERPRISES

Providing quality merchandise globally since 2000

BUSINESS CREDENTIALS

“ALWAYS
DELIVER
MORE
THAN
EXPECTED”

- Larry Page, Google

CONTENTS

Company Strengths & Partnerships	3
Company Introduction	4
History	4
Our Team	5
Strengths	6
The Pursuit of Innovation	8
Evolution	14
Summary	14
Accredited Memberships	14



COMPANY STRENGTHS & PARTNERSHIPS



Australian business with full creative and account services teams locally. This is supported by a sizable overseas team with extensive experience in sourcing and quality control, as well as direct manufacturing abilities.



Core dedication to the pursuit of innovation and design in the product merchandise sectors for maximum benefits in value and market leading innovation for business partners.



Advantage of being a direct manufacturer in a wide range of merchandise which gives our business partners key advantages in terms of cost and quality control.



Extensive experience in sourcing and managing supply chains with global partners and meeting their specific needs for individual markets or regions, along with comprehensive FMCG customer understanding.



360 degree in-house creative that includes graphic design, industrial, packaging and POS, as well as a 3D Printing team which specializes in bespoke concept prototypes for innovation.



Full internal warehousing and logistic services in Australia and in China.



High level of social compliance in sourcing products with memberships to both BSCI and Sedex (European Organisations).



Intimate knowledge and understanding of working with ATL and BTL agencies. We currently service over 20 top agencies directly in Australia by sourcing and creating solutions to merchandise needs.



Continual investment in improving backend operations with the roll out of an online order management system which will include the ability for turnkey style ordering for our clients.

PARTNERSHIPS



COMPANY INTRODUCTION

Creative Products Enterprises has significant local and international experience. We strive to meet or exceed the creative and merchandise expectations of our clients. Our team has the passion and drive to deliver on your every expectation and we possess an innate understanding of promotional merchandise and how it is best used and developed to represent businesses.

We strive to utilise, develop and improve our product and industry knowledge, setting the benchmark for promotional solutions. By working with, listening to and understanding clients, seeking inspiration from unlikely sources and challenging our ways of thinking, we aim to create quality merchandise that brings the best possible value to our stakeholders.

Our mission involves the careful balance of creativity with professionalism and strategic vision with innovative design. We aim to respect our environment and stakeholders, whilst working towards client relationships where we can demonstrate our value as not only a product manufacturer, but as a long-term creative partner, ready, willing and able to achieve every promotional merchandise solution. We strive to ensure we always deliver and never stop finding ways to create better value for our clients. This is achieved through reducing cost whilst continuing to find innovative ways to add value. We strive to do this whilst providing the personalized service levels your business deserves.

HISTORY

Creative Products Enterprises is an Australian owned and operated business that has been servicing the promotional industry, marketing agencies, major corporations and FMCGs both locally and internationally since 2000. We believe we are truly a unique entity that has evolved over the years from local and China manufacturing to a hybrid business that specializes in the design and innovation of a range of merchandise with the ability to source anything with self-owned manufacturing. We continually work towards bridging the gap between East and West through manufacturing, supply and communication, thereby ensuring the best possible outcome for our clients.

We are proud to service over 100 leading brands globally both directly and indirectly and have the advantage of being able to share innovative ideas from all corners of the globe.

We are strategically focused on continuing to evolve with the market and are dedicated to meeting companies merchandise requirements in both a local and global sense, whilst leading the market in innovation and creativity.



OUR TEAM



WOODY LEE

The names synonymous with this business from the very beginning are Woody and Jason Lee. Woody, the managing director of the global operations has more than twenty years of experience with international supply chains and manufacturing in China with the keenest eye on product quality control, manufacturing and sourcing partnerships. Woody currently manages three offices overseas with a combined staff over 200 employees.

JASON LEE

Jason Lee, director of the Australian division is the passionate leader of the local team of talented and experienced account service managers and a truly innovative, creative team of designers. Jason has over 10 years of experience in supplying promotional products with an expert understanding of ATL and BTL agencies plus a passion for building relationships. Jason thrives on the challenge of coming up with the next innovative idea that can break the mold in promotional products. Jason loves servicing the client and continues to develop the most passionate and talented team in Australia.

DAVID TE

David Te is the senior creative who manages a team of talented designers who are well versed in graphic and industrial. With over 10 years of professional industry experience, David is an accomplished designer in his own right with designs that have sold around the globe. These include designs that have been used in global launches like Nintendo Wii and Sony PSP. David manages a creative team both locally and in China.

Our people are our strength. We are a dedicated and inventive team with a great track record. We are not afraid to challenge ourselves and understand that to continue to grow with our business partners we must continue to learn, develop and challenge ourselves. We have maintained successful long term business relationships with our clients with some outstanding results in part due to our continued growth and innovation.



STRENGTHS

Strengths that are measurable both in dollars and in customer experiences.

Australian Business

Every supply chain wants to be able to source any requirements as close to the direct source as possible but, at the same time have the required product knowledge and minimum risk associated with it. Creative Products works as a bridge between our clients and thousands of direct manufacturers in China and Asia. We have a self-owned and operated factory in China which encompasses a large sourcing division with over 300 factories across its records. This sourcing division supports the work done by the teams in Australia and Hong Kong.

Creative Products seek partnerships with other like-minded merchandise manufacturers throughout the world. We offer our clients the best of two worlds; A western based company with innovative ideals and the local market understanding required combined with the understanding of Asian manufacturing where efficiency and competitive costing are paramount.

Pursuit of Innovation through Design

The evolution of promotional products has determined that it's no longer good enough just to be a competent sourcing agent who is able to control the manufacturing of premiums at the lowest cost. Rather, to be a true leader in this industry, businesses need to be able to create, design and deliver innovative new ideas or "game changers". Creative Products Enterprises believes that we are continually doing this with at least 2-3 latest concepts that we believe will innovate the industry. One of our passions is targeting practical solutions through designs that actually enhance the world we live in. We believe this also allows our business partners to be truly seen as innovators.

International Beverage Experience

We are proud of the fact we have dealt either directly or indirectly with major brands since 2000. With this experience we have developed a strong understanding of how these brands interact with their markets and what true value a merchandise partner can bring to them in supporting the entire marketing mechanics. We are fortunate to work with leading FMCG clients including the Woolworths chain which we interact with both locally and through their buying offices in Asia. We understand what it takes to deliver to a multi-level supply chain and how important it is to have marketing, product and manufacturing understanding and skill set. We also currently supply products for other global FMCG companies like Walmart North America and BIC World.

360 Degree Creative Team

One of our major strengths is our 360 degree creative team. We have the same ability as any agency with a full graphic design team that can deliver services like product design, mock ups, POS and packaging design solutions. We have also now moved into the area of 3D printing, which is the future of developing prototype concepts at a rapid speed and low cost. In the past, any new prototype would require either a large sum of money and/or a lengthy period of time. Now, with our own in house 3D printer and an expert team in 3D product / industrial design, we can produce physical prototype samples within a matter of days and at minimal expense to our partners. This gives our clients and us opportunities to really test the design boundaries and potentially develop new ideas that will change the industry.



STRENGTHS (CONT'D)

Internal Logistic and Warehousing both in Australia and China.

Creative Products Enterprises has its own logistic and warehousing services both here in Australia and in China. This allows us to be flexible in carrying stock in Australia or to offer consolidate services in China, with our warehousing capacity of over 3000 square meters allowing clients to save considerable costs on handling. We do this for a number of FMCG clients and do not see this as any added hidden cost but as purely an added value to our partnership.

Experience has also allowed us to provide the ability to kit pack and distribute promotional activations if and when required. This is provided as an additional service when time becomes an issue in activations. Therefore picking, packing, dispatch and store solutions made available both a national and global scale.

High level of social compliance.

Over the last 5-10 years a key change to the supply of manufactured products has been the requirement of ethical and social compliance. For any global corporate company, a central requirement is evidence that any products bearing their logos have met very high compliance regulations.

Creative Products Enterprises is dedicated to conducting our business in ways which benefit not only our company, employees and clients, but all our stakeholders and the wider community. This means ensuring our company is held to the highest ethical standards, not only complying with all relevant legislation (local and international), but also looking for ways to exceed minimum requirements. This is demonstrated through our commitment to organisations such as Sedex and BSCI. With BSCI, we are also an actual accredited manufacturing member which means we have passed stringent audits in ethical and social compliance manufacturing. Global companies like Coca Cola require the minimum attainment of BSCI for any of their merchandise products. We are also working towards helping our other manufacturing partners (vendors) to be at minimum BSCI approved so we can be assured that all products sourced or manufactured for our clients meet world best practice in this area.

Intimate knowledge and understanding of ATL and BTL agencies.

Working with the finest brands in Australia over the past 10 years has allowed us to develop very strong relationships in the promotional marketing industry and we have a demonstrated track record of delivering outstanding service and results for all agencies we work with. We are a proud supplier member to the Australian Promotional Marketing Association which is the official industry body.

Expertise in working with agencies is definitely a specialty skill, especially understanding the mechanics of how agencies work with their business partners. We are a specialist supplier who knows how to work seamlessly with ATL, BTL, Creative and Experiential agencies. Creative Products have published a book called "Guide to Merchandise" which we use to help educate our agency clients about the basic principles of branded merchandise products. We currently work directly with over 20 of Australia's leading agencies and continue to strive to be their first choice in promotional merchandise and custom bespoke concepts.



THE PURSUIT OF INNOVATION

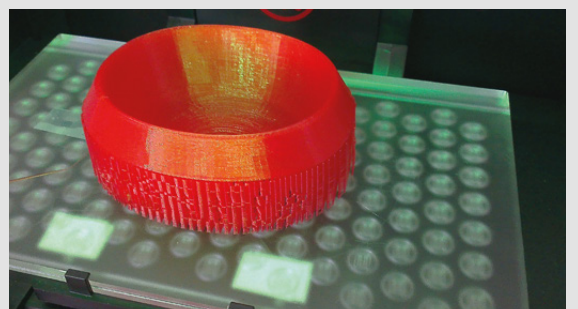
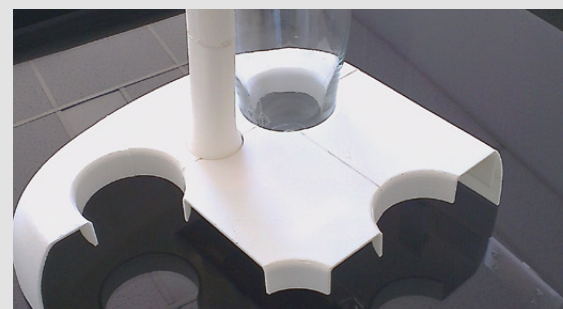
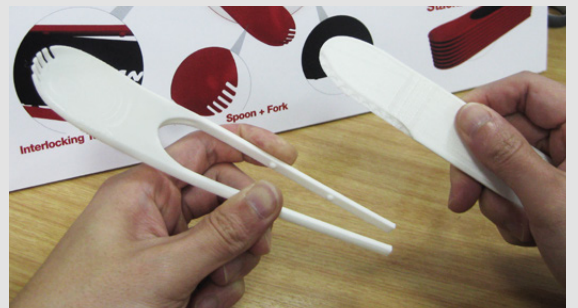
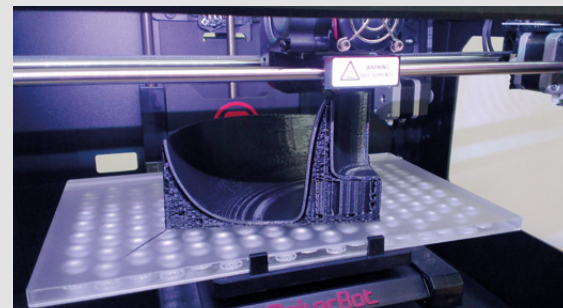
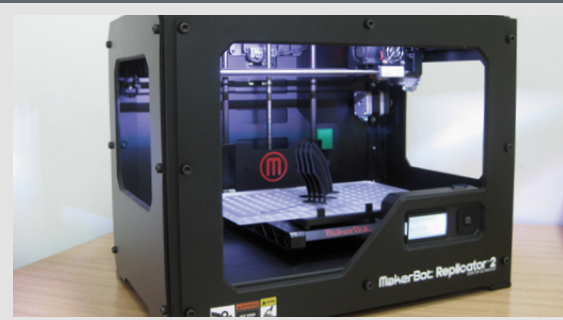
ACCREDITED



**Design
Institute of Australia**

Creative Products Enterprises is a Design Practice Member of the DIA. This serves as a valuable tool for us to constantly analyse how the creative industry is evolving and in turn, how we can evolve together with our clients.

RAPID PROTOTYPING EDGE



With the Makerbot Replicator 2, we have the ability to create small scaled prototypes within hours. In being able to produce a physical object to hold in such a short time, it allows for quick testing and response back to clients on how feasible a project will be in terms of cost and production processes.



THE PURSUIT OF INNOVATION (CONT'D)

THE CHOOZIE KOOZIE



A Patent Pending beverage cooler that also doubles as a cup and coaster. With the cup and neoprene panel inside, the product is a beverage cooler to hold cans or bottles. When the two parts are separated, you have a cup to hold your drink, and neoprene panel coaster. The cup has a special air escape track inside to allow cans and bottles to easily slide in and out. Maximum brandability and exposure of the neoprene panel from inside the cup. The cup can also be branded with pad printing. A dip in the lip of the cup is for liquid to flow out.



THE PURSUIT OF INNOVATION (CONT'D)

MEAL BUDDY



A revolutionary Design Registered 4-in-1 cutlery set pitched at airlines. The two piece set is made of flexible food grade safe plastic. The main spoon end doubles as a fork. Opposite that is an interlocked rounded end knife that can be removed from the spoon/fork piece. Once the knife is removed, the two exposed rods on the spoon/knife piece becomes an easy to use chopstick.



THE PURSUIT OF INNOVATION (CONT'D)

THE BLOCK COOLER



A high density foam rubber cooler that allows bottles and cans to be stacked on its side. The bottle or can simply slides into the cooler for instant insulation. Can be turned on its side and stacked one on top of another for easy storage.



THE PURSUIT OF INNOVATION (CONT'D)

THE SPEAKER FRIDGE



A bar fridge that not only keeps things cold but also doubles as a speaker for smart phones and audio/visual devices. Throw drinks/food into the bar fridge just like normal. To play music from the fridge, simply plug the cable from your phone to the fridge cable port.



THE PURSUIT OF INNOVATION (CONT'D)

SCHOONER CARRIER



The idea behind the carrier is to design with the ability to be stacked at venues, easily assembled and strong enough to hold the weight of 4 full schooners.



EVOLUTION

As a direct manufacturer, Creative Products Enterprises has the ability to adapt to changing market conditions and new client requirements. In the past year, this has included focusing our attention and innovations towards the airline industry, along with the hospitality and travel industries. This is a natural evolution, supported by our increasing creative and manufacturing capabilities and is reflected in our ever-expanding range of merchandise.

Examples of directly manufactured merchandise from our self-owned factory suited to the airline industry include aprons, passport holders, luggage tags and toiletry bags. Our ability to custom design and manufacture products means our product range will continue to diversify as we work closely with our clients, seeking the best outcome and solution for their merchandise requirements. Our strong history of partnership managing merchandise and commodity items with other suppliers leaves us in a strong position for plastic manufacturing and other relevant products for the airline space.

SUMMARY

Creative Products Enterprises has worked and grown to become an established provider of innovative, quality merchandise in the promotional and corporate industries. We strive to embrace and utilize our points of difference to bring unique benefits, products and ideas to our valued clients. Our expertise lies in our creative capabilities, combined Eastern and Western manufacturing, product knowledge, and understanding of the high corporate expectations and requirements for merchandise. We use these demonstrated strengths to help our clients personalize and build their brand, connecting with consumers through inventive and memorable merchandise. We always aim to deliver more than expected!

ACCREDITED MEMBERSHIPS



**Design
Institute of Australia**

Design Practice Member



Member



Member



Supplier



Supplier Member



Supplier Member

