

# STATESIDE IMPORT RESOURCE

all@teamwalterb.com

CONTACT US  
TO GET STARTED

25+ Years of experience in global sourcing, USA contact with global employees

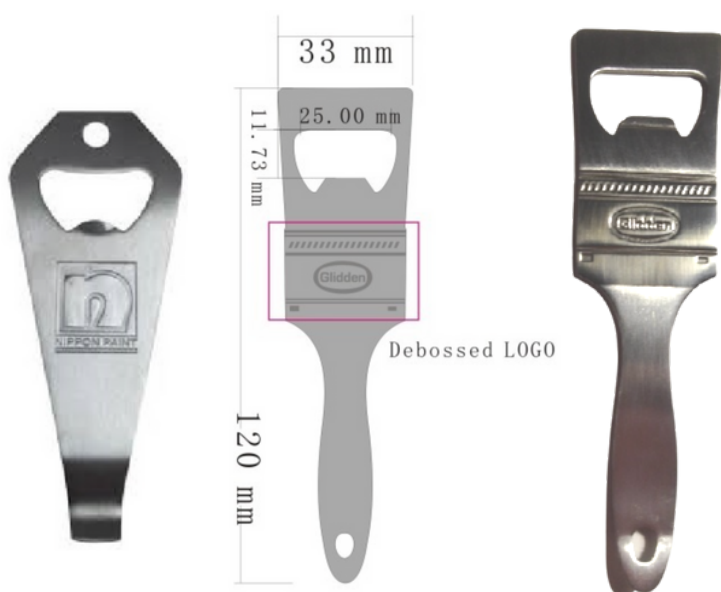
A single US-based point of contact for all aspects - Sourcing, Quoting, Sampling, Testing (if needed), Production, Quality Assurance, Delivery, Post Delivery Follow up

## ENJOY

- One USA contact
- Large projects and clients
- RFQ's and RFP's
- Outside-the-box solutions to increase profits, reputation, sales and reorders
- Magically increase program budgets
- Differentiation from competitors
- Value added resource
- Enhanced offerings to clients
- Marketing Expertise - Global Knowledge

## AVOID

- Fear - Sourcing WITH trustworthy partners
- Risk - Financial, Reputation
- Worry - On each step - Testing, Production, Quality, Delivery, Accountability
- Communication issues - Language and Culture Barriers
- High mold charges
- OH NO moments after delivery/distribution



### RFQ 20,000 Paint Lid/Bottle Openers

Distributor offered RFQ Item

#### + DIFFERENTIATOR/COMPETITIVE FACTOR

- Custom shaped Glidden Brush opener
- Same price point as RFQ
- Nominal mold charge
- Won bid on creativity
- Increased order to 150,000 units

### Medical Device Bag 6,000 units 2x a year

- Medical company was using high end backpack for their expensive medical device
- Backpack replica offered at lower cost
  - Medical device loose had to remove for use - damage issues

#### + DIFFERENTIATOR/COMPETITIVE FACTOR

- Custom made quality backpack with functional compartments to avoid removal of device (reduce damage)
- Multi location/method decoration logo placement
- Half cost of high end backpack



**CONTACT US  
TO GET STARTED**



#### RFQ 15,000 Stapler + Remover in Polybag

Distributor offered RFQ Item

#### **+ DIFFERENTIATOR/COMPETITIVE FACTOR**

- Branded Retail gift box, die cut foam
- Stapler
- 10 Pencils
- 5 Pens
- 2,000 extra Staples
- Custom branded retail bag, snug fit, cord handles

**Client thrilled with offering above - immediately went to next year's project**

- Only slightly more than RFQ budget
- Higher perceived value
- Increased order to 19,000 kits
- Due to time constraints / logistics, we handled drop ship fulfillment via LA partner
- Immediately started working on "Creative Ideas" for next tax season
  - Provided Tax Season Kit - all branded
  - Lunch Box Tin
  - Die cut foam inserts
  - Tumbler
  - Pen
  - Signature flags
  - Coffee/tea/Advil packs- added stateside
  - \$125,000 sale



#### 20th anniversary RFQ Challenge Coin 9,000 units

Distributor offered RFQ Item

#### **+DIFFERENTIATOR/COMPETITIVE FACTOR**

- Creating above and beyond offering to seal the deal
- Branded Retail gift box, die cut foam
- Challenge coin in acrylic case
- Coin stand
- Lapel pin in 14K Gold plating- Gold without the Gold price
- Laminated letter
- Fulfillment savings - Pre Printed shipping carton, with return address and Police USPS Permit number, just label and ship

#### Client enamored with offering

- "Magically" found room in the budget for higher perceived value gift
- Increased order volume by 40%
- Increase justified by partial savings offered by fulfillment shortcut of mailable package



# STATESIDE IMPORT RESOURCE

all@teamwalterb.com

CONTACT US  
TO GET STARTED



## Employee gift

RFQ on annual gift for employees – avoid replication of umbrellas, mugs, apparel, etc

### + DIFFERENTIATOR/COMPETITIVE FACTOR

- Unisex offering for work, play, tech and safety
- Trunk organizer with custom printed liner
- Custom plaid zip up blanket in corporate colors
- Drawstring backpack
- Grocery totes with mesh storage bag and carabiner
- Tech cord and plug set for charging
- Car emergency safety tool
- All items uniquely branded

## Client impressed, immediately requested ideas for following years project

- Immediately proposed
  - Lunch bag to fit in trunk organizer above
  - With Tumbler, 3pc Tupperware, travel utensils (Swiss army grade) and custom handkerchief/bandana to play into blanket theme above.



# ALL INDUSTRIES

**Entertainment** – Gibson Bar stools



**Health Care** – BCBS Resistance band with legible card



**Retail/Cosmetics** – Benefit watches



**H.U.S.H. Kit**



**Manufacturing – Progressive Screens** – Custom foldable, compact bag for sales rep mechanical devices to avoid damage



**Retail/Beverage – Point of Purchase**  
Sierra Nevada custom sublimated tents



**Financial Mortgage**

Veterans united custom packaging, flag pole base and socks

