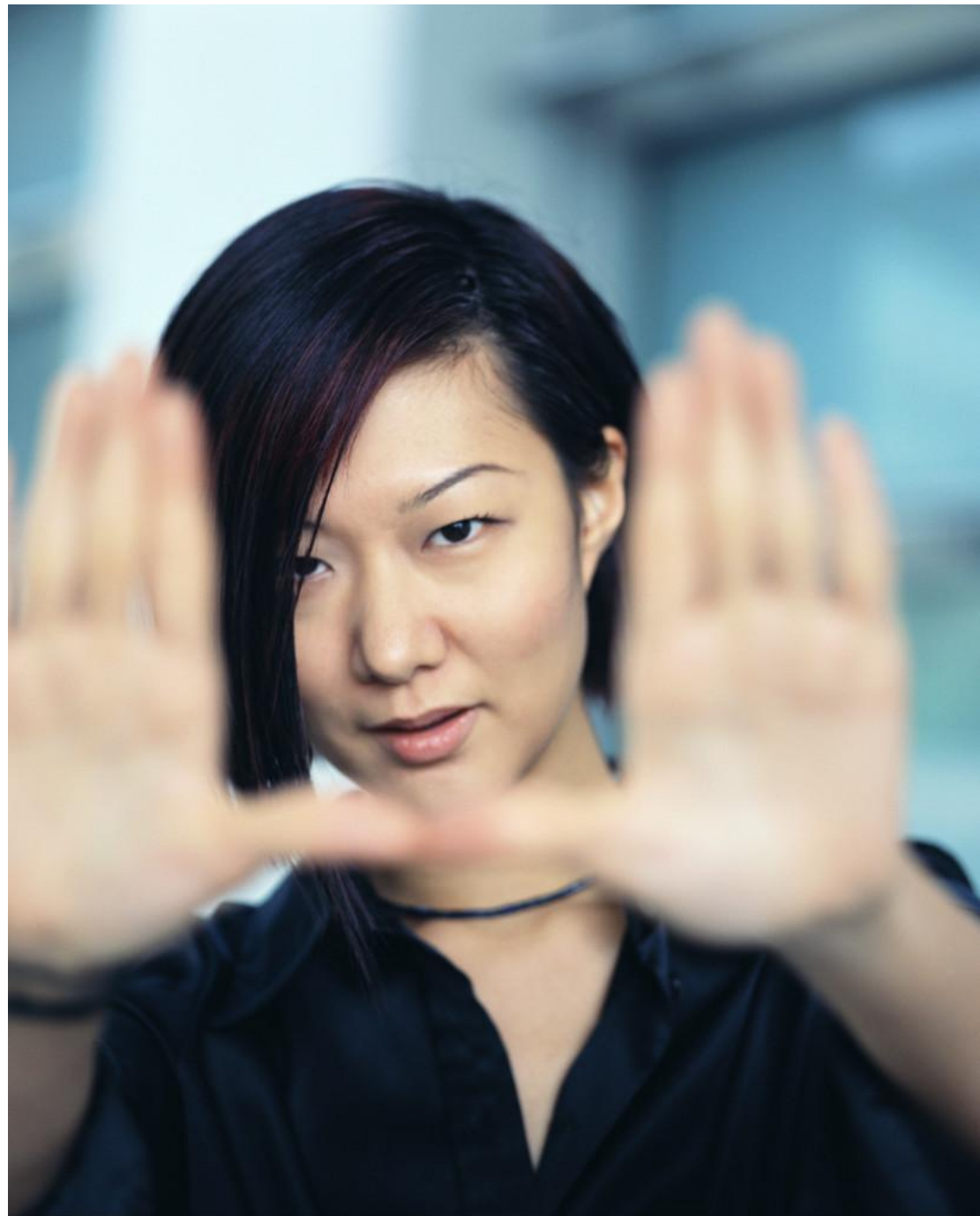




Brand New Days

**Company
Presentation**


CHILI

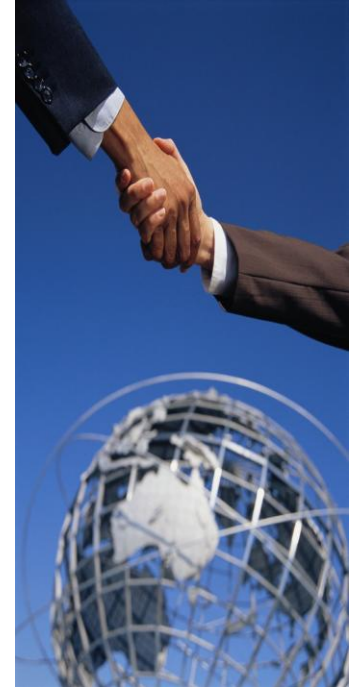




Brand New Days



- **A Gifts and Premiums specialist**
- **Established in 2005 with head-office in Hong Kong**
- **Team of over 30 well trained professionals with significant experience in major Gifts & Premiums houses & international retailers buying offices**





Brand New Days



- **A wide range of products...**

- ✓ **Plastic products**



- ✓ **Metal products**



- ✓ **Soft products except textile**



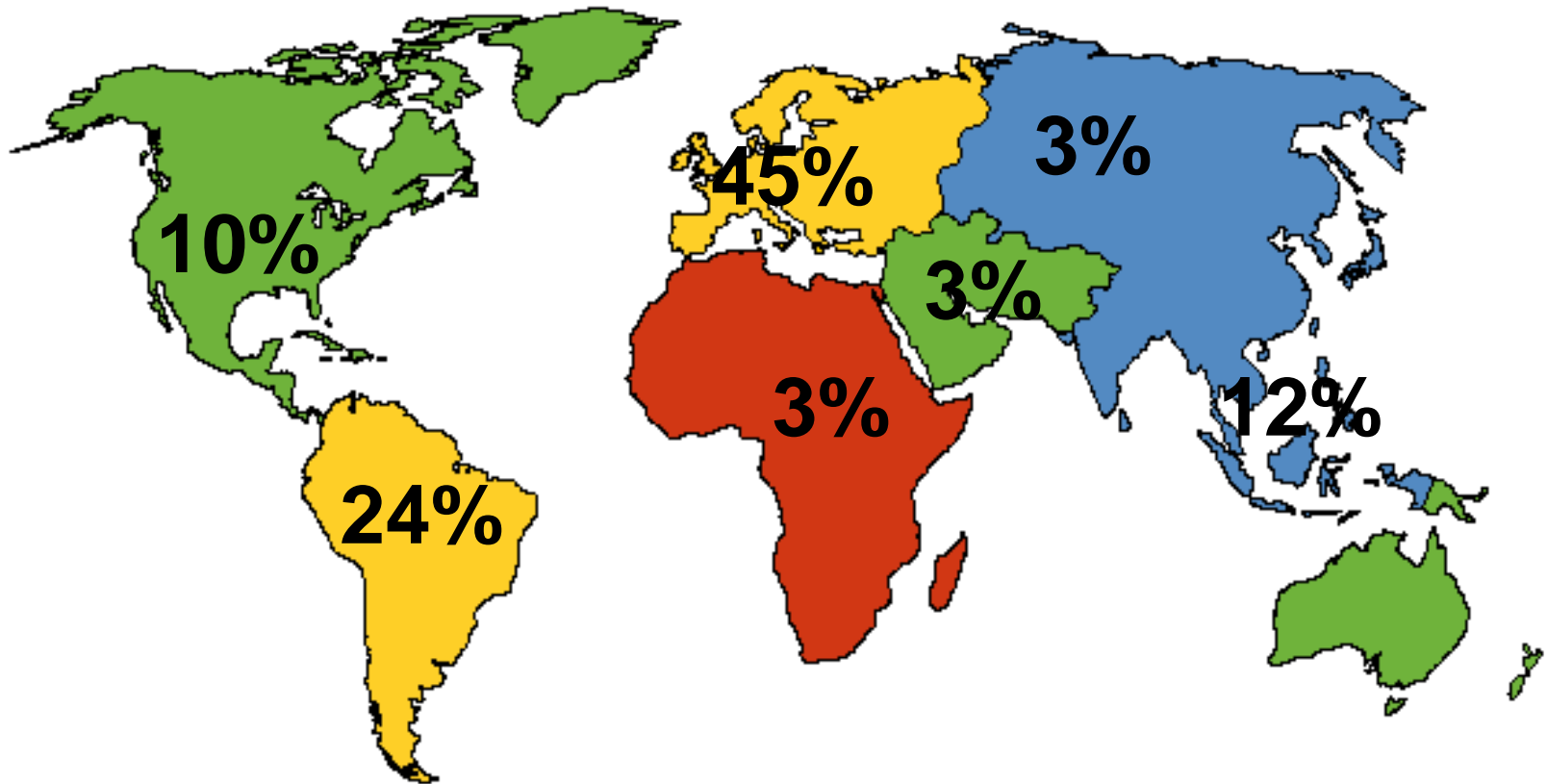
- ✓ **Electronic & electrical appliances**



- ✓ **Writing instruments**



- Shipments to customers worldwide in over 50 countries



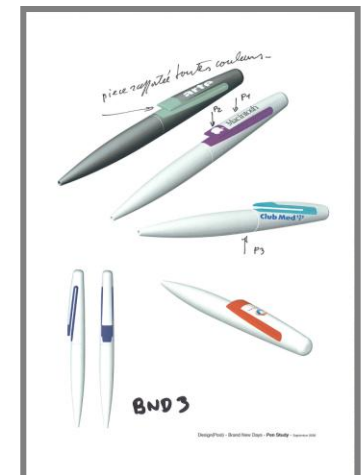


Brand New Days



Focus on 3 core activities in the Gifts and Premiums industry:

- ① General Trading
- ② Design and product development
- ③ Supply chain management





① General Trading of Gifts and Premiums

- Aggressive sourcing
- Norms compliances (by default to EU / USA norms)
- BND Code of Conduct derived from SA8000
- Strict QA/QC processes covering all China (by default to AQL 2.0 / 4.5)



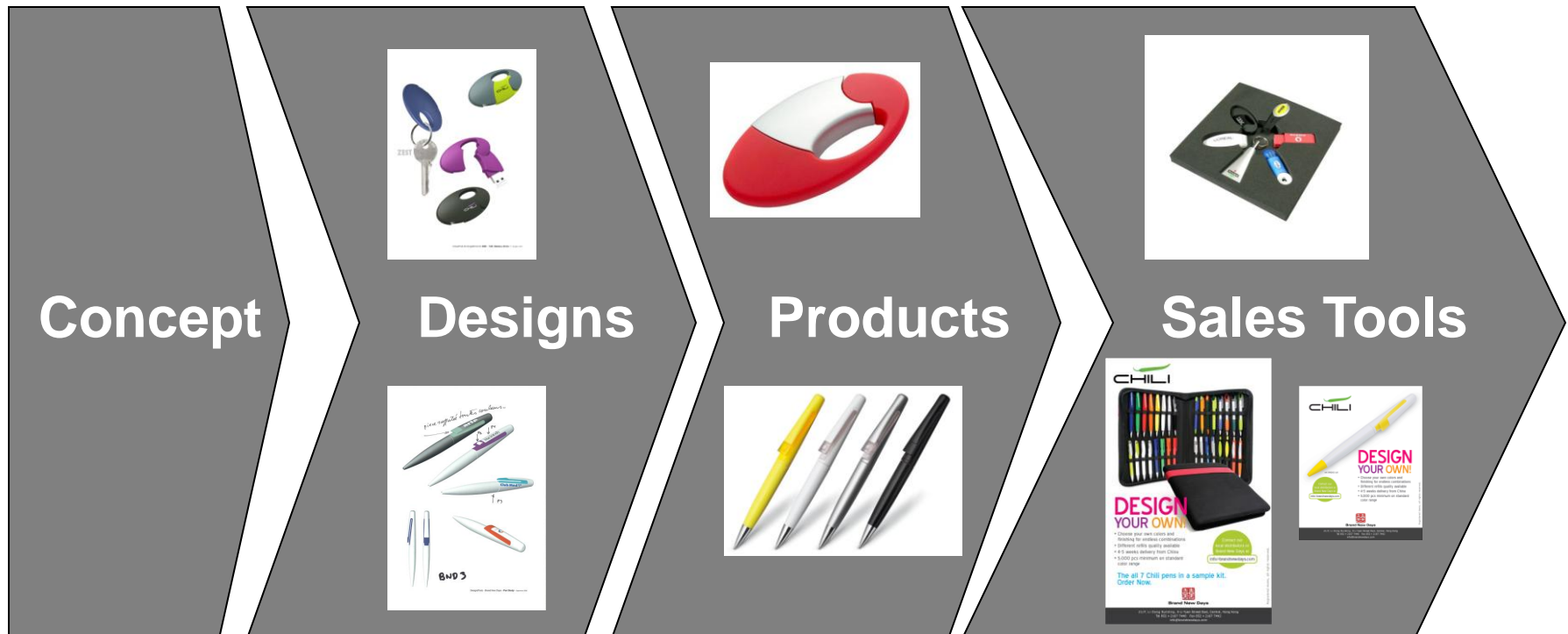


Brand New Days



2 Design and product development

- Collaboration with renown international designers
- Development of our own exclusive range under

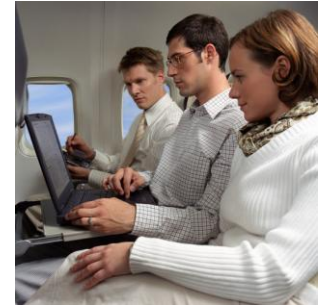




Brand New Days



3 Supply chain management



Your Buying solution in China !

Taylor made solution of sourcing / purchasing / QA/QC / logistic in China:

- ✓ Pre defined product range
- ✓ Customized CoC and factory selection
- ✓ Customized QA/QC processes and AQL level
- ✓ Specific Norms compliances
- ✓ Design processes and communication flows





Brand New Days



Our organization:

- Team work organized around an efficient ERP system (Navision Dynamics)
- Experienced Account Managers fluent in 8 languages
- Sourcing Merchandisers specialized by product category
- Dedicated Procurement Merchandisers
- QA/QC inspectors located in the main production area
- Dedicated Code of Conduct / Norms Compliance Team
- Logistic team centralized in HK
- Online 15,000 products catalogue, inquiry and order tracking (www.brandnewdays.com)





Brand New Days



Our service commitment:



- All inquiries are handled in 24 to 72 hours
- All orders are Quality Controlled before shipments
- Our purchasing team continuously works on improving our pricing
- We are continuously sourcing new manufacturers and new manufacturing areas



Brand New Days



Strict purchasing, QA/QC & Code of Conduct

- **Direct purchasing to manufacturers to keep the supply chain as short as possible (improving price and control)**
- **Well experienced quality controllers to assist the factory before, during and after the production process**
- **100% shipment quality controlled before shipment according to agreed AQL levels**
- **Strict compliance to the norms that apply in the country of destination or otherwise requested with independent Lab testing reports**
- **All suppliers meet Brand New Days CoC derived from SA8000**



Wide QA/QC coverage of China



HQ
QC



Brand New Days



QA / QC functions

☑ Factory Audit

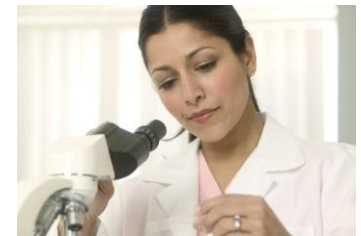
- Production capacity and capability, equipment, QA/QC system
- Social Accountability
- Environmental Audit (under implementation 2010 / Q1)



☑ On site Production Inspection

- QC/QA online
- Pre-shipment (Final Random Inspection)

☑ Norms compliance and Third party Testing





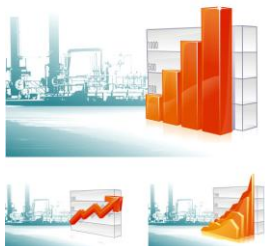
Brand New Days



✓ Factory Audit

Production capacity and capability, equipment, QA/QC system

- ✓ Equipment listing
- ✓ production process and output analysis
- ✓ QA/QC system review
- ✓ Subcontracting policy
- ✓ Norms awareness



Social Accountability

- ✓ No discrimination
- ✓ No force labor
- ✓ No child labor
- ✓ Reasonable working hours
- ✓ No use of violence
- ✓ Minimum wage
- ✓ Safe and healthy working environment



Environmental Audit

- ✓ Respect of local laws
- ✓ Re-cycle, re-use, reduce concept in the production processes

(Implementation 2010 Q1)





Brand New Days



☑ On site Production Inspection

- QC/QA online

- ✓ Quality control of incoming raw material
- ✓ Quality control of first 500 / 1000 pcs



- Final Random Inspection

- ✓ Done with 100% goods produced (minimum of 80% packed)
- ✓ According to pre agreed AQL levels
- ✓ Random selection of samples in export cartons, detailed inspection of each sample with photo recording of minor and major defect





Brand New Days



☑ Testing and conformity to Norms



- Random selection of production samples
- Testing vs. pre agreed norms by independent Laboratories





Brand New Days



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