



Call : 305-443-1332



Branding & Promotion Experts

Gossett Marketing is celebrating our 28th year as a promotional marketing agency. We are experienced marketing professionals that understand business, the bottom line and the importance of maintaining your brand image in all that you do.





Danette Gossett



Greetings!

Just when we thought the supply chain was getting back to normal, we find out it's not. Of course, the conflict (war) in Ukraine is having its effect on gas prices so that's going to slow things down.

Why? Well, the faster those large container ships go, the more fuel they burn. So, when the price of fuel goes up the ships slow down. What might have been 35-40 days at sea will now begin to be 45-50 days.

Another new issue is the outbreak of a new Covid variant in China. While the numbers aren't huge as I write this, China has instituted a "zero-tolerance policy". They are shutting some towns down to find every infected person.

While for now, industries can use factories and suppliers in other parts of China, it has the possibility of shutting or disrupting ports in Shenzhen, Shanghai or nearby Ningbo.

Even a one-month slowdown at the port last year caused a backlog of thousands of shipping containers and sent shockwaves throughout global supply chains.

Right now there is no sign of a major disruption, port operators are curbing face-to-face contact which may slow operations. And, some cross-border freight services have been suspended crossing into Hong Kong.

While we don't expect the same issues as last year, we are *still* experiencing shortages in many product categories. The days of asking for an item and automatically knowing it's available and can be imprinted quickly are still hit and miss.

For example, I had a client today that needs Desk clocks in two weeks for a meeting. She doesn't need many, just 15 high-end clocks. I checked with 5

factories, only two had inventory, and very limited inventory at that. And only one was able to meet the production timing needed.

In addition, Federal Express and UPS are having backlogs in clearance out of China and other Asian areas. Items like custom lapel pins used to take 3 weeks for production and delivery. Because of Import issues beyond our control that timing has increased to 4-5 weeks.

So, as businesses continue to bring back employees, set-up conferences, attend trade shows and generally get back to business, please plan ahead for your promotional needs.

We are always here to help, but if you can, give us as much time as possible.

| | | |
|---|--|--|
|  | | |
|  |  |  |
| Bamboo Pen | RPET Reusable Sports Bottle | Washable Paper Notebook |
| FSC-certified bamboo barrel | 22 oz RPET Reusable Sports bottle | Kraft Paper Water-resistant cover |
| Soft, rubberized capacitive touch stylus | Made of 100% recycled plastic | 80 sheets of white recycled lined paper |
| Twist-action mechanism | Features FSC-certified bamboo lid | Click-action Bamboo pen |
| 1-color imprint | 1-color imprint on bottle | Overall measures 5”w x 7”h |
| 200 Qty Min: \$2.69 each | 100 Qty Min: \$4.95 each | 1-color imprint on cover; pen is blank |
| | | 100 Qty Min: \$4.99 each |

Market Your Values

Earth Day presents a compelling opportunity for companies of all types to show their customers how enlightened they are! Yes, I said “enlightened.”...

Promotional Marketing Expert, Danette Gossett, Shares Information About “Enlightened Marketing” Just In Time For Earth Day Promotions.

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, reminds readers that today's consumers are not fooled by companies whose values are not aligned with what they market and shares information about enlightened marketing.

[~ Read More](#)

Gossett Marketing

3701 Poinciana Avenue
Coconut Grove, FL
33133
US

danette@Gossettmktg.com
(800) 989-5690