

# FAQ

**Q: In the procurement of promotional products, why should my company consider direct imports vs. domestic production?**

A: There is a tremendous pricing advantage in having promotional merchandise produced overseas. Over 85% of the promotional products sold in this country come from Asian sources. Typically, merchandise is manufactured in China then shipped to a domestic supplier where it is warehoused. As orders are processed, goods are taken off the shelf, printed then delivered. The cost of this part of the supply chain can be eliminated by producing custom orders overseas bypassing the warehousing and imprinting done by domestic suppliers.

**Q: What's the minimum dollar value of an order to consider direct importing?**

A: There is no exact answer to this, it depends on the item itself and the start up costs for manufacturing. A good rule of thumb is about \$15,000.

**Q: What's the lead time needed for direct imports?**

A: The lead time is usually determined by the shipping method. Smaller items (watches, pens, lapel pins) can be air freighted into the U.S. at a very reasonable rate. We've delivered direct import orders in a little as 7 working days.

Larger items that shipped via boat typically require 60 to 75 days for delivery.

**Q: How can I be sure that my products will be produced in accordance with our company's strict graphic standards?**

A: All of the design work and graphic specifications come from the Goldman Promotions graphics department. Our standard procedure is to produce a finish pre-production prototype for your approval.

**Q: How can I be sure that the products that come in from China are lead free and are in compliance with Federal Safety Standards?**

A: All of the merchandise produced for Goldman Promotions is batch tested by an independent certified testing agency to insure that our products are lead free. Our testing processes are in compliance with USA ASTM (American Society for Testing and Materials), European EN71 and European RoHS Standards. Test results are available upon request.

We firmly believe that high quality products can be manufactured in China without cutting corners and without ever using questionable or dangerous material.

**Q: How can I be sure our products are not being produced by children underage?**

A: In addition to safety testing, we also test for social compliance in accordance with the recommendations developed by Social Accountability International. SAI's mission is to promote human rights for workers around the world. Our manufacturers are inspected regularly to insure compliance with SAI's SA8000 standards. These rules cover minimum age, over time pay and overall working conditions.

**Q: Why should I consider Goldman Promotions as partner for import projects?**

A: Goldman Promotions is a 48 year old U.S. based corporation whose world headquarters is located in St. Louis, Missouri. We support a national network of over 80 account managers across the country. Our team is trained to advise customers of direct import opportunities that are in their best interests. Our in-house support team understands logistics involved with managing the process of global sourcing. Our staff has expertise in product sourcing, project management, global port delivery, customs clearance, tariff classification, port availability, and domestic delivery. . This platform of outside account managers supported by our in house team has proven to be a winning combination for our customers.

**Q: What kind of presence does Goldman Promotions have overseas?**

Goldman Promotions also has a strong foothold in China thru our various partners who have offices in Shenzhen, Shanghai and Hong Kong. These partners assist in product sourcing, project inspection and audits of factory capabilities.

**Q: How does Goldman Promotions insure efficient pricing?**

A: We pride ourselves on our ability to provide competitive factory-direct pricing through direct negotiation with Chinese factory owners and managers; our customers experience a significant savings over domestic suppliers.

**Q: What is Goldman Promotions experience with very large projects?**

A: Because of our size, our longevity and our credit worthiness we've established a reputation of reliability with our overseas manufacturers. This track record provides assurance for our larger accounts that orders of any size will flow smoothly.

**Q: How does Goldman Promotions communicate project details to clients?**

A: At Goldman Promotions, your main contact is an account manager who understands, from personal experience, the demands of the industry from both the manufacturer's and the end-user perspective. We maintain timelines for all projects that include a complete detailing of materials, decoration specifications, task dependencies, deadline dates, and ship dates. These timelines are provided to clients at the start of each project, and reviewed and amended regularly with you by your account manager.

**Q: What are Goldman Promotions terms of business?**

A: For most projects a 50% deposit is required with a balance due Net 10. We welcome discussions regarding business terms in order to accommodate your needs.

**Q: How quickly can Goldman Promotions get pricing for my project?**

A: For our standard product line, we should be able to provide direct import pricing within 24 hours of a request. On a custom product it may take up to 3 days to finalize the pricing.

**Q: How do I get started on a direct import project?**

A: If you are already working with Goldman Promotions, you can start by contacting your local account manager. If you're new to GP, simply call (800) 844-3111 ask for Kevin McHargue.