



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2023 APPA AWARDS

SUPPLIER AWARD WINNER'S GUIDE 2023



2023 APPA AWARDS

THURSDAY 31 AUGUST 2023 | WATERVIEW

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Branding Innovation

WINNER: LOGO LINE

Entry: CustomPrintBox™

The CustomPrintBox™ innovation is a solution to the challenges faced by businesses when it comes to customisation of promotional products.

The goal of CustomPrintBox™ is to revolutionise the branding and customisation processes for businesses and to provide a solution that offers significant improvement and evolution of existing processes, allowing businesses to achieve new levels of creativity and efficiency in their branding solutions.

By offering a full-colour, vibrant decoration process, CustomPrintBox™ eliminates the limitations on design options, enabling businesses to create visually striking and unique branding solutions.

The introduction of custom inserts allows businesses to showcase their creativity and enhance brand recognition.

Further, the focus on sustainable waste reduction tackles the environmental concerns associated with excessive waste generation in traditional branding processes.

CustomPrintBox™ empowers businesses with enhanced branding and customisation capabilities, allowing them to create impactful branding solutions that accurately represent their brand identity. The extensive customisation options, including tailored inserts, enable businesses to showcase their creativity and differentiate themselves in the market.



Product Innovation

WINNER: PROMO COLLECTION

Entry: Lockable Phone Pouch

Our goal was to develop a brandable promotional product that addressed the global trend of limiting mobile device usage in specific environments.

First, we focused on creating a product with a large branding surface, allowing for maximum visibility of logos or messages. Additionally, we aimed to make it affordable, ensuring it could be adopted in various markets while providing value for both users and businesses.

Ease of use was essential, so we designed the product to be simple and safe without the need for complicated instructions. Moreover, durability was a priority, ensuring that it could withstand frequent use over an extended period without any risk of breaking.

To add an innovative touch, we incorporated the latest material technology, providing users with additional functionalities that enhance their experience. Simultaneously, the product's design allowed for scalability in manufacturing, making it easy to produce large quantities efficiently.

Recognising the importance of clearly communicating the product's uses, we created informative videos, websites and engaging EDMs to ensure that customers understood the various applications and benefits of this versatile product.

By combining all these elements, we successfully created a brandable promotional product that satisfies the growing need to limit mobile device usage, while also serving as an effective marketing tool for businesses.

We chose to promote our product through our distributor client network in multiple markets, including Australia, NZ and the UK. The product has been shown at many trade shows around the globe to much interest and fanfare from our client base.

Our marketing materials were used extensively by clients, especially in the education sector, leveraging opportunities created by recent policy initiatives. As a result we achieved sales of 30,000 units year to date, totalling around \$200,000 in revenue for the company.



People's Choice

Best Apparel Supplier

WINNER: FASHION BIZ

People's Choice Awards

Fashion Biz, a renowned apparel supplier, was first established in New Zealand back in 1989. Since then, the company's international headquarters have been situated in Auckland, New Zealand. Here, a dedicated team consisting of directors, management, and production professionals continuously strive to deliver new, innovative, and high-quality garments to the market, all at the most competitive prices.

In 2007, Fashion Biz expanded its operations by opening an Australian head office and distribution center in Melbourne, Victoria. This expansion allowed them to serve a broader customer base throughout Australia, with additional facilities and operations in Brisbane, Sydney, Adelaide, and Perth. With rapid growth and expansion, Fashion Biz has become one of the largest suppliers of apparel to the Australasian market.

Maintaining the utmost quality of garments has always been a top priority for Fashion Biz. They remain at the forefront of fabric development, ensuring their customers receive products made with cutting-edge materials. Additionally, the company is committed to maintaining adequate stock levels to meet customer demand promptly. To further enhance their service, Fashion Biz continually invests in the latest business infrastructure, enabling them to offer and guarantee the best service to their valued customers.

Throughout their history and ongoing operations, Fashion Biz exemplifies their dedication to providing the market with exceptional garments, staying ahead of trends, and delivering impeccable customer service.



People's Choice

Best Boutique Supplier

WINNER: BANNERS INK

People's Choice Awards

Banners Ink is a universally adored supplier of quality flags and banners, recognised for delivering exceptional products at highly competitive wholesale prices. Since its inception in 2010, Banners Ink has grown exponentially into a leading force in this market, catering to clients far and wide. Founders Warren and David, with extensive experience in the Promotional Products industry, decided to embark on this journey as a supplier rather than a distributor, resulting in a remarkable success story.

At Banners Ink, customer service is at the core of their business model. They believe that customer satisfaction is paramount to their success, and strive to go above and beyond to ensure that customers receive exactly what they desire within the required timeframe.

Banners Ink takes pride in catering to the unique needs of their diverse clientele, constantly surpassing their expectations by providing high-quality, durable flags and banners that are designed to meet their objectives and overall brand goals.

Banners Ink is not only known for their exceptional customer service, but also for their commitment to delivering quality products at competitive prices. They specialise in flags and banners that are meticulously crafted, durable, and designed to make a lasting impression. Their focus on quality, paired with impeccable customer service, makes them a top choice for businesses looking to promote their brand and stand out in a crowded market.



People's Choice

Best Supplier

WINNER: LOGO LINE

People's Choice Awards

As one of the most reliable and popular promotional product suppliers in Australia, Queensland-based Logo Line aims to achieve customer satisfaction through a high level of professionalism, friendly customer service and a wide range of products.

With a strong emphasis on customer service, Logo Line endeavors to ensure that every customer has a positive experience with their order. Their experienced sales team provides prompt responses and advice, while their in-house production team ensures that the products are delivered within the agreed timeframe.

Logo Line offers a variety of promotional merchandise that includes bags, confectionery, drinkware, health, home and auto, lifestyle, novelties, office, pens, and technology.

The company strives to provide quality products at highly competitive prices, ensuring that businesses can effectively promote their brand while staying within their budget. Additionally, Logo Line offers an in-house artwork service that enables customers to target their preferred market with a thoughtful message.

APPA Distributor Members agree that Logo Line is a premier promotional products supplier that offers clients a diverse and high-quality range of merchandise to elevate their brand. Their commitment to customer service and satisfaction has made them a trusted partner for businesses seeking to increase their visibility and brand recognition across Australia and New Zealand.



People's Choice

Best Decorator

WINNER: EZIBRAND

People's Choice Awards

Ezibrand has earned widespread praise and recognition in the industry for their exceptional quality, attention to detail, and superior customer service. They have built a strong reputation as one of the premier decorators and printers in Victoria, consistently delivering outstanding results.

One of the key reasons for Ezibrand's positive reputation is their unwavering commitment to providing top-notch products. They take pride in their meticulous approach to screen printing, ensuring that every t-shirt and garment receives the highest level of craftsmanship. From selecting the finest materials to utilizing state-of-the-art printing techniques, Ezibrand goes above and beyond to deliver impeccable results that exceed customer expectations.

Clients always praise Ezibrand for their quick turnaround times. Recognizing the importance of timely delivery,

they are known for efficiently completing orders without compromising on quality. Whether it's a high-volume request or a custom design, Ezibrand leverages their capacity of up to 10,000 shirts per day to get the job done promptly, ensuring that clients receive their products when they need them.

In addition to their speed and quality, Ezibrand also shines in their dedication to customer service. The team at Ezibrand is friendly, knowledgeable, and always ready to assist customers throughout the entire printing process. They take the time to understand specific requirements, offer valuable insights, and provide guidance on the most suitable decoration options. This personalized approach ensures that customers feel supported and confident that their vision will be brought to life.

