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PPAI Convenes First Meeting Of The Global Strategy Council

Irving, Texas (August 30, 2007) As news headlines pleaded for higher standards in product safety, **Promotional Products Association International (PPAI)** took a proactive step toward identifying top concerns and a course of action for the industry by convening the first meeting of its Global Strategy Council last week in Albuquerque, New Mexico.

The think tank, approved for formation in April, identified the global issues surrounding social responsibility, product safety and quality, container security and intellectual property.

“The purpose of the full-day meeting was to gather diverse sets of talents to better understand the challenges of the global supply chain and determine a strategy that will create maximum value for everyone involved in the manufacturing, supply, distribution and usage of promotional products,” said Paul Kiewiet, MAS, PPAI chair and vice president of Incentive Marketing, a CorpLogoWare affiliate.

The council includes representatives from major consumer companies and associated industries which are addressing similar challenges and principals from top distributor and supplier companies that are being affected daily by the new regulations, growing concerns and negative publicity surrounding some imported products. The council also includes a testing lab representative, a representative from the toy industry and other supply chain representatives as well as the president and chairman of the board of PPAI.

“We did not go into this meeting with any preconceived outcomes,” said Kiewiet. “These are big challenges and complex issues but our ultimate goal is to help our members and the industry provide safe products in a responsible manner.”

“PPAI is taking a proactive role in this global issue with the formation of the council in early June,” said PPAI President Steve Slagle, CAE. “Through this council, we’ve also enlisted some very knowledgeable and experienced individuals to work with us. We hope to help our members stay ahead of the curve.”

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The council's first responsibility will be to create awareness among members of the need for safer and more reliable products, then to provide specific educational support including a list of best practices for suppliers and distributors.

The council is planning to establish meetings with associated industry groups in China and Hong Kong to determine what can be done collaboratively to address the issues.

PPAI members are encouraged to send their comments and ideas about the council and its goals to Anne Lardner at AnneL@ppai.org.

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

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PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.8 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.