

Winner of Extraordinary Branding Award 2021
Adan Promotional Concepts, Artpac Solutions Asia Ltd.

I'm the global business director at Adan Promotional Concepts running the promotional products division. Thank you for selecting my entry for this extraordinary branding awards. Well my focus throughout my career of twenty-two years was to promote sustainability with equal sustainable product developments, um equal campaigns and that is pretty much indicated on my award submission.

Um... so I hope I can take this opportunity to spread awareness with the impact of global warming. It's actually increasing at an alarming rate. More so than ever, now it's the time to make change and I hope I can inspire change. Just last week, UN scientist has issued a code red alert that global warming is increasing at a staggering rate. It's irreversible and collectively, we can make this change and you know alone we can do so little, but together we can do so much. Now more so than ever, we need to reduce our carbon footprint. So hopefully this is, um, what I'm also trying to convey with my product line Greenovation to use eco alternatives whether it's recyclable products, up cycle and just think equal alternatives. So hopefully we can make this change and help with the global climate crisis that we're facing.

So a bit of background on our company. Adan is a part of Artpac Solutions Group. So what we do is we target worldwide networks. Our specialty is factory direct manufacturing custom made-to-order products. Um so..., this will be my twenty-second year in the industry, pretty much doing what I love with product development and with our head office in Hong Kong, Artpac Solutions. It's actually our thirtieth anniversary, 2021 being our thirtieth year in the industry. So our primary focus is eco sustainable development with a core product line Greenovation which goes in hand with eco promotional products.

So we were extremely fortunate that the pandemic did not affect our business. So we remained operational as um... as usual. Our division was actually working double the hours to fulfil huge PPE demands. Um... I will leave the office pretty much at midnight dealing with overwhelming demand with deadlines and uh... demand on PPE products such as reusable masks to help with the pandemic. So overall it's still been a challenging year with the pandemic, business closures, uh production and logistics, um disruptions and issues, but this lasted about a year and we then refocus back to our core business line. Uh but we continue to supply reusable mask that goes in hand with our uh... our primary product line Greenovation.

JCI Queensway, extraordinary branding awards, awesome! (in Cantonese)