

DEC 2021 NEWSLETTER

END OF YEAR HIGHLIGHTS



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OVERVIEW

BY MAGGIE BLASKA

2021 has been an incredible year for Global Impex USA. There have been supply chain issues, new vaccines, COVID variants, social justice issues, and so many other things happening in the world, and we have grown through it all. This year has been one of recovery and growth!

We are hopeful that 2022 continues to bring new business endeavors, more in-person meetings and events, merch signings, and so much more for Global Impex USA!

GUILD:

CUT AGENCY AND NEW SIGNINGS

Earlier this year, Guild Apparel Co. started working with The Cut Agency, a sports marketing agency in Miami, Florida. Brad Cutler, creator and director of Cut, reached out to us to see if we could collaborate on merch for these athletes. So far, it has gone extremely well. Guild has signed many of their players and created merch for them throughout this year.

Through this collaboration, we have made merch for athletes such as JC Jackson (aka Mr. Int), Mackensie Alexander, David Njoku, and many others. We hope to sign even more players through The Cut and other agencies in 2022.



JC Jackson (AKA Mr. Int) Merch from Guild website

NEW PLAYERS AND EXPANSION

Guild Apparel Co. has really taken off in 2021! Through The Cut Agency, we have signed a handful of new players this year. It has been so fun collaborating with them to bring their own style and ideas to life. We make all types of merch for athletes, influencers, and celebrities. However, our main focus this year seemed to be athletes. Cordarrelle Patterson, Pro-Bowler running back/wide receiver on the Falcons, has renewed his contract to work with us again in 2022.

Our merchandising includes items like various styles of T-shirts, hoodies, sweatshirts, and streetwear. The athletes come to us with different ideas of what they're looking for and we bring that image to life!

Check out our collections at: www.guildapparelco.com/



Pictured: Players Vonn Bell, Mackensie Alexander, and Xavier Rhodes, along with The Cut CEO, Brad Cutler.

GLOBAL IMPEX: YEAR IN REVIEW

Global Impex has had quite a year. The beginning of the year started off well and we had a steady growth in sales, but our big jump came toward the last half of the year when the supply chain crisis hit around the world. Companies had a hard time sourcing products, so they couldn't provide in a timely manner. However, Global Impex was ahead and well stocked before the crisis hit. We thrived with many new orders from new customers. Overall, Global Impex had a very strong year with many new orders and customers!



King Mukherjee (left) and Bob Gazich (right) with a new friend at IFAI Expo

COTTON, LOGISTICS, AND SUPPLY CHAIN

There have been major slowdowns in the production and distribution of canvas over the past year, shipping prices are almost double what they were last year, and U.S. shipping ports are operating at partial capacity for safety reasons which is slowing the unloading and processing procedures. These factors have increased the cost of imported canvas by almost double compared to last year. Domestic shipping costs have also increased, thus making the end price for customers even higher. Lastly, those factors don't just affect the price, but also decrease the available supply and increase the time it takes to get canvas imported. There are many companies who are having trouble getting products they need no matter how much money they are willing to spend. This has led to a supply shortage for many markets around the world. We are always trying to keep up our inventory and doing everything we can to help our customers with their canvas needs.



<https://i.insider.com/616ed37741af0d00193f3e1b?width=700>

STRYV: GOWNS AND SUSTAINABILITY

2021 has been a steady year for Stryv. We have still been making PPE to combat the COVID 19 pandemic. Our warehouses are well stocked and set with FDA-approved medical gowns. All medical fabrics are finished under the Berry Amendment. The gowns are continually used in hospitals today. In addition, our gowns are FDA certified with level 2 certification and ACTM certified.

Visit us at:
www.stryvmed.com/



Scrubs from Styv Med

PUBLICATIONS ARTICLES FROM THIS YEAR

Global Impex USA has had a full year of activities. We have published a few articles throughout 2021 explaining some of our endeavors. Some of our interns have interviewed business partners, reported on logistical trends, COVID updates, and major news updates.

Many of our articles have been posted on eTextile Communications, through the St. Cloud Times Online, and our website.

To read some of our articles, including the one pictured to the left, go to:
<https://www.etextilecommunications.com/102-121-guild-apparel-the-cut-agency>



Guild Apparel partners with sports marketing agency

**GUILD
APPAREL CO.**

Posted October 21, 2021

ST. CLOUD, Minn. – With the NFL season back in full swing, so too is the lesser seen side of the professional sports industry: sports

Guild Apparel Publication from eTextile Communications

FEATURES:

BOARD MEMBERS

Global Impex is proud to support our local community in St. Cloud, Minnesota. Earlier this fall, we were investors and members of the advisory committee of entrepreneurship development in the region Greater St. Cloud Development Corporation (GSDC). They also recently recognized Global Impex as a leader in the region for canvas sales. We have thoroughly enjoyed being a voice in this group of people. It has been an honor to get to know fellow GSDC members this year.

Follow this link to see our recognition in GSDC:
<https://www.greaterstcloud.com/gsd-update-march-23-2021/>



King Mukherjee at GSDC Member Meeting



Bob Gazich (left), Devin Steele (center), and King Mukherjee (right) at IFAI Expo

IFAI EXPO AND SUPER BOWL

In February, King Mukherjee and Bob Gazich traveled with Guild apparel to Tampa, Florida to attend Super Bowl LV. They had an amazing time watching some football while networking with new business affiliates.

The pair also attended Industrial Fabrics Association International's 100th Anniversary Expo in Nashville. Everyone was excited to be attending in person again. Spirits were high and we made some amazing new friends while reconnecting with old ones!

IFAI EXPO 2021

Influencer Marketing

How to maximize it for you and your company

Speakers:
King Mukherjee
Bob Gazich

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INTERNSHIP OPPORTUNITIES: LOTS TO DO!

Global Impex proudly offers a variety of internships in areas such as Digital Marketing, Operations Management, and Analytics. These positions are filled by determined, hardworking students from around the world. Regardless of their role, the interns get to collaborate on a variety of tasks and projects to make sure we put our best foot forward.

The interns get to meet weekly with Bob Gazich and King Mukherjee as a check-in to make sure all is well and the students feel comfortable. King and Bob provide excellent guidance and opportunity for growth during the intern's time at Global Impex.



INTERNS

WE COME FROM ALL OVER

Interns at Global Impex USA come from around the world. We have students from France, India, and the United States. Within the United States, we have students from California to New York. It is a diverse workspace that fosters lots of growth and learning. Even though many interns are restricted to meeting over Zoom, whether it be due to distance or the pandemic, they still get to know the others and create relationships they otherwise may have missed out on.

LOOKING AHEAD:

WHAT'S COMING IN 2022?

After an incredible 2021, Global Impex has high hopes for an even better 2022. Firstly, we want to thank all our friends, associates, vendors, customers, well wishes, and more.

Next, we have some very exciting things coming up this year. In January, we will be attending the PPAI show in Vegas and have a few other events that we plan to be at in person! Global Impex doubled sales and growth in 2021 and we hope to continue to grow in that direction in the upcoming year. We also hope to continue to grow Guild Apparel, our crown jewel from 2021. Sustainability efforts are going to be a top priority for us in 2022 and we plan to appoint a Sustainability Director in 2022. The supply chain crisis is predicted to roll into next year, so we definitely want to continue to source and finish goods more domestically to try and minimize the fallout of supply chain issues. After recently being nominated to be on the advanced textile products, advisory board, we aim to continue to work with IFAI and serve our local community through the Greater Saint Cloud Development Corporation in St. Cloud, Minnesota. Another focus in 2022 is to continue to enhance our diversity and DEI efforts as well as continue to help students to gain significant experiential learning and real-world experiences.

Finally, we welcome all into our company and come and hope you join hands with us for 2022. We wish you all a healthy and safe holiday season and the very best for 2022!

Thank you for contributing to our great year and we look forward to working with you in 2022!



Global Impex Co-Directors Bob Gazich and King Mukherjee

GUILD
APPAREL CO



www.guildapparelco.com



www.globalimpexusa.com



www.stryvmed.com