



ASI #40299 | SAGE #51323

Free Product Development

Custom Manufacturing

Speedy Delivery

Unbeatable Pricing



## CUSTOM ORDER PROGRAMS

Top Five Reasons to Choose Best Plush Inc. | Three Easy Steps to Custom Order | Appendix

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# WELCOME TO BEST PLUSH®

1. MANAGEMENT TEAM
2. FACTORY NETWORK & PRODUCTION TEAM
3. MISSION STATEMENT

# OUR MANAGEMENT TEAM



**Danny Gu, Founder & CEO**



**Pat Paterson  
Customer Support**



**Josh Daniels  
Head Designer**



**Emma Zhang  
Logistics Coordinator**



**Amy Wang  
Factory Coordinator**

Our plushies are designed in the U.S. and manufactured in China for American businesses. Our workers are stationed in factories & shipping companies to closely follow up every order. We work nonstop to assure quality and timely delivery.

# OUR FACTORY NETWORK AND PRODUCTION TEAM



Factory 1, Owner Simon Zong



Factory 1's Showroom



Factory 2, Owner Shane Xu



Factory 3, Owner Stephen Shao



Factory 4, Owner Airel Liu



Factory 5, Owner Zack Wu



Factory 6, Owner Jack Ma



Factory 7, Owner Leo Hu



Factory 8, Owner Charlie Zhou



Factory 9, Owner Kelly Lv



Factory 10, Owner Grace Hong

# OUR MISSION



**BEST PLUSH® Inc.** specializes in sourcing **high-end** custom giveaway plushies at **affordable** prices.

Backed by a **reliable factory network**, in place since 1988, we aim for perfection in **custom manufacturing**, **speedy import**, and **timely delivery**.

Our goal is to **make it easy** for you and your customer to order because **we do all** the heavy lifting for you. Our **CUSTOM PLUSH** giveaways have proven to be **successful** for everyone involved... professional **distributors**, plush **retailers**, and **happy recipients, alike!**

We are proud to offer you money-saving extras that **none of our competitors can match: free design, free prototype, free unlimited modifications, lowest price** guarantee, and **transparent** pricing!

Our dedicated teams in the U.S. and China work around the clock to do the job right... **the first time**. We've **proven to be faster and more affordable**, while delivering **higher-quality** plushies **on-time** every time. No competitor can say that! And we continue to prove it every day for **over 34 years!**



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# TOP FIVE REASONS TO CHOOSE BEST PLUSH®

1. \$0 PREPRODUCTION COST!
2. HASSLE-FREE PROCESS!
3. SPEEDY DELIVERY!
4. UNBEATABLE PRICES FOR UNLIMITED PROFITS!
5. COMPLETELY CUSTOMIZED!

# TOP 5 REASONS TO CHOOSE BEST PLUSH®



## REASON #1: \$0 PRE-PRODUCTION COST!

### PROBLEM: Prohibitive Pre-Production Costs!

- Creating a Custom Plushie is a multi-faceted process, which revolves around the prototype!
- You may even have researched the outlays & details involved and learned that **prototypes can cost several hundred dollars and take weeks to produce**... all for an order that you may, **or may not**, get!

**That's enough to discourage anyone from pursuing this type of order, so the sale is lost before it's even been made!**

### But BEST PLUSH® IS the Solution!

We offer **free** design according to:

- ✓ Your description or
- ✓ Reference images or
- ✓ 2D or 3D rendering



We'll create the physical prototype for **free!**

You will enjoy **free** unlimited modifications until you are completely satisfied!

**We bring ideas to life... for free!**

# TOP 5 REASONS TO CHOOSE BEST PLUSH®



## REASON #2: HASSLE-FREE PROCESS!

**PROBLEM** for Customers and Distributors, alike... **no one is “minding the store”!**



With our **competitors**, **no one person** is responsible for **overseeing** the entire **process**.

- × **Details** are frequently **overlooked** and deadlines **missed!**
- × Unexpected **costs** arise... seemingly at **random!**
- × **Shoddy** workmanship produced and **cheap** materials used!



**Best Plush®** eliminates the stress and worry, so you can focus on sales.

### We Do It All!

- We custom **design to spec**.
- We develop the prototype.
- We custom **manufacture** the product.
- We handle all **shipping and import** details.
- **We deliver on time!**

### Hands-On Manager

- **Works directly** with you from beginning to end.
- Our project managers are proactive, responsive, and detail-oriented.
- Your project manager is **dedicated to helping** you win the project easily and successfully.

### Transparent Pricing

- All costs and charges are listed up front in an easy-to-understand format.
- **No hidden cost!**
- Your final profit is predictable and assured.

### Superb Craftsmanship

- We pride ourselves on **superior craftsmanship**.
- You can be sure that the quality of the materials and workmanship are **top-notch**.
- You'll be a **hero** in the eyes of your customer.

### Reliable Factories

- 10 factories in network offer variety of capacities/specialties.
- All passed ISO9001 or Walmart/DG's standards of human rights, safety, integrity & environment. All products also passed **CPSIA** child safety test.
- You can rest assured that your project is **in good hands!**



# TOP 5 REASONS TO CHOOSE BEST PLUSH®



## Reason #3: **SPEEDY DELIVERY!**

**Our turnaround time is short!**

### **FEW CAN MATCH US!**

An order of 10,000 teddy bears, for example, can be made and delivered to Los Angeles in 28 business days.

**We work around the clock!**

### **WON'T REST TIL IT'S DONE!**

Our teams in the U.S. & China work together nonstop to get your project done **ON TIME!**  
Example: Request a design change Monday afternoon; get it back Tuesday morning!

**We use only the most reliable transport companies!**

### **ONLY THE BEST WILL DO!**

Backed by years of proven reliability, our transport companies are quick and efficient. Bad vendors are removed immediately. Our and your reputation is on the line!

# TOP 5 REASONS TO CHOOSE BEST PLUSH®

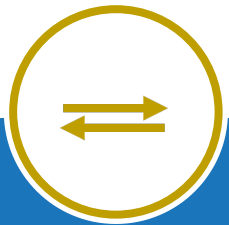


## REASON #4: UNBEATABLE PRICES FOR UNLIMITED PROFITS!

### Industry Price Leader!



If our competitor offers a similar item for less, simply **show us their quote**, and we will not only **MATCH THEIR PRICE**, but **YOU** will receive an additional **5% BONUS DISCOUNT!!**



We are the **direct source**.  
**No middleman** is involved.



We seek a **thin margin** to maintain **long-term relationships** with our distributors and vendors.



We continue to monitor our major vendors. We only keep the most **cost-effective** and **well-organized** ones in our network.



Our **excellence** over three decades in the **CUSTOM PLUSH** industry enables us make the **best deals** possible with all our **vendors**.

**\*Remember:** Unlike Plush **RETAILERS**, Clients who buy **PROMOTIONAL** Plush items are **NOT** plush experts! Their main concerns are that the plush item meets the needs of their campaign and that the price fits within their budget. Other than that, they're not concerned with your markup... whether **you've added 60% or even 100% to our low prices** to establish your quote to them. To put it frankly, they're only concerned with **their** bottom line, not **yours**. **So go for it!**

# TOP 5 REASONS TO CHOOSE BEST PLUSH®



## Reason #5: COMPLETELY CUSTOMIZED!

You Choose Which Type of Customization Would Work Best for Your Customer.

*As always... The design is free! The prototype is free! Modifications are free! And our designs are always copyright-worry free!*

### Option 1: Complete Customization

Brand New Creation! Uniquely Customized! Like No Plush That Exists in the Entire World

**85%** of our **CUSTOM PLUSH** orders are for **Brand-New Creations!**

Most Distributors have been scared away from customized promo plush orders because our competitors have made it so complicated and expensive! But we've solved those problems for you... our pre-production costs are \$0, and we do all the work for you. But there is one more thing we do for you:

\* We establish smooth communication between you, your client, project manager, designer, and factory.

AT BEST PLUSH® WE'VE GOT YOU COVERED! We're masters of communication between the Distributor and our Factor Network. We can even help you with your Client, if necessary, thereby assuring success! Let us do for you what we did in the following recent custom projects:



**Item:** Pitbull Puppy with Logoed collar  
**Client:** Heartgard and Nextgard  
**Use:** Trade show gift for Vet Conference 2022, Orlando, Florida  
**Design:** Based on their text description



**Item:** Carrot Bear  
**Client:** HBO  
**Use:** Fundraising for Global Human Rights  
**Design:** Based on our stock design



**Item:** Koala Wearing Logoed T-shirt  
**Client:** Mooala Milk  
**Use:** Company Mascot for all sales and marketing campaigns  
**Design:** Based on their logo and tagline



**Item:** Troll Doll  
**Client:** Phipps Garden  
**Concept:** Based on their stories  
**Use:** Fancy and Elegant for Flower Show & Retail.

### Option 2: Replication (~10% of orders) Copy with Minor Changes



**UPDATES:**  
 Curved lighter hair,  
 From hoodie to top tank  
 Sunglasses added,  
 Pose: Welcoming Hug

### Option 3: Duplication (~5% of orders) Copy with No Changes at All

Occasionally, we get an order for a simple duplication of the original design. In this case, the client owns the copyright.



Check out one such order of  
 "Wicked Chistry Flying Monkey"  
 for Broadway Musical



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# 3 EASY STEPS TO ORDER CUSTOM PLUSHIES

SPEC AND QUOTE PREPARATION | PROTOTYPE DEVELOPMENT | PRODUCT ORDER AND DELIVERY

[INFO@BESTPLUSH.COM](mailto:INFO@BESTPLUSH.COM) [WWW.BESTPLUSH.COM](http://WWW.BESTPLUSH.COM) CALL 609-518-6699

# 3 EASY STEPS TO ORDER CUSTOM PLUSHIES



## Step #1: SPECS & QUOTE PREPARATION

We begin by studying your project in detail. Our goal: to work with the right distributor on a job that's right for us!

First things first... We assess how much you know about your client and the project.



1. Project **Purpose**: Show/Event? Mascot? Daily Giveaway?
2. Basis of **Design**: Reference Images or Rendering or text Description?
3. Ideal **Quantity**?
4. Ideal in-Hands **Date**?
5. Ideal Unit **Price**?
6. Intended **Users**: Age 3 and up or all ages?
7. Destination **Zip Code**?
8. Your **ASI** or **SAGE** ID or EIN

If the project is right for us, we'll prepare a **free**, no-obligation **quote** that will address **all aspects of the job**, such as:

- ✓ Item spec sheet: shape, colors/branding, materials, measurement, packing & labels
- ✓ Design: copyright, physical prototype, and preproduction sample
- ✓ Quantity breaks (our MOQ is 800 pieces)
- ✓ Manufacturing and product costs
- ✓ Safety compliance tests
- ✓ China export customs clearance
- ✓ Shipping options
- ✓ US import customs clearance
- ✓ US customs duty and official fees
- ✓ The delivery deadline and destination

# 3 EASY STEPS TO ORDER CUSTOM PLUSHIES



## Step #2: PRE-PRODUCTION SAMPLE

So far, we've told you what you can expect from us, now **here's what we ask of you:**

1

### Review quote carefully

- The time to ask questions about the quote and to share customer feedback is now. This is essential before we can proceed!
- If you're not interested or the project is not available to us, please let us know. A timely response prioritizes you in our CRM agenda and assures you of a future project slot.
- Note the expiration date. Once the quote expires, a new quote can be issued upon request.

2

### Order prototype if it is ok

- If quote is acceptable, you can order a free physical prototype so your client can have a hands-on sample.
- To show your good faith, a fully-refundable deposit is required (\$199 or so, see the quote for details).
- The deposit will be applied to the invoice for your product order. No cash refund is offered.

3

### Review prototype carefully

- In as little as 3 days, the initial prototype (Version 1, V1) will be created, and its images / videos will be emailed directly to you.
- We expect you to examine the digital prototype carefully and advise us immediately of any issues.
- If it passes your initial exam, you are requested to forward it to your client asap stressing the need for immediate attention and report all feedback to us.

4

### Report feedback immediately

- If you need any change, email us the details for free modifications. We can create a new prototype in 2 to 5 days.
- If you'd like to receive the physical prototype, pay the freight of \$49.
- A digital review is more efficient and getting more popular although the physical review is still offered with our full support.

# 3 EASY STEPS TO ORDER CUSTOM PLUSHIES



## STEP #3: PRODUCT ORDERING AND DELIVERY

1

You can place the product order when the prototype is basically accepted. Free modifications can continue even after the order is placed.

2

Your order will be made in Northern Shanghai, shipped to the US, cleared through Customs, and delivered to your destination. See quote for details.

3

Turnaround depends on the season, shipping method, and destination. Example: 10,000 teddy bears ordered in January can be **manufactured within 23 days** and delivered to Los Angeles in **5 days by air** or **23 days by sea**. See our quote for the detail.

4

Payment terms (open to negotiation for orders \$30,000 & up)

- \$0 due prior to order placement.
- 65% due when order is placed.
- Balance due when order is shipped.

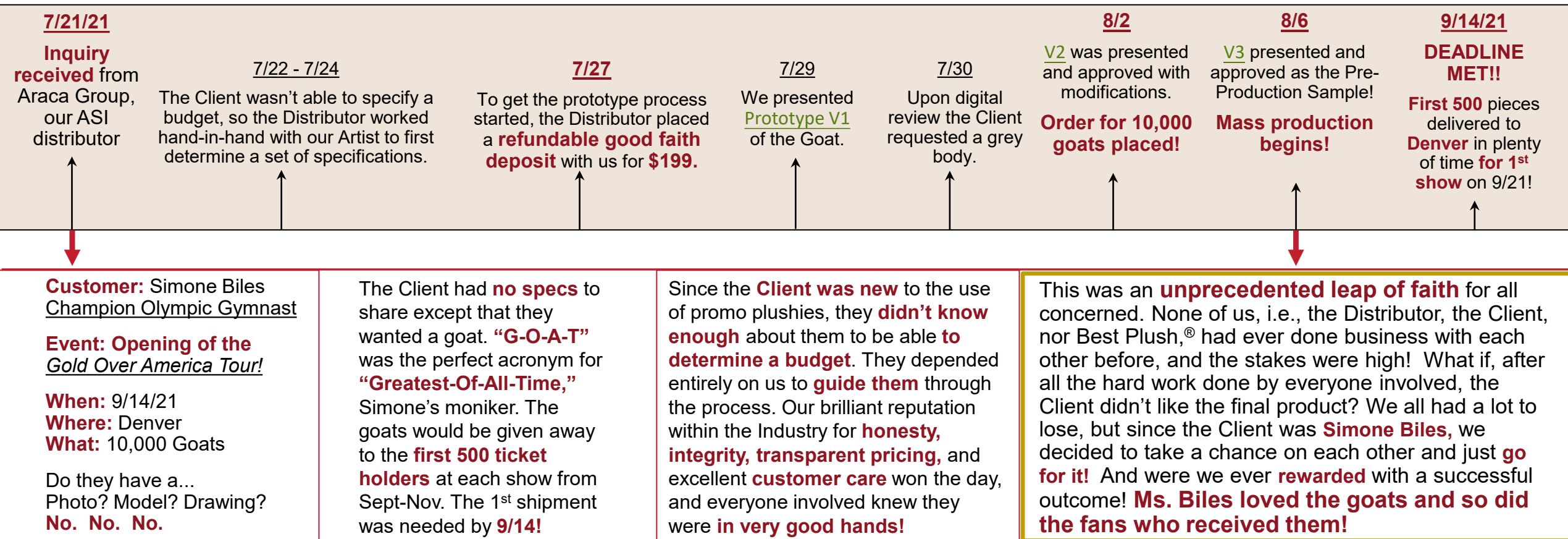
# CASE STUDY: CUSTOM ORDER MADE EASY BY BEST PLUSH®

## THE SAGA OF SIMONE BILES, THE GOAT, AND THE ... Gold Over America Tour!



It was almost the end of July when we received an inquiry from the Araca Group, a live event organizer and major distributor of high-end promotional products. The Client, Simone Biles, need a goat by mid-Sept, but didn't have any other specs to offer. They didn't have a specified budget, and there was **no time to supply a physical prototype** to send to the Client for approval. It all had to be done digitally! What could the **Best Plush Custom Plush®** Program possibly do for this Client at this late date?

**We gave her exactly what she wanted! We made it EASY for everyone and LUCRATIVE for the Distributor!**







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## PLEASE CONTACT US

If you need a quality **CUSTOM PLUSH** for a **solid promo project**, and you're looking for a **reliable direct manufacturer** with **decades of industry experience**, who offers **free product development**, a **hassle-free process**, who **takes care of everything**, who guarantees **speedy, reliable delivery**, and **unbeatable prices** assuring you of **sky-high profits**... Look no further. We are looking forward to hearing from you!



[INFO@BESTPLUSH.COM](mailto:INFO@BESTPLUSH.COM)



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# APPENDIX

1. OUR MAIN SHOWROOM
2. OUR STOCK DESIGNS
3. OUR RECENT CUSTOM PROJECTS
4. THE PROTOTYPE: JOURNEY FROM IDEA TO LIFE
5. PROTOTYPE REVIEW: DIGITAL VS PHYSICAL

# A LOOK AT ONE OF OUR SHOWROOMS



- This Showroom displays hundreds of stock designs developed over the years. Thousands more are in our factories' showrooms in China. Our collection grows every single day, and since we own the copyright to every design, we are free to customize any one of them to meet your customer's needs!
- Our free design service enables you to adapt any design to your customer's specs. It's free and easy!
- If you have a project but no design, visit [www.bestplush.com](http://www.bestplush.com) for ideas or [contact us!](#) (scroll to bottom of page)



- Check out next slide if you have a design, but it needs an enhancement. Would you like an accessory, high-end hair, or an elegant color? Whatever it is, shop our stock designs by category on the following slides.
- If you can't find what you're looking for, [contact us](#) (scroll to bottom). We might have what you need, but it may be new or confidential, so it's not listed.

# SHOP STOCK DESIGNS BY CATEGORY












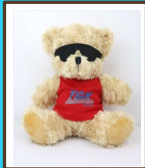
Browse by Animal		Browse by Color	Browse by Theme
<a href="#">Bear</a> <a href="#">Bunny &amp; Rabbit</a> <a href="#">Cat</a> <a href="#">Cow &amp; Bull</a> <a href="#">Dinosaur</a> <a href="#">Dog</a> <a href="#">Dolphin</a> <a href="#">Donkey</a> <a href="#">Dragon</a> <a href="#">Duck</a> <a href="#">Elephant</a> <a href="#">Frog</a> <a href="#">Giraffe</a> <a href="#">Hippo</a> <a href="#">Horse &amp; Pony</a> <a href="#">Hen &amp; Cock</a>	<a href="#">Lamb &amp; Sheep</a> <a href="#">Leopard</a> <a href="#">Lion</a> <a href="#">Monkey &amp; Gorilla</a> <a href="#">Moose</a> <a href="#">Mouse</a> <a href="#">Owl</a> <a href="#">Panda</a> <a href="#">Penguin</a> <a href="#">Pig</a> <a href="#">Raccoon</a> <a href="#">Reindeer</a> <a href="#">Shark</a> <a href="#">Tiger</a> <a href="#">Turtle</a> <a href="#">Unicorn</a> <a href="#">Other Animals</a>	<a href="#">Black &amp; Green</a> <a href="#">Blue</a> <a href="#">Brown</a> <a href="#">Cream</a> <a href="#">Grey</a> <a href="#">Olive</a> <a href="#">Pink &amp; Purple</a> <a href="#">Red</a> <a href="#">White</a> <a href="#">Yellow &amp; Orange</a> <a href="#">More</a>	<a href="#">General</a> <a href="#">Christmas</a> <a href="#">Easter</a> <a href="#">Love &amp; Valentines</a> <a href="#">Halloween</a>
		Browse by Accessory	Browse by Fabric
		<a href="#">Bandana</a> <a href="#">Clothing</a> <a href="#">Hat</a> <a href="#">Heart</a> <a href="#">No Accessory</a> <a href="#">Patch</a> <a href="#">Ribbon &amp; Bow</a> <a href="#">Scarf</a> <a href="#">More</a>	<a href="#">Fuzzy &amp; Cuddly</a> <a href="#">Smooth &amp; Strong</a> <a href="#">Fancy and Rare</a>
			Browse by Style
			<a href="#">Floppy</a> <a href="#">Lying</a> <a href="#">Sitting</a> <a href="#">Standing</a> <a href="#">Non-Animal</a>



# SHOWCASE: OUR RECENT CUSTOM PROJECTS



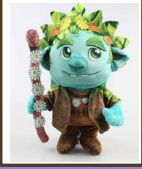











#	Prototypes		Project Description
	Final	Revisions	
1		<a href="#">All Versions</a>	This <b>Pitbull</b> dog was Pets' Vets' trade show gift from <b>Heartgard</b> and <b>Nextgard</b> in Orlando VMX 2021.
2		<a href="#">All Versions</a>	GOAT (Greatest of All-Time) mascot for the <i>Gold Over America Tour</i> of major US cities in 2021 & 2022. All performers are GOLD MEDALISTS in GYMNASTICS with SIMONE BILES, the "Greatest of All Time!" at the top of the list and the star of the show!
3		<a href="#">All Versions</a>	<i>HBO Belarus Bear Force</i> , 2021 (bear) Fundraiser for Global Human Rights
4		<a href="#">All Versions</a>	This Piggy Bank, (pig) is an annual customer appreciation gift to all Walmart associates from Money Network.
5		<a href="#">All Versions</a>	Everyone recognizes the Geico mascot! (lizard) It's used as a daily giveaway!

#	Prototypes		Project Description
	Final	Revisions	
6		<a href="#">All Versions</a>	OraVet's business appreciation gift - tooth-shaped chewable pet toy.
7		<a href="#">All Versions</a>	Pharmaceutical trade show gift, a cube handout with insulin molecules on the top, arms, and legs aside.
8		<a href="#">All Versions</a>	Koala Mooala Milk Mascot, elegant stuffed toy rewarded to favorite customers
9		<a href="#">All Versions</a>	Ark Encounter themed animals and the ark shaped stuffed toys (dozen) sold in the Noah's Ark, the religious museum in Williamstown, Kentucky.
10		<a href="#">All Versions</a>	Cool Summer Bear, designed for auto workshop summer promotion

# SHOWCASE: OUR RECENT CUSTOM PROJECTS



	Final	Revisions	Project Description
11		<a href="#">All Versions</a>	Eli Bear, a loving hero, sold in high-end chain
12		<a href="#">All Versions</a>	This doll was Mr. Burger's daily giveaway.
13		<a href="#">All Versions</a>	Elegant fancy-designed plush TROLL doll sold at <a href="#">Phipps Conservatory and Botanical Gardens</a>
14		<a href="#">All Versions</a>	Wicked Chistery Flying Monkey, Classical Official <i>Wicked the Musical</i> merchandise sold on Broadway for over 30 years
15		<a href="#">All Versions</a>	<b>Twiggy the Waterskiing Squirrel, plush rewards to sign-up customers</b>
16		<a href="#">All Versions</a>	The Skivolo Sidekick panda plush, a fun toy for health education to children

	Final	Revisions	Project Description
17		<a href="#">All Versions</a>	Dude Perfect plush panda mascot, DP logo pillow & panda built together and convertible
18		<a href="#">All Versions</a>	Mr. Rogers Bear Pittsburgh City Ambassador and TV host, telling stories to children in Mister Roger's Neighborhood
19		<a href="#">All Versions</a>	A fun and functional gift for Pittsburgh Pirates fans, baseball & neck pillow built together and convertible
20		<a href="#">All Versions</a>	NASA mascot to showcase the American reusable lifting-body spaceplane developed by SNA
21		<a href="#">All Versions</a>	Plush Doll Mascot for Texas Sugarland Minor League Baseball Team
22		<a href="#">All Versions</a>	Robotic Cyber Security Dolls, custom trade show gifts for Expel to use in the RSA Conference 2022, San Francisco Moscone Center and Digital.

# PROTOTYPE REVIEW GUIDE



## PROTOTYPE MUST BE REVIEWED AND APPROVED BY YOUR CLIENT

Free Modifications Are **Unlimited**. Reviewing Can Be Lengthy. **Digital** Review vs. **Physical** Review... **Which is Better?**



### View the Sample Digitally

- Once the initial prototype is completed, we'll submit the images and videos. Please share them with your client and follow up for feedback asap.
- Email us detailed feedback immediately. As soon as we review, we'll contact you for clarification or confirmation.
- If a request was made, we will create a new version of the prototype and share the new images with you in 3 days.
- Unlimited free modifications can continue until you and your client are fully satisfied.



### Advantages of Digital Review

- Digital is more popular since it's much more efficient saving you and your client time and money.
- Project success rate is higher when digital is chosen!



### Examine the Sample Physically

- Upon request, we will ship you the prototype.
  - Freight charge: \$49
  - Transit time: 4 to 7 days.
- Your client will then examine the sample and reach a conclusion.
- You must, again, follow up with them for feedback and forward it to us asap!
- We act immediately, either to proceed with production, as is, or to modify further.



### Drawbacks of Physical Exam

A physical review is more traditional, but it slows the process down.

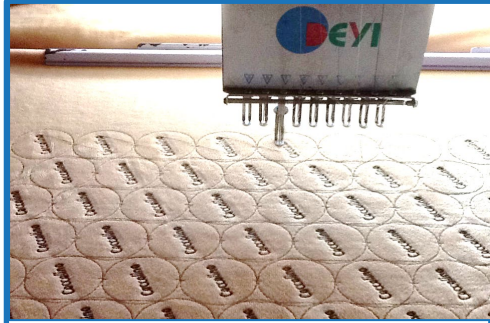
- Extra time is needed for the sample to travel from China to the U.S.
  - Samples sometimes go missing.
- Departmental reviews in large firms add days, lengthening the process even more.
- Delay erodes client confidence and interest, leading to LOST SALES!

**TIP:** Digital Review has been shown to significantly increase the conversion rate from sample to sale!

**TIP:** Any modifications done after physical sample is received, should be digital. This reduces delays and cancellations.

**TIP:** Under either review process, the project success will hinge on your close follow-up to track the sample and feedback.

# THE PROTOTYPE: JOURNEY FROM IDEA TO LIFE



**Step 4:** Embroider, if Required.



**Step 3:** Cut the Pieces.



**Step 2:** Choose the Fabric(s)..



**Step 1:** Design/Draw Pattern.

This is the story of how an idea is turned into a physical sample in a matter of just 3 days. No photo or drawing to give us? No problem. Here's how we do it.



**Step 5:** Sew Together & Stuff.



**Step 6:** Review & Reform.



**Step 7:** QC & Safety Review.



**Shipped to Your Door**





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# THANK YOU BEARY MUCH!



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