

ASI #40299 | SAGE #51323

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!



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!



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.

- x Details are frequently overlooked and deadlines missed!
- x Unexpected costs arise... seemingly at random!
- x 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!



Reason #3: **SPEEDY DELIVERY!**

Our turnaround time is short!

We work around the clock!

We use only the most reliable transport companies!

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.

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!

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!



REASON #4: UNBEATABLE PRICES FOR UNLIMITED PROFITS!

Industry Price Leader!



If our competiter 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 PROMOMOTIONAL 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!

85% of All Orders Are COMPLETE CUSTOMIZATIONS!

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 preproduction 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:



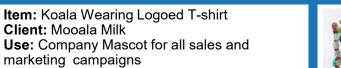
Item: Pitbull Puppy with Logoed collar

Client: Heartgard and Nextgard

Use: Trade show gift for Vet Conference 2022,

Orlando, Florida

Design: Based on their text description



Design: Based on their logo and tagline



Item: Carrot Bear Client: HBO

Use: Fundraising for Global Human Rights

Design: Based on our stock design



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 Chistery Flying Monkey" for Broadway Musical

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!

7/21/21 8/6 9/14/21 V2 was presented V3 presented and DEADLINE Inquiry 7/22 - 7/24 7/27 7/29 7/30 and approved with approved as the Pre-MET!! received from **Production Sample!** modifications. Araca Group. The Client wasn't able to specify a We presented Upon digital To get the prototype process First 500 pieces review the Client our ASI budget, so the Distributor worked started, the Distributor placed Prototype V1 **Order for 10,000** Mass production delivered to distributor hand-in-hand with our Artist to first a refundable good faith requested a grey of the Goat. goats placed! begins! **Denver** in plenty determine a set of specifications. body. deposit with us for \$199. of time for 1st **show** on 9/21!

Customer: Simone Biles Champion Olympic Gymnast

Event: Opening of the *Gold Over America Tour!*

When: 9/14/21 Where: Denver What: 10,000 Goats

Do they have a...

Photo? Model? Drawing?

No. No. No.

The Client had **no specs** to share except that they wanted a goat. "G-O-A-T" was the perfect acronym for "Greatest-Of-All-Time," Simone's moniker. The goats would be given away to the first 500 ticket holders at each show from Sept-Nov. The 1st shipment was needed by 9/14!

Since the Client was new to the use of promo plushies, they didn't know enough about them to be able to determine a budget. They depended entirely on us to guide them through the process. Our brilliant reputation within the Industry for honesty, integrity, transparent pricing, and excellent customer care won the day, and everyone involved knew they were in very good hands!

This was an unprecedented leap of faith for all concerned. None of us, i.e., the Distributor, the Client, nor Best Plush,® had ever done business with each other before, and the stakes were high! What if, after all the hard work done by everyone involved, the Client didn't like the final product? We all had a lot to lose, but since the Client was Simone Biles, we decided to take a chance on each other and just go for it! And were we ever rewarded with a successful outcome! Ms. Biles loved the goats and so did the fans who received them!



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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!



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