

DEC. 2020 NEWSLETTER

# End Of Year Highlights



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## Overview

By: Global Impex Digital Marketing Team

2020 has definitely been a very unforgettable year. With social injustice issues coming to center stage in the United States, along with other major domestic and global events, one is hopeful that the only way forward is ahead of us. As we move ahead in our journey supported by 20+ years of management experience, we are excited to continue providing personal protective equipment (PPE) to frontline healthcare workers, collaborating with more celebrities for our merch line, and most importantly, keeping our relationships with past customers around the world a high priority.

We hope 2021 will be another year of success for us, and we hope to penetrate the textile industry even further with the eventual goal of becoming the go-to company for all canvas needs. With this in mind, let's take a moment to reflect on the progress that Global Impex USA has achieved throughout this year.

## Guild Continues An Upward Trend

Our apparel collaboration clothing line has taken a big stride forward with partnerships with NFL players like Cordarrelle Patterson & Mackensie Alexander and other celebrities such as Nav & The Gemini. We have also collaborated with influencers like Shannon Woolsey from the Netflix show "Cheer" and Hope Schwing from TikTok.

For our merch, we offer various styles of T-shirts, hoodies, sweatshirts, and streetwear. Each tailored uniquely for the customer. In addition, our clothing is 100% Airlume combed and ring-spun cotton with outside knitting, which allows for a soft fleece interior.

We look forward to continue working with celebrities and athletes to push their vision into reality through their own clothing tastes.

Check out our collection at [www.guildapparelco.com](http://www.guildapparelco.com)



*Guild x Cordarrelle Patterson*



*Our Medical Scrubs*

## Stryv Delivers Amidst The Pandemic

As COVID-19 cases top 80 million worldwide, PPE has become a staple part of our daily lives. From masks and gowns, all the way to scrubs and lab coats, Stryv Medical has been working nonstop to cater to hospitals and healthcare facilities around the clock.

Some of our accomplishments included forming a consortium of local domestic manufacturers while supplying fabric for making masks and gowns domestically. Our masks are reusable and washable with level 2 protections along with quick turnaround time. Emphasizing sustainability, we finished fabrics under the Berry's act and actively got involved with many trade associations like IFAI, AAPN, and more. In addition, our gowns are FDA certified with level 2 certification and ACTM certified.

Visit us at [www.stryvmed.com](http://www.stryvmed.com)

**"Stryv is doing everything we can to serve you during the COVID-19 pandemic"**



# Internship Opportunities

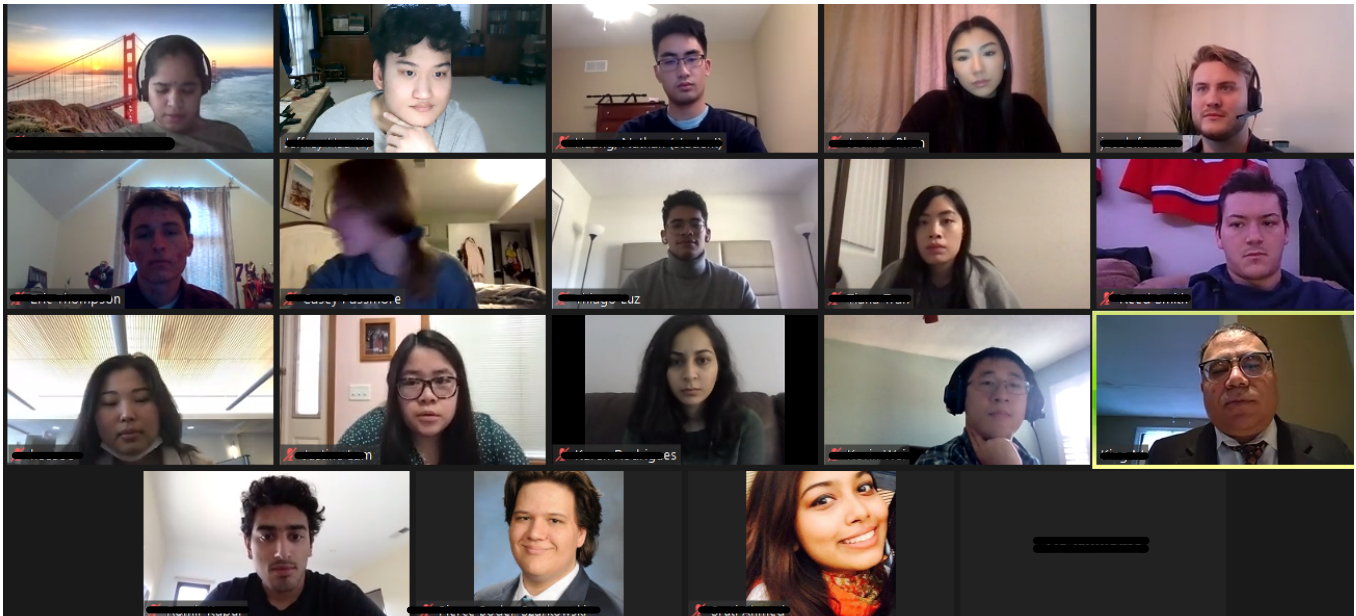
Global Impex USA prides itself in offering various positions within the company to ambitious and hard-working students through internships in several departments like Sales, Digital Marketing, Operations Management, and Analytics. Every department works closely with each other through communication and cooperation to ensure success in projects and tasks.

Interns meet weekly with directors, King Mukherjee & Bob Gazich, to present their weekly goals, and to be pointed in the right direction by the careful guidance of our owners, who have decades of experience in the professional environment.

We provide our employees with a great platform to embrace leadership and entrepreneurship. We have a team full of energy, creativity, and leadership and we have loads of fun activities and events to keep you motivated.



*Some Of Our Interns Hard At Work (Pre-Pandemic)*



## Internship Work Continues Remotely

Even though we all have been forced to stay at home to work remotely, that does not stop us from continuing to complete our daily tasks. Remote internships have been a brand new experience, but it gives us the opportunity to find other methods to connect with our fellow peers and clients. We continue to do well in being a diverse team with interns coming from all over the country.

Zoom meetings have become the norm now, and although it sometimes can get strange not being able to meet in person, the experience of working as an intern, remote or not, has given a lot of helpful insight and knowledge into what could be a future career. We await the day when we all can meet face to face and share our smiles with one another again.



## Features and Events

Global Impex was featured in its own section as part of the December 2020 Specialty Fabrics Review Magazine. The company has finally made its break after 3 years of initial groundwork. The company's success was predicated on being able to quickly respond to the sharp increase in the domestic demand for PPE.

Our very own King & Bob were able to present at the IFAI Expo this year, and there were a variety of topics that were discussed from supply chain management and global sourcing. As supply chain management is the design and execution of relationships and flow that connect parties and processes across the supply chain, King presented a few case studies across the U.S. and how COVID-19 may have influenced the impact on price return performance. This illustrates that the era of outsourcing may be on its way out and that the era of insourcing has begun, with COVID-19 only accelerating that process.

With this in mind, the conclusion was that the U.S. healthcare PPE market size will reach new highs in the next decade or so, with a market growth of almost 13%! Thanks to our owners' insights on this topic, those in attendance were able to see how much canvas and textile industry are in need during this time.



Cover of Specialty Fabrics Review



100 Years Of Fabrics Show, presented by our very own King and Bob

### The textile supply chain: changes and predictions

For textiles and the personal protective equipment (PPE) industry in the U.S., the era of outsourcing is over, the era of insourcing has begun, and the COVID-19 pandemic has accelerated this process, according to Dr. King Mukherjee, founder of Global Impex USA. Mukherjee led a session on supply chain management and global sourcing.

Before COVID-19 struck, domestic production for textiles and the PPE industry in the U.S. was moderate. Since COVID-19, PPE production in China has decreased to nearly half its volume in February, there has been a major increase in domestic PPE

production in the U.S., and, due to an increase in demand, there have been major shortages and extended wait times for PPE.

The PPE market in the U.S. is expected to grow between now and 2024. Mukherjee noted that there is a tremendous amount of opportunity available for the industry. To capitalize on the opportunities, Mukherjee recommended that the U.S. should increase its transparency to help identify problems in the PPE supply chain, improve and maintain customer relations, invest in maintaining a domestic supply chain and focus on sustainability.



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# Looking Forward

2020 was a very challenging year, but our brands were able to sustain and improve. In 2021, we aim to capitalize on the momentum we have built up this year.

At Guild Apparel, we are currently working on expanding our network and connecting with more influencers and celebrities to foster apparel collaborations. In addition, we plan on providing as much user-generated content as possible through photoshoots and other exciting content. In 2021, Stryv Medical will continue to be an important medical equipment and clothing provider as the COVID-19 pandemic continues. As we work on expanding the reach of our respective brands, we project to build upon the sales numbers we have established this year and to earn more revenue beyond our canvas manufacturing.

The pandemic has altered the supply chain of the textile industry, but it has also opened up opportunities for our brands as the demand for textiles and PPE produced domestically has increased over the past year. All of our textiles are produced from high quality that is unparalleled in the industry, but also from sustainable materials. We are aware of the impact of the textile, clothing, and fashion industry has on the environment and consciously try to engage in minimizing and controlling that impact.

While we look forward to growing our network and developing new connections with people in 2021, we also will strive to maintain and serve our current customer base. We value each and every one of our customers tremendously, and we look forward to providing them exceptional service that satisfies all of their textiles and clothing needs.

Happy New Year!



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*Global Impex USA seeks to exceed customer expectations by providing unparalleled quality, exceptional customer service, and cost effective textile solutions. We have a commitment to sourcing the finest materials for our partners without sacrificing the speed or efficiency necessary in today's fast-moving marketplace.*