

songline



Supporting  
your success!

LANCASTER

LVMH  
Fragrance Brands

BVLGARI

PIAGET

NOBILIS GROUP  
THE NOBLE HOUSE OF BEAUTY

N°4711

Davidoff

Douglas

NIVEA

Chloé

STAR ALLIANCE  
THE WAY THE EARTH CONNECTS

TRUTH  
or DARE  
BY MADONNA

Cartier

AIRFRANCE

ck  
Calvin Klein



JIMMY CHOO

REVIDERM

LIU·JO

JOOP!

JIL SANDER

ESCADA

MIRO

BALENCIAGA

Betty Barclay

strellson +

Sally Hansen

MARC JACOBS

P&G

Baldessarini  
BALDESSARINI



la prairie  
SWITZERLAND

RENÉ LEZARD

REWE



KENZO

VOLVO  
Volvo Financial Services



FISHERMAN'S FRIEND®



PHILIPS



FIAT



Marriott  
INTERNATIONAL

PORTAS®



BIOThERM



MANHATTAN



Méthode  
Jeanne Piaubert  
PARIS

CLEAN  
— RESERVE —

le boat  
Komm an Bord!



Calgonit



songline

promotional products worldwide



*Support and service for all your “below the line” marketing activities.*

- GWPs, POS/ POP Material, Promotions, Equipment Communication Items, Merchandising Articles, Gifts
- Advertising: POS & Advertising Material
- Retail: Store, Fixture & Shopping Equipment

## *Our approach:*

- We work worldwide
- We have our own offices in Hong Kong and Shanghai
- We know our manufacturers and suppliers and know what they can and can't do
- We work in networks
- International manufacturers
- Monitored production
- Large volumes and short runs
- We set strict deadlines and keep costs down
- We make sure to comply with relevant standards
- Reliability: selection, production, delivery

# *Corporate responsibility*

songline Marketing takes corporate responsibility very seriously. We therefore strive to take ethical, social and ecological factors into consideration when selecting our suppliers. For this reason, our company participates in Global Compact and adheres to its principles.

Moreover, we take it upon ourselves to ensure that the recommendations and objectives of DIN ISO 26000, the BSCI Code of Conduct, ILO and others are followed at all times when we or others are carrying out our business activities.





# *Trust is good*

We leave nothing to chance, particularly when it comes to the interests of our suppliers, customers and consumers: we ensure verifiable quality and safety.

- Code of Conduct
- Supplier audits in line with BSCI standards
- Certification and quality assurance in accordance with songline standards and customer requirements/specifications



# *Say goodbye to "Good on paper, but..."*

Nothing replaces an on-site visit! We like to check for ourselves.

Our employees and/or our authorised agents visit each supplier personally, before and during production. This allows us to ensure that our suppliers are actually complying with our standards.



# *Quality assurance*

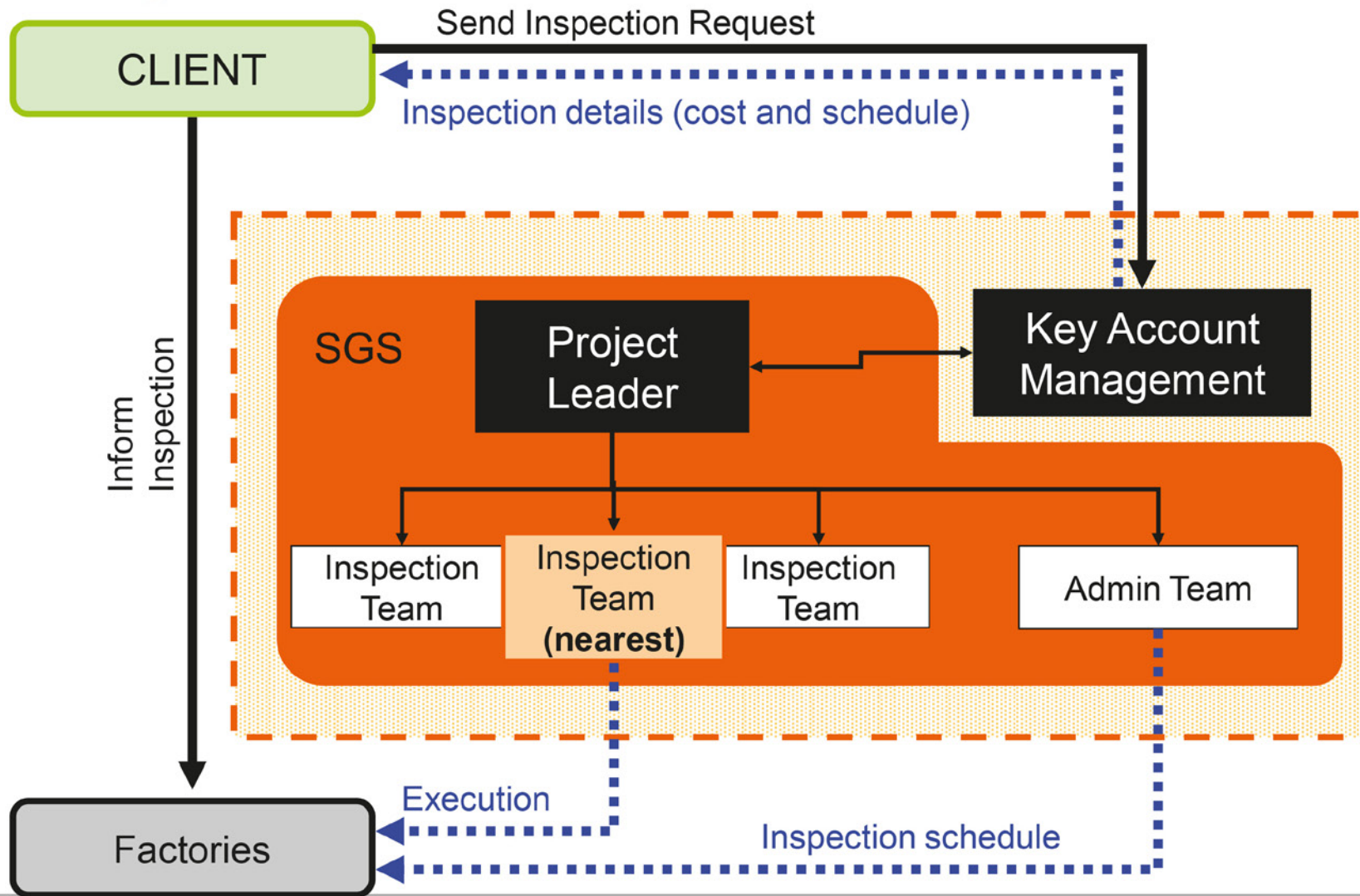
Beforehand, during production, final inspection.

Quality assurance by our own employees, external auditors and/or customer employees.

We ensure transparency and monitor every stage of the project.



Quality assurance: Beforehand, during production, final inspection.





*Customised products*

*To wow your customers*

Anything is possible...

and yet we still keep things  
affordable!



## *Special production*

For over 10 years, songline Marketing has been purchasing and manufacturing customised and unique advertising materials for use in campaigns and promotions, for product and corporate advertising.

We carry out our purchases and manufacturing globally and, of course, always in compliance with the Global Compact and legal requirements, and always under fair conditions.

... Sustainability – Fairness – Transparency – Responsibility!



## *From idea to product*

- You have an idea already or we can develop one together with you
- You specify the budget and time frame
- We find a suitable manufacturer from around the world
- A preproduction sample (1:1) ensures product safety
- And off you go...
- Quality samples during ongoing production
- Your advertising materials: on budget and on time

## *Unique promotional products – Examples*

We kindly ask for your understanding that for reasons of customer protection/ protection of trust, we cannot provide any product examples at this point. This might also affect our customers' planned and ongoing campaigns and promotions.

We would be happy to provide you instead with an extensive presentation consisting of product examples from the last 24 months. If you are interested, please contact us on:

Phone: 0049 (0) 6103 – 804410 or via email: [welcome@songline-marketing.de](mailto:welcome@songline-marketing.de)





*Have we sparked your interest?*

Then get in touch:

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63303 Dreieich

Phone: +49 (0)6103 - 80441-0

Fax: +49 (0)6103 - 80441-29

[welcome@songline-marketing.de](mailto:welcome@songline-marketing.de)

[www.songline-marketing.de](http://www.songline-marketing.de)

We look forward to meeting you!