

Welcome

11
Celebrating
Years

to our Doubletake "Quick Take" Newsletter.
In this month's edition:

- Supply Chain Madness Explained (sort-of)
- Holiday Season Proactive Planning
- Product Spotlight



Where's that bidet I ordered last April!?



Have you noticed any products oddly missing from store shelves, or seen prices skyrocket on seemingly basic items? First toilet paper pulled a disappearing act last March, and now it's hard to let a day pass without hearing how expensive lumber is. Home appliances and auto parts are hard to come by, and even garden mulch had its day in the...er...out of the sun last summer.

The pandemic has wreaked havoc on the global supply chain in a variety of ways. Given the tremendous impact on the promotional products industry, we've been keeping tabs on it all along - here are a few interesting factors:

- **Gas Prices:** First, the one that hits closest to home. Have you gassed up your car recently? [Closed refineries](#) due to plummeting demand at the beginning of the pandemic have decreased global supply and contributed to the higher gas prices we're seeing now, among other factors. Shipping costs have risen as a result.
- **Container Shortages:** All the goods that make their way around the globe are transported in huge shipping containers, stacked on massive cargo ships. National lockdowns last spring slowed the rate at which we ship the containers back to countries from where we import goods, causing a scramble for the limited containers available in those countries. Costs to ship via ocean have nearly tripled in some cases, and delays abound. [Here's a great explainer.](#)
- **Air Freight Reduction:** What about shipping via air? Passenger flights are often loaded up with freight cargo, unbeknownst to the passengers, but drastically reduced international and domestic flights due to lockdowns and travel restrictions have squeezed this option.
- **Port Blockages:** Covid outbreaks and social distancing requirements at major export ports overseas, import hubs in the US, warehouses, rail stations and shipping hubs have caused longer cargo loading/unloading times and slowed transit.
- **Demand & Inventory:** High demand coupled with longer global transit times has caused inventory shortages across industries.

The positive takeaway from all this is that demand for merchandise is high - people want stuff and are eager to get it! The interconnectedness of the global supply chain is fascinating and we at Doubletake are optimistic that the [shipping industry will nimbly adapt](#) and expectations will normalize. In the moment, we are following the news and remaining realistic.

Someone help  Santa get out of the chimney!



Yeah, we know it's weird to be talking about holiday season planning in June, but let's not allow that [ship that got stuck in the Suez Canal](#) to be a metaphor for Santa getting stuck in the chimney trying to deliver your holiday gifts! Given (Ever Given?) all the factors outlined above, we are recommending that our clients begin planning their holiday gift strategy right away in order to avoid inventory shortages and shipping delays. Major retailers are doing the same, so we don't want to be competing with Wal-Mart and Target for shipping container space in October or November.

[Book a quick, free consultation with us NOW to get the ball rolling on your holiday season planning and let us help take the stress out of the process.](#)

We're on a constant mission to help you show appreciation to your clients and employees, and it's our goal to help you convert clients into referral sources, employees into brand advocates, recruits into team members, and customers into raving fans. Holiday season is an excellent time to show your gratitude and tie in your brand message.

Media:

Hear Doubletake's President, Matt Deutschman talk about how we help you reach your clients and staff on the Unstoppable CEO Podcast with Steve Gordon



Click Here to Listen

Watch Matt discuss how Doubletake emphasizes choosing the right gift for your target audience on the THINK Business Podcast with Jon Dwoskin



**THINK
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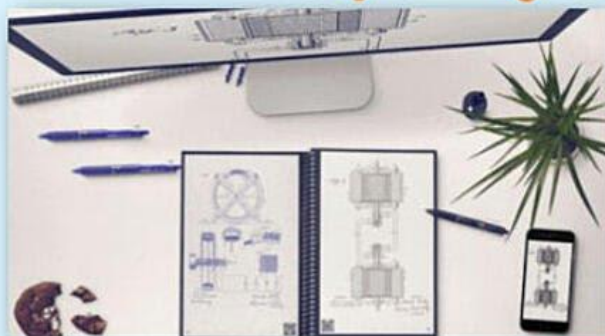
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For the full episode click here

Schedule a consultation with Doubletake to discuss holiday gift planning



Product Spotlight:



Rocketbook- Digital Notebook

Scan your notes to your phone

42 reusable pages with 7 different page styles for planning, listing, goal setting, note-taking, sketching

Includes task list, weekly planner, monthly calendar, OKR goal template, idea list, dot-grid, and lined pages
Infinitely reusable

Works with any Pilot FriXion pen, marker or highlighter (pen included)

