

Capability statement

Everything a buyer needs to assess us, on one page. There is a PDF at the bottom if you need to send it on.

The group

Creative Products Enterprises is an Australian-owned manufacturer of souvenirs and visitor merchandise for destination retail, and of promotional product for the trade. We have supplied Australian attractions since the 2000 Sydney Olympic Games, from our own factory here and overseas.

We design, tool, manufacture, decorate, warehouse and deliver. There is no step in that list we hand to somebody else, which is the reason our dates hold and our minimums are low.

- ✓ Supplying since the 2000 Sydney Olympic Games
- ✓ Australian-owned and operated
- ✓ Our own factory, here and overseas
- ✓ Our own warehousing
- ✓ More than 100 brands supplied
- ✓ Low minimums
- ✓ Printing in Sydney, on a quick turnaround
- ✓ RPET, bamboo, and less plastic in the packaging

Three markets

Australia — prove the model

The home market: souvenir ranges for visitor attractions, destination retail, airport channels and retail partners across Australia.

China and Asia — build capability

The group's own plant in Dongguan anchors supply, alongside selected attraction and distribution opportunities in Asia.

Global — scale through partners

Proven products and methods, adapted for international markets through distributors, retailers and strategic partners.

Capabilities

Design

For ride launches, live shows and exhibitions

Our design team works to a brief with a date attached, then hands the approved concept to a plant inside the same group.

Manufacturing

The group's plant in Dongguan and warehouse in Sydney

Dongguan Grand Harvest Gifts Co Ltd is part of this group. Tooling, sampling, production and quality control all happen there, run by people the company employs.

Decoration

Five methods, all inside the group

No decoration step is outsourced. A job needing two methods on one garment is run by a single team, and the registration between them is checked before it ships.

Licensing

Running licensed programmes, and distributing them

We have supplied Qantas, the world's second oldest airline, for many years, including product made under their official licensing programme.

Materials and responsibility

RPET, bamboo, and less plastic in the packaging

Conservation messaging and the packaging around it are now judged together, and that expectation has spread from zoos into the other markets we supply.

Product range

Indicative of the range across apparel, headwear, drinkware, plush and souvenirs.



Structured cap



Bucket hat



Beanie



Plush toy



Koala plush



Tee, printed



Hoodie



Cotton tote



Drink bottle



Tumbler



Lanyard



Socks

Credentials

ZOOS AND AQUARIUMS

Taronga Zoo • Australia Zoo • Sydney Zoo • Perth Zoo • Adelaide Zoo

- **Monarto Safari Park**
- **Australian Reptile Park**

THEME PARKS AND ATTRACTIONS

- Luna Park Sydney**
- **Scenic World**
- **Adventure World Perth**
- **The Big Banana**
- **Dog on the Tuckerbox**

AIRPORT AND TOURISM RETAIL

- WHSmith**
- **Lagardère Travel Retail**
- **AWPL**

BRANDS AND INSTITUTIONS

- Qantas**
- **Sydney Opera House**



Company details

Legal entity

Creative Products Enterprises Pty Ltd · ABN 24 091 885 933

Address

21 Anvil Road, Seven Hills NSW 2147, Australia

Phone

1300 136 463

Manufacturing

Dongguan Grand Harvest Gifts Co Ltd, part of the group, plus in-house print and warehousing in Sydney.