

Everything Under the Sun

This international company may have marketing in its name, but Jackie Boyhan said its expertise extends to sales, advertising, warehousing, R&D, manufacturing, and distribution.



Christopher Boyhan, CEO and president

A name like Global Marketing Corporation (GMC) creates an image of specific marketing specialists, but for almost 30 years, this company has proven it is so much more.

Since its inception, GMC's corporate focus has centered on the housewares industry. It has offices in Parsippany, NJ.; Argenton,

France; Shenzhen, China; and Kowloon, Hong Kong; a warehouse in Paterson, NJ.; and relationships with factories in Sierre, Switzerland, and Dongguang, Shenzhen, and Shantou, China. In addition, it has a global network of more than 20 independent sales rep organizations.

"We use digital technology to help overcome barriers in language and time zones, like e-mails and video conferencing," said Jackie Boyhan, operations director. "Budget is a concern for any company, and we look for ways to keep costs down, for example using Skype for international calls versus a landline; and video conferencing allows us to show a product, not just discuss it."

GMC's company objective lies in providing clients comprehensive, integrated services from start to finish. From research and development to distribution and warehousing, sales management and advertising, and manufacturing and sourcing, the company's capabilities help clients beginning with the development of a product concept all the way through to production. "We have the ability to take a client from conception to market, covering every step of a product launch," said Boyhan.

Historically, GMC's market niche is kitchen appliances. Products launched range from coffee makers and grinders, to deep fryers and rice cookers, to toaster ovens, water purifiers and



more, with international clients based in US, Belgium, Italy, France, Ireland, England, and Switzerland. The company has represented such well-known brands as Gevalia, Mr. Coffee, Melitta, and most recently, the exclusive distribution of Swiss Diamond cookware. Swiss Diamond is a diamond reinforced nonstick cookware manufactured in Sierre, Switzerland and was just named the number one overall performing nonstick cookware by a leading test kitchen consumer magazine.

Best of the best

Service and product quality have long been the hallmark of this internationally respected company. "Global Marketing for the past 30 years has focused on its original charter as an international, professional business management company. In order to continue growth within this business segment, we closed the gap between agents and factories by investing and becoming part of the management staff of our strategic partners," said Christopher Boyhan, GMC's CEO and president.

Partnerships are a central part of GMC's strategy. Over the years, various partnerships with companies in China have allowed the company to meet its clients' manufacturing needs. Current manufacturing partners in Asia include Sun Cupid, Tai Yu International, and Goldswing Manufacturing. All told, the company has access to seven factories in China with 3,500,000 square feet of production space. The right strategic partnership, not only in manufacturing but also in sales, has allowed the company to build a reputation based on quality and service.



"For almost 30 years, we continually earn respect in the housewares industry," said Boyhan. "The personal relationships we've established help us stay competitive, along with our proven track record for first-rate service and quality products."

The company has seen extensive growth despite the downturn of the US economy. Boyhan pointed to Swiss Diamond, its high-end line of diamond reinforced nonstick cooking surface cookware with a matching price point. Regardless of the soft economy, consumers continue to flock toward the product, doubling and tripling past sales numbers.

"That speaks to the quality of the product and the ability and professionalism of our sales force," Boyhan said. "We represent quality products, offer a lifetime warrantee on our cookware, a liberal return policy, great customer service, and can turn around orders in 24 to 48 hours, whether online or from a store. Not all manufacturers and distributors can say that."

New avenues

Going forward, housewares will continue to be the foundation it has been for 30 years for GMC. However, the social and corporate environmental movement toward going green pushed the company in a new direction. Global Marketing Lighting, a subdivision created in 2009, manufactures and distributes LED tubular lighting under the registered brand name LED Retro8. LED Retro8 is a T8 tubular lamp that replaces or retrofits costly and hazardous fluorescent lamps. The patented and UL-approved LED lamps are 100% recyclable, do not contain any lead or mercury, will trim up to 80% off of lighting energy costs, and reduce a carbon footprint by 65%. There is currently nothing like it in the US market, Boyhan said, adding that others may claim to have similar products, but LED Retro8 is the only UL-approved and patented T8 LED tubular lamp in the US and Canada.

The product is meant to replace/retrofit standard fluorescent lighting in schools, office buildings, and other industrial settings. Initially, the company knows it will be a challenge to convince potential customers to make the switch but, with exclusive distribution rights, the allure surrounding the opportunity for customers to go green, coupled with significant savings on energy, made LED Retro8 the right product for company expansion. "It is a new field for us and the technology is new to the public so convincing customers on the



ROI can be a challenge, but we are ahead of the game," Boyhan said.

When asked what economic difficulties challenge the company, Boyhan mentioned the strength of the Euro versus the US dollar, but feels the rebound of the dollar is imminent, which will put GMC in a better position against the Euro. The possibility of GMC sourcing out new product lines is likely and one future product could be a baby care line.

"There are always opportunities for new products," said Boyhan. "As with any product and client, we formulate a strategic marketing plan and create campaigns based on proven practices, tweaking them to suit customer-specific needs. Whether traditional products or new endeavors, we have the capabilities and experience for success." *

—Eric Slack

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