



THE SELECT PORTFOLIO

UNIQUELY CREATED WOOD, LEATHER, METAL DESIGNS FROM
INDUSTRY LEADING CRAFTSPEOPLE.



**INNOVATIVE AND QUALITY PROMOTIONAL PRODUCTS FROM
DESIGN SPECIALISTS AND CRAFTSPEOPLE.**

2400 Dundas Street West, #6, Mississauga, Ontario. L5K 2R8 CANADA
tel: 905.828.8833 ~ e-mail: sales@choicebrandmarketing.com

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THE SELECT PORTFOLIO SPECIALTY PRODUCTS

Choice Brand Marketing Inc. is pleased to present our **SELECT PORTFOLIO**. The products within our **SELECT PORTFOLIO** have been chosen based on a strict criteria of product prerequisites including:

These products are made in North America to assure the highest quality as well as timely and prompt production time frames and delivery.

The products are individually designed and engineered by experts in their field.

A wide range of raw materials are readily available within each market to provide a wide range of pricing and design options.

The pricing for products within the **SELECT PORTFOLIO** will reflect the quality of the raw materials utilized as well as the expertise and skills of the individual craftspeople that have been tasked with fabricating your products.

Choice Brand Marketing Inc. is continually researching and developing relevant products utilizing the design expertise, skill and resources of artists and craftspeople who are leaders in their fields. With our on-going investments in materials and manufacturing capabilities and techniques, we feel we can make the necessary recommendations to address your specific needs and to promote your brand.



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THE SELECT PORTFOLIO SPECIALTY PRODUCTS

CUSTOMIZATION

For Choice Brand Marketing Inc., customization goes beyond putting a company or brand logo on any particular promotional item. To truly promote and reflect the value of a product or brand in any promotional context, it is our belief that customization must provide options in designs and materials that allows our designers and craftspeople, in conjunction with brand management direction, to interpret the brands direction and target consumer in the products we offer.

To best address the wide range of demands for new and unique products, we have identified and are utilizing the design and manufacturing expertise of craftspeople who are specialists in their field. For example, for our wood products, we call upon our expert wood manufacturers who have the experience and manufacturing resources to produce quality custom wood products. The same is true for designing and manufacturing our leather products.

Different materials require different manufacturing expertise and equipment. We do not have wood artisans manufacture leather products. Our craftspeople work their craft.

The following pages are for your reference. The images on these pages are examples of custom products our craftspeople have produced to date based on the clients needs. Any of these items can be redesigned in a wide range of shapes and sizes utilizing a complete range of materials to address your promotional requirements and budgetary targets.



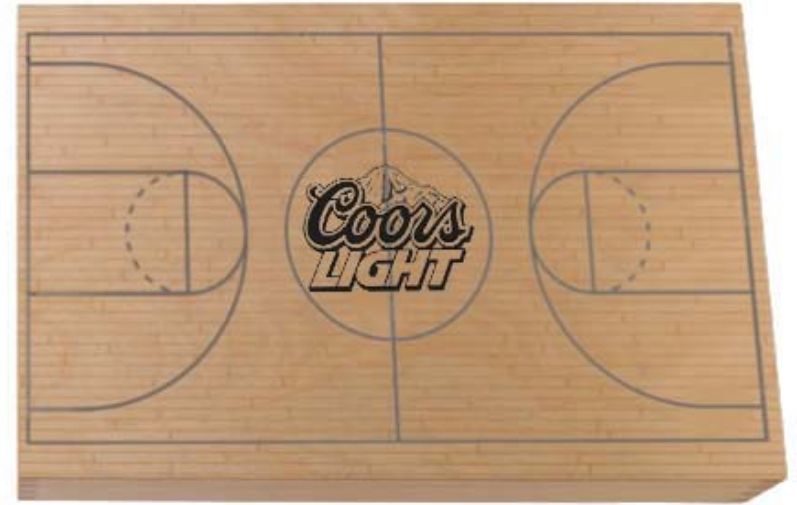
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Our Wood SELECT PORTFOLIO boasts:

- ~ Optional finishes available with environment-friendly, non-toxic, all-natural oil or aniline (water base) dye.
- ~ Wine boxes are made with select FSC certified Eastern White Pine unless indicated otherwise.
- ~ All Pine is IPPC Certified (International Plant Protection Convention).
- ~ We partner with suppliers who have an Environment Policy, selling forest product from environmentally responsible producers.
- ~ Utilizing CNC equipment with Dual "Y" machining, cutting energy use by 30% and increasing production efficiency by 50%.
- ~ Most of our customized boxes are made with domestically made, environment-friendly, non-toxic, all-natural oil or aniline (water base) stains. We will not finish our SELECT Portfolio boxes with lacquers or paints which are harmful to the environment.
- ~ Wood branding and laser engraving techniques are utilized logo or corporate message reproduction.
- ~ We utilize nesting software which remains one of the best ways to maximize material usage thus reducing waste



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The majority of our wood products are designed and fabricated with PINE. Pine lumber is one of the most popular types of softwoods used for flooring, fencing, and doors. We utilize pine lumber due to its considerable benefits including; relatively affordable cost, strength, and aesthetic appeal.

Here are some of its benefits:

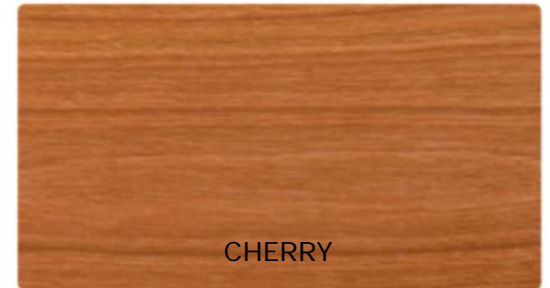
Cost-effective: Pine is inexpensive compared to many other types of wood, in addition to being quite strong.

Easy to use for woodworking: allows a project to be completed quicker.

Aesthetically beautiful: Given its natural patterns and grains, your product will have a unique and lovely appeal. You can retain the natural beauty and texture of the wood with minimal staining.

Durable and long lasting: Even though pine is a soft wood, it is very durable.

In addition to PINE, our SELECT Portfolio provides other wood options to consider as noted at right. While these types of wood are not as cost-effective as pine, different woods can be utilized to enhance the appearance and perceived value of your product, to heighten the value of your brand and to enrich to your gifting opportunities.



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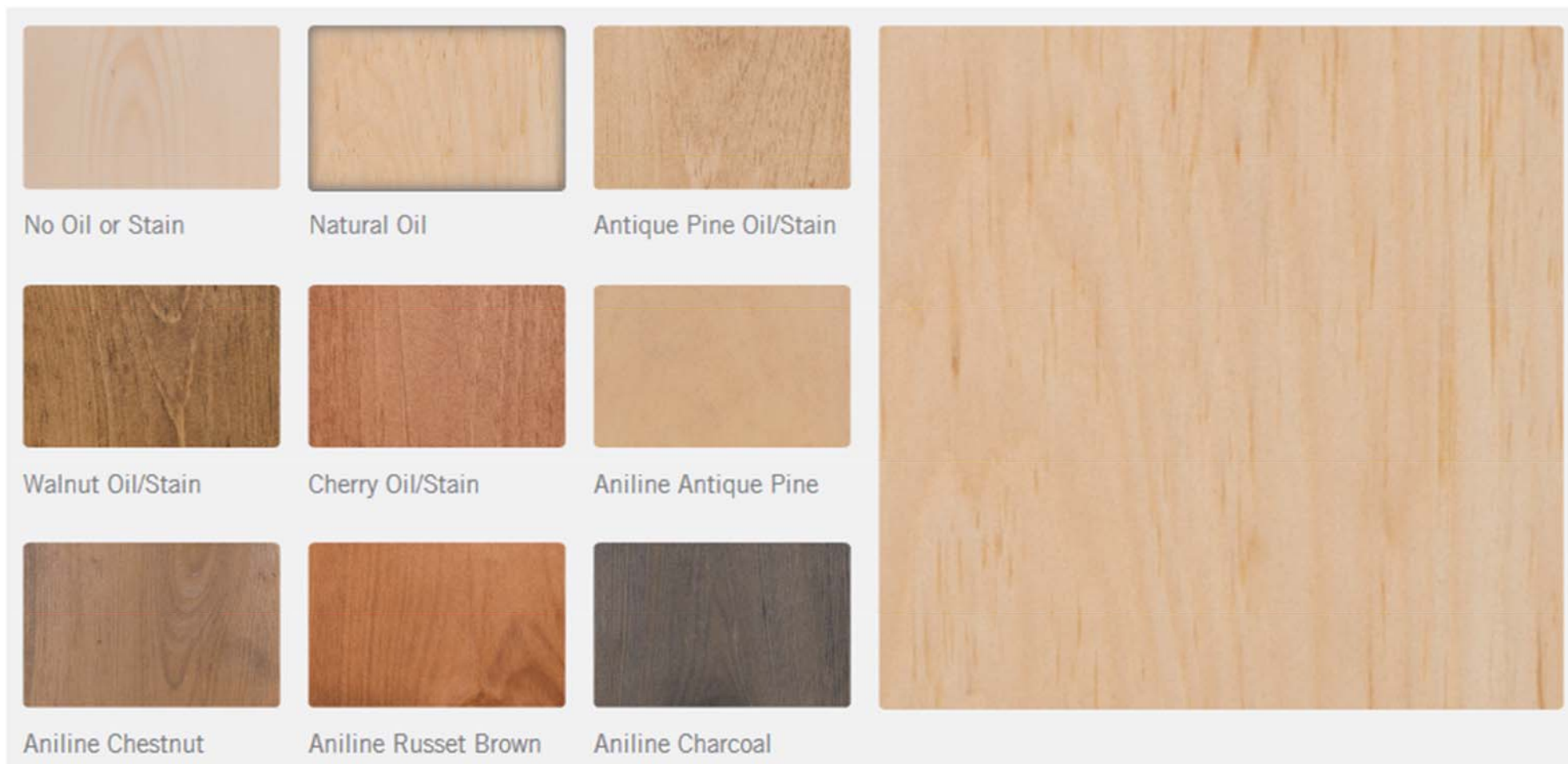
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Most of our customized boxes are made with domestically made, environment-friendly, non-toxic, all-natural oil or aniline (water base) stains. We will not finish our SELECT Portfolio boxes with lacquers or paints which are harmful to the environment. Available stain colors indicated below.



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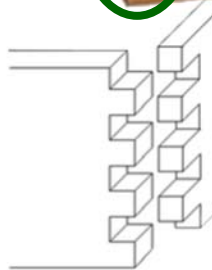
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SELECT PORTFOLIO FEATURES



Our Inset Lid and Hinged boxes feature unique pewter finished twists and buttons.



Your project may be assembled using box joint construction or other methods which are dictated by your design requirements.



Branding is burned into the wood as a deboss using a 20 ton machine which produces high quality detailed images. This offers presentation up to 10" x 15" images.

Laser engraving (see above) 'cuts' the wood and is generally not suitable for staining as the stain will bleed into the wood grain.

This process 'cauterizes' the wood and permits for oiling or staining as an option.

The run charge (cost per unit) for laser engraving is higher than branding. However, laser engraving has no die charge and a lower setup cost. This process makes laser engraving more economical for smaller runs which do not require a stain treatment. The DIE cost is relative to the size of the logo required. DIE cost is subject to assessment of artwork provided.

Unlike branding, laser engraving run charges depend on the size of the logo/artwork. LASER ENGRAVING cost is subject to assessment of artwork provided.



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For promotional and/or retail opportunities, as with all of our designs, our wine and gift box designs allow for a number of sizes, lid, handle, box closure, hinge options and price points.



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A new way to experience your favorite spirit. Our oak whiskey glass provide a rich sensory experience striving to echo the Master Tasters first dip into the oak aging cask.

Our handmade oak whiskey glasses are flame toasted on the inside, heat sealing the wood grain, and replicating the slightly smokey, oak cask aging conditions of your favorite; scotch, whiskey, tequila, vodka, rye or bourbon.

You've enjoyed your favorite spirit in an inert glass, now experience it come alive returned to the cask. White Oak makes the cups very durable and the perfect glass for the cottage, country house, boat, or sitting around outside with friends.

Our Oak whiskey glass holds up to 4oz, and can be used for neat, or on the rocks.

Each Oak glass is hand turned from a single block of white oak, dried over 6 weeks, and then lightly charred on the inside to seal the wood grain, and provide a slightly smokey aroma.

The exterior is sanded smooth and polished with beeswax and pasteurized coconut oil, allowing you to feel the soft texture of the wood grain against your lip.

Let the outside develop a nice antique oak patina with use, or keep up the warm glow of the oak by occasionally polishing with a wax polish.

Retain the integrity of the vessel by not leaving liquids to sit in it over night. Hand wash with clear water, or to sterilize for a commercial setting, wash with a mixture of oxygen bleach and water. Please do not put wood in the dishwasher.



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flame toasted inside



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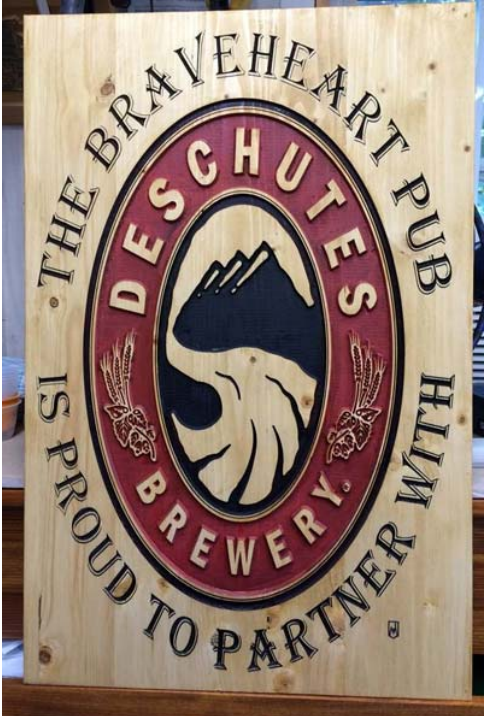
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Custom Carvings, Wood Signage and Designs.



Custom Wine Flight.



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THE
CARAFE



Different Sizes Available



THE CBM CARAFE

TRULY UNIQUE - No two pieces are exactly the same.

The functionality of science glass with the industrial ruggedness of concrete. The 1000ml flask is constructed of scientific grade-glass that can withstand both extreme hot and extreme cold liquids. The concrete base both cradles and supports the glass flask, and can serve as a warming or cooling plate. Perfect for serving coffee, tea, ice cold water, beverages and acts as a fabulous wine decanter.



Every concrete base is individually crafted using various colour and texture techniques nesting its own unique hand-blown glass container, creating a perfect union.

The concrete base both cradles and supports the glass flask, and serves as a warming or cooling plate. To keep liquids hot, place the concrete base into the oven at 200F for 25 minutes before using. Remove with caution! To make sure your beverages stay chilled, place the concrete base into the fridge or freezer. This creates a cold stone that will not melt or dilute your beverages.



The leather on the neck of the flask is hand wrapped and tucked. It is easily removable for washing and simple to re-apply. You to change things up depending on the season or your mood. Wrap it in red for the holidays! Or change it up to sisal twine in the summertime! The opportunities are endless.

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In addition to our wood designs, we can offer additional SELECT designs and manufacture prototypes of various scales, using a variety of material such as aluminum, sheet metal and plastic.

The images on this page are of our beer and lunch metal packages. We can work collaboratively with our clients in partnership with their respective brand managers, marketing managers and product designers. **Your design ideas are welcome.**



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THE SELECT PORTFOLIO LEATHER PRODUCTS



Hand Crafted Leather products from one of the industries most respected manufacturers.



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We produce it and, if necessary, engineer it. It can be in leather, canvas, vinyl, fabric or felt; it can require a logo by embossing leather, embroidery or screen-printing. We build it for you. We pride ourselves on exceeding expectations.



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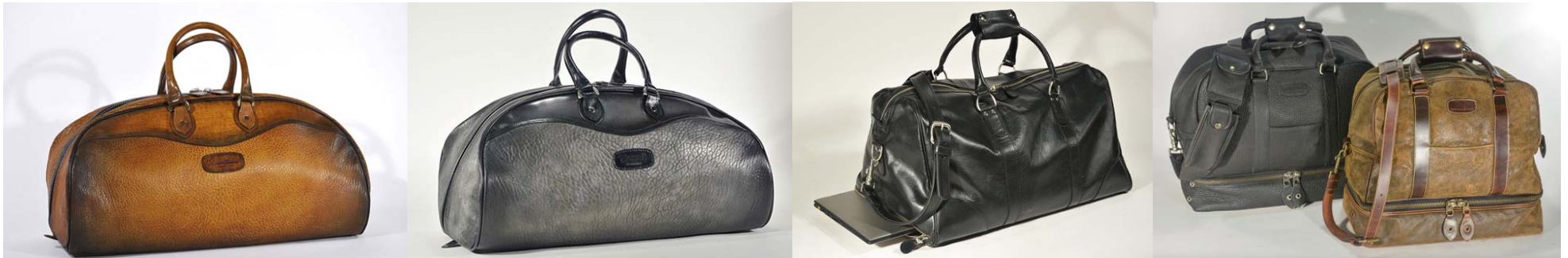
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We build from leather, denier nylon, vinyl, canvas, fabric, polypropylene (webbing), and fashion felt. Our factory also houses one of the largest ranges of hardware – buckles, fittings, ornaments – in Canada, gathered over decades.

All of our products are made with the finest materials.

- Our leather is full-grain
- All hardware and buckles are cast from pure zinc, with a lacquer finish to prevent tarnishing
- All interior linings can be wiped with a damp cloth
- We use only YKK zippers
- Shoulder straps are adjustable, and removable
- Reinforced handle assembly
- Top carry handles

STOCK AND CUSTOM DESIGNS



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Leather, canvas, vinyl, fabric or felt materials available in our designs.



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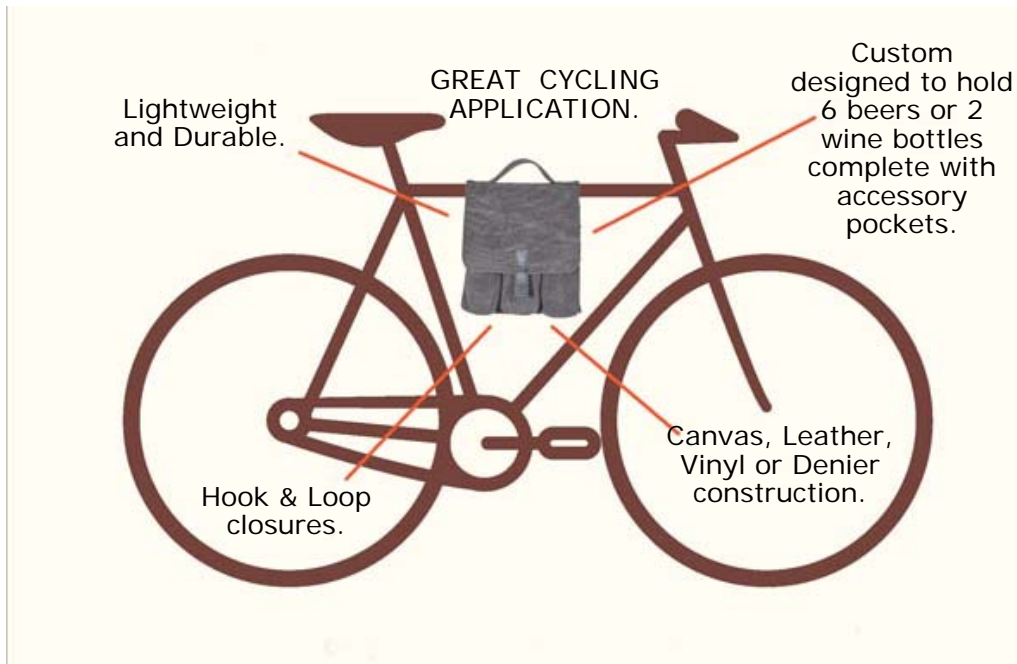
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CUSTOM BEVERAGE 'TRANSPORTER'



Holds large and small cans, large and small bottles

- 10.5" high x 6" wide x 10" long
- North American Made.
- MOQ - 12 units
- Branding on embossed leather, embroidery or silk screen
- Can be reconfigured to your custom application.



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