



GOODMARK ASIA

Leading with Quality & Care

FRANK DEMEYERE, Managing Director of Goodmark Asia Ltd. speaks on safety, quality and service in an industry that is more seen than heard.

For over 30 years, Goodmark has been actively successful in producing and supplying quality aerosols (snow spray, hair colour, party string, etc.) to key retailers and major distributors worldwide.

“To offer a complete line of products that complement our aerosols, in 2002 we established Goodmark Asia Ltd. in Hong Kong, which helped us to effectively source products in Asia,” says Frank Demeyere, Managing Director of Goodmark Asia Ltd.

“Over the years, we have experienced tremendous changes in the global retail market and their approach to sourcing and quality. In response, we wanted to offer products with an added value, with a clear focus on specified categories as a specialized player rather than just a general trader.”

Making an Impression

“We have brought a range of innovative seasonal and party products, abiding by legal requirements whilst upholding the highest safety standards. In order to guarantee our company’s growth and expansion as well as to counteract the global view that products ‘made in China’ were of inferior quality, our company has for well over a decade invested seriously in highly-competent people, R&D, production facilities and equipment.

“The establishment of our Hong Kong office in close proximity to China has been vitally instrumental in attaining the growth and status currently enjoyed by both our European and US companies. Today, Goodmark is a distinctly creative, global marketing and sales organization dealing in seasonal and party products, with companies in Europe, the USA and Hong Kong.”



Bertrand Verkaeren and Frank Demeyere, Managing Directors for Goodmark Europe and Asia.

Safety Above All

“We have also been recognized as global experts in safe fun cosmetics. While strictly maintaining the high safety standards for our party cosmetics, we need to remain competitive in the price-conscious retail world, which is a serious challenge. Thanks to a sound foundation of strong finances, a clear vision and working with highly motivated teams, every day we confirm the trust and confidence expected of us.

“Our teams are very much aware that the end-consumer not only wants low-priced products but more importantly, must be assured that they are safe to apply on their skin. We uphold our slogan ‘Good People are the Mark of a Good Company’ and respect it every day in our business relations! To provide top-quality products to our consumers both young and old alike, we are passionate in building and developing high quality products, with great color effects and strictly complying to all necessary cosmetic and toy regulations.”

The company has invested much in marketing safe products, and consistently maintained highest quality exports to Europe and the US. With more seasonal events such as Halloween as well as sporting events gaining popularity in Asia, it has made stepped up selling activities outside Hong Kong, focusing

first on Mainland China and seeking opportunities for further growth in markets such as Korea and Japan.

“We need to stay on top of both changing quality regulations as well as international market trends, which influence make-up character sets and color preferences. With our formidable presence in Europe and the US, we have extensive knowledge of local markets and we look into potentially investing where possible in local licenses as well.”

Selling Value

“By working together with vendors closely and through creativity and flexibility, we adapt our products towards their specific needs – their market and their consumer. In addition, we enhance our product offer with marketing add-ons, especially in-store promotion options such as great visuals and video production.”

A global organization, Goodmark has invested much in highly efficient in-house IT-structure, to allow transparency and facilitate management accessibility to global data, despite each company being an independent business unit with its own profit center.

“We are very well prepared for the future, confident to meet the expectations of our retailers and distributors because we believe that as long as we maintain the high quality of our products and deliveries, combined with our Good People approach, we will continue to grow successfully globally.” ■

For additional information please visit www.goodmarkgroup.com

