

# COMPANY PROFILE:



## Continuous Promotion for Consumers, Inc.

### Introduction:

Servicing the country's top corporations since 1972, Continuous Promotion for Consumers, Inc. (CPC, Inc.) is the recognized pioneer and leader in Philippine's Promotional Products and Advertising Specialties Industry. CPC, Inc. was founded in 1972 as CPC Manufacturing Company, a small garments factory and specializing in advertising T-shirts. Through expansion, establishment of manufacturing/marketing alliances and our growing network of contacts, the company soon became the first true Advertising Specialties Company in the Philippines able to develop and supply a wide range of traditional giveaway products like bags, umbrellas, mugs, key chains, caps, jackets and of course t-shirts.

1986 saw the end of Martial Law in the Philippines, this year was a major turning point for the country as well as for CPC, Inc., which was incorporated in 1986. Armed with fresh capital, a diversified board of directors, fresh US trained managers and an ambitious but pragmatic new business plan, the company embarked on a massive expansion program including the revitalization of existing manufacturing facilities and the creation of new facilities in Paranaque, Binan and Santo Tomas, Batangas.

1988 saw another major advancement in our products and services. While we have been importing products since 1975, the opening of our first international buying office in Hong Kong in 1988 manifests our new objective of tapping the rich source of new products, ideas and concepts initially from South-East Asia, later the scope would be global. Imported products now accounts for over 60% of our business.

While our company has diversified into many fields, the main focus of our company are still advertising specialties, corporate gifts, premiums and promotional products. CPC Inc. remains.....

**"Your Global Source for the Best in Promotional Products"**

## ***CORPORATE INFORMATION***

**Head Office:** #009 Evangelista Street  
Santolan, Pasig City, 1610 Philippines

**Postal Address:** PO Box 13455, Ortigas Center  
Pasig City, Philippines 1600

**Telephones:** 681-2233 • 681-2266 • 681-2219 • 681-2907 • 646-7031

**Fax Number:** + (632) 681-6683

**Internet:** URL: [www.cpcinc.com.ph](http://www.cpcinc.com.ph)  
Email: [cpc@cpcinc.com.ph](mailto:cpc@cpcinc.com.ph)

**Tax Account Numbers:**

TAN C5354-G1786-A-5  
VAT No. 32-4-005483  
Certificate of Business Name  
SEC Registration No. 133809  
Community Tax Certificate

TIN # 000-112-388V  
Vat Registration Date: August 13,1991  
No. 0390554, August 31, 1996  
Dated July 17, 1986  
CCC 19900175083

**Operating Officers:**

Douglas T. Yu  
Cynthia C. Yu  
Marilou I. Guzman  
Cynthia F. Reyes  
Imelda A. Espinosa  
Claire E. Uchida  
Isabelita delos Reyes  
Ruth Quimbo

President  
Vice-President/Treasurer  
General Manager  
Public Relations Manager  
MIS Manager  
Administrative Manager  
Production Manager  
Chief Accountant

**Professional Consultants:**

Atty. Vicente Ocampo  
Atty. Christopher Lim  
Atty. Francisco Figura  
Atty. Poon Kai Hong  
Rachael Escobar & Asso.  
Richard Toyer & Associates

Corporate Secretary/ Chief Legal Counsel  
Legal Counsel, Trademarks & Patents  
Legal Counsel  
Solicitor, Hong Kong/China  
Auditors - Philippines  
Auditors – USA

**Professional Affiliations:**

Promotional Products Association International - Member  
Dun & Bradstreet, Hong Kong - Subscriber  
Hong Kong Trade Development Council - Member  
Meat Importers & Traders, Asso. - Member  
Hotel & Restaurant Association of the Philippines - Member

**Capitalization:** P6,000,000.00, at incorporation in 1986

**Bankers:**

**Rizal Commercial Banking Corporation**  
Head Office, Sen. Puyat, Makati  
Account No. 1-000-65724-3

**Citibank NA**  
Head Office, Paseo de Roxas, Makati  
Php Account No. 602960003  
USD Account No. 602960013

**Allied Banking Corporation**  
Binondo Branch, Metro Manila  
Account no. 0001-13058-1

**Banco de Oro**  
Mangahan Branch  
E. Rodriguez, Pasig City  
Account No. 1110005383

**Bank of America**  
Lynnwood Branch  
Lynnwood, WA USA  
Account No. 70146709

## ***PRODUCTS AND SERVICES:***

**Direct Manufacturing:**

- Bags – all types
- T-shirts
- Jackets
- Baseball Caps
- Sweaters
- Plastic Products (Injection), House, Bath & Kitchenware
- Plastic Injection Moulds

**Importation and Import Services:**

Importation has become the prime component of our business. We expect continued growth in this area as the global marketplace continues to shrink and the principles of GATT and the WTO are steadily enforced.

- **Specialties:** We are particularly proud of our imported products, offering exceptional price and quality on the following product lines:
  - Umbrellas – Beach, Folding, Standard Automatics
  - Pens – From Mont Blanc's to low cost generics, we have all types
  - Electronics – Calculators, TV Sets, PDAs, Cameras, PlayStation II, etc.
  - Clocks & Watches
  - Kitchen Wares and Appliances
  - Toys & Novelties (Premiums)
  - Stainless Steel Products
  - Corporate Gifts: Brass Keyholders, Executive Desk Sets
  - Bags: Made by our manufacturing partners in China
- **Freight Forwarding (Inbound):** From our foreign offices, we handle any inbound freight from anywhere in the world. These are done through individual contracts and agreements and can range freight in cubic feet to weekly High Cube containers. Our foreign offices are located in Yiwu (near Shanghai), Hong Kong and Seattle, USA. We handle all type of goods from foodstuff, commodities to Divisoria merchandise.
- **Air Freight:** We handle inbound air-freight from Hong Kong.
- **Other Import Services:** Indented Merchandise, Contract Purchases, Sourcing, Buying Representation and Consultancy.

**Local Manufacturers Representatives:**

For local products we don't produce ourselves or import, we have numerous sole marketing agreements, joint ventures, and exclusive manufacturing arrangements with patented products including such products as ceramics, porcelain, towels, brass ware, leather goods, and others. Our prices for these products are not unlike those offered by manufacturers directly.

**Services:**

- **Printing Services** – We have state of the art printing equipment from Europe and USA, we are capable of the finest quality silk-screen printing, pad printing, hot foil and pressure stamping.
- **Artwork Preparation** – We are well known to have the most advance computer graphic systems and engineers, conceptualizing and producing work at par with

expensive advertising agencies. Our expertise in this area, cuts the time required to develop a program considerably. Many smart product managers has learned to utilize this free service.

▪ **Other Products & Services**

Our company has diversified into many areas such as Importation, Forwarding, Distribution, providing products and services as: indented importation; door to door forwarding; distribution of US Beef products; OEM appliances; wholesale general merchandise for department stores and Divisoria; and distribution of sports and scuba diving equipment.

This diversity of services actually complements our primary business – Promotional Products, by providing us with economies of scale and buying power; improves our negotiating position with suppliers; and provides us with a truly global network of tried and dependable sources.

## ***ASSETS AND RESOURCES***

**Total Employees:**

18	Administration
6	International Business Managers
<u>99</u>	Supervisors, Rank & File
123	Permanent Staff

**Note:** Our total employees are variable, we are capable of swelling our ranks into several hundreds on 2 days notice.

**Fixed Assets:**

**Delivery Equipment:**

2	Mitsubishi Canter Closed Van
1	Mitsubishi Canter Thermo King, Reefer Truck
2	Mitsubishi L-300 Closed Vans
2	Mini Van & AUV

**Production Equipment:**

3	5-thread Machines
1	Punching Machine
2	10" Cutting Machines
54	High Speed Single Needle Sewing Machines
2	Double Needle / Edging Machines
2	Adler Piping Machine
2	Heat/High Pressure Sealing
2	Hot / Foil Stamping Machine

1	GPE Automatic Silk Screen Printing Machine
2	Multi-Pad Printer
1	Photo-Metal Plate Making Equipment
1	16 Ounce Injection Machine
2	8 Ounce Injection Machine
2	6 Ounce Injection Machine
1	4 Ounce Injection Machine
5	Crusher, Mixers & Hooper Dryer

**Computer Equipment:**

State of the art branded equipment from Compaq, Acer, Toshiba, Hewlett Packard, etc. Our web site <http://www.cpcinc.com.ph/> has existed since 1993, one of the earliest web sites in the country, created and maintained entirely in-house. We are pioneers in the use of information technology in Philippines.

**Software Expertise:**

We use only original licensed software, including: Corel Draw Version 10; Microsoft Windows 2000 Professional; QuickBooks Pro Network Version; Microsoft Office XP Professional Plus; Adobe Illustrator, Page Maker, Photo Shop and others.

**International Offices:****Hong Kong:**

**Continuous Promotions Company (H.K.) Ltd.**  
Flat M, 8/F, Phase III, Kwun Tong Industrial Center  
448 – 458 Kwun Tong Road, Kwun Tong,  
Kowloon, Hong Kong SAR  
Telephones: (852) 2369-2652 • 2367-1874  
Fax: (852) 2311-0759  
Email: [info@action-quest.com](mailto:info@action-quest.com)  
Contacts: Mr. Lee Wing Loy  
Mr. Frank Lee  
Mr. Sam Ho

**CHINA**

**CPC International / SPT Trading**  
No. 391 Chou Zhou Road  
Yiwu City, Zhejiang, 322000 China  
Telephones: (86)579-5313139 • (86)13655895074  
Fax: (86)579-5313039  
Email: [ywspt@public.ywptt.zj.cn](mailto:ywspt@public.ywptt.zj.cn)  
Contacts: Mr. Ty Hang Chiu  
Mr. Owa Ty

**USA**

**Continuous Promotion for Consumers, Inc.**  
5720 – 154<sup>th</sup> Place SW  
Edmonds, Washington 98026 USA  
Telephones: 1(425)787-3320 • 1(206)419-1876  
Fax: 1(425)742-5760  
Email: [dougyu@att.net](mailto:dougyu@att.net)

Contact: Ms. Christina Yu

**Manufacturing Locations and Warehouses:**

- #009 Evangelista Street, Santolan Pasig City  
Area : 1400 sqm
- 379 Cambaog, Bustos, Bulacan  
Area : 1000 sqm
- 185 Quirino Highway, Baesa Quezon City  
Area : 800 sqm
- Cold Storage Facilities:  
Copacabana Apt. Hotel, 264 EDSA Extension, Pasay City  
Area : 440 sqm

**References:**

Available upon request.

**Private & Confidential Material**  
**Please file when not in use.**  
**Updated: November, 2001**  
**Continuous Promotion for Consumers, Inc.**