

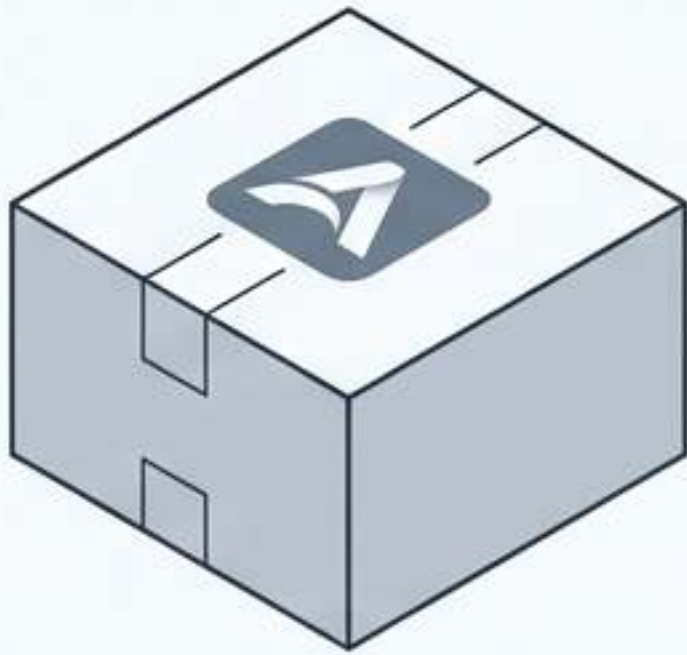


The Sourcing Blueprint: Other Holiday Gifts

Converting broad gifting concepts into
precise, sourceable specifications.



Standard Promo



Merely a branded item
lacking specific
recipient intent.

Static Decor



Purely aesthetic,
lacking functional
interaction.

Occasion Gift



**Presentation + Personalization
+ Sentiment + Occasion-Specific
Design = The Occasion Gift**

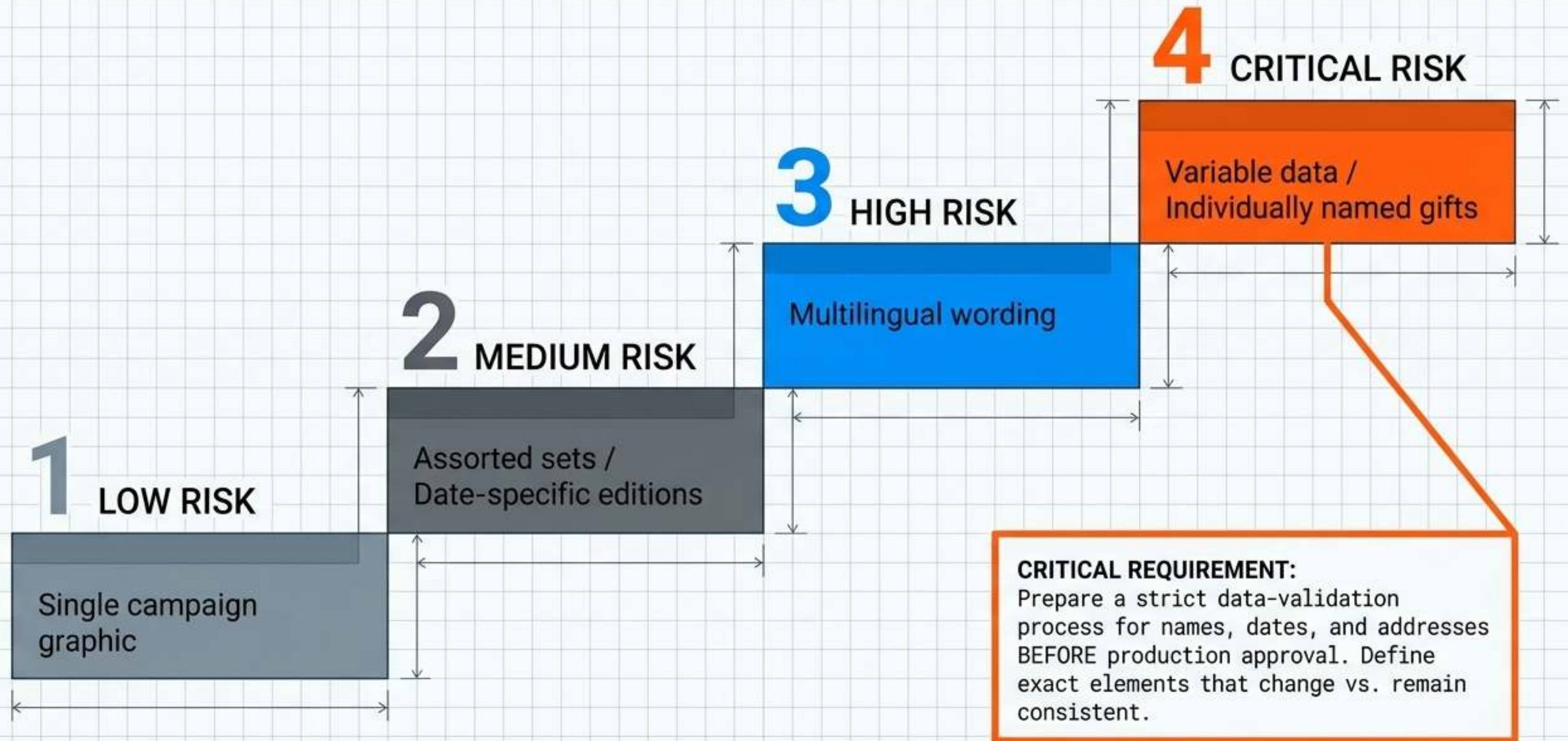
Gifts must function as an item received, opened, stored, or used.
They are intentionally broad but require definition.

	Keepsake	Practical Item	Collectible	Tabletop Item	Wearable Item	Package Component
Family Celebration		⚠				
Religious Observance					⚠	
School Event					⚠	
Corporate Recognition						
Travel Season		⚠				
Community Gathering						⚠

Compliance Trigger Warning

If the product may contact food, be used by children, be worn, or be exposed outdoors, these conditions dictate strict material choices, safety reviews, and packing requirements.

COMPLEXITY ESCALATION DIAL

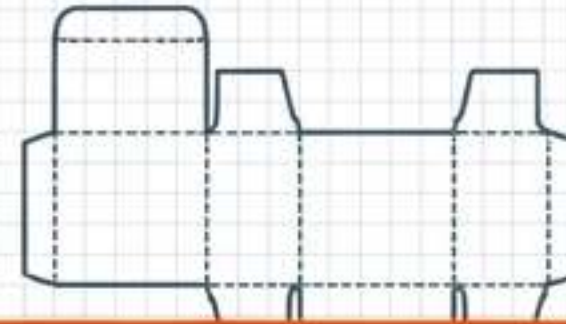


Product Artwork



- Colors, finishes, photographs, special effects
- Logo rules & hierarchy of messages

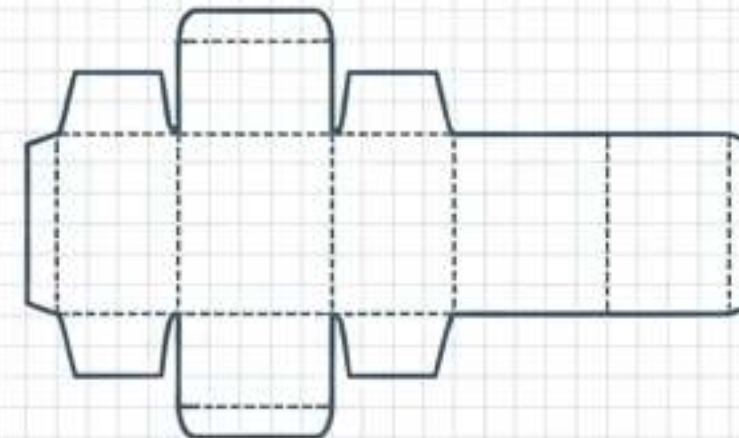
Packaging Artwork

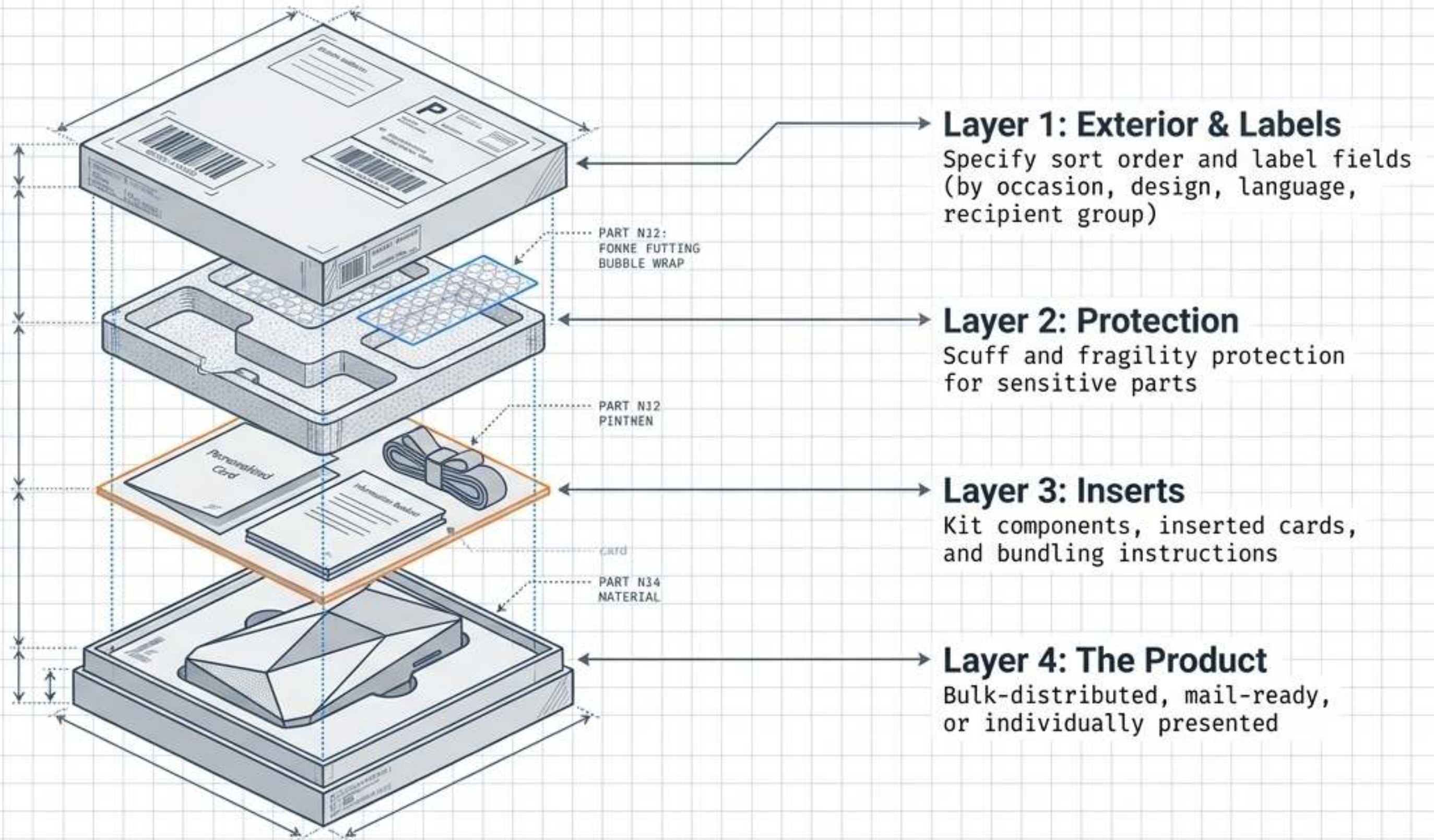


- Structural instructions
- Exterior artwork

DO NOT RELY ON MOCKUPS

Request physical proofs for materials, textures, and personalization positioning. Critical surface, material, performance, or compliance requirements demand mandatory sample/testing review.





Seasonal Padding Timeline



The 7-Point RFQ Checklist



1

What occasion, recipient, and gifting moment does the item serve?



2

What product form and intended use are required?



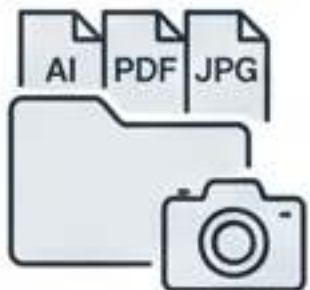
3

Which personalization, languages, dates, or design variants apply?



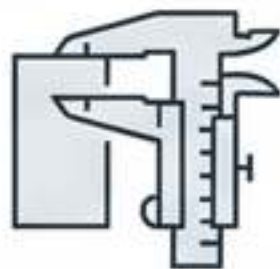
4

What material, finish, safety, or use-condition questions need review?



5

What artwork and variable-data files will be supplied?



6

Is a sample needed to assess presentation or critical requirements?



7

What quantity split, kit, label, and delivery format is needed?

CONTENT RESTRICTIONS

- No product type or inventory is confirmed.
- No personalization method or safety status is confirmed.
- No packaging format, price, minimum order, or lead time is assumed.
- No performance claim is validated by this brief alone.

APPROVED

**Occasion-First Brief: Route Defined.
Formal Quotation Required.**

Final technical and commercial commitments require formal quotation, artwork confirmation, written material review, and physical sample testing.