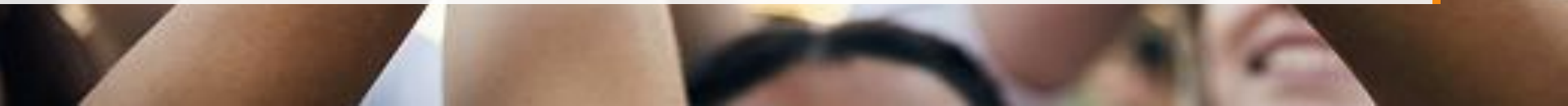
CARE PACK CATALOGUE

Send a Care Package, Give the Customer Experience.

Proudly Presented By Axxel Marketing





FOR EMPLOYEES

The pandemic has led HR teams to work harder to ensure the safety and productivity of employees. As the situation evolves, your people are being asked to do new things, adapt to new structures and work in new environments.

Whether they are remote, on the frontlines or returning to the workplace, supporting their health and well-being remains a priority. It has been more important to be able to reach out to colleagues. Sending a care pack to your employees speaks clearly to them. It says 'We are thinking about you – you are special. Thank you!'

1. Recognition & Appreciation Pack

2. Welfare & Wellness Pack

3. Team Building Pack

4. New Hire Welcome Pack

5. Work from Home Care Pack

6. Welcome Back Office Pack



RECOGNITION & APPRECIATION PACK

A study found that over half of employees (52 %) felt their boss could do more to appreciate them. And half of the employees would leave a company if they do not receive the recognition, they feel they deserve.

Giving an Appreciation Pack (for milestones employee or their work anniversary) is an easy way to start prioritizing employee appreciation in turn motivating other employees towards longevity in the company.

Benefits of Employee Recognition & Appreciation:

- Encourage positive work culture of appreciation.
- Prevents turnover - if employees feel appreciated, they're more likely to continue with your company.
- Enhance overall employee experience and engagement.
- Inspire other employees to reach these same milestones.



APPRECIATION WINE PACK

- 1 x L'ORIENT Sakura Wine
- 1 x Wine Ceramic Set

ESTIMATED COST
SGD$40 - $45 PER PACK



© Copyright by Axxel Marketing. All right reserved.



APPRECIATION HEALTH PACK

- 1 x Humidifier
- 1 x Fitness Tracker

ESTIMATED COST
SGD$30 - $35 PER PACK



© Copyright by Axxel Marketing. All right reserved.



APPRECIATION HEALTH PACK

- 1 x Neck Massager
- 1 x Metro Tumbler

ESTIMATED COST
SGD$18 - $23 PER PACK



© Copyright by Axxel Marketing. All right reserved.



WELLFARE & WELLNESS PACK

Wellness Pack are a great way to build a sense of community and promotes a healthy work environment. It improves employee's engagement and the health of your team members, allowing optimal brain function and provides long-lasting energy.

With healthier staff, you’ll have higher productivity, focus, and fewer sick days.



SAFETY ESSENTIALS PACK

- 1 x Mask Storage Box
- 1 x 40's Unbleached Bamboo Organic
- 1 x Antibacterial Wipes
- 1 x APPTI 50ml Gel Hand Sanitizer
- 1 x EASE 60ml Anti Mosquito Spray
- 1 x Mask Keeper (Transparent)
- 1 x EASE Antimicrobial Reusable Face
- 1 x Mask Retail Pack (Black)
- 1 x Information Card

ESTIMATED COST

SGD$14 - $16 PER PACK



© Copyright by Axxel Marketing. All right reserved.

AXXEL MARKETING



SELF-CARE PACK

- 1 x Pearlie white extra gentle hypoallergenic toothpaste 40g
- 1 x enamel protect adult brush care
- 1 x KHO1004 EASE 80ml tea tree spray sanitizer
- 4 x KHO1020 Dettol body soap skincare
- 1 x KBM1000 Nevada elegant manicure set
- 1 x ESSANO certified organic rosehip nourishing hand crème 120ml
- 1 x CNP 2-step vita-solution ampule mask 1 sheet

ESTIMATED COST

SGD$38 - $42 PER PACK

© Copyright by Axxel Marketing. All right reserved.



IMMUNITY BOOSTER PACK

- 1 x Amazingraze nutty protein 130g
- 1 x Honeyworld premium manuka honey 50g
- 1 x SHS1005 21st century 30's vitamin c 1000 mg orange chewable
- 1 x Strepsils orange with vitamin C lozenges
- 1 x Glaceau essential vitamin water

ESTIMATED COST

SGD$27 - $30 PER PACK

© Copyright by Axxel Marketing. All right reserved.



DESTRESS PACK

- 1 x Scented Candle
- 1 x u-lex Bluetooth Speaker
- 1 x Pure Essential 10ml Lavender Essential Oil
- 1 x Whittard Golden Camomile 20 individually wrapped teabags
- 1 x Infinity Destress Cube

ESTIMATED COST

SGD$40 - $45 PER PACK

© Copyright by Axxel Marketing. All right reserved.



FITNESS PACK

- 1 x Ecoity cooling sport towel
- 1 x Elastic band 5pcs set
- 1 x Sports smartphone armband
- 1 x Wireless sports earphones
- 1 x 22OZ BPA Free tritan sports bottle
- 1 x Foldable yoga mat

ESTIMATED COST

SGD$38 - $42 PER PACK

© Copyright by Axxel Marketing. All right reserved.



TEAM BUILDING PACK

An advice to improve employee engagement is to have more fun as a company. Employee engagement is best received when it’s natural.

As an employer, take some time to spend the day with your team members. Set aside time to do an activity together.

If your team members are working remotely, you still have options! By now those virtual get-togethers may have gotten a bit old. But these following gift ideas are perfect for making remote engagement activities more fun.

HAPPY HOUR PACK

- 1 x Nescafe latte rtd can (240ml)
- 1 x Coke Cola (320ml)
- 1 x Lotte Almond Pepero (32g)
- 1 x TKN Big roll grilled Seaweed classic (6x3.6g)
- 1 x Skittles original (61G)
- 1 x Eclipse - Peppermint (35G)
- 1 x Golden Boronia Almond Crunchy(100g)

ESTIMATED COST

SGD$18 - $22 PER PACK



© Copyright by Axxel Marketing. All right reserved.

GAME NIGHT PACK

- 1 x White Board
- 1 x Truth or Dare Card
- 1 x Tower Game
- 1 X Jacker Potato Chips
- 1 x Rota Prawn
- 1 x QOO White Grape Can

ESTIMATED COST

SGD$21 - $25 PER PACK



© Copyright by Axxel Marketing. All right reserved.

AIRPLANT GREENWALL DIY PACK

- 1 x Wooden Frame @ 13x18cm
- 4 x Prepack of preserved moss (dark green, light green, white & yellow)
- 2 x Tubes of E6000
- 1 x Driftwood
- 3 x Airplants (depending on size)
- 1 x FREE Gift Card
- 1 x FREE Figurine

ESTIMATED COST

SGD$40 PER PACK



AXXEL MARKETING

© Copyright by Axxel Marketing. All right reserved.

CANDLE DIY PACK

- 8 x candle tins
- 56 x glue dots
- 4 x soy wax (120g)
- 8 x colour dye
- 1 x stainless steel melting pot
- 2 x stainless steel
- 4 x fragrance oil
- 50 x cotton wicks
- 1 x user manual

ESTIMATED COST

SGD$29 - $32 PER PACK



© Copyright by Axxel Marketing. All right reserved.

SOAP DIY PACK

- 1 x soap mould (given randomly)
- 500g x mixture of white and transparent soap base
- 2 x packets of tumeric
- 2 x packets of green tea
- 2 x packets of activated charcoal
- 2 x packets of himalayan pink salt
- 1 x 10ml lavender essential oil
- 2 x soap nets
- 1 x alcohol spray bottle

ESTIMATED COST
SGD$50 PER PACK



© Copyright by Axxel Marketing. All right reserved.

TEA BLENDING DIY PACK

Recipe book

Single herbs:

- Organic dandelion
- Organic rose hip
- Organic hibiscus
- Organic peppermint
- Organic german chamomile

Recipe book contents:

- What are herbs
- Benefits of each herb
- How to blend different herbs together
- Standard blending amounts
- Example of blending herbs according to symptoms and mood
- *Assorted single herbs

ESTIMATED COST

SGD$38 - $40 PER PACK



© Copyright by Axxel Marketing. All right reserved.

COOKIES DIY PACK

- Step-by-step instructions to get started
- Set of 8 petite undecorated sugar cookies in themed shapes
- 2 royal icing bags
- Colourful sprinkles to embellish
- Eco-friendly bamboo scribe tool
- A pair of disposable gloves
- Packaged in the custom bites signature petite kraft gift box with fillers

ESTIMATED COST

SGD$35 PER PACK



© Copyright by Axxel Marketing. All right reserved.



NEW HIRE WELCOME PACK

Onboarding is a huge part of employee retention. Solid onboarding program can improve retention rates by 82%. What better way to capitalize on the benefits of onboarding than by sending a customized welcome package to new employees? Fill it with useful branded swag that they'll be excited about showcasing.

Benefits of Employee Welcome Packages:

- Creates a positive first impression of your company's work culture.
- Introduces company values to new employees. Include your brand's mission statement or culture code on the box itself, and choose products aligned with the vision & mission.
- Employee welcome packages will make employees feel excited about the role they're assuming and increase productivity.

NEW STAFF WELCOME PACK

- 1 x Laptop Haversack
- 1 x Bomber Jacket
- 1 x Double Wall Suction Tumbler
- 1 x Geometric Notebook
- 1 x Plastic Ball Pen
- 1 x Stationery Set

ESTIMATED COST
$43 - $48 PER PACK



AXXEL MARKETING

© Copyright by Axxel Marketing. All right reserved.

WORK FROM HOME CARE PACK

Companies that sent employees a Work from Home Care Pack saw a boost towards virtual employee engagement and increased productivity by 17%.

Benefits of Work From Home Care Packages:

- Work from home care packages act as gifts with doorstep delivery.
- For teams of remote workers this is a fun way to engage with each other. Host a virtual call where everyone unboxes their care packages and shares what they received.
- Thought out care packages can help relieve stress and make your employees feel special and appreciated.
- Improving employee morale by showing thoughtfulness.











WORK FROM HOME TECH PACK

- 1 x Creative live cam sync 1080p
- 1 x Creative sound blaster JAM V2
- 1 x Targus USB 3.0 4-port hub
- 1 x Drawstring cotton bag

ESTIMATED COST
SGD$140 - $150 PER PACK

© Copyright by Axxel Marketing. All right reserved.



WORK FROM HOME ESSENTIAL PACK

- 1 x Back Support Cushion
- 1 x Elmos drawstring bag
- 1 x Mouse pad with wrist rest
- 1 x Laptop stand
- 1 x Phone holder

ESTIMATED COST
SGD$26 - $30 PER PACK

© Copyright by Axxel Marketing. All right reserved.



WORK FROM HOME ENERGIZING PACK

- 1 x Coffee cup
- 1 x Alicafe warung classic coffee
- 1 x Milo snack bar w/ white chocolate
- 1 x Neck massager

ESTIMATED COST

SGD$33 - $38 PER PACK

© Copyright by Axxel Marketing. All right reserved.



WELCOME BACK-OFFICE PACK

Lift spirits and enlighten the mood further with a Welcome Back Office Pack. Get employees excited about working in the office again with these warm welcome back gifts which also thanks them for working hard during whether it be the home or office.

Giving Welcome Back Office Pack for staff has been a standard practice in many industries, but more so in today's times. These care packs presents are fast becoming part of the new normal – at least, for businesses that want to show that they care about their staff.

BACK TO OFFICE LUNCH PACK

- 1 x Thermal insulation lunch box bag
- 1 x Stainless steel 5pcs cutlery set w straw
- 1 x Double tier microwaveable lunch box
- 1 x Reusable coffee cup

ESTIMATED COST
SGD$18 - $22 PER PACK



© Copyright by Axxel Marketing. All right reserved.

THE FRESH START PACK

- 1 x Mini desk humidifier
- 1 x Botanicaire lucky bamboo plant sushi
- 1 x Ease 500ml tea tree pump sanitizer
- 1 x Drawstring cotton bag

ESTIMATED COST
SGD$63 - $68 PER PACK



© Copyright by Axxel Marketing. All right reserved.

TECH ESSENTIAL STARTER PACK

- 1 x Multi-function laptop sleeve
- 1 x Momax UV sanitizing box with wireless charging
- 1 x Laptop Phone holder

ESTIMATED COST

SGD$78 - $82 PER PACK









© Copyright by Axxel Marketing. All right reserved.



FOR CUSTOMERS

Whether you are part of a small business or a large corporation, every customer interaction is critically important. **73% of Companies** with better than average customer experience outperform their competitors financially.

The goal is to always leave your customers with warm feelings towards your company. Businesses spend billions of dollars on customer satisfaction for good reason. By putting in the extra effort, your company will strengthen client and customer relationships, which will boost referral rates and retention.

And a client appreciation gift is the ultimate way to say, "thanks for trusting us with your business."

1. New Client Welcome Pack
2. Loyal Client Appreciation Pack
3. VIP Customer Engagement Pack



NEW CLIENT WELCOME PACK

Welcoming new clients creates a lasting positive impression and can turn them into loyal clients of many years. Which is why New Client Welcome Pack are important because they can help cement the relationship. In the pack use Promotional Products to communicate details that new clients needs to know about your business. A good package indicates the value and benefits the client can look forward to in the future.

Common products are easier to include in a welcome kit. From apparels to office products that show the brand and can be used daily too. Sending New Client Welcome Pack will let your client know your business cares right from the start . It's also a great way to give them important information on your business's brand, history, service, and other details. Each welcome kit is useful, educational and possibly entertaining all at the same time.



NEW CLIENT WELCOME PACK

- 1 x Notebook with leather cover
- 1 x Pen
- 1 x Stainless steel vacuum tumbler

ESTIMATED COST
SGD$28 - $32 PER PACK

© Copyright by Axxel Marketing. All right reserved.



NEW CLIENT WELCOME PACK

- 1 x Notebook with leather cover
- 1 x Pen
- 1 x USB flash drive

ESTIMATED COST

SGD$26 - $30 PER PACK

© Copyright by Axxel Marketing. All right reserved.



NEW CLIENT WELCOME PACK

- 1 x Portable fan
- 1 x USB cable
- 1 x Power Bank

ESTIMATED COST

SGD$26 - $30 PER PACK

© Copyright by Axxel Marketing. All right reserved.

LOYAL CLIENT APPRECIATION PACK

Good client relationships is paramount to running a successful business, but it can get overlooked if all the focus is towards new clients. Therefore, you must nurture the relationship for them to become long term clients. By showing them that you appreciate them will give a lasting impact, cement the relationship and create an incentive for them to keep supporting your business.

That is why we love Loyal Client Appreciation Pack a little bit of time and effort, mixed with a few *well-thought-out promotional products*, can go a long way towards making your clients feel special.

When done right, sending a package will give you the edge with your clients that other businesses fail to obtain: a strong relationship.



LOYAL CLIENT APPRECIATION PACK

- 1 x Stainless steel vacuum flask
- 1 x Foldable umbrella

ESTIMATED COST
SGD$17 - $22 PER PACK



© Copyright by Axxel Marketing. All right reserved.

LOYAL CLIENT APPRECIATION PACK

- 1 x Wireless charger & desk lamp

ESTIMATED COST
SGD$52 - $55 PER PACK



© Copyright by Axxel Marketing. All right reserved.

LOYAL CLIENT APPRECIATION PACK

- 5 x Teacups

ESTIMATED COST
SGD$24 - $28 PER PACK



AXXEL MARKETING

© Copyright by Axxel Marketing. All right reserved.



VIP CLIENT ENGAGEMENT PACK

Brand loyalty with VIP clients is one of the most important impressions a company can create. With so many important elements of marketing; SEO, print ads, and social media effective client appreciation goes overlooked.

By treating your clients right is integral to improve your brand reputation, image and awareness.

So how are other ways business create brand loyalty with VIP customers? One solution is to give valuable clients a *VIP Client Engagement Pack*. A gift is a great way to show that your company truly appreciates the business that they give you.

Providing a thoughtful gift to your valued clients, you can maintain a trusting relationship that will lead to future sales.



PREMIUM NOTEBOOK SET

- 1 x Leather notebook
- 1 x Pen

ESTIMATED COST
SGD$33 - $38 PER PACK

© Copyright by Axxel Marketing. All right reserved.



PREMIUM TEA SET

- 1 x Leather case
- 6 x Teacup
- 3 x Tea pot

ESTIMATED COST

SGD$78 - $80 PER PACK

© Copyright by Axxel Marketing. All right reserved.



PREMIUM WINE SET

- 1 x Beau Michelle
- 2 x Wine glass set

ESTIMATED COST
SGD$85 - $95 PER PACK

© Copyright by Axxel Marketing. All right reserved.



CARE PACK PROJECTS
BY Axxel Marketing

Toyota & Lexus
Appreciation Gift







Toyota financial services engaged Axxel to assemble a gift set for their staff as appreciation. Products are source out from Axxel inventory.

Toshiba

New Product Launch Announcement Gift Set





Toshi had a new product launch and want to send a gift set together with the new product catalogue to their distributors and clients, they activated Axxel to assemble the gift set and arranged to send to 150 recipients' door to door within 3 hrs. All recipients received the gift set just before the virtual online forum.

PayPal
Employee Wellness Care Pack



Global Foundries
Employee Essential Care Pack





Lazada Employee Wellness Care Pack



Grab
Employee Wellness Care Pack


Disney
MICKEY MOUSE
PERSONAL CARE PACK






Disney
PERSONAL CARE PACK






THANK YOU



AXXEL MARKETING®

enquiry@axxel.biz | +65 6848 2482 | www.axxel.biz