

FAR EAST PRODUCTION TIMELINES EXPLAINED



TYPICAL PROMOTIONAL ITEM PRODUCTION SCHEDULE																				
ACTIVITY	MONTH 1				MONTH 2				MONTH 3				MONTH 4				MONTH 5			
	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20
Initial enquiry	█																			
Quotation provided		█																		
Reference sample			█	█																
Customer feedback				█	█															
PO confirmation & final artwork					█	█														
Branded sample						█	█													
Customer approval							█													
Lab testing (if required)								█	█											
Production										█	█	█	█	█						
Air freight															█	█				
Sea freight															█	█	█	█	█	

IMPORTANT CONSIDERATIONS

- Bespoke products** – Bespoke items can take up to 3-6 weeks extra (depending on complexity) to quote, sample and produce.
- Chinese New Year (CNY)** - CNY affects production capacity during January & February every year. If a production run falls across these months, expect at least **3-4 weeks** to be added to the timeline.
- Laboratory testing** – If a product fails initial tests it will affect the timeline. Product adaptation further testing can add **3 weeks+** onto the timeline.
- Product Type** – Some products will have a longer lead time. For example, glassware or electronic products require more testing & can take longer in production.
- Volumes** – higher quantities will increase the lead time.
- Samples** – final pre-production samples can take up to **2 weeks** and may incur additional costs, depending on the specification.
- Tooling** – if a new tool/mould is required, this can add up to **8 weeks** to the schedule.
- Freight method** – Sea freight from China into Europe can take **5-6 weeks**. Air freight is obviously quicker but much more expensive. Although it takes longer, sea freight is preferable in terms of cost and environmental impact. Your quotation will usually include sea freight, unless you have specifically requested air freight in the initial briefing.