

Bindle

NUDE

Custom Branded
Gifting







The Bindle Story

Unable to find gifts that supported local producers, Bindle founder Catherine decided the time was right to harness her creative energy.

Following what verged on obsessive research; Bindle was born; a boutique business delivering stylish gift packages that celebrate the extraordinary talent of local artisans.

Every part of a Bindle gift is Australian—the boxes, the products, the hand that wraps them. Each Bindle is a compilation of several talented individuals that brings to it his or her own personality and creativity. It's the inter-relationships that make each Bindle unique. The artisans, farmers, families, friends, and recipients.

Since its inception in 2012, Bindle has blossomed from a “corner in the room” hobby, to a substantial warehouse operation. Bindle has remained faithful to its network of local producers, and customers everywhere are delighted at the concept, convenience and superior quality of this unique gifting service. We assemble it, you take the credit!

Bindle NUDE

Tell a story about your brand

At Bindle we understand how important it is to incorporate the business logo on a corporate gift, so with signature style, we have introduced Bindle NUDE.

A unique service offered to corporate clients, Bindle offer professional assistance and detailed advice about our diverse range of boutique products. We source products according to your specifications, and create a bespoke gift which showcases your business branding.

Our aim is to ensure gift-giving is effortless for your business as we specialise in the end-to-end process, taking into consideration your requirements and identity in order to design the perfect gift solution.





Personalised Corporate Gifting

Custom branding for your business

At Bindle we help you design and customise gifts incorporating your recipient's values and understanding your marketing strategy. We professionally co-ordinate your branding requirements offering a range of bespoke options from packaging to collateral. Our entire corporate gifting service is personalised, from initial ideas to delivery.

The Bindle NUDE Process

We offer a consultative service to discover your needs based on budget, themes and key objectives. We get to know you and your business.

Gift box
stamped with
your logo



Custom sticker
with your logo
and brand
colours



Branded tissue
paper to wrap
gift items



Bindle is B Corp Certified

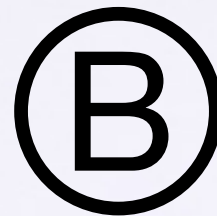
Meeting the highest global standards of social and environmental performance, transparency and accountability, Bindle is officially B Corp Certified.

Bindle has always believed in linked prosperity – that all stakeholders connected to the business should prosper as it prospers.

We are majority female owned and operated, source the highest quality, Australian products and have eliminated plastic from our packaging. We recycle everything we can and support a number of local not-for-profits.

Being environmentally conscious is one of our core values and as such we hold ourselves accountable. It doesn't matter if you're a large corporation, or a small boutique shop owner, Bindle believe we should all be striving to be eco-friendly.

Certified



Corporation

Incorporate Gifting into your Growth Strategy

Elevate your brand with corporate gifting



ENGAGE CUSTOMERS & BUILD LOYALTY

Personalised gifting reinforces your brand and communicates gratitude to key clientele resulting in repeat sales. It is important to ensure your customers stay engaged with your brand keeping you front of mind. A business relationship is fundamentally the same as a personal relationship. Relationships need to be established and then cared for.

RAISE BRAND AWARENESS

Tell a story about your brand by creative gifting and transform business development strategies to convert prospects. In a digital world of countless emails, personalised gifts reinforce positive relationships and assists in distinguishing your business as a preferred partner.

BRIDGE THE 'GLOBAL DIVIDE'

Regardless of where you are geographically speaking, gifts can achieve a sense of closeness even when you may be located on separate continents.

RECOGNISE EMPLOYEES

Increase engagement of your most important performers by recognising personal achievements and milestones to show employees you care. As a result, increase productivity and loyalty with unexpected recognition to encourage staff to strive.

COMPETITIVE EDGE

Chances are your clients work with many other competing businesses. Gifting can effectively ensure your business exceeds client expectations, making you the preferred partner. So, make generosity part of your growth strategy and create a customer appreciation strategy.



Boutique Australian Products

We take great care in selecting beautiful products that are unique and perfectly aligned with your brand and recipients – all with a wonderful story to tell

Bindle has created a truly unique offering and we are proud of our partnerships with outstanding Australian artisans. Exploring our own backyard we are excited to incorporate exclusive designer products by Australian entrepreneurs and designers into our gifts.

Bindle is passionate about supporting local artisans and it is an important part of our business philosophy. We ensure gifts are beautiful and sophisticated with unique packaging creating an instant impact upon arrival and a positive association with your brand.

The Bountiful Benefits in Buying Local

The drive behind Bindle's passion for supporting local producers and artisans is multi-faceted. As many corporations continue to chase profit above all, Bindle had other plans. Aside from wanting to celebrate the unique work of our fellow Australian's here are some of the other important factors at play:

- Minimising Bindle's carbon footprint – helping to preserve our planet for generations to come in cutting out international air freight and using only recycled products for all of Bindle's packaging.
- Building the local economy – investing locally directly supports individuals and families and expanding the local economy helps to create growth, opportunities and jobs.
- Nurturing the local community - buying from local artisans is a personalised process and often the person who carefully crafts the products is also running the accounts and coordinating deliveries. With the same touch points at every stage of the process, suppliers turn into business partners and business partners turn into friends.
- Care in quality – Care in quality - our local producers are artists and experts in their fields, striving to always provide products of the highest possible quality.





Bindle's Purpose

"We cultivate community through connection, celebrating quality and care in our inspired sustainable gifting."

We are:

- Australian owned
- Supporting local artisans and organisations
- Exclusively sourcing Australian products and designs
- Encouraging sustainable production methods
- Using recyclable printing and packaging materials

Our Clients

At Bindle, we assist corporate clients from a diverse range of industries to stand out by customising gifting solutions.

Popular gifting occasions:

- Real estate and settlement gifts
- Client and staff thank you gifts
- Christmas gifts
- Special event and conference gifts
- Welcome gifts for new recruits



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