

NIGERIA'S LEADING PROMOTIONAL MERCHANDISE
AND GIFTS SUPPLIER

CATALYST

PROMO MERCHANDISE & GIFTS LTD



Corporate Profile

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ABOUT US

Catalyst Promo Merchandise & Gifts Ltd is Nigeria's leading provider of promotional merchandise, corporate gifts, and event branding solutions.

With over 25 years of experience in the industry, we boast a dedicated sourcing office in Hong Kong and strategic partnerships across Europe. We are unmatched in innovative ideas, exceptional quality, and unparalleled value at any scale.

STAFF
STRENGTH

18+

HK/CHINA
OFFICE
STAFF NO.

5+

EUROPEAN
SOURCING
PARTNERS

UK, GERMANY,
ITALY

LEADERSHIP
EXPERIENCE

25+ YEARS

SALES &
TRADE
AGENTS IN
NIGERIA

10+

HEAD OFFICE

LAGOS
(ABUJA & PH
COMING)



“Everyday usable items into powerful ambassadors for your brand and message, leaving a lasting impression long after you have left the room”

CHOOSING US AS A PARTNER – THE VALUE AND BENEFITS WE BRING

- The executives and senior management at Catalyst PMG each bring a wealth of experience, with a minimum of 25 years in the industry, honed through diverse projects across the globe. This extensive expertise is our unique advantage.
- We source your merchandise from around the globe, leveraging our own office in Hong Kong along with our strategic trade procurement partners in the UK, Italy, and Germany. This extensive network ensures we cover the entire world, bringing you the latest products of the highest quality at the best prices. Our commitment to excellence sets us apart from the competition.
- Every member of our team, from management to sales, marketing, procurement, logistics, finance, and administration, is aligned with our mission and unwavering commitment to exceed our clients' expectations. This collective dedication is a key reason why both the largest brands and the smallest SMEs feel confident partnering with us.



- Our Special Projects Unit has garnered significant acclaim for its innovative approach. We collaborate closely with your marketing team to design a completely new product that reflects your brand and message. From concept to manufacturing and delivery, everything we create together will be uniquely yours. This is a powerful opportunity to elevate your brand.
- Our selection of promotional merchandise and corporate gifts is unparalleled in size and diversity. With daily updates, we are always the first to showcase the latest items. Our showroom has become a hub for clients and partners seeking innovative and impactful products to elevate their brand or message.

“Point them to us, and we will show you what they like, with your name on it”

OUR CAPABILITIES



EXTENSIVE SELECTION

A vast and diverse range of promotional merchandise and gifts to meet all needs and preferences



GLOBAL SOURCING

We have the ability and structures to source from around the world, ensuring access to unique and high-quality items.



PERSONALISATION & DESIGN

Our design team will work with you to create merchandise that reflect your unique brand identity and message



DAILY UPDATES

Daily refreshed inventory from around the world, allowing clients to discover latest trends and innovative products first



SHOWROOM EXPERIENCE

An inviting showroom where clients and partners alike can explore products in person, providing a hands-on experience.



EXPERT COLLABORATION

Our Special Projects Team will work closely with you to understand your needs and offer tailored solutions.



QUALITY ASSURANCE

We are committed and have the ability for high quality products and reliable and cost effective sourcing ensuring customer satisfaction.



ON TIME, EVERY TIME

Efficient logistics and supply chain management to ensure prompt and timely deliveries of all your orders.



COMPETITIVE PRICING

Attractive pricing strategies that provide value while maintaining quality

“Coca-cola remains committed to advertising because, in a competitive market, it cannot afford to pause. WHO is engaging with your brand EVERY DAY?”

OUR RANGE

Our range of promotional merchandise, which is updated regularly, is complimented by our Special Projects service to make us your preferred promotional merchandise and gifts supplier.



CLOTHING



DRINK WARE



OFFICE & AWARDS



OUTDOOR & LEISURE



STATIONERY



BAGS



TECHNOLOGY



LIFESTYLE



NAIJA INSPIRED



CONFERENCE & EXHIBITIONS



WEDDINGS & EVENTS



TABLEWARE, BONE CHINA & PORCELAIN



WELLNESS & SAFETY



WRITING



HOSPITALITY

SPECIAL PROJECTS

How about something totally unique. A marriage between a premium everyday usable item and your brand vision

THE BRANDS AND CORPORATES WE HAVE SERVED

For more than 25 years, our executives have worked all over the world, curating successful projects, campaigns and sales promotion branded items for some of the worlds leading brands including here in Nigeria.



access



Nigeria



CAP plc
Chemical and Allied Products Plc



Nigeria
LNG
Limited

BENSON & HEDGES



AstraZeneca



TotalEnergies



IBILE
Holdings
Limited

(The Investment Company of The Lagos State Government)

SIFAX
SAHCO



“Show me your friends, and I will tell you who you are”

WHAT OUR CLIENTS SAY

"I have had the pleasure of working with Michael for an extended period, and I am consistently impressed by his exceptional service. Our most recent collaboration involved an online event, where he truly exceeded our expectations. His team even developed a bespoke website specifically for our event, which became an invaluable tool for streamlining the process of collecting merchandise gift requests from attendees.

The ease with which our guests could select their gifts and provide shipping details was remarkable, significantly enhancing their overall experience and engagement with our event. What truly stood out to us was Michael's meticulous attention to detail and the seamless integration of this service into our event's framework. It made a substantial difference, and we look forward to future collaborations!"

Rebecca Douglas – National IT Company

"With many years of experience in supplying promotional merchandise, I approached Catalyst with a specific vision for custom bags for my clients' corporate event. I must say, the team brought our concept to life brilliantly. Their creativity and attention to detail throughout the design process were exceptional.

Catalyst truly understood our brand ethos and skillfully translated it into a design that was not only visually appealing but also resonated with the audience. The final product was a beautifully crafted bag that became an instant hit at the event. I couldn't be more pleased with the outcome and the impact it had!"

Tope Lolade – Brand Manager, FMCG

"We recently ordered a diverse selection of promotional items from Catalyst, and we were thoroughly impressed with their exceptional service. The products arrived well ahead of our expectations, demonstrating their commitment to timely delivery, which was crucial for our marketing campaign.

The value for money was outstanding, and the quality of the items surpassed our expectations. It's truly refreshing to collaborate with a company that understands the significance of time-sensitive projects and consistently delivers on their promises without compromising quality or cost. We look forward to working with Catalyst again in the future!"

Yewande James – Events Planner

Catalyst reached out to us after conducting an independent study of our model for motivating our sales staff and agents nationwide. They proposed an enhanced approach to incentivizing our partners and employees through promotional merchandise and gifting, which they refer to as their Special Projects Initiative. The primary goal of this initiative was to boost sales, and we were able to track our progress from the project's launch. Remarkably, our sales increased by 18% in the first quarter alone.

In addition to the notable rise in sales, we've also observed a significant improvement in customer loyalty. I believe that the thoughtfully selected gift items connected to our promotions will foster a lasting bond with our products. The return on investment has been exceptionally impressive, and Catalyst has seamlessly integrated into our marketing department as a valuable extension of our team.

**Lolade Gbemishore
Marketing Director, Pharmaceutical Brand**

OUR LEADERSHIP



MICHAEL KADIRI

Michael Kadiri is the co-founder and Managing Director of our company, bringing over 30 years of expertise in marketing and brand management to the table. His diverse career has spanned multiple sectors both domestically and internationally. Notably, he served as the Brand Director for Europe's largest NSAID brand.

In the late 1990s, Michael transitioned into the promotional merchandise industry as an Executive and business owner. His extensive travels and work experiences in the Far East, including Hong Kong, Singapore, and China, as well as his significant time in Africa (South Africa, Senegal, The Gambia, and Ivory Coast), have enriched his understanding of global markets. Over the past 15 years, he has successfully curated promotional merchandise solutions for some of Nigeria's largest brands, solidifying his reputation as a leader in the field.



TITILOLA IJIMAKINWA

Titilola is a co-founder and Executive Director of Catalyst PMG, bringing her specialized expertise in human resources to the forefront of our mission. As a respected authority in analyzing how different demographics respond to the incentive of gifts, she has enabled clients to achieve tenfold increases in sales, activations, and incentives. Her extensive experience in business negotiations and deal-making across Africa and Europe makes her an invaluable asset to our clients, as we are committed to delivering value and cost-effective solutions.

Titilola also boasts an impressive network of procurement and production partners in Europe and the United States. She plays a pivotal role in our Special Projects team, dedicated to expanding the possibilities and creative horizons for brand owners.

“Our people, well trained and resourced and dedicated to our vision and purpose, are our greatest value. The leaders have intentioned it this way”

*Using gifts to ignite connections, turning
appreciation into loyalty!*

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