

**EXTRAVAGANZA<sup>®</sup>**  
PROMOTIONAL MERCHANDISE



WELCOME TO  
**EXTRAVAGANZA**

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PROMOTIONAL MERCHANDISE



# ABOUT US

## COMPANY HISTORY

Founded in 2008, we're a female ethnic minority-led, family-run business based in Leicester.

Our mission is to elevate your brand with creative, high-quality, and sustainable products, always putting customer service first. Championing Women of Business.







You'll be looked after by our superstar Shannon.

**Shannon Clarke**  
Senior Account Manager

## MEET THE TEAM

**We're all different but have one thing in common – trying our best in everything we do.**

We come from higher education backgrounds ourselves, so we truly understand the student experience.



**Aarti Parmar**  
Managing Director



**Ash Parmar**  
Director/Designer



**Lilly Jukes**  
Account Manager



**Emily Parkes**  
Account Manager



**Nicki Orange**  
Finance Manager



**Amie Rowbotham**  
Marketing Manager

# WHO WE WORK WITH

We specialise in the  
higher education sector.



# WHO WE WORK WITH

We also love working  
with different brands.

NHS







**WE ARE YOUR**  
**BRAND**  
**GUARDIAN**



# CREATIVE EDGE

We optimize colour combinations to complement products, ensuring brand consistency at every step.





# SOCIAL VALUE

We are dedicated to offering guidance, assistance, and support to everyone, ensuring that no matter your needs or circumstances, you have access to the help you deserve.







## Extravaganza Promotional Merchandise

Reviews 71 • Excellent



4.9 ⓘ

✓ VERIFIED COMPANY





We ask for feedback on all of our orders.



6 Jul 2024

### The merchandise is absolutely...

The merchandise is absolutely impeccable and has a unique element to them. Highly recommended!

**Date of experience:** 01 July 2024

👍 Useful    🔗 Share



**Reply from Extravaganza Promotional Merchandise**

8 Jul 2024

Hi Peter,

Thank you so much for your lovely review, we are so glad to hear you are happy with your merch. 😊

We will look forward to working with you again in future!

Have have a lovely day,

The Extravaganza Team 😊



10 Jun 2024

### Great service and communication

Great service and communication, very flexible and listened to what we needed. Product lovely quality and a good price, we will be using them again. Thanks in particular to Lilly who was so helpful and patient!

**Date of experience:** 07 June 2024

👍 Useful    🔗 Share



**Reply from Extravaganza Promotional Merchandise**

10 Jun 2024

Hi Candida,

Thank you so much for leaving such a lovely review! We can't wait to continue working with you in the future 😊

Have a great day,

The Extravaganza Team



# FOCUS GROUPS

We conduct on-site focus groups to talk to students and gather valuable insights.





# CUSTOMER SHOWCASE

Our customer showcases offer a fantastic opportunity to experience our amazing merchandise firsthand!

Our customers from all over the country visited us, and we gained great insights into their requirements. Sustainable and ethical products were top of the list.





**YOUR  
#1 ECO  
SUPPLIER**



# SUSTAINABILITY

At Extravaganza, we're dedicated to both sustainability and delivering top-quality merchandise. We believe in creating products that not only make an impact but also leave a positive mark on the planet. From eco-friendly materials to sustainable production practices, we ensure that our merchandise aligns with our commitment to a greener future.

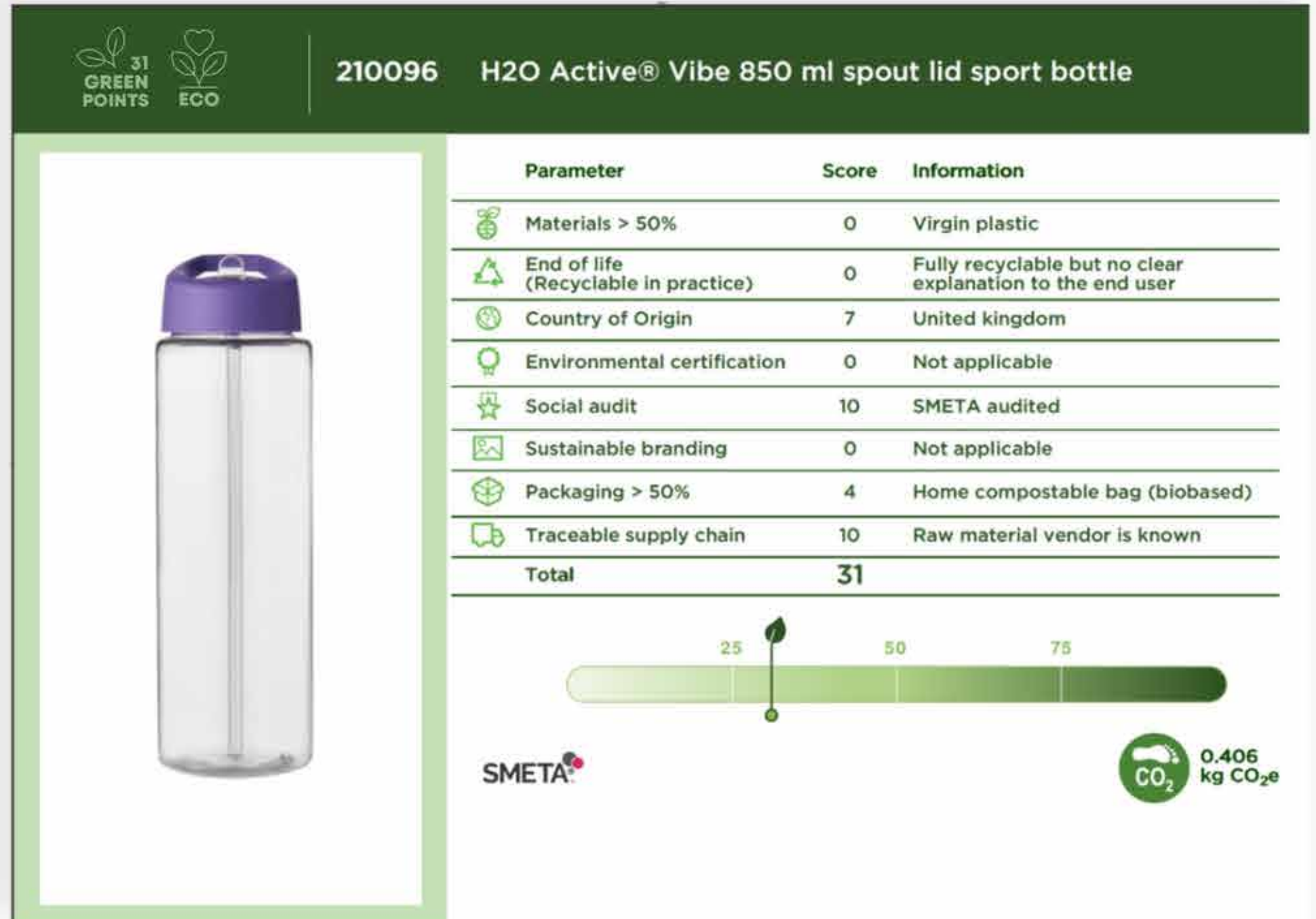




# GREEN POINTS

We can supply compliance  
and sustainability reports for  
ALL products.

The above is an example of  
our Green Points report.





# OUR PLEDGE

We support the University's sustainability goals with eco-friendly products, transparent supply chains, and waste reduction. As one of the first in our industry to join the **BPMA's StepForward Pledge**, we're committed to enhancing sustainability and driving progress toward a greener future.



## Extravaganza's sustainability pledge.



Member association of bpma

### INTRODUCTION.

At Extravaganza we are committed to promoting sustainability in the promotional merchandise industry while actively contributing to the achievement of the [Sustainable Development Goals \(SDGs\)](#).

### HERE'S HOW WE'RE MAKING SUSTAINABILITY EASY, FUN, AND ALIGNED WITH GLOBAL GOALS:



#### 1. Minimizing Environmental Impact (SDG 12 - Responsible Consumption and Production):

We offer a range of promotional products made from recycled and eco-friendly materials, reducing waste and promoting responsible consumption.



#### 2. Sustainable Packaging (SDG 12 - Responsible Consumption and Production):

We choose eco-friendly packaging, reducing plastic waste and supporting sustainable consumption practices.



#### 3. Carbon Footprint Reduction (SDG 13 - Climate Action):

Eco-Friendly Deliveries: Our supply chain is transitioning to electric vehicles for deliveries, dramatically cutting emissions. Renewable Energy Sources: Many of our suppliers have also adopted renewable energy sources, ensuring that the energy used throughout our production process is clean and sustainable.



#### 4. Sustainability Training for Staff (SDG 4 - Quality Education):

We provide training on sustainable practices, encouraging our team to reduce energy consumption and carbon footprints.



#### 5. Employee Sustainability Tools (SDG 4 - Quality Education):

Our employees have access to user-friendly apps and resources to track and decrease their personal carbon footprints, promoting lifelong learning.



#### 6. Certification Programs (SDG 4 - Quality Education):

We support employees in obtaining sustainability certifications, fostering professional growth while contributing to sustainable development.



#### 7. Valuing Diversity and Equality (SDG 5 - Gender Equality):

We actively promote diversity by partnering with organizations supporting underrepresented groups, enriching our workforce and advancing gender equality.

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10th Anniversary  
2013-2023

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Web: [extravaganza.co.uk](http://extravaganza.co.uk)

Registered in England: 04714024  
167 Registered Number: 642148201

## Extravaganza's sustainability pledge.



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#### 8. Equal Career Growth (SDG 5 - Gender Equality):

Every employee has equal access to professional development opportunities, ensuring fair and equal career growth.



#### 9. Diversity and Inclusion Initiatives (SDG 5 - Gender Equality):

We organize diversity and inclusion workshops and events, creating an inclusive workplace culture that respects and values everyone's contributions.



#### 10. Investing in Local Communities (SDG 1 - No Poverty; SDG 11 - Sustainable Cities and Communities):

We sponsor local community initiatives and encourage employee volunteer programs, fostering local development, and supporting poverty reduction.



#### 11. Creating a Healthy, Safe, and Secure Workplace (SDG 3 - Good Health and Well-being):

We invest in ergonomic workstations, offer healthy food options, and provide mental health support, promoting employee well-being.



#### 12. Sustainable Supply Chain (SDG 12 - Responsible Consumption and Production):

Our suppliers are committed to using recyclable and biodegradable packaging, reducing waste and advancing responsible production and consumption.



#### 13. Improving Resource Efficiency (SDG 7 - Affordable and Clean Energy):

Our suppliers invest in energy-efficient machinery and production techniques, reducing water and energy consumption, and promoting affordable and clean energy.



#### 14. Minimizing Waste (SDG 12 - Responsible Consumption and Production):

We implement waste reduction strategies, such as recycling and composting programs, significantly reducing waste sent to landfills.



#### 15. Reducing Toxic Emissions (SDG 13 - Climate Action):

Our suppliers source energy from renewable sources, use low-emission vehicles, and implement sustainable energy practices to reduce emissions.

With this 15-step pledge, Extravaganza is committed to making sustainability easy and fun while contributing to the Sustainable Development Goals. Together, we're creating a brighter, greener, and more inclusive future for all.

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# CONTACT US

The team at Extravaganza is always happy to help, no matter the request. Whether you need product advice, order support, or creative ideas, we're just a call or email away.

Get in touch at:

[sales@extravaganza.uk.com](mailto:sales@extravaganza.uk.com) or  
call **0116 285 2417**

We'd love to hear from you!









