

# A cut above the rest

At DKM, great advice is an integral part of the package. More than just a purveyor of promotional merchandise, DKM prides itself on being a valuable contributor to its clients' business, providing consultation services to help them achieve the best possible result for their brands. DKM strives to provide 'brand platforms' – not just products, but ideas and concepts that serve to reinforce and promote the client's desired image. DKM consultants see it as their job to protect and enhance brands through strong management and smart merchandising, as well as great service and competitive prices.

The company's commitment to providing a quality service has raised the bar on the promotional merchandise industry. Since it was established in 2002, DKM's dedication to helping companies drive their dollar further by branding through merchandise has attracted an enviable client list, including Telstra, Virgin, Stone Fish and AbiGroup. Guiding the DKM philosophy is a strong emphasis on finding the right promotional product to best reflect the client – from the major corporates right down to the smaller end of town.

Although the bulk of the products are imported, DKM has its own production house in China, where the merchandise is put through rigorous quality control procedures before being put on the ship. DKM merchandise is imported directly, enabling it to bypass the middleman and minimise costs. No middleman also means faster, more responsive service across its range of more than 12,000 promotional items. Through its local manufacturing arm, DKM is able to fulfill the most demanding custom project requirements.

The driving force behind DKM is founder and MD Dorry Kordahi. An unwavering determination to lift the profile of the promotional merchandise industry and a strong belief in the importance of branding have been the key pillars in Kordahi's vision for DKM. Kordahi himself is recognised as an industry thought-leader in the field of branding, having launched an industry-first magazine called Branded. With a circulation of 30,000,

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Branded is the highest circulating marketing publication in Australia. Kordahi has also been called upon to write regular articles for prominent marketing publications and has been featured in Marketing magazine as part of a series on Australia's top marketers.

Kordahi's extensive knowledge and understanding of what it takes to build and maintain a strong brand underpins all areas of the DKM client experience. As Kordahi himself puts it:

**“Our clients have come to trust us as being a partner of their business – and that’s the way we like it.”**

Branded: a quarterly magazine produced by DKM has been embraced by the promotional products industry.

**dkm**  
DORRY KORDAHI MANAGEMENT PTY LTD