CAMBRIDGE SPG AND THE FUTURE OF CLEAN CONSUMER PRODUCTS

CREATIVE CONCEPTS: The Youngest Entrepreneurs in the Product Development and Manufacturing Industry
What is the story behind Creative Concepts’ foundation?

40 years ago, Creative Concepts was founded by our father, Gary Advani, who now looks after the real estate business. The company is now managed by his two sons who run the group together. The eldest, Joe Advani, manages the Product Development and Manufacturing business along with the European distribution. The younger son, Vin Advani, handles the sales in the North American region which includes the USA and Canada.

What strengths make Creative Concepts stand out in the worldwide market?

We are a group that’s unique because of our infrastructure. We are an all-in-one hub that designs, manufactures, exports and distributes. With the setup of our own offices, warehousing and fulfillment centers in the USA and Europe, we are able to drive sales online and big box stores whether it’s on TV through media support or direct through retail supply chain.

We have a team of experienced in-house product designers, R&D technicians, graphic designers, lab technologists, Quality and tooling specialists, Logistics/shipping team and a sales force worldwide. In addition we also have our own in-house 3D sampling machines, tooling machines (CNC, Injection), which helps to streamline the product approval process quickly. This enables us to cut costs and go direct to the marketplace with innovative products that are affordable for every consumer at direct factory pricing, whilst following today’s generation and latest market trends!

What is the process for bringing a project from concept to reality? What procedures do you follow for unique projects?

We have in-house specialists who study the latest market trends, social media reviews, most liked products and consumer demands. Then we design and evaluate the concept from a sketch to a working prototype with our own in-house 3D machines within 48-72 hours. We then proceed to a final tooling and functional product which gets ready to be distributed to retailers and direct consumers worldwide!

Is there anything exciting in the works that you can share with us?

Yes! We recently developed a product which is the world’s first patented cordless hairdryer – it’s the GoStyler by Zabelle. It’s a cordless, hands-free, powerful hair dryer with heat & cool functions! But wait - Did we mention IT’S TOTALLY CORDLESS! With a touch of ROSE GOLD plating, this product will hit the market in Q2 of 2019. We are very excited to bring this to our retailers and consumers worldwide!

What’s different about Creative Concepts from other, similar companies?

We are unique because we are direct manufacturers and direct distributors with worldwide presence. With over 40 years of experience in the manufacturing industry for consumer products, we are committed to bringing high-quality products with low costs that solve a problem for every day consumers!

Are you open to work with inventors or companies who would like to get their concepts developed and bring into the marketplace?

Of course! We work with many inventors and companies and help them bring their ideas to life! We give them our expertise, ideas and solutions on how to bring their concept to a functional product. We also help them with sales and distribution worldwide with the help of our salesforce for direct retail supply, direct to consumers sales through TV and social media.

Joe Advani is the Managing Director at Creative Concepts. Joe handles the Hong Kong/China/Europe operations, product development and manufacturing from start to finish. His brother, Vin Advani, who is based in New Jersey, USA handles the US/Canada sales - driven by catering to retailers, Direct Response Television(DRTV) and online services at the company. Below, the Advani brothers tell us about Creative Concept’s story from the beginning to the success it sees today.