

Glimbora Announces Partnership with Urbanic Labs to Boost Global Reach of Korean Cosmetics Products

Strategic Collaboration Aims to Provide Comprehensive Operational and Marketing Support for Brands Entering the North American Market

Vancouver, British Columbia Aug 13, 2024 ([IssueWire.com](https://www.issuewire.com)) - On June 24, 2024, [Glimbora announced a strategic partnership with Urbanic Labs](#), a leading marketing services provider in Korea. This collaboration is set to bring premium Korean cosmetics and F&B (Food & Beverage) products to the North American market, offering consumers high-quality products while assisting brands in achieving global success through comprehensive operational support services.

Innovative Operational and Marketing Solutions

Glimbora offers systematic support by connecting brands with reliable distribution partners and developing customized marketing strategies to introduce well-known Korean brands to the North American market. By working closely with local distribution partners, Glimbora ensures efficient logistics services and enhances brand awareness through tailored marketing campaigns.

Benefits for Consumers and Brands

Consumers can enjoy new products at more affordable prices and faster delivery times through the brands supported by Glimbora. Additionally, they will have access to a wider variety of premium Korean cosmetics and F&B products. For brands, Glimbora simplifies the process of entering foreign markets and establishing a foothold, ensuring a smoother and more efficient market entry.

Addressing Distribution Challenges

Glimbora is actively seeking distribution partners to collaborate with on behalf of the brands it represents. Many distribution companies face challenges with sourcing and meeting initial order quantities at competitive prices. Glimbora aims to solve these issues by leveraging its extensive network and resources, providing distributors with reliable and cost-effective solutions for the brands.

Lars Müller, Co-Founder of Glimbora, stated:

"We are dedicated to introducing excellent Korean products to a wider audience and helping brands succeed in the global market. Our partnership with Urbanic Labs enhances our ability to provide comprehensive services that reflect both the characteristics of the brands and the demands of the market. Our approach ensures consumers receive new products quickly and affordably, while brands can easily and efficiently enter and establish themselves in foreign markets."

Partnership Opportunities

Glimbora is currently collaborating with various Korean brands to facilitate their successful entry into the global market. Brands looking to expand their presence in the North American market and distribution partners interested in reliable sourcing solutions are encouraged to reach out to Glimbora for partnership opportunities.

About Glimbora

Glimbora specializes in supporting the global expansion and marketing of premium Asian products, with a focus on Korean cosmetics and F&B products. Their mission is to introduce high-quality Asian products to consumers worldwide and support brands in achieving success in the global market.

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