

A vertical photograph of a paved road winding through a forest. The scene is captured at sunset or sunrise, with a warm, golden light filtering through the trees. The road has a double yellow line down the center and white edge lines. The trees on either side are dense and their leaves are illuminated by the low sun, creating a mix of dark greens and bright yellows. The overall mood is serene and evocative of a long journey.

ASON

BAGS BUILT FOR EVERY JOURNEY

25 YEARS OF MANUFACTURING EXCELLENCE

With 25 years of manufacturing experience, ASON has become a trusted partner in bags and soft goods, consistently creating high-quality items for diverse brands across both promotional and retail sectors.

From simple drawstrings to advanced ultrasonic-bonded coolers, we have made it our mission to redefine the industry, evolving into a global supplier with production facilities in China and, more recently, Cambodia.

Beyond our in-house design studios at both manufacturing facilities, we also maintain support offices and studios for marketing, research, and design on two other continents. This allows us to operate as a truly global manufacturing brand with integrated worldwide facilities.

We believe your gear should support your journey. That is why our bags and other soft goods are thoughtfully designed for people on the move, whether you're commuting, traveling the globe, or heading to the gym.



EXPANDING GLOBAL REACH

Building on our success in Xiamen, China we have recently expanded our manufacturing into Cambodia. This advanced facility significantly strengthens our Asian manufacturing footprint, opening new trade routes, shortening our route to market, and securing more advantageous tariff rates. This new facility extends our capabilities in complex materials, technical textiles, and high-volume assembly. Furthermore, this expansion streamlines our supply chains and substantially boosts capacity across the fashion, sport, leisure, travel, and tactical sectors.

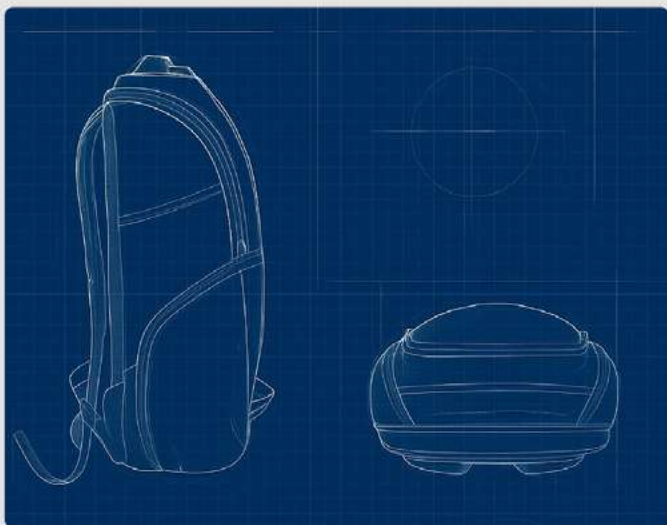
SUSTAINABILITY IMPACT

ASON has installed over 20000 solar panels on our rooftops in China, transferring 60% energy usage into green energy. This powers clean energy for our sales and admin offices, our showrooms, and two of our manufacturing production lines.

We believe the most sustainable practice of all is simply making products that last.

From our experience at the heart of manufacturing, we've seen how even small mistakes can lead to product failure on a mass scale, which directly translates into waste. That's why we pledge to deliver quality manufacturing at every budget level, ensuring our bags stay out of landfills for as long as possible. For us, the equation is simple: product failure equals waste, while quality ensures longevity.





CONCEPT, DESIGN & INNOVATION

Leveraging trend analytics and research, we guide color and material selections for impactful bag designs and soft goods that align with current trends and consumer market demands.

Our dedicated experts bring your soft goods visions to life with integrated precision and creativity. We deliver custom soft goods solutions, meticulously tailored to your brand's specific needs.

Access our extensive database of ASON bag designs, customizable by color and material to fit your brand's unique requirements.

We are constantly pushing boundaries to develop novel soft goods solutions that redefine market expectations.





ENGINEERING & MANUFACTURING INNOVATION

We integrate advanced, semi-automated production lines to deliver precision, efficiency, and consistent quality in every product.

Our experienced in-house engineering team incorporates Design For Manufacturing (DFM) principles to refine every stage of production. This ensures superior quality and consistent manufacturability.

Our agile prototyping capabilities allow for quick, iterative sampling, dramatically reducing your time to market.

We manage a lean, integrated supply chain from material sourcing to final delivery, ensuring reliability, speed and cost-effectiveness.

WHO WE WORK WITH

We believe amazing bags and soft goods products come from strong partnerships.

That's why, for a quarter-century, clients have trusted us to be more than just a manufacturer – we become part of your team.

We dive into your concepts and designs, lending our expertise from years of experience.

Our factory engineers are included from the concept phase to ensure every detail is optimized for production right from the start with a Design For Manufacturing approach.

Let's build something great together, ensuring quality that stands the test of time.

dyson

igloo
CORPORATION

Wolt

ORBEA

asics

Virgin

Milwaukee

TF
G

The Feed.

BEYOND COMPLIANCE

At Ason, we are committed to ethical and sustainable manufacturing.

We use recycled materials certified by Global Recycled Standard (GRS) and rPET, and our claims are verified by Control Union Certified.

Our dedication to social responsibility is shown through our certifications from Amfori and Sedex|Smeta.

We also meet strict technical and safety standards with TSSA certification and adhere to ISO quality management.

Our facilities have been audited and approved by major brands like Walmart and Disney, ensuring we meet rigorous global standards for quality and ethical conduct.



MEET US IN PERSON

We believe the best partnerships begin with a great conversation. That's why our entire team—from ownership to our designers and sales representatives—attends tradeshows around the globe. We invite you to visit our booth; we'd be delighted to discuss any bag idea you have in mind. We can't wait to connect with you!

To schedule a meeting with us, please contact: tradeshow@asonbags.com

Please visit our website www.asonbags.com for more information.



The Team at ISPO 2025. Looking forward to seeing you at the 2026 Tradeshows!

OUR 2026 TRADESHOWS

CHINA (SHANGHAI) INTERNATIONAL CONSUMER GOODS, SHANGHAI
19-21 MARCH 2026

CHINA IMPORT AND EXPORT FAIR PHASE II, GUANGZHOU
23-27 APRIL 2026

HONG KONG GIFTS & PREMIUM FAIR, HONG KONG
27-30 APRIL 2026

CHINA IMPORT AND EXPORT FAIR PHASE III, GUANGZHOU
01-05 MAY 2026

VIETNAM SPORT SHOW, VIETNAM
13-15 AUGUST 2026

ISPO 2026, RAI, AMSTERDAM
03-05 NOVEMBER 2026

ABOUT ASON

ASON OUTDOOR

Built for the Wild: Adventure-ready, durable ergonomics and weatherproof.



MARCH SERIES 18 600D TWILL PATTERN COOLER



MAY SERIES 3-300D GRID COOLER

ASON OUTDOOR

Built for the Wild: Adventure-ready, durable ergonomics and weatherproof.



AL-25BLK154-SOLID COLOR 20D



Water-resistant

AM-25BLK081

ASON OUTDOOR

Built for the Wild: Adventure-ready, durable ergonomics and weatherproof.



AL-25WB152



MAY SERIES 7-OUTDOOR BAGS 400D NYLON

ASON OUTDOOR

Built for the Wild: Adventure-ready, durable ergonomics and weatherproof.



Fold



AL-25HAT182



MARCH SERIES 16 - 450D+PU

ASON OUTDOOR

Built for the Wild: Adventure-ready, durable ergonomics and weatherproof.



MARCH SERIES 7-STANLEY CUP COOLERS



ASON OUTDOOR

ASON SPORTS

Performance-Driven: Designed to store, protect, and carry your gear.



Water-resistant

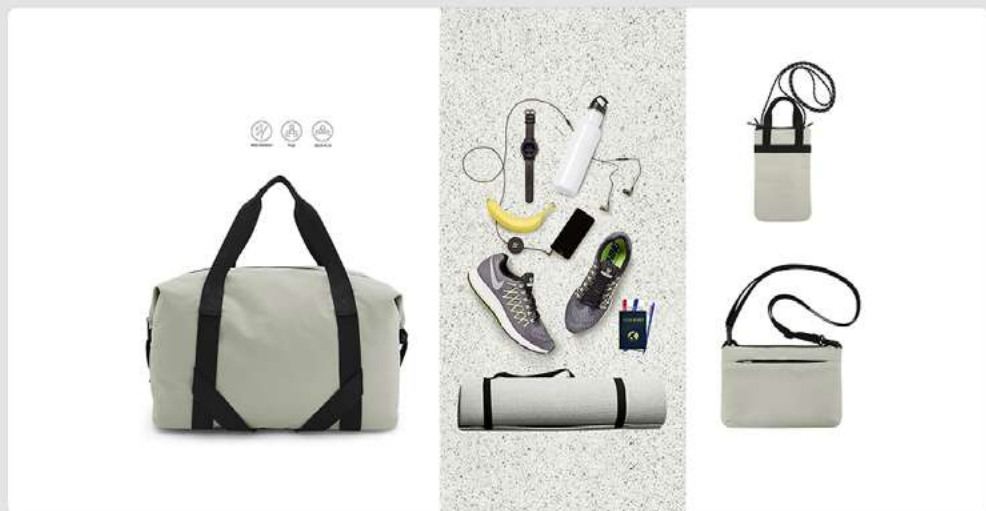
AM-25CAP062



JULY SERIES-SPORT CAP MULTICOLOR

ASON SPORTS

Performance-Driven: Designed to store, protect, and carry your gear.



NYLON SERIES



MARCH SERIES 20-SPORT SERIES

ASON SPORTS

Performance-Driven: Designed to store, protect, and carry your gear.



Increase friction.



AL-25WB050-CHALK BAG



JANUARY SERIES 2-CYCLING SERIES

ASON SPORTS

Performance-Driven: Designed to store, protect, and carry your gear.



MARCH SERIES 11 MULTICOLOR



MARCH SERIES 11 900D POLYESTER

ASON SPORTS

Performance-Driven: Designed to store, protect, and carry your gear.



MAY SERIES 5 MULTICOLOR



ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



AL-25SP278



OCTOBER SERIES 3-TASLON FASHION BAGS

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



AL-25SP280



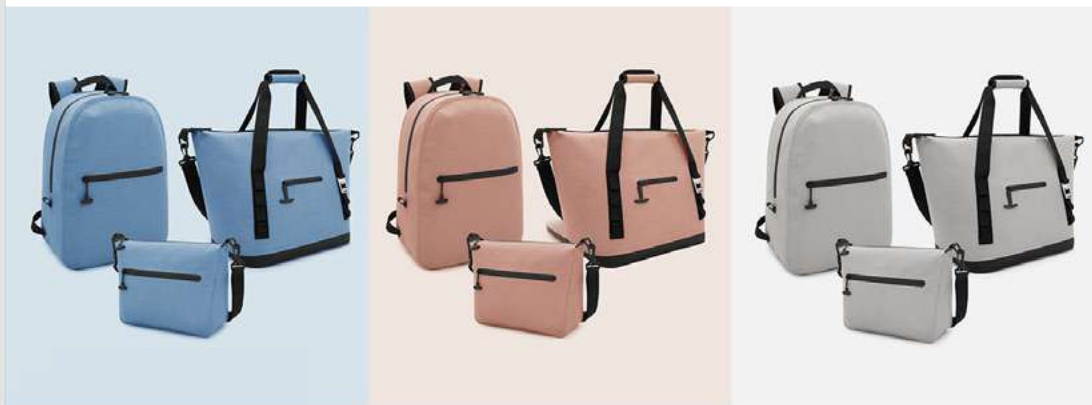
AL-25SP266

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



MARCH SERIES 13-COTTON PLAID TPU



MARCH SERIES 13-300D PLAID TPU

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



MARCH SERIES 6



MAY SERIES 3-300D GRID COOLER MULTICOLOR

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



MAY SERIES 1-POLYESTER IMITATION LINEN PE



ALF-25BLK022

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



AL-25MB247



MARCH SERIES 22-QUILTED PUFFER

ASON FASHION

Define Your Look: Chic, functional bags that complement your personal style.



ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



10s Inflation Completed **10s**



AL-25NP263



AL-25BP244

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



MARCH SERIES 9-LAPTOP STORAGE BAGS-NYLON FABRIC



MARCH SERIES 9-LAPTOP STORAGE BAGS-KNIT FABRIC

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



SEPTEMBER SERIES-8 STRIPE COTTON MULTICOLOR



Back Pocket Zip Lock



AL-25DB264



Luggage Roll Bag



AL-25TB265

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



AM-25CB089



AC-25MB048

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



AL-25CB284



AL-25CB285



AL-25CB286

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



FEBRUARY SERIES 4-BUSINESS PACKAGE SET



MARCH SERIES 10-450D

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



MARCH SERIES 12-1200D



MARCH SERIES 15-1200D POLYESTER

ASON TRAVEL

Move Effortlessly: Durable, intuitive travel gear that keeps you organized and secure on the move.



AL-25UM020



AL-25UM047

Our ASON booth at ISPO 2025. Looking forward to seeing you at the 2026 Tradeshows!

ASON

25 YEARS OF MANUFACTURING EXCELLENCE

ASON SPORTS

ASON TRAVEL

ASON OUTDOOR

SPORTS GOODS & TOYS
EXPORT PROMOTION COUNCIL

ASON

BAGS BUILT FOR EVERY JOURNEY