

## FLY THE FLAG



Merchandise supports British trade mission **P4**



**PEN PALS**  
THE A TO Z  
OF THE  
PROMOTIONAL  
FAVOURITE **P15**

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THE RETURN OF THE BPMA  
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**DOES BRITAIN HAVE TALENT?**  
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FUTURE **P34**



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## WELCOME



Welcome to our latest issue of Product Media where we celebrate in this issue, writing instruments and stationery products. Still up in the top products listing in Sourcing City; we know our love for a beautiful notebook, stylish pens and those options which mean we can look after the planet at the same time are just as popular as ever. Our feature also reminds us of some of the amazing Product Award winners and their innovations so read on for inspiration and ideas from some of the UK's top suppliers. After a really successful Merchandise World, we also got a chance

to see products at first hand and proudly display winners on the BPMA stand.

Since our last issue, we have been focussed on how the industry is coping post pandemic and facing challenges from every front. As ever, rising to the challenge, we have reports of order values increasingly steadily but balanced with raw material and other external factors still makes for a tough forecast.

"We are headed for choppy waters" was a quote in May from regular contributor and speaker, Peter Hill from accountants Mark Holt & Co, so understanding how profitable every business should and could be is essential. In our education feature in this issue, look out for some of the insights shared with attendees which

every company should be aware of.

Our next publication, Issue 44 September-October, is focused on Confectionery & Food as well as being the bumper pre-show edition. This is your platform to talk about your innovation and products so if you'd like to get involved in the feature, please let us know. If you would like to contribute to the next issue with your news, articles or find out about special features, get in touch with us via [editor@productmediamagazine.co.uk](mailto:editor@productmediamagazine.co.uk). For advertising in the next issue, new media spaces and for opportunities in 2022 and 2023, please get in touch with Tom Robey at the BPMA.

**Carey Trevill**  
BPMA CEO

Product Media Magazine is available to the whole promotional merchandise industry. It is the official magazine of the British Promotional Merchandise Association (BPMA).



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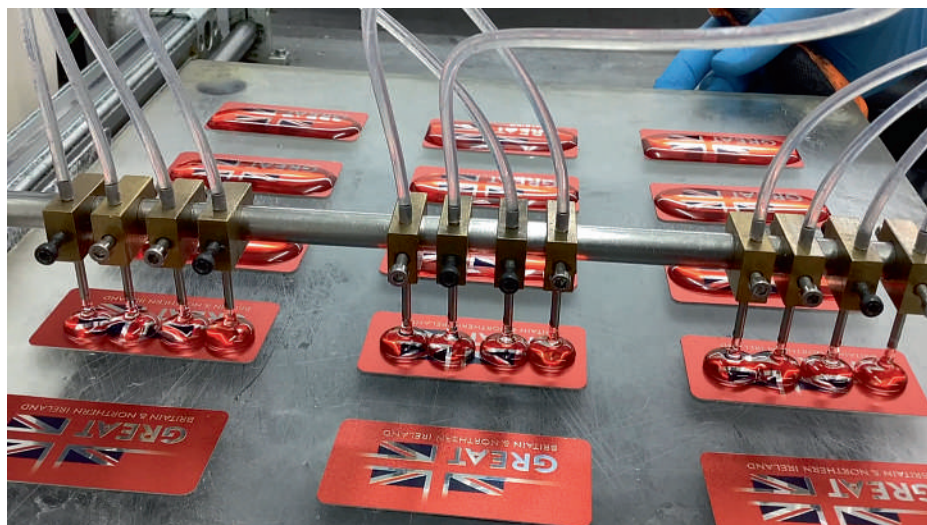
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# Best of British makes headlines at Cannes

This June, thousands of marketing decision makers gathered at Cannes to celebrate creativity. Encompassing five days of networking, awards and events, Cannes is a go to for marketers and advertising executives from across the globe. When the BPMA discovered the Advertising Association and the Department for International Trade (DIT) had decided not to consider merchandise for their high profile trade mission, they set about preparing suitable merchandise and select giveaways to be used before and during the event.

Focusing on British made goods with a story behind them for the DIT packs, the trade delegation received casebound Como notebooks from Juniper, Mood soft feel pens from Pen Warehouse and natural 5oz cotton shopper bags from Direct Trade Bags bearing the 'Great' campaign logo. To complement the message at Cannes, WCM+A created metal badges with a domed finish and midocean provided branded fans to ward off the summer heat on the waterfront, to be handed to Cannes Lions festival attendees. Equipped with additional pens from Senator for the trip, British members were well represented in production and product stories.

The Advertising Association was delighted with the goods, admitting the challenge they found with securing British, sustainable and recyclable goods had seemed daunting. Impressed with turnaround and quality, they were fully behind the British based businesses who supported the programme. Rewarded with an extra surprise, gin and tonic flavoured lip balms from Bio Labs,



eyes have been opened to the potential of merchandise in the communication mix. The event has provided a perfect platform to promote the materials, products and range of options available.

Attending a trade delegation event prior to Cannes, BPMA CEO Carey Trevill was invited to tell the British production story behind the stunning products they had received and describe the vibrant, entrepreneurial approach to providing innovation and inspiration. With a chance to also remind the trade delegation about the impact of the end of Transition on core business, the DIT listened with interest to how day-to-day business was conducted.

As part of the approach, the BPMA will be teaming up to cover more PR and extended

stories to talk about the involvement in this trade mission and the critical place of merchandise in the marketing mix to convey important brand messages into the hands of decision makers.

## MEETING WITH GOVERNMENT

The constant contact with Government teams is part of the ongoing work behind the scenes the BPMA undertakes weekly and daily, responding to requests for information and helping further the profile of our industry. With meetings in July with the Minister for Exports, look out for further updates in the next issue.

## First Editions signs new CamelBak deal

First Editions is expanding its portfolio of bestsellers after signing an agreement to stock the complete range of leading drinkware brand, CamelBak.

From June, the enhanced collection will feature solutions for both performance sports and everyday activities – cycling to hiking, biking to running, and everything in between.

CamelBak has more than a decade of experience in the sector, and the company focuses on technically innovative, high-performance systems to promote an active lifestyle.

The range includes performance sports bottles, keeping hydration flowing in the most demanding of circumstances.

CamelBak's stainless steel bottles feature double-wall vacuum insulation to keep drinks at the right temperature for longer, and there is also a comprehensive range of kids' bottles, specially designed for smaller hands and available in lots of fun colours.

All CamelBak products come with a lifetime warranty.

Mark Alderson, MD of First Editions, said: "We're very excited about our partnership with CamelBak. There is a great deal of synergy between our two companies, in our common quest to be socially conscious manufacturers of innovative, BPA-free hydration solutions."







## BPMA hits the north with Manchester show

The BPMA continued its reconnection with members and the industry with a showing at the Big Promotional Trade Show in Manchester recently.

Membership manager, Tom Robey said: "It's been a good turn-out for us. Visiting the regions and understanding more about suppliers' and distributors' experiences is invaluable. We've seen visitors from all sizes of company, from those turning over millions of pounds a year right down to someone literally just starting out in the promotional business."

Suppliers packed the room at Old Trafford with almost every imaginable type of promotional product to show to the region's distributors.

Lisa Bann of Brand Addition said: "This show is really convenient for us – everything in one room and right on our doorstep. It's really nice to see everybody

again after a long time apart and being able to touch and feel the products is a real bonus."

AD Branded Solution's Amo Singh added: "It's been another fantastic show, with a really nice turn-out. It's lovely to see so many familiar faces and a lot of suppliers I've not seen in a long time, so I'm really happy to be here."

Ian Hewlett, from clothing exhibitor United Brands of Scandinavia, said: "The importance of attending a show like this for me, as a garments retailer, is that people can actually touch and feel an item. You can't get that sense from looking in a catalogue or on a website. It's really important for people to come to these shows and get the full experience."



## DTB grows the team with Angelika

Direct Textiles + Bags (DTB) is pleased to announce the appointment of Angelika Krygiel to the newly appointed role of European account executive joining its growing team based in Poland.

Responsible for the account management of Direct Textiles + Bags Europe DTBEU, Angelika will be managing European production and fulfilment solutions for all UK customers' European requirements from its Lincoln offices.

Angelika has been with DTB for more than eight years gaining experience from working in many areas of the business giving her a broad knowledge of the company.

Clive Allcott, commercial director at Direct Textiles + Bags said: "It's exciting times here at DTB as we continue to reinforce our position as the leading bag and garment supplier not just in the UK, but in Europe as well. Angelika's appointment will allow us to build on our European solutions for our distributor partners."

## Bunting from London to Luxembourg for the Queen's Jubilee

As the dust settles after the Queen's Jubilee bank holiday weekend, B-Loony has enjoyed its busiest period ever for manufacturing bunting.

As the B-Loony team began preparations for the most significant event of 2022, and with its core products being synonymous with a celebration, the expectation of being busy was high.

Despite nervousness around the state of the economy, which made demand planning a challenging task, the operations team procured additional stocks, increased capacity with investment in new machinery, and drafted in additional resource to cope with demand.

With a marketing campaign organised and ready to go, the team set to work



promoting its bespoke and stock balloons, bunting and handwaving flags, adorned with Union flags and official Jubilee emblems, and the enquiries soon flooded in.

A significant number of orders were only received in the final weeks leading up to the event, putting intense pressure on the sales, processing, and production teams to

deliver in time.

While some customers were cautious about buying early amid the economic instability, others had simply been let down by suppliers in the Far East.

The team continued supplying stock product where there was simply no time or production space left for personalisation.

With just hours to go, the final orders were shipped out, and the team celebrated what was a remarkable achievement, manufacturing and delivering over 400 miles worth of bunting, enough to stretch from London to Luxembourg.

Directors thanked the team for all their hard work and staff raised a glass to celebrate a record month for the company, and congratulate Her Majesty.





## Die Lieferantentage plans reschedule to autumn date

Media company Het Portaal has decided to skip the 2022 edition of German trade show Die Lieferantentage.

According to organiser John Swaab, it is taking longer than expected to achieve the intended collaboration, which he believes is necessary to allow the trade fair to continue to grow.

"Our goal was to take a big step forward in 2022 with the trade event for the German promotional products industry that was introduced last year," Swaab said. "In order to do so, we sought cooperation with the GWW (the German Promotional Products Association). After a long and difficult period of consideration, the trade union has indicated that it is not yet ready for a jointly organised event."

The event hopes to return in autumn to usher in the most important three months of the year, where suppliers and distributors can meet.

"If there is enough support for such an event, the existing trade fairs will be given a much-needed upgrade. As experienced organisers, we are happy to contribute to this. We do not want to contribute to

fragmentation, but rather strive to unite the promotional industry," said Swaab.

He added that the 10th Benelux edition of

De Leveranciersdagen at Expo Houten near Utrecht on 7-8 September was doing well and had increased its exhibition space.



## Naomi gets with the programme

Well-known promo figure Naomi Scott has chosen the Galpeg Programme as the launchpad for her new venture, The BrandStore.

Scott has decades of experience within the industry and has built up a first-class reputation amongst customers, colleagues and suppliers alike.

"I'm really excited about the opportunities my partnership with Galpeg will bring for me. It will really help The

BrandStore hit the ground running, thanks to the support offered by Galpeg's experienced back office team," she said. "It means that I can concentrate on continuing to offer my customers the exceptional level of service they have always known from me. After many years working for someone else, I wanted to build something that I own."

Galpeg MD Paul Green added: "We love working with talented sales

professionals like Naomi, and we're really happy to have her on board as a member. Our expert team and host of business development tools will help Naomi free up time to focus on what her business does best. I'm so pleased that we can serve Naomi in her quest to build something that she rightfully owns."





## Goldstar announces Simplicolour range as Birch steps up in the UK

Goldstar has released its new Simplicolour Pen Collection Catalogue, which features over 20 different styles and dozens of colour options.

The pen features a simple 3-step decoration process that allows brands to choose a style, the colours, and add their customer logo for whatever combinations they need.

Goldstar's all-inclusive pricing system also makes it easy to give brands more of the style they desire without extra costs.

The company is also pleased to announce the promotion of Annouchka Birch to country manager for the UK market.

Birch joined the company in 2018

as a field sales manager for UK South, quickly rose to regional sales manager and has proven her excellent sales and commercial skills along the way.

Kenny Ved, director of global sales at Goldstar Global, said: "Annouchka has been a key part of our success in UK, and we are looking forward to more exciting developments, that will follow with her promotion to this important position. With her experience and professionalism, she will bring Goldstar to the next level, expand our presence within the UK region and help achieve our growth goals while maintaining our reputation as a first-class writing instruments supplier in Europe."



## Laltex video guides aim to make personalisation simple

Laltex has launched a series of end-user videos specially created to engage and educate customers on the most popular personalisation techniques.

The short, simple and informative videos include such new additions as 'How to Digitally Print Drinkware', 'How to Screen Print Promo Pads' and 'How to Embroider Clothing'.

Distributors can share them on their websites and social media channels to capture the customer's attention.

All videos are available to share on Laltex Group's end-user Youtube channel, and they can be downloaded from the Marketing Hub at [LaltexTrade.com](http://LaltexTrade.com) or contact the Laltex Group as there are different resolution sizes available.



## PenCarrie fundraiser event proves a knock out

Family-run clothing supplier PenCarrie has again been supporting its internal staff forum team to create a fun and fantastic fundraising event in aid of its staff's chosen charity, The British Red Cross.

Each year the staff forum team at PenCarrie arranges a vote for the staff's chosen charity from a series of nominations. Following the events in Ukraine, the PenCarrie staff members have chosen The British Red Cross to support with their annual fund-raising, made up from a series of events throughout the year.

The latest fundraising event was held at local football club Willand FC, where more than 60 staff members took on the old-classic 'It's A Knockout' event. Featuring huge tubes, chariots, a castle wall, wonder wheels and the mangle, this classic team game was provided



by south-west company ACF Events and saw friends and families supporting the fundraising efforts by the PenCarrie team.

Along with a bake sale, a raffle, food sales and an entry fee for each team taking part, a total of £1,607 was raised at the event, with PenCarrie matching the total to make a fantastic £2,614 raised for The British Red Cross.

# CUT TO FIT

A perfect storm of the pandemic, energy crisis and supply chain chaos is resulting in rising garment prices, says **Clive Allcott**



**W**e are all increasingly aware of the global economic situation affecting prices across many products and services. Over the last decade it became common fare for the clothing suppliers to the promotional market to increase prices on average 7-9% per annum based on the cost of living and increases in raw materials.

In the last two years, and more so in the last six months, price increases are now being introduced on a monthly basis across all garments and cotton-based products including bags.

These pricing increases are due to the restart of activity worldwide in 2021 and the increased demand from the textile industry.

Textile prices, like many raw materials, are soaring on resurgent post-pandemic demand and the rocketing cost of both energy and transport. Cotton, linen, silk and wool, as well as synthetic materials derived from petroleum, are facing surging prices boosted also by the global



supply-chain crunch.

You can also add into the equation that cotton prices started climbing last year on account of sanctions by the West on China's textile hub, Xinjiang,

and power shortages in China.

While supply is constrained, demand has been strong due to the opening up of economies and this in turn has been putting pressure on prices.

In India cotton prices have gained nearly 40% in 2022 and are at an 11-year high

with ongoing Covid restrictions impacting cotton yarn spinners and cotton-based textile and garment manufacturers, forcing many to cut down or close operations.

It's not just garment prices going up, as one of the promotional industries core items, the cotton shopper or tote bag has also seen rises.

In the wider marketplace that influences the promotional sector, recession-scarred retailers, who are just starting to recover from the pandemic, are facing the turmoil again. Analysts feel that they might pass on some of their pressure to the apparel shoppers as higher prices for apparel.

This is putting pressure on both distributor and suppliers to offer product and hold prices for schemes and web shops which are often negotiated annually.

A crystal ball would be the ideal companion at this time however market pressure is being responded to in a positive way which hopefully will benefit us all in the long run.

**Happy selling,  
Clive (The Bag and Clothing Guru).**



## 30<sup>th</sup> Preseli Anniversary

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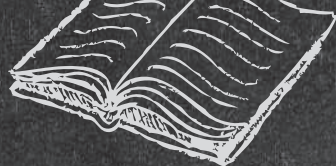
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# GAINING THE KNOWLEDGE

As companies get back to rebuilding their businesses, it's time to start learning again. The BPMA's first Education Days in several years provided plenty of food for thought

**T**aking some time away from the desk and the screen can reap rewards when taking a deep dive into a range of topics. Making the commitment to spend a day assessing, discussing and learning, delivers a shot of knowledge with immediate and long-term benefits. Getting back out on the road this May, the BPMA hosted two Education Days to provide a range of subjects every business needs right now.

Held in Manchester and Milton Keynes, the theme across the education days was to build knowledge of critical subjects for businesses. These ranged from sustainability and the sales messages to use and what to avoid, marketing techniques to build the story around your own business through to business essentials, contracts, data plus profit and pricing.

## SUSTAINABLE THINKING

Opening each session, the topic of selling sustainability was addressed. With threats to the use of merchandise in experiential and consumer facing events, the opportunities linked to addressing behaviours of end users. With a clear guide to the ways to illustrate green claims and avoid 'green washing', the BPMA was keen to stress the need to educate its end user buyers about the range of innovative materials and product range available.

## TELLING YOUR STORY DIFFERENTLY

Speaker Jodie Newman of The Business Allotment, spent time helping attendees in Manchester and Milton Keynes to access their creative side to think differently about the way they talked about their business, understood critical aspects of their offering and the differences which make buyers sit up and take notice. Committed to helping SMEs build a better story about their own business is Jodie's mission

in life and she was keen to address the topic with those in the room. Explaining at times these tasks could painfully stretch the brain, she promised each attendee better conversation outcomes with clients when focused on the benefit they brought to their client's challenges. Together with worksheets to keep developing thoughts and ideas, attendees were also invited to access more resources via The Tool Shed on Jodie's website.

## TRENDS AND BEST PRACTICE

Always an interesting subject to see what is feeding the order books, the session started off looking at the brief and the opportunity to create and diversify client briefs coming through the door. So many buyers rarely have any experience in buying merchandise, let alone marketing services in general. This presents a brilliant space for expertly trained merchandise specialists to flex their muscles when considering the scope of products to answer the call for behaviour change amongst audiences.

With sustainable factors expected to drive and reward behaviours and on the flip side, help those behaviours perpetuate, it was no surprise to see the products repeatedly hitting the top spots from Sourcing City stats were still those who could wear that mantle well and drive our need for relevant, useful and engaging products. Tech, treats and other 'for me' items also hit the spot but research from YouGov showed that most wanted to be able to track and see the impact goods made.

Building from this into best practice, the BPMA covered off the salient points of briefing and reminding the reasons behind a solid brief and starting with good information. Complaint levels across the industry are reaching high levels again, attendees were reminded of the briefing no-nos that often led to disputes down the line, such as forwarding client emails to suppliers, not providing or accepting a purchase order, or leaving off critical details that would help the order run smoothly.

## SOCIAL RULES

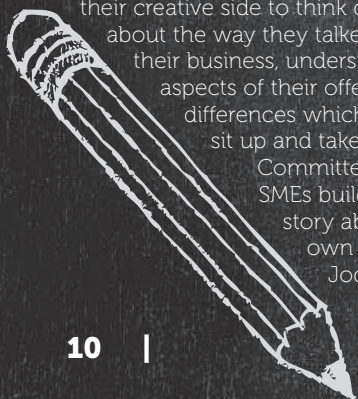
Rupa Shah of HashTagAd talked attendees in Milton Keynes through the ups and downs of using social media with some cheeky examples that saw some B2B companies landing themselves in hot spots with the regulator, the ASA. Talking in detail about the approach for testimonials after some of her research on the industry showed up some areas of improvement, the dos and don'ts of securing a testimonial led to some great discussions and examples of best practice.

Moving on to using influencer tactics in B2B, Rupa covered the rules that govern this type of practice and the ways in which the regulator had sought to make it clear for an influencer to be able to promote goods on another company's behalf and not breach the rules. Explaining the clarity between a recognisable ad when using an influencer, using #Ad and just a comment has never been more important.

She also recommended ways in which you could find an influencer to support your business. In an age where we are bombarded with as many as 6-8,000 ads a day, ensuring communication on topics is clearly a must and Rupa spends her time working with some of the world's biggest brands and their agencies to ensure they stay on the straight and narrow.

## BUSINESS ESSENTIALS

It's not often we get a room roaring with laughter about a fictitious couple with marital problems affecting their business, but Richard Coulthard from top law firm Ison Harrison provided some eye-opening insights in Manchester about protecting businesses from potential risks by planning





# Tell your product story here



for different outcomes. Keeping the tone on risk protection, he covered a wealth of topics including the use of data and emerging scams seen in many industries involving data misuse claims. He also covered the many ways employees and employers could set up rewarding schemes to provide surety after the long uncertainty of the pandemic.

## **CREDIT SINS AND AVOIDING THE SINNERS**

Managing credit has always been high on the agenda for the BPMA, encouraging businesses not to act as a free banking facility to customers and negotiate the best payment terms possible. Covering the watch outs from new customers to credit checking your oldest customer, Ian Jenkinson from Direct Route took Manchester attendees through a range of red flags to watch for and encouraging BPMA members in the room to access their complementary credit checks via sister company Account Assyst and free debt collection up to £3,000 via Direct Route.

## **FINANCIAL SUSTAINABILITY**

Popular speaker Peter Hill of Mark Holt & Co delivered a clear and precise summary in Milton Keynes of the need for financial sustainability. Citing choppy waters ahead, Peter explained the reasons behind the need to segment customers into categories of A to D and to look critically at why they were clients, what they contributed to your business and importantly, how profitable they were. Tough tactics were recommended for those clients who brought nothing to the table. Moving on to look at a way to drill down into the numbers, Peter used an example of how to



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really understand profitability and margin.

## EXPORTING SUCCESS

With export and import still a huge challenge for many businesses, Chris Salmon of clearBorder talked attendees in Manchester through the critical dates affecting transactions across borders in the coming months. Understanding the level of detail has been crippling for many businesses, Chris who is an ex-Government adviser to Michael Gove during Brexit, answered questions about transactions with customs which caused headaches and high levels of cost. Devising training to help every business get to grips with customs, BPMA members can access clearBorder courses at a discounted rate.

## DEVELOPING BUSINESS

Hating the word sales, Sandler London's Justin Stephenson, started his Milton Keynes session by telling his assembled audience that buyers often said something entirely opposite to their intentions to avoid making a commitment. Working through scenarios with attendees, he explained the reasons behind simple but effective techniques such as the upfront contract, secured before a meeting to ensure all parties know the intended outcomes.


A returning speaker, Justin's passionate

approach to ensuring the control in the sales process remained where it should be – with the seller – addressed the way we traditionally approach a pipeline vs the way we could and should be.

## UNDERSTANDING IP

Using a conversational and sketch-based approach, Natalie Welch and Claire O'Brien of top law firm Mills & Reeve, talked us through scenarios surrounding images, licensed use when applied to product and merchandise plus many other IP challenges that may appear straightforward but aren't always. Referencing high profile rights cases in the news involving celebrity to illustrate the points, the overriding advice was to ensure IP rights were registered and protected.

After two packed days, attendees with brains full of insight and education, having made some new connections and met up with old industry friends, the first education days for many years were hailed as useful and implementable. The BPMA will be following up in the coming weeks to find out how much from the days out influenced future work and outcomes.

*The BPMA hosts a range of events including Education Days. Visit the BPMA events page to keep up to date with the latest sessions at [bpma.co.uk](http://bpma.co.uk)* 



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# Making the case for British business.

This year, BPMA members supported the Department of International Trade with British made promotional merchandise as part of the trade delegation to advertising's largest annual festival, Cannes Lions.

## > Talk to us today

Making our industry matter, growing the profile of promotional merchandise and getting our voice heard in Government is just part of our role in the industry. Together with expert advice, resources and support, be part of the change and join hundreds of Distributors and Suppliers who enjoy the benefits of membership. Call **01372 371184** or contact **[membership@bpma.co.uk](mailto:membership@bpma.co.uk)** to find out more.

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# A-Z OF PENS

Pens are the flexible friends of the world of merchandise, and no wonder. Find out more in *Product Media's* ultimate A to Z

## A ANTIBAC

As the pandemic brought home the need for scrupulous hygiene, antibacterial products have increased in demand. Premier Brands noticed a huge increase in enquiries for stationery which limits the spread of bacteria and introduced antibacterial pens as a result.

Its Maxema antibacterial pens are made with non-toxic, highly resistant ABS plastic and designed for environments where cleanliness and sterility are vitally important, such as clinics, banks, government agencies, offices, schools, and customer service areas.

The ISO 22196:2011 certified antimicrobial additive within the ABS plastic prevents bacteria from settling on the pen surface. The silver ions released by the additive prevent the pen from carrying up to 99.9% of bacteria. The material is also safe for the skin and retains its properties throughout the life of the pen with no reduction in effectiveness.



## B Bamboo

Pens don't need to be made from plastic which all too often ends up in landfill sites for years to come. With the growing desire for eco-options, bamboo makes for a great alternative material to plastics. The Pen Warehouse has expanded its bamboo range of writing instruments including the brand-new Panda Bamboo Ballpen and Ergo-i Bamboo Ballpen. Bamboo offers a renewable, pesticide-free and sustainable solution to harmful plastics while maintaining a strong, tactile feel.

Goldstar's Bambowie is a unique promotional pen trimmed with gunmetal grey and featuring your logo laser engraved on the 100% bamboo barrel. A new addition to the Bowie family, the bamboo Bowie Pen is a winning billboard for your brand.



## C Carbon Neutral

Pen Warehouse is now the UK-exclusive supplier of carbon neutral brand Chili Concept which has a wide selection of design-led, high-quality, and completely carbon neutral writing instruments which are held and branded in the UK.

Chili Concept uses a combination of socially and environmentally responsible practices developing products with long-lifespans and the usage of clean energy methods. Any remaining carbon dioxide is offset through The Nature Office which focuses on education and improving infrastructure to reduce carbon in the atmosphere, including but not limited to tree planting initiatives, building wells, supplying solar cells and growing plants for power generation.

Writing instruments currently offered in the range include the innovative Par Ballpen selection which has multiple stylish variations and colour co-ordinations.



## Colour

The great thing about promotional pens is the ability to match a product to a particular brand. Pen components are often available in a multitude of colours that can be mixed and matched to get as close to corporate colour combinations as possible. Typically, a barrel, clip and nib can be available in various colour options before you have even considered what you want printed or engraved on the pen.

It's important to stay abreast of colour trends. One of Goldstar's hottest takes is trendy rose gold which is used to trim some of its pens and will catch the eye of the most discerning customers. The trim features on its Prince Stylus Pen, a cool triangular barrelled pen that stays right where you put it. The tactile, soft-touch rubber barrel and handy stylus functionality make this a much-desired promotional stylus pen. It fits and feels comfortable in the hand and a rose gold softy pen comes with the Note Caddy and Crosby pen set. This item also contains a note pad, sticky notes, and sticky flags.





## Deluxe

Putting silk and stone together isn't the easiest sell but the quality of Juniper's Deluxe Silk Stone Paper Notebook landed the coveted Platinum award in the Pen & Stationery category at the BPMA Product Awards at Merchandise World.

The quality casebound notebook is made in the UK using sustainable quality materials, and distributors can mix and match colours for a bespoke 'on brand' combination. Incorporating a recycled rPET cover 80% recycled plastic bottles and stone paper, this is a stunning product and with paper created from quarry waste limestone, it's also wood free and beautifully smooth to write on.

Water, grease and tear resistant, the notebook feels satisfyingly heavy and offers eight cover colours and over 30 trim colours so you can create a bespoke on brand combination to combine with debossed, foil blocked or full-colour personalisation.



## Fruit

Castelli's Appeel range was also designed with ecological impact and sustainability front of mind. The Appeel is produced from parts of the apple that have traditionally been discarded and left for waste. Through an exclusive pioneering technique, Castelli has produced an honest product recovering natural materials using highly technological processes to create an innovative fusion of technology and imagination. It offers a wealth of beautifully crafted features that are eco-friendly to the core.

## E

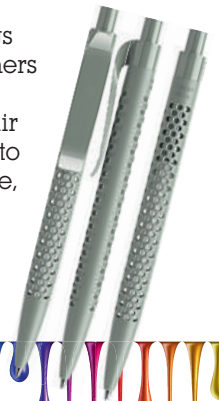
### ECO

Across the industry, single-use plastics are being phased out in favour of new innovative materials which are more eco-friendly, such as wood, metal, glass, or other biodegradable plastic alternatives. It's a simple change for consumers that is making a big difference.

Along with the product's measurable ecological benefit comes a simple marketing message: that those who supply sound eco products make a positive contribution to sustainability. This message attaches to all brands associated with the product. The result is that over time, companies which apply eco-standards gain a better image for their organisation. Now is certainly a great time to be promoting and marketing these products while they are top of mind.

An example is writing instruments at The Pen Warehouse that are constructed from alternative materials such as wheatstraw (shout-out to the Oriel Wheatstraw and Electra Wheatstraw Ballpens) or recycled consumer plastics (Re-PET Ballpen, Post-Consumer Slim and Maxi Ballpen). The Eternal Pencil is made using a combination of graphite and metal for infinite writing.

The QS40 True Biotic from Prodir has casings are made from biobased, non-toxic biopolymers (PHA) that biodegrade easily under natural conditions - in sea and soil, for example. Prodir wanted to set a new standard when it comes to the sustainability of plastic pens. Its innovative, elegant and material saving design with its perforated honeycomb design, equates to 60% less material, accelerating the biological decomposition.



## G

### GEL

Gel ink is made of powder pigments suspended in a water-based gel, compared to ballpoint ink that is made of dye that's dissolved and suspended in an oil-based paste. Gel ink is smoother and more vivid, as well as more water- and age-resistant than ballpoint ink. The high proportion of pigments

which the gel can hold means you can get brightly coloured, metallic and glitter ink gel pens.

One drawback in the early days (they were introduced in the eighties) was that gel inks didn't dry as quickly meaning that left-handed writers tended to smudge their writing. However, that design flaw has now been dealt with and lefties can feel free to get gelled up.

## H

### HYBRID WORKING

Although we're now largely back in the office, it may not be all of the time. Castelli noted a trend for more

individuals working across a number of locations - including home - so need to have their notebook, pen, laptop and phone handy as they move from location to location. Since the pandemic, companies have also realised the need for some middle ground for the future of work, allowing individuals to balance between home and office life, and that middle ground appears to be hybrid working. Castelli believes that once you have created your very own personal space, you will have everything you need to fulfil a creative day's work.



## Ink

The colour ink you use could say more about you than you think. Black is the most common colour in business and is a fairly safe choice if you want to convey professionalism. Blue is sometimes thought to be more personal.

Green ink was used in some accounting companies as a way of distinguishing their marks on company books. The head of M16 has also revealed that he writes in green ink as a homage to the original head of the service who did so when the intelligence service was established over a century ago.

Red ink remains associated with school marks for many of us, and should be taken as a warning.

## JOSIAH MASON AND JOSEPH GILLOTT

These two illustrious Victorians were early manufacturers of steel pens in Birmingham, a city that had 129 companies making pens at the time. The importance of the industry is recognised by the fact that the city is home to the Pen Museum. Mason also helped found the University of Birmingham.

## KITCHEN

A pen can be your best friend in the kitchen – especially marker pens that can be used to label items for the refrigerator, freezer, and pantry. Leftovers, baked goods, pre-prepared meals, and spice jars can all easily be jumbled up without a system. A marker that can clearly label several surfaces without rubbing off changes the kitchen organisation game.

## LED

Goldstar makes sure your brand lights up the room when you come in with the Nova Metallic LED Pen. This multi-function pen features a button activated LED flashlight at the top making writing a fun little show for any recipient. Use this writing instrument at trade shows, conferences, conventions and other corporate events. Add your company name, logo and advertising message to increase your brand's visibility. The LED feature is also available on the Nova Softy, which has a modern, soft touch finish, and a substantial barrel that is shaped for optimal writing comfort.



## MARKIES

If you need to write on virtually anything including glass, metal, plastic, or foil – make your mark permanently with markers by Markie. Premier Brands offers a range of Markie markers in different sizes and shapes to suit your specific needs. The range consists of Fine, Mini, and budget Matt permanent markers. They are all supplied with water resistant ink. In addition, there is a white board or dry wipe marker called Markie Dry. A bullet shaped marker with quick drying, non-toxic, alcohol-based ink, and a safety cap. It writes smoothly without scratching and wipes off easily with a dry cloth.



## Notebooks

Everyone needs notebooks. Be it at a professional or personal level, notebooks offer the freedom to fill the pages with notes, memos, instructions, ideas or sketches, and this makes them the perfect platform to promote a brand or company. There is a real value in the physical act of note taking, as individuals find writing things down on paper a calming, natural and memorable experience.

Goldstar's Hawken Eco-Friendly Spiral Notebook & Pen Set includes a notebook and pen made of recycled paper and your custom imprint is featured in full colour on the notebook cover for daily visibility.



## ORGANISATION

'For every minute spent organising, an hour is earned,' as some nameless sage once opined. Ensuring you always have a pen and notebook to hand is a good way to start off.



## Pantone

2022's Pantone of the Year, Very Peri Purple, 'encourages personal inventiveness and creativity', words which are on brand for Pen Warehouse's Mood range. The best-selling Mood Duo includes an A5 Mood Notebook and matching ballpen available in a similar shade of pastel purple. Pastels are proving to be a popular trend and the Mood Duo comes in a variety of them including pink, yellow, and blue and is suitable for a wide range of branding methods including doming, debossing, UV spot colour and foil blocking.



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## RECYCLED

The Lamberhurst A5 Soft Feel notebook from BagCo strolled home with the BPMA product Platinum award in the Eco category as it is made from recycled windscreen glass, with recycled paper. This notebook presented a unique product proposition and with hard to beat sustainable credentials, it is a talking point. The outer fabric cover is constructed from a material called RPVB; recycled from safety glass used in windscreens and large commercial buildings. No new man-made PU has been manufactured to provide covers.

## Sustainable Senator

Sustainability plays an overriding role at Senator, which has carried the seal 'Climate Neutral Company' since 2021.

The production of Senator pens takes place in the heart of Germany, near Frankfurt so have to travel much less than other products. Senator pays special attention to sustainable materials and production processes, ecological compatibility, waste avoidance, resource conservation and recycling. It only purchases green electricity from hydropower and invests in electricity-saving measures.

Research and investment into alternative materials has led to the use of biobased plastics made from sugar cane in four successful ball pen models and three models made from post-industrial recycled plastics. Two sustainable product lines, senator bio and recycled writing instruments, are also completely climate-neutral in their production.

## Utility

The pen is one of the most useful pieces of promotional merchandise – compact, cost effective and carrying a logo, a reminder to recipients of your company. It can also still hold a few surprises, such as Premier Brands' Pilot pens which include erasable pens with the FriXion gel ink. The FriXion technology is based on heat-sensitive ink, which has been developed by Pilot for several years. They were designed to reduce the number of errors and omissions in your notes. Corrections can be made by rubbing the inscription with the special eraser located on the pen's body. Friction produces heat and discolours the ink, making all corrections imperceptible without damaging the paper. The ink does not disappear from the surface of the sheet but becomes invisible instead. Write, erase, and write again as many times as you like.

## Trendz

Checkout The Pen Warehouse' new, digital catalogue for a wide range of writing instruments, stationery, and many more promotional gifts, all handpicked with quality, usability and sustainability in mind. Edition 3 of trendz is now available.

## VALUE

The Promomate Range offers excellent value for money and is available in a great choice of vibrant colours, to complement any marketing campaign. There are four different types available including the PromoMate Curve ballpen, available in cheerful translucent colours; the PromoMate Element push button ball pen; the PromoMate Plunge plastic push button ballpen with metal trim, and the PromoMate PromoGrip Gel pen.

## Wellness

There is now a much larger focus on how mental and physical health are intertwined and how the boundaries between work and home life are now so blurred. This can lead to difficulties in defining working hours contributing to stress and burnout at a time when we are much more isolated from our colleagues and employers and any support systems that would normally be in place.

Juniper has launched a wellbeing journal for employers to give out as a way to interact with staff, provide information and strategies to help them identify areas in which they may be out of balance.

## expensive

Although most of the pens used in out sector are priced for use as giveaways, the sky is the limit when it comes to what you can spend on a writing implement. The most expensive pen in the world was by celebrated pen maker Tibaldi and was a one-of-a-kind piece crafted with rare black diamonds. It sold at a Shanghai charity auction for £5.9m.

## YELLOW

Other colours of highlighters are available but yellow tends to be the most popular still because when it is photocopied it does not create a shadow. Invented by Dr Frank Honn in 1962 and marketed as the Hi-Liter pen, sales in the UK were worth more than £600,000 in 2020.

## Zooming

Since the pandemic, we have all discovered the delights of the virtual meeting, but they are still meetings, which means notes and there for notebooks and pens. Technology may have made increasing forays into our lives, but there is still life in stationery yet.

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# 4 Colours® Pen

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# ARE YOU UKCA COMPLIANT?

If you are importing goods you need to be aware of current UKCA requirements and remain up to date with them

**U**KCA (UK Conformity Assessed) marking is the UK product marking that is used for goods being placed on the market in Great Britain (England, Wales and Scotland). It covers most goods which previously required the CE marking.

Under the new conformity assessment regime, UK entities that have been considered "distributors" and buying products from an EU seller become "importers". Put simply, you will become an importer if you're the entity bringing product into the UK from outside the UK and placing it on the market in Great Britain. (There may be different requirements for Northern Ireland).

If this applies to you, it could mean that there are new requirements that you should

be aware of. *PM* outlines the key facts covered by the UKCA marking which came into effect on 1st January 2021.

## WHEN DID RULES APPLY FROM FOR IMPORTERS?

Technically, importer requirements took effect from 1st January 2021 and from that date you can no longer use an EU-based authorised representative if you are placing product on the market in the UK. They must be based in the UK.

## SUMMARY FOR 'IMPORTERS'

What do you need to do if you are classified as an importer?

- The product needs to be labelled with your company's details. This includes your company's name, and a contact address. (Please note that until 31 December 2023 these details can be supplied on accompanying documentation such as a leaflet contained in the product packaging rather than on the product itself).
- You will also need to ensure that the correct conformity assessment procedures

have been carried out and that goods have the correct conformity markings such as the UKCA marking.

- You must ensure that the manufacturer has compiled the correct technical documentation.
- The product must be correctly labelled and accompanied by any required instructions and safety information or associated information.
- You will need to keep a copy of the declaration of conformity for a period of ten years.
- You must ensure that goods conform with the relevant essential requirements.
- If the manufacturer isn't based in Great Britain the name and address of the UK importer must also be displayed on the product, packaging, or associated documentation.

## PRODUCT LABELLING

Importers need to indicate on the product the following: their name, registered trade name or registered trade mark, and the postal address at which they can be contacted or, where that is not possible, on its packaging or in a document accompanying the product.



## What is the definition of an 'importer'?

An importer is an organisation or entity that brings goods into the UK from outside of the UK and makes them available on the market in Great Britain for the first time. Information from the UK Government can be found under Gov.uk when you search for 'Using the UKCA mark'.

You only need to use the new UKCA marking before 1 January 2023 if all of the following apply. Your product:

- is for the market in Great Britain
- is covered by legislation which requires the UKCA marking
- requires mandatory third-party conformity assessment
- conformity assessment has been carried out by a UK conformity assessment body (see [gov.uk/guidance/uk-conformity-assessment](https://gov.uk/guidance/uk-conformity-assessment) for more information)

This does not apply to existing stock, for example if your good was fully manufactured, CE marked and ready to place on the market before 1 January 2021. In these cases, your good can still be sold in Great Britain with a CE marking even if covered by a certificate of conformity issued by a UK body before 1 January 2021. These goods will need to be placed on the market before 31 December 2022.

The Government will introduce legislation so that the UKCA marking can be placed on a label affixed to the product or on a document accompanying the product until 31 December 2023. This will apply for most goods requiring UKCA marking.



The contact details must be in a language easily understood by consumers, other end users and the market surveillance authorities. This is a clear signal that the authorities will need to know who imported the product so that they can be held to account should there be problems later.

### ENSURING THE CORRECT CONFORMITY ASSESSMENT PROCEDURES HAVE BEEN CARRIED OUT AND PRODUCTS HAVE THE CORRECT CONFORMITY MARKINGS SUCH AS THE UKCA MARKING

Before a product is placed on the market, importers need to ensure that the appropriate conformity assessment procedure has been carried out by the manufacturer. You will need to ensure that the manufacturer has drawn up the technical documentation, that the product bears the UKCA marking and it is accompanied by instructions and safety information in accordance with the relevant regulation.

The diligent importer will ask for some or all of the following documentation from the manufacturer. These should not just be taken at face value.

#### UK DECLARATION OF CONFORMITY (DoC)

This is required for most products that need to bear a UKCA marking and it must be kept for a period of ten years and made available to market surveillance authorities if requested. First of all, check that the DoC does exist. Look out for things like is the manufacturing company name correct, and is it signed by the right person?

You will need to make sure it is dated appropriately. If this was dated from five years ago, but the manufacturer only just designed your product, then this could be suspicious. Does it cover the specific product being supplied? This does not mean another that is 'similar' to yours - it needs to be the exact same product. Does it cover all the Directives or Regulations that reasonably apply to the product? There may be several Directives/Regulations that apply to a more complex product, and it's a good idea to draw up a checklist to ensure they have all been covered.

#### WHAT OTHER SUPPORTING DOCUMENTS MIGHT YOU NEED?

This information may vary depending on the product. When this is required, do both the 'Type Examination' and 'Surveillance' certificates exist and cover the product being supplied (and are consistent with the DoC above)? This is important, as some assessments include things like instructions and packaging, and if the manufacturer changes these to suit a particular importer then the product is unlikely to be covered by

the certificate. Is the company issuing each certificate actually a 'notified (or approved) body' authorised to issue these documents?

In the past there have been several instances of companies claiming they are notified bodies when this is not the case. These 'certificates' are worthless. This is important and something to carefully check. Are the certificates actually genuine? Counterfeiting of test certificates does happen and it is a risk that should be mitigated. A short phone call or email to the notified body or approved body concerned should allow you to verify certificates as genuine. There are also some simple checks that can be performed such as checking for signs of tampering, poor images, incorrect dates or even spelling errors.

Are the technical standards used to show compliance appropriate (from the title) and the latest version? You can check important details like this via sites like the BSI. Challenge the manufacturer to justify themselves if out-of-date standards are being used. Is the 'UKCA mark' (by this we mean the logo itself) on the product correctly sized and includes the number of the approved body performing surveillance (and is this consistent with the certificate supplied)? In the case of BSI, for UKCA marking the approved body number is 0086. Each UK notified body has its own number.

#### PLAIN ENGLISH

Remember, importers' records need to be in English and available for the authorities to inspect. Having the checks mentioned here and ensuring records are well documented will usually make such requests less time-consuming than they may be otherwise.

#### CORRECT LABELLING, INSTRUCTIONS AND SAFETY INFORMATION

As an importer, you have an opportunity here to ensure the instructions do make sense. You may wish to assemble a product yourself where this applies and see if the instructions allow you to do it easily enough as an example. You should check the safety warnings are clearly stated and appropriate for the product.

What about the presentation and appearance of these? Instructions shall be 'easily understood', and this means legible too. As an importer you have the opportunity to specify a minimum font size that is appropriate for your intended users and make sure that safety warnings are differentiated by the use of larger fonts or bold text. This is also where importers can assert their influence during the purchasing process.



### IMPORTERS SHALL PLACE ONLY COMPLIANT PRODUCTS ON THE MARKET

This may sound like an obvious statement, but it is important. Importing a non-compliant product and placing it on the market is an offence. Importers must ensure that they are showing due diligence in this matter.

#### ASSESSING THE SUPPLY CHAIN

And whilst these requirements apply for many products it is always prudent to check whether there are any additional requirements for the product you are importing. One thing that is clear however is that the new UKCA marking will have an impact throughout supply chains. This means you may need to consider how other organisations in your supply chain are preparing themselves for the changes too.

It may be wise to speak to them to understand the actions they are taking. You may need to determine whether product is already placed on the market, or when it is due to be placed on the market as this may affect the new requirements needed to be met.

#### WHAT ABOUT 'OWN-BRAND' PRODUCTS?

If you supply the product under your own name, then you are considered the manufacturer (regardless of who actually assembles the product) and the responsibility for completing the full conformity assessment process (in this case UKCA marking) falls to you.

*For up to date guidance and advice, visit [gov.uk](https://gov.uk) and search Using the UKCA marking to access UKCA toolkits, webinars and timings. For more information, BPMA members can access UKCA guides under the member section of the website. Information correct at time of going to press.*

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# encore



## CATALOGUE GROUP GETS BACK TO FACE TO FACE WITH A ROAR

**T**his May, set in the stunning backdrop of Woburn Safari park, Encore delighted its catalogue group members with the latest launch in the Safari Lodge, surrounded by some of the UK's best suppliers ready to share their news, ranges and advice.


Encore founder, Diane Jaggard, welcomed the group and invited everyone to explore and talk before Awards were announced later in the day. A busy event was set for great conversations packed with members of the group arriving to fulfil their increasingly busy order books. Most distributors attending were coming to have longer conversations, explore the ranges in more detail and do what this industry does best; face to face business.

Incorporating the Encore Catalogue Group awards, Supplier of the Year went to Laltex Group, with Just Pads securing second place and Keramikos a close third place. Distributor of the Year went to Ross Promotional, Gilt Edged Promotions sailing into second, and Formkraft was in third place.

Diane Jaggard said: "It was so lovely to see everyone after a three-year absence from an Encore event due to Covid. We were back at Woburn in the lovely Safari Lodge; unfortunately the veranda views could not be enjoyed so much due to high winds and a chill in the air. The atmosphere in the room was very warm and a lot of happy faces meeting up again after a special drive through the Safari Park – it's not everyday you come across elephants and giraffes on



your way to work."

She added: "The new Encore catalogue has had some excellent reviews and together with the improvements to our websites and data working with Sourcing Machine. The Group continues to grow from strength to strength maintaining our excellent supplier and distributor members. We could not be successful without the support of all our members." 

### Distributor of the Year

- 1st Ross Promotional (Stuart Ross)
- 2nd Gilt Edged Promotions (collected by Tina & Natalie)
- 3rd Formkraft (collected by Craig Ashton & Michael O'Farrell)

### Supplier of the Year

- 1st The Laltex Group (Dan Richardson, Dan Nelson, Emma Conway and Lucy Cooper)
- 2nd Just Pads (Steve Nash)
- 3rd Keramikos (Al Corbett-Marshall)

# CLIMATE CHANGE AND YOUR BUSINESS

More and more places are in danger of being affected by flooding but getting insurance can be tough. BPMA preferred insurance provider Torgate explains some options

**W**ith severe flooding one of the dominating themes of COP 26, the issue of the extent to which homes and businesses are covered by insurance will be of major interest. Every insurer that offers home insurance in the UK must pay into the Flood Re scheme.

This levy raises £180m every year and is used to cover flood risks in home insurance policies. If a householder makes a valid claim for flooding, their insurer will pay the claim. The insurer will subsequently be reimbursed from the Flood Re fund. However – and this is the crucial point – the Flood Re scheme does not at present apply to commercial insurance policies.

## WHAT DOES THIS MEAN FOR BUSINESS?

If you are a business owner in a flood prone area, you might rightly be concerned that your business might not be covered in the event of a flood. But this is not the case. The UK insurance industry has been aware of this issue for some time and there are a number of innovative solutions now available which we consider credible solutions to what can

be an extremely worrying commercial risk.

## FLOOD SOLUTIONS FOR BUSINESS

Flood Excess is a product that has been developed with the help of the UK's foremost flood prevention and restoration experts and this system can instantly quote and bind cover up to £50,000 (and up to £100,000 with insurer approval). Key to this product is the ability to claim even if the loss falls below the value of your flood excess.

## BIBA SCHEME

The British Insurance Brokers' Association (BIBA) also offers a solution which is designed to support the underwriting of non-standard commercial flood insurance through comprehensive policy coverage. The commercial scheme backed by A+ rated security of Lloyd's underwriting capacity uses an advanced mapping facility developed by Landmark which pinpoints the exact location and features of an individual business.


## FLOODFLASH

FloodFlash is an award winning insurtech firm that offers a 'parametric' insurance solution for commercial flood insurance.

Using data samples to generate a probable forecast, parametric covers offer alternative risk solutions, provided by reinsurance companies, that enable organisations to finance or transfer risk in a non-traditional way. The solutions revolve around a measurable index and are based on pre-defined triggers or pay out mechanisms.

FloodFlash does not use loss adjusters in the event of any incident, nor are there policy wordings to consider. If the flood trigger depth you selected has been breached, the product will pay the full settlement amount.

If you are concerned about flood risk, innovative solutions are available to ensure that UK businesses, even in high-risk flood areas, can continue to be covered.

*The information contained in this article is based on sources that we believe are reliable and should be understood as general risk management and insurance information only. It is not intended to be taken as advice with respect to any specific or individual situation and cannot be relied upon as such. Torgate are preferred BPMA providers. For more information about Torgate services for members, visit [bpma.co.uk](https://bpma.co.uk) Benefits section.* 





# THE IPX FACTOR

Today's technology needs to be robust and there is a rating system to point you in the right direction, says **Matt Pluckrose**



**W**ith summer here, it's an apt time to consider products with IPX protection. IP protection stands for Ingress Protection (Ingress being a noun meaning "unwanted introduction of water, etc") and IP is a scientific measure of the way a product withstands water, sweat, dust etc.

This IP rating often includes an X at the end of the abbreviation making it the more recognisable IPX rating – the X simply means the rating has not been tested for protection against solid objects such as fingers, hands, tools etc.

IPX ratings in products are fast becoming more prevalent as products are made to withstand the rigorous lifestyle challenges that tech items are often designed for such as exercise, leisure and the great outdoors.

There are eight different internationally recognised ratings as below:

- IPX0 – Zero/no protection
- IPX1 – Protects against dripping water
- IPX2 – Protects against vertically dripping water

- IPX3 – Protects against sprays up to 60°
- IPX4 – Protects against splashing water
- IPX5 – Protects against water jets
- IPX6 – Protects against powerful water jets
- IPX7 – Protects in water up to three feet.
- IPX8 – Protects when immersed in water over three feet

## SO, WHAT DOES THIS MEAN FOR YOUR GADGETS?

Well, it is something you should look into for your clients on certain items such as activity trackers, wireless speakers, solar chargers, torches, lamps, and wireless earbuds, as these type of items are often designed to be used outdoors or close to water, and they may come into contact with sweat during a workout.

This type of protection rating is carefully considered when designing and manufacturing gadgets and tech products and some examples include:

**Smart watches and activity trackers** such as Fitbit have been designed to be used in all situations so often have the max IPX rating of 7/8 and can be totally submerged

in water for example when swimming.

**Wireless earbuds** are many consumers' choice of gadget for entertainment while exercising so it's always worth checking for sweat/moisture/splash resistance of around IPX4 when choosing for your client.

**Bluetooth speakers** now are 'the' lifestyle product to take away on holiday or for camping or attending festivals, so make a great client, staff, or team gift. A strong IPX rating around 6/7 upwards is advisable as it protects against unexpected accidents.

## Gadgets and tech for the great outdoors

such as solar chargers, torches, and compasses are often built to withstand dust, sand and water and usually feature ratings around IPX4.

In conclusion, it's worth being aware of IPX ratings when shortlisting tech and gadgets to ensure clients get the very best and the gift delivers. This means the gift is used over long periods and hence the client logo is constantly in view and so return on investment is guaranteed.

**Matt Pluckrose is managing director of Desktop Ideas <sup>PM</sup>**

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# MEETING THE *mark in* 2022



needed to reward and celebrate the additional achievements; with the increased package and costs we have been able to release over £500 in savings provided in valuable education placements and events for these members plus additional PR opportunities to boost profiles."

Providing new toolkits and materials solely for Charter use, the BPMA is now on a recruitment drive to invite qualifying members to apply and is also inviting applications from interested parties. Bringing Charter members together in June for a Charter networking day, businesses explored opportunities and approaches to help lead industry reputations in excellence.

If you are interested in becoming a BPMA member and a Charter member, please contact [membership@bpma.co.uk](mailto:membership@bpma.co.uk) 

**F**or BPMA members, the Charter mark represents the ultimate in promotional merchandise industry standards. BPMA Charter promotes the highest level of business practices and customer service; representing some of the most respected and reputable companies within our industry.

Importantly, for end user audiences the Charter mark represents a secure supply chain, a collective record of the standards expected. The BPMA has been on a mission to upgrade the Charter status for the coming year 2022-23 and has now launched a reviewed and revised standard. Busy identifying the members who should hold the additional mark, current Charter members are now enjoying an enhanced package from this June.

## VALUE ADDED

Understanding the new position has come with some additional costs, BPMA membership lead Tom Robey said: "The positioning for this tier in membership



## Quality assured

Premier Impressions launched in 1989, and provides a range of professional branding services which include pad and screen printing, digital printing, laser engraving, graphic design, handling and fulfilment, and warehousing and shipping.

It has established a reputation for exceptional service standards, value and focuses on quality results and response.

Managing director Alan Stride (pictured) explains why the company became a BPMA Charter member

### When did you become a Charter member and why?

We decided to become a Charter member expecting it to raise our profile within the trade, providing us with additional sales opportunities. We have high levels of quality expectation from our clients and are the go-to for either most difficult or most expensive product branding requirements. We saw this as acceptance of our high-level service package.

### What does Charter status give you as a company?

High perceived value-added properties for our branding services, although additional sales volume is difficult to gauge due to Covid. Unfortunately, a large number of customers still pitch low cost as more important than high value services.

### How does Charter fit in with your positioning as a company?

Charter fits perfectly with our ethos of high-quality service levels and elevates us as an overbranding company above our competitors. Charter status is a state of mind here and assists in maintaining good internal quality standards.

### Why is it important to go beyond simply talking about price?

The importance of taking everything into account as a buyer for service is crucial in a long-term relationship. It is not always just about print quality. There's support if things go missing and back up design facilities play an important part in making changes and meeting delivery dates.

Tailored support for our clients with their clients is on offer. The bitterness of a botched order (for whatever reason) lasts a lot longer than the sweetness of a cheap price. We try to engage with our clients by developing joint commercial synergies, reviews and a general higher level of service rather than a one-off print job.

### Has the market changed and are customers looking beyond price?

Sadly, I don't feel that is the case. Customers are fixed on low cost and only a few are interested in developing long term professional relationship.

# GET SOCIAL, GET SHOPPING

After changing the way we interact with our families, friends and colleagues, social media is aiming to change the way we shop too, says **Melissa Chevin**



**O**nline retail is predicted to be worth around \$1.2 trillion worldwide by 2025 – but up until now, it's largely been a passive experience. That's about to change, as 'social shopping' brings the opportunity to assist, suggest and sell to clients in real time.

When Covid struck, consumers increasingly used social commerce to discover, purchase and find support directly on social media apps. Now, brands are embracing these tools to deliver a personalised customer experience on whatever platform the customer prefers.

Social media companies have not been slow to spot the potential. Twitter has unveiled a new Twitter Shop feature which allows brands to showcase up to 50 products on their profiles.

Upstart TikTok is currently testing shopping features to help brands manage their e-commerce within a second app.

Moving forward, brands will have more tools at their disposal to sell directly on

social media. Live shopping, for example, is a powerful way for brands to educate, engage with and sell to customers in an interactive live stream event featuring brand representatives or influencers. The audience can comment and ask questions in real time, and make purchases from links in the stream.

Cosmetics brand Charlotte Tilbury launched a 3D digital store in 2020 where shoppers can explore, shop and get personalised recommendations. A new feature, 'Shop with Friends', allows customers to invite friends and family to navigate the virtual store together, using technology similar to that found in video games.

In addition, it also holds live shopping events on TikTok, partnering with influencers to showcase and demonstrate products, and offering exclusive discounts to participants.

Pet store chain Petco uses a combination of live streams, influencer marketing and

social shops to provide an innovative retail experience for its customers. It has worked with Facebook and Instagram to establish social shops directly on both platforms. Petco has also leveraged its existing influencer partnerships to launch a TikTok campaign which led to more than 28 million engagements.

However, according to a recent study, fewer than 30% of brand leaders are prioritising customer engagement in these spaces, putting their potential for long-term social commerce growth at risk.

Brands which fail to appreciate the possibilities of social commerce are in danger of falling behind, while huge potential awaits those who embrace it. Which path will your business follow?

**Melissa Chevin is BPMA board director and marketing consultant with GF Consulting – [mchevin@gf-consult.co.uk](mailto:mchevin@gf-consult.co.uk)**

## BPMA CALENDAR

### 2022

**14 September**  
Merchandise World Peak  
Season Event, Milton Keynes

**28 September**  
Big Promotional Trade  
Show, Manchester

**19-20 October**  
Promotional Showcase,  
High Wycombe and  
Leicester

**22-23 November**  
B2B Marketing Expo,  
London

### 2023

**10-12 January**  
PSI Dusseldorf

**25-26 January**  
Merchandise World New  
Year Event, Coventry





# PAGE REWARDS

## INDUSTRY



**T**he PAGE group hosted its annual conference and awards dinner at the new venue of the Delta Warwick Hotel.

All the awards presented at the conference recognise an exemplar level of quality, service, and efficiency from both distributors and suppliers.

Scores for supplier service and efficiency are taken from the PAGE members' monthly and annual surveys to determine the winners.

### Supplier awards

The winner of the Gold Supplier of the Year Award was WCM+A Ltd.

The winners of the silver awards are Laltex Promo (incorporating PenCom Ltd and Bags HQ), Bizz Badge Company and FleQs.

### Distributor awards

The winners of the Gold distributor awards were Sussex Promotions Ltd, Allwag Promotions Ltd and Boosters Ltd.

The winners of the distributors Silver awards were ASP Promotions Ltd, LSi Ltd and Get Yourself Noticed.

After the awards were given out, guests were treated to a display of magic and showmanship by Duncan William, and Thom Kirkpatrick helped dance the night away with his One-Man Band.



# DELAYED

## UK BORDER CONTROLS: WHAT HAPPENS IN JULY?

The latest postponement of border controls for imports to the UK means that more change can be expected in the next year

**T**he UK Government decided in May to scrap planned changes to import controls in July this year. Confused? Yes, most of us are and it's not surprising with the stop start nature of import and export changes, it's been hard to keep track of the why, what and how of what we should and shouldn't be doing.

The new import rules applied to food products and the Government noted in April "it would be wrong to impose new administrative burdens and risk disruption at ports at a time of higher costs due to the war in Ukraine and rising energy prices".

### FOURTH TIME UNLUCKY

It is the fourth time it has delayed EU import checks since the UK left the EU.

Brexit opportunities minister Jacob Rees-Mogg said the Government was reviewing how it would implement checks on EU goods and "the new controls regime will come into force at the end of 2023".

Stating a Target Operating Model would be published in the autumn that will set out new regime of border import controls and will target the end of 2023 as the revised introduction date for our controls regime, which will deliver on the Government promise to create "the world's best border on our shores".

At a recent BPMA Education Day, Chris Salmon of expert advisers clearBorder, said that while we have a respite for some things now, the announcement from Rees-Mogg included plans to bring forward border modernisation from 2025 to 2023. If you


are wondering what this could mean; we are warned this could mean new processes, systems and probably new law.

This will mean implications throughout the supply chain from forwarders and agents through to businesses themselves. Working on pilots for border modernisation, we are expecting change and getting the right advice will be paramount.

The BPMA is meeting with the Minister for Exports in July to put the case for our industry once more and discuss the opportunities to address the ongoing challenges for promotional merchandise in export and import, customs and of course freight.

### NORTHERN IRELAND PROTOCOL

At the time of going to press, Foreign Secretary Liz Truss was still taking a position to indicate Article 16 would be used to make changes to the Protocol but with a threatened trade war, it's uncertain where this is really headed. Stressing the need for clarification and less public trading of insults over the handling of this trade-critical position, the BPMA has stressed to BEIS, DIT and Cabinet the long lasting damage this is doing to British reputation for excellence.

A recent report from clearBorder had some startling facts which present a very sober picture of the post-Brexit trading position we now live in. Whilst we have got used to the new rules, it's clear more change is on the way. Look out for more reports in *PM* in the next issue. 

### Bordering on chaos

- **83% of respondents have experienced delays with imports; 67% have experienced delays with exports. More than three quarters of traders think these have got worse since 2020**
  - **70% of respondents have increased delivery times to absorb possible delays**
  - **59% of respondents experiencing delays cite lack of UK customs capacity**
  - **33% have had goods rejected/impounded**
  - **57% have increased stock levels, citing price rises and border disruption as major causes**
  - **34% have changed their main port of entry to EU for exports**
  - **58% have had to purchase new software**
  - **37% have changed mode of transport for import**
  - **38% have established a subsidiary in EU to help manage import and exports**
  - **47% have had to employ new staff to cope with new processes**
- BPMA members have access to consultations from clearBorder and discounted online training. Report credit clearBorder: The State of the Border 2021 (published 2022)*





# THE CYBER RESILIENCE CENTRE

FOR THE SOUTH EAST

# LOCK OUT CYBER CRIME

**I**t's not often a police officer turns up at the BPMA to talk about crime – and in this case cybercrime. Chris White, a detective inspector who also heads up the Cyber & Innovation team at The Cyber Resilience Centre joined the BPMA's Tom Robey to talk about the need for every business to be cyber-savvy.

White started by flagging the huge impact when cyber attacks damage businesses and expose customer details. Outlining some eye watering stats, he went on to reveal that 39% of UK organisations had a cyber security breach or attack in the last 12 months and 27% of those had at least one breach or attack per week.

With only 20% of businesses perform any kind of 'cyber drills', at least 23% of firms needed a few measures to prevent further attacks. However, in the UK only a third of businesses have a cyber security policy. The most frequent cyberthreat to companies is phishing attacks and impersonation online, yet only a very small proportion of employees get any cyber training, said White pointing out this weakness could be many firms undoing.

## PHISHING IS STILL BY FAR THE MOST SUCCESSFUL TACTIC FOR A CYBER ATTACK

The ransomware landscape continues to evolve, the publication of stolen data has become a routine part of a ransomware attack with actors also encrypting or deleting backups, making recovery more difficult. Multiple sectors are still being targeted with the added concern that organisations involved in the pandemic response will be an attractive target.

White described the stages taken to achieve the desired attack.

**Stage 1: Survey** - investigating and analysing available information about the target in order to identify potential vulnerabilities

**Stage 2: Delivery** - getting to the point in a system where a vulnerability can be exploited

**Stage 3: Breach** - exploiting the

Don't make it easy for cyber criminals. Improving cyber security is a priority for any business today

vulnerability/vulnerabilities to gain some form of unauthorised access

**Stage 4: Affect** - carrying out activities within a system that achieve the attacker's goal

## PROTECTING YOUR ASSETS

From up-to-date malware protection to a solid password policy, many firms need to take some basic steps to update and upgrade. Including firewalls that cover everything including individual devices to restrictive administration rights, there was in fact a lot more support available than many realise.

The Cyber Resilience Centre can assist with this process and obtaining a Cyber Essentials Certification is simple with minimal cost. White explained you could assess yourself against five basic security controls before engaging a qualified assessor to verify information. Some eligible companies will be entitled to free Cyber insurance.

## CHECK SENDER

Looking in detail on how to spot those nasty phishing emails that can appear very convincing, key tips are looking out for expected emails and checking the sender's email address, viewing attachments that could be malicious.

Other 'tells' can be poor spelling or grammar, use of oddly constructed emails, names or generic addressing. Your contacts

will never mind you checking it's you and you may even alert them to a phishing attack they may be unaware of if you spot a strange email. Classic cons we have seen en masse at PM have involved the TV licenses or HMRC 'tax refunds' which request you to send money and click on links that at first glance can look real, where a fake website impersonates a genuine one.

With a wealth of information and guidance, the Cyber Resilience Centre provides excellent guides to help even the most prepared businesses continually improve their cyber security.

## PASSWORD FAILS

Finishing the session with a look at the time it takes to crack your password (not long it seems), White advised everyone to check their passwords and update those that were not secure. With a four-character password effectively open season for hackers, the safest password was cited as an 18 character password made up of numbers, upper and lowercase letters and symbols and would take literally trillions of years to crack.

To find out more about how you can protect your business, visit [secrc.co.uk/membership](https://secrc.co.uk/membership) to sign up for information and support.

**Chris White is a police detective inspector and head of innovation at The Cyber Resilience Centre for the South East** 

# HAS BRITAIN GOT TALENT?

In May, the Debating Group returned to the committee rooms at the House of Commons to debate the challenging topic: Do the Government's 'Global Britain' ambitions currently far outstrip the abilities of the UK's talent pool?

**W**ith a crack team of marketers, the debate was sponsored jointly by the Advertising Association and the Chartered Institute of Marketing and chaired by the Debating Group's President, Tulip Siddiq, MP for Hampstead & Kilburn and Shadow Economic Secretary to the Treasury.

As members of the Debating Group and already in conversation with Government about the talent crisis, BPMA President Angela Wagstaff and CEO Carey Trevill represented our industry.

## KEEPING PACE

"Is our talent keeping pace with the industry," asked Pete Markey, Chief Marketing Officer of Boots UK, who was proposing the motion, "And are we investing enough in the challenges and opportunities that lie ahead?"

Markey highlighted the UK's reputation for award-winning creative and award-winning marketers, but emphasised that the debate was about whether we have enough talent to meet the demands and opportunities ahead. He felt not.

With the rise of digital as a shopping channel of choice and the explosion of social media, Markey argued the UK was unable to keep up with all innovations and opportunities.

Training and development was not keeping pace with the fast-moving nature of digital commerce and digital marketing, he claimed, citing a recent report from the CIM and Target internet that found that between 2020 and 2021 most digital marketing skills had stagnated or declined. This trend was particularly acute among senior marketers, rendering them unable to effectively oversee digital marketing campaigns.

Despite sustainability's importance, 40% of marketers admitted to not having the qualifications or relevant skills to market sustainability, even though 76% of marketers had been involved in sustainability work and 45% felt under pressure to communicate sustainability credentials.

Turning to the Government's Skills Revolution, Markey pointed out that none

of its funding was designated to support industry-led training programmes from professional marketing associations like CIM. The CIM's Impact of Marketing research found that more than three quarters of marketing employers reported a skills shortage. Despite the imperative to close the skills gap and push for greater diversity of thought, Markey felt that companies were not addressing a lack of socio-economic diversity within marketing.

Finally, Markey suggested that the industry also faced a challenge in not being known, loved and appreciated enough. He referenced the CIM's 2019 Impact of Marketing report that revealed how 77% of the marketers polled felt their colleagues were not aware of what they did, with a failure to appreciate the purpose of marketing and a lack of recognition of its value.

Ending on a positive note, Markey stressed that with the right focus and investment all of this was fixable. The UK has an amazing and talented marketing industry, but it needed to be loved, valued, nurtured and invested in for the vision of Global Britain to succeed.

## CALLING ON CHURCHILL'S MOTIVATION

Opposing the motion, Michael Moszynski, CEO of London Advertising, evoked Churchill, who he said believed in the UK's talent pool and became a beacon of light attracting other talent. He said that as we face another 'Gathering Storm' of global recession, rampant inflation, war in Europe and the climate crisis we must have confidence in our abilities.

Moszynski said the Government's vision for Global Britain had creativity at its heart, citing a host of famous Brits from the world of arts, fashion, film and music. These creatives reflected the richest of talent pools for British advertising to tap into which was why the UK was a world leader, he said.

If anyone was concerned that Brexit may have harmed the UK's ability to attract the best global talent, he pointed to the latest Brand Finance Soft Power Index that showed that the UK had grown its ranking from

fourth to second in the world, increasing its score by more than any EU nation.

His closing contention was that given the array of talent we have, the Government's ambitions did not go far enough. Seconding him, Kate Burnett, Talent General Manager at DMA, agreed that the UK had marketing talent but that the needs of marketers were not being addressed. Burnett believed that talent problems existed before 2020, but that the pandemic exacerbated the situation. She explained that large numbers of SMEs transitioned to communicating and selling via digital channels and they now needed support in managing and growing these customer interactions. With the Advertising Associations All In survey showing a lack of diversity in the industry, she felt that the long-term plan needed to be more open minded on how the industry recruited new talent, for example tapping into people on the neurodiverse spectrum. This led to Burnett seeing apprenticeships as the biggest opportunity for increasing and diversifying the marketing talent pool.

## APPRENTICESHIPS

She said it was time to move apprenticeships off the 'too difficult pile' and be seen as a job with training that is paid for by the Apprenticeship Levy and supported by a good training provider. The UK has many bright young people who were running their side hustles alongside their education, and that to increase our workforce we should snap them up. Given the past two years, school leavers didn't realise that they can make a career out of being social-media savvy. While the Careers and Enterprise Company and organisations like Career Ready are trying hard to plug this gap, Burnett felt that more support was needed from the Department of Education for more marketers to feed into the curriculum.

Seconding for the opposition, Aisling Conlon, International Trade Director at the Advertising Association, countered that by many global measures, the UK was one of the top-performing advertising sectors. At the heart of this success were the



businesses and the people working in our industry right across the country. She drew attention to the UK's thriving start-up scene; a vibrant investment community; cloud-first government policy; a great pool of UK and global talent; and an enduring spirit of innovation.

The pandemic had presented the industry with opportunities to innovate and the UK held its position in 2021 as the largest advertising market in Europe and is now the third largest in the world, behind the USA and China. Despite the challenges of the global lockdown faced by exporters in the UK advertising industry, balance of payments remained steady and brought the UK a healthy £5bn trade surplus - the largest in advertising services across Europe.

Finally, Conlon noted that UK advertising valued continuous professional development and has a tradition of developing qualifications and training to encourage knowledge being shared and put into practice.

## COMMENTS FROM THE FLOOR

In contributions from the floor, Anthony Gould from RTR Worldwide, felt that today's pessimism was caused by the pandemic and its disruption of education and training. He felt today's youngsters were an incredible pool of globally recognised talent.

Jonathan Fingerhut from Strategic Marketing for Schools emphasised the shameful state of funding for apprenticeships in the UK and stressed that until these were sorted out the bigger picture would not work. A speaker from Microsoft noted how her company had taken on around 30,000 apprentices and they had been some of the best people ever hired. She felt that to make apprenticeships work business needed to work more closely and fully with education.

BPMA CEO Carey Trevill raised the key point that valuing marketing should start earlier in the education system and that learning should put more emphasis and recognition on creativity to encourage children to aspire to careers in the creative industry.

Will Nicholson from TVN, accompanied by a peel of thunder, brought up Brexit's impact on attracting foreign talent to the UK, echoed by another speaker who noted that many non-British nationals working in the UK industry were still based abroad. This raised the question of whether more could be done to tap into homegrown talent without losing the benefits of the cultural exchange. A representative of the Advertising Association opposed the motion believing that Britain has plenty of great talent despite some skill gaps. She pointed to many schemes and organisations working extremely hard to retain, upskill and develop talent in the industry.

## BREXIT FACTOR

Summing up for the opposers, Michael Moszynski acknowledged that while UK

marketing faced challenges, the motion was too extreme and pessimistic in saying "far outstripped". Answering the comments on Brexit, he cited a survey by Brand Finance that showed that despite Brexit and the pandemic the UK's position had overtaken Germany to become Number Two in the world - increasing more than any other EU country. He referenced one of his overseas clients who declared that they were investing specifically in Britain because of its amazing talent pool - people with the skills to support the businesses of the future. He noted that our existing talent is attracting new talent, including from overseas.

This led Moszynski to be positive about the future. He felt people should take responsibility for themselves and embrace the idea that they can do anything they want - or at least try. He finished with some words from the CMO of a prominent UK company who described his marketing team as a centre of excellence and a magnet for new talent that bring with them a sense of energy. And that marketing director was Pete Markey.

Summing up for the proposition, Pete Markey described how in the Lego Movie they repeatedly sing the song 'Everything is Awesome' to convince themselves that they are OK. He felt this was what he had heard today. He agreed that marketing is a magnet - it's powerful and amazing. But

believed that if we just celebrate the status quo, then it's just 'Everything is Awesome.' He noted how the comments from the floor had attested to the very real skills gap and problems in the industry. He said the opposition's passionate cry to "believe and be optimistic" was not enough. More had to be done to radically improve the industry and make it even better for future generations. He argued that training and development had not kept up with the huge changes of the last 30 years that had seen the emergence of digital and the need for new skill sets that were now in short supply.

He noted the number of trade bodies pleading for help and the finance that would enable them to make a real difference. Nor was enough being done for diversity, equality and inclusion which was also apparent within the failure to embrace apprenticeships. He believed that marketing was still not loved enough or respected for the value it brings, stressing that while it was a great industry it would lag behind and not fulfil the global ambition of the motion without serious change. Result of the debate was the motion was carried.

The BPMA will be participating in future debates in 2023 and more information about past and future debates and how to attend can be found at [DebatingGroup.co.uk](https://DebatingGroup.co.uk) or follow the Group on LinkedIn.

## Local Support Contact Details

Please contact a member of our local support team for advice on any matter related to debt and credit management.

### London and South

David Barker  
dbarker@directroute.co.uk  
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### Midlands and East Anglia

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### Wales and North West

Ian Jenkinson  
ijenkinson@directroute.co.uk  
07860 197476

### North East, Scotland and Northern Ireland

Mike Collins  
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# HOLE IN ONE FOR BPMA GOLF DAY

**W**ith blazing sunshine in June the golf gods smiled on those industry professionals gathered for the BPMA Golf Day. The Nottinghamshire 36-hole golf complex was host to the event, with BPMA Board Director and DTB's Commercial Director Clive Allcott and BPMA's Tom Robey marshalling the teams taking part.

Open to the industry, the well-attended day on 15 June hosted twenty eight keen golfers with a range of handicaps taking part on the 9-hole Championship Course plus The Signature Course for 18 holes.

Gathering for a briefing under the welcome shade of the marquee sponsored by new BPMA member, Beenoticed, players collected their golf packs sponsored by The Pen Warehouse with golf bag tags supplied by Juniper. Course banner was provided by Print Vision.

Together with a Beat the Pro competition, a very competitive and enjoyable day was had by all. Concluding with a dinner at the end of the event, Allcott and Robey congratulated all the day's winners.



## WINNERS

- Nearest the Pin 3rd Hole: Aiden Brown (PF Concept)
- Nearest the Pin 6th Hole: Josh Winstanley (PF Concept)
- Nearest the Pin 16th Hole: Ben Lowes (Crystal Galleries)
- Nearest the Pin 17th Hole: Naresh Tank (Printvision)
- Longest Drive - 326 yds: James Allcott (Direct Textiles + Bags Team)

- Winners of the 9-hole BPMA Scramble: Team PF Concept
- Runners-Up in the 4-Ball Better Ball: Ben Lowes (Crystal Galleries), Louis Brown (Beenoticed), John Cusworth (Senator Pens), Dan Rogers (The Outdoors Company)
- Winner in the 4-Ball Better Ball: Direct Textiles + Bags Black Team. Clive Allcott (Direct Textiles + Bags), James Allcott,

- Lloyd Simpson (LSI), Oliver Simpson (LSI)
- Wooden Spoon by George Asda: Oliver Glazebrook (Allwag)

With thanks to all those who took part and the generous sponsors who have their time and support for this event.

**The BPMA is hosting regular events to help the industry get together and network. Visit [bpma.co.uk](http://bpma.co.uk) for more information about industry events.**



# LONGER LASTING BRANDING

A trip to a clothing supplier for the BPMA's Tom Robey reveals the latest outdoor wear and sustainability initiatives

**M**arch 2022 saw a visit to Stormtech's European office in London. The showroom is full to the brim, exhibiting the company's line of performance apparel. Ranging from casual shirts all the way through to feather free thermal insulated jackets and their accompanying ruck sacks. Spring, summer, autumn and winter, Stormtech have your clients covered.

## FAMILY FIRM

A family run business, reaching its 45th year of trading in 2022 and originally named Promark, by 1987 the company was known as Stormtech after Promark's first ever jacket. Selling in more than 50 countries worldwide, new products were released in Spring including two lines, Pure Earth and Polygiene Stays Fresh.

Sustainability plays an important part in the Stormtech range. The company has seven sustainable practices that underpin its sourcing and design, from prioritising animal welfare and increased use of biodegradable materials to protecting forests and oceans.

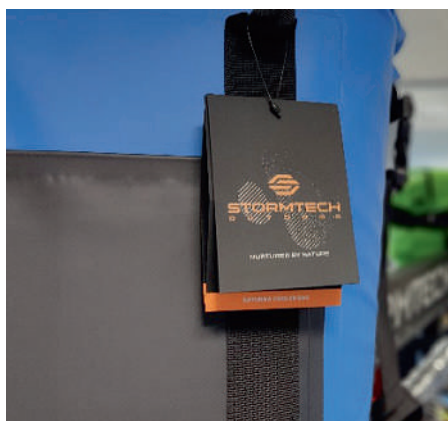
## LONGER LASTING MERCHANDISE

Polygiene is an odour control technology that keeps clothes smelling fresh by breaking down odour and bacteria as they are worn, allowing them to last longer between washes and so reduce their environmental impact.

The Pure Earth collection is packed with garments made from Better Cotton Initiative (BCI) cotton and recycled polyester.

Decorators can order branded uniforms for their teams from Stormtech for half of the wholesale price, along with 50% off ten samples twice a year.


The products are all designed with decoration in mind (each one comes with



a list of suitable decoration techniques) and a bespoke service is also available, with minimum order quantities starting at 600.

## TRADE SHOWS

It's getting busy again and I'm really pleased to be able to thank distributors for attending various trade shows within the industry and suppliers for travelling the length and breadth of the country in the early and late hours to provide the chance for distributor clients to experience products in person.

We are a sector that provides end users through our clients with not only promotional merchandise but in giving products, we in parallel provide thanks, recognition and praise. How do we experience product quality ourselves? Trade shows. 

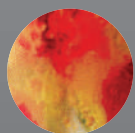




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<sup>1</sup> Source: Statégir - U&A Flame & Spark - September 2016. <sup>2</sup> Source: Action Plus Shopper Research - November 2017

## Reusable Drinkware Range

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LFGB Certified & BPA Free • Competitive Lead Times



Tour Travel Mug



Jet Bottle



Flexi Bottle



Vitality Bottle



Stella Bottle



Explorer Bottle



Metro Cup



Forever Bottle



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