

DRINK AND BE MERRY



Branded drinkware goes from strength to strength **P12**



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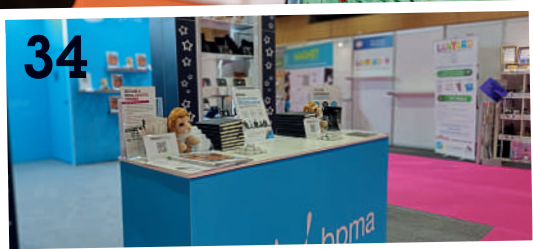
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WELCOME



Since the last issue, the country has gone through a lot. We have lost our Queen and gained a King, been delivered a new Prime Minister and seen some of the biggest market uncertainty for decades.

Whilst all around may be losing their heads, our industry has seen demand continue to climb as we deliver against the very full order books.

Attending a series of Government round tables since the business energy price caps were released, the BPMA has continued to press home the combination of challenges still facing the industry as we face a perfect storm of cost, inflation, material and market pressures – add couriers and freight on top makes for interesting times.

With pressure to keep selling and our economy moving, the BPMA has been delivering key information across the industry on topics including energy, shared experiences and essential compliance.

The sector still found time to gather at Milton Keynes in September. The second Merchandise World of the year followed relatively soon on the heels of April's reconvened event in Coventry. As such, there was some concern as to how well supported it would be. In the event both exhibitors and visitors turned out and demonstrated how dynamic the merchandise market remains. Times have been tough but our sector is focusing onwards and upwards despite the continuing headwinds mentioned earlier.

In this issue of *Product Media* we take a look at the drinkware sector. As more

and more companies return to the office, it's a perfect time to look to replace and renew our drinking vessels. What better way to plan for the future than over a cuppa with colleagues?

Given the Queen's passing, we also consider the role of merchandise in celebrating royalty. This multi-million sector is one of our most important examples of Britain's soft power as we saw from the global focus on the sovereign's funeral. With King Charles' coronation set for next summer, the eyes of the world will again be on the country, albeit for a happier reason.

A bank holiday will also give businesses reason to celebrate alongside the nation, and merchandise will once again be centre stage.

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).



British Promotional Merchandise Association

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Total Merchandise celebrates 18 years of breaking the rules

Colchester-based promotional products distributor Total Merchandise has celebrated 18 years in business with a staff event and a charity donation.

The company, which employs around 40 people, was founded in September 2004 by directors Jason O'Connor, David Stoddart and Michelle Rae Stoddart. Launched from a spare room, it has grown to become one of the UK's largest promotional distributors.

O'Connor said he put the company's success down to "not following the rules".

"We had a vision of how we wanted to do this, and we've been steadfast ever since," he said. "Sometimes that means going against the grain of what the rest of the industry is doing."

Total Merchandise marked its birthday with staff receiving gifts to thank them for their service and a wood-fired pizza truck providing a special lunch. A team portrait was taken to mark the milestone.

The business has opted to further celebrate its birthday by making a £1,800 donation to East Anglia's Children's Hospices (EACH), a charity the directors are proud to be supporting.

"We're delighted to be able to share the joy of our celebration by making this donation to EACH," said Michelle Rae Stoddart. "It's an incredible organisation that works tirelessly to support poorly children and their families. It's our honour to be able to support them in this way."

As well as the birthday celebrations, Total Merchandise was recently named Sourcing City's Distributor of the Year for the third consecutive time.

"The future of Total Merchandise honestly excites me," said David Stoddart. "The team we have around us now are the most hard-working bunch we've ever had and the possibilities feel endless."

midocean opens new printing and logistics facility

European promotional supplier midocean has opened a new 40,000m² logistics and printing facility in Ruda Śląska, Poland.

The new unit is close to its current warehouse which opened four years ago and comes as the company is accelerating its growth plans.

The set up of the current operation will be mirrored on a significantly larger scale including full automation of the intra logistics in the printing operation.

midocean is looking to expand its product portfolio, including the widening of the textile assortment that will be offered after the take-over of the company by Solo Group earlier this year.

It will also comply to the highest environmental and sustainability standards.

The new facility was built in less than a year and was officially opened in September with staff and business partners present.

After the ceremony involving speeches



by CEO Stephen Gibson, general manager Mohammed Mohammed and Ruda Śląska mayor Jacek Morek, a party was held.

"This new facility allows midocean to maintain its high service levels towards our customers. To keep delivering with the highest speed, we also installed many new cutting-edge technology printing machines that are custom built and tailored to our printing requirements. We will continue to develop in this area to ensure we can increase our capacities in line with the demands of the market. We are confident that this new location further strengthens us in continuity and future growth and contributes to our overall sustainable development goals," said Stephen Gibson, CEO midocean.



One stop solution for growing promo companies is on offer

thefullworks, an IT solutions provider with a focus on the promotional products industry, launched its latest products at Merchandise World, aimed at making systems run more effectively.

The Promo made easy range will help businesses reduce costs, grow their business and reward their staff, suppliers and clients, the company claims.

The subscription-based solutions, Corporate Schemes made easy, Customs made easy and Rewards made easy, provide the resources and confidence to pitch for tenders without increasing costs on IT, warehousing or fulfilment, by outsourcing to thefullworks.

Fully integrated with web stores, storage and global fulfilment, the Customs made easy, customs calculator solution can be integrated online or taken as a standalone product for quoting.

It allows businesses to send a quote

that includes a fully-landed and delivered cost including taxes and duties.

When integrated online, it will display them on check-out. This also saves the finance team from invoicing an unquoted amount after delivery.

The online Rewards made easy is a subscription-based solution which helps businesses to retain staff, clients and suppliers by saying thanks.

Using single use codes, storage and fulfilment it enables a rewards solution that would normally cost thousands, at a scalable monthly subscription that won't break the bank, thefullworks claims.

thefullworks is a global solutions provider, offering ecommerce, storage, fulfilment, kitting, software development, customs, consulting, product on demand, packaging, and a range of other business solutions from its Southend headquarters and distribution centre.

Crystal Galleries back under new roof following blaze

Glass and crystal supplier, Crystal Galleries has moved into a new 22,000ft² premises 18 months after a fire devastated its previous home.

The fire last April destroyed £700,000 worth of stock as well as gutting the production workshop, warehouse and offices in the company's Middlesbrough base. Engraving and laser equipment was also destroyed.

Crystal Galleries operated out of a smaller building and several shipping containers behind the site of its original premises while a replacement was being constructed.

The new premises will allow Crystal Galleries to increase its stock holding to pre-fire levels and to increase daily

production output by 50% compared to current levels. The entire team will be able to work together under one roof for the first time since the fire.

Jeremy Lowes, managing director, said: "We are thrilled about this new phase of our business and we look forward to serving you in the coming weeks, months and years."

A 25-year BPMA member, Crystal Galleries is one of the leading trophy suppliers for the promotional sector and has provided trophies for many BPMA events, including its annual Golf Day.



New Wave Acquires BTC Activewear for £33m

Stockholm-based New Wave Group has acquired 100% of the UK promotional, corporate and teamwear apparel company BTC Activewear Limited shares. The purchase of the shares is £33 million on a cash and debt-free basis and a cash transaction.

BTC Activewear was founded in 2000 through a merger of three regional businesses. Its distribution centre and head office are in Birmingham. The company is the UK's third largest wholesale distributor within its sector, with 50 international apparel brands. Ninety percent of BTC Activewear's orders are placed through its website.

In 2021, BTC Activewear's revenue was £53m and the acquisition will positively impact the Group's results this year although they will initially negatively impact its gross and operating margins, as these are lower in BTC Activewear than in New Wave Group.

The introduction of New Wave Group's owned brands to its portfolio is, however, expected to increase its gross and operating margins in the future.

CEO and co-founder of BTC Activewear, Stephen Pope, who will continue as CEO, said: "I am delighted to have a strong financial owner that is known for its long-term commitment and deep industry knowledge. BTC Activewear will be able to grow and take further steps together with New Wave Group, where the mix between our understanding of and position in the UK market and New Wave Group's experience and brands will be an unmatched combination."

Torsten Jansson, CEO and founder of New Wave Group, said: "Through this acquisition, we establish New Wave Group as one of the main players in the UK market, which, of course, feels great. In addition, we will add a very attractive and well-run company to our company group, as well as invaluable industry knowledge that will benefit all New Wave Group companies."

New Wave Group's Sports & Leisure segment includes Ahead, Auclair, Craft, Cutter & Buck, and Seger.



Torsten Jansson,
New Wave Group



CHX is dreaming of a green Christmas

CHX has redesigned its Christmas eco range to ensure it is able to offer customers a modern and eco-friendly product.

Christmas and Q4 is an important time for brands in the UK, and for some it is the only time they invest in advertising.

CHX's existing range has had a makeover, introducing a Plus spec to the range that is even more tactile, giving the appeal of a higher perceived value.

The smarter design is a 3D shape designed with the planet in mind to minimise material used. Each Eco-ration Plus also comes with its own individual gift box.

The standard and plus eco-ration ranges are available in either 100% recycled material or rHIPS.b. The latter is made from recycled polymers including all CHX waste products with a biodegradable additive that speeds up the natural biodegradable process of plastic. The material has been tested to ISO 15985 and ASTM B5511 certification.

As well as tree decorations, CHX is offering Christmas-themed drink stirrers - perfect for hot chocolates and Christmas cocktails. There is also a Winter-Safe Motoring range which includes ice scrapers and tyre gauges.

Product Zone launches next day plain stock delivery

Product Zone is delighted to announce its move to new premises in Watford with an on-site warehouse enabling the company to store its plain stock headwear.

Managing director, Tony Marks said: "Previously our warehouse was several miles from our office, now, with all our stock under one roof, we can pick and pack orders on the same day, meaning we can offer next day delivery for customers that order before noon."

As well as storing plain stock, the new building houses Product Zone's in-house embroidery and CAD-cut service and global operations team.





20 years and counting for USB2U

Technology merchandise supplier USB2U celebrated 20 years of trading by throwing a pizza party for staff at its brand-new office and warehouse facility in Northampton.

Previous team members were invited along to join the celebrations, including one of their founding members, Phil Battison. Phil, now retired, joined Sebastian La Porta, managing director, to reflect on how the business has changed since they set it up together back in 2002.

From selling technology products to consumers from a garage, to becoming a market leading B2B technology merchandise supplier, the business has gone from strength to strength.

Throughout the day, staff and visitors were presented with gifts to mark the occasion.

Visitors left with goody bags filled with the latest in promotional merchandise. A playlist from 2002 was playing throughout the event, and staff and visitors shared memories together over pizza, cake and a few drinks.

Managing director, Sebastian La Porta, said: "I am incredibly proud of everything USB2U has achieved over the past 20 years. The business has adapted to the phenomenal change in technology and buyer behaviour during this time, thanks to the direction of our management team and the tremendous effort of all our staff."

USB2U specialises in branded USB sticks, power banks, wireless chargers and other technology products and now finishes 80% of orders from UK stock with a 24-hour express service.



PROMINATE

Prominate rebrand highlights global ambition

Prominate has completed a major rebrand with a new logo and identity that better represents the purpose and values of the business.

The business operates across 100 locations with a team of global promotional material specialists, working with some of the world's leading brands. It specialises in creating innovative promotional experiences for brands and their customers.

The new logo harnesses the brand values of connection, discovery, and bravery to pioneer change and lead with curiosity. The 'P' sits at the heart of the logo, showing strength at the core. An infinity loop incorporates the community of clients, licensees, partners, and suppliers.

A green leaf represents dedication towards a sustainable future. All enclosed in a sphere to indicate the global nature of the business.

Sarah Daniel, global CEO of Prominate said: "This is an incredibly exciting period for our business. Our rebrand is a key to our transformation, truly representing our renewed energy and direction while remaining true to our heritage. Our goal was to create an identity showcasing the power in our community, coupled with our dedication to a sustainable future."

European expansion for The Outdoors Company

The Outdoors Company is expanding its business to corporate customers across Europe by joining the PSI network.

From 2023 it will operate from a dedicated EU distribution hub in The Netherlands and will be able to offer promotional distributors an end-to-end service of garment supply with decoration and delivery direct to the end-user client.

Paul Morley-Smith, director and founder of The Outdoors Company, said: "The Outdoors Company are really excited to be expanding proactively into the European promotional products sector. Having had more than 10 years being very successful in the UK sector, to now be able to offer our premium brands to the whole of the European market is a real step change for us. We are looking forward to reaching many new customers and distributors to create more amazing merchandise for EU companies. With a new distribution centre ready to roll from early 2023 the

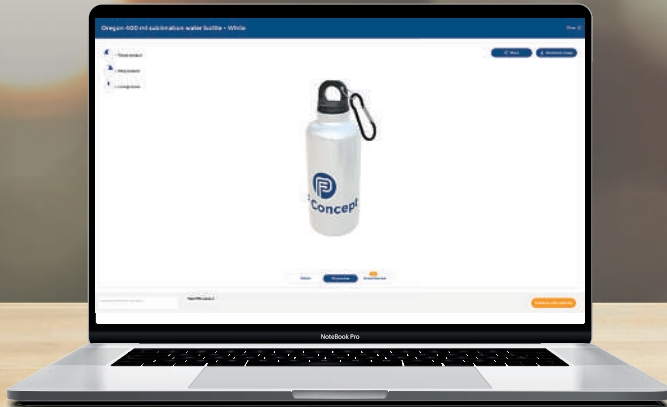


building blocks are in place and ready, so these are certainly exciting times for our business."

The Outdoors Company was set up in 2007 by Paul Morley-Smith and co-director Mark Dix to establish partnerships with brands to look after the needs of the corporate sector.

It works with many of the world's top retail brands including The North Face, Herschel, Columbia, Eastpak, Montane and Patagonia.

TRY OUR EASY TO USE DIGITAL TOOLS

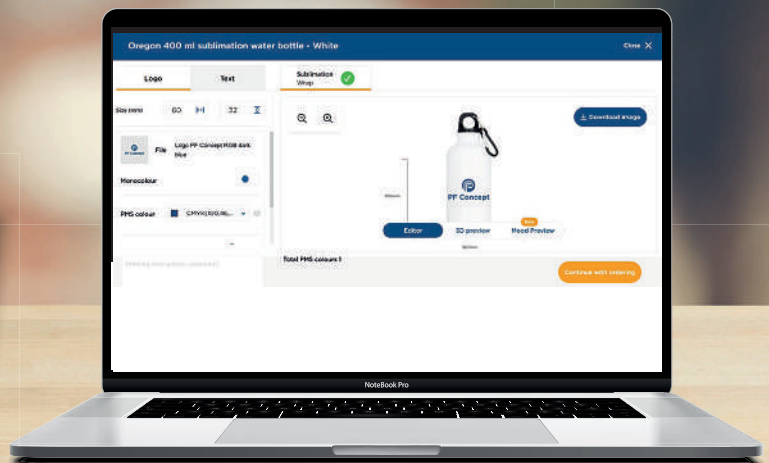


3D Tool

- 1 Create a 3D model of a branded product
- 2 Share! Create a URL of the design and send to your customer

Mood scene generator

- 1 Branded products placed in multiple mood scenes
- 2 Click to download and inspire your customer





THE SHOW GOES ON

Merchandise World increased visitor numbers on last year as the sector looked to the future

The last time the industry came together in Milton Keynes, it was for the first return to face-to-face exhibiting since a slew of pandemic-induced cancellations.

That show was a welcome toe back in the water for many exhibitors and visitors, and normality was expected to break out this time round before the sad and untimely loss of the Queen.

Despite what was a traumatic week for the country, not to mention an unsettling one in terms of plans of all kind being cancelled, Merchandise World went ahead and was exceptionally well supported by the industry.

As a mark of respect, a book of condolence had a special place at the





show where people could leave their own thoughts on the passing of Her Majesty. The BPMA, which co-hosts the show with Sourcing City, will be passing the book to Buckingham Palace on behalf of the industry.

BPMA CEO Carey Trevill has among the first to sign the book, along with BPMA Board Member Andrew Langley, whose company Juniper provided the condolences book.

Having had the most recent Merchandise World in Coventry in April earlier this year, after having to move from January due to

Covid, it was unclear how many visitors would actually make it to Buckinghamshire. In the event, the show received excellent backing from over 80 suppliers – and any concerns about visitors proved unfounded as more than 400 industry distributors attended, which was more than attended the comeback show at Milton Keynes last year.

As everyone arrived, the free breakfast was gratefully received and very soon there was an active buzz around the show hall which carried on throughout the day. New suppliers proved very interesting to the

visitors, and of course relationships were built and cemented with existing suppliers to the trade.

Once again Eco World proved a popular attraction as the market becomes more and more keen to know the eco-credentials of products. Plans are underway for this to be an even more prominent feature in Coventry in January 2023.

Show organiser, Ella Long said: "The enthusiasm and desire from the trade to attend or exhibit never ceases to amaze me. It is a great privilege to organise an event that facilitates positive discussions and relationships in an industry that is rebuilding from the pandemic, and a pleasure to enable that face to face contact again. We are very grateful of the support of our exhibitors who attract the quality of visitors who attend the show time after time, and we are well into the planning for our tenth Merchandise World in January. We expect it to be best and biggest yet."

REPORTS FROM THE SHOW

BPMA chair and regional director UK and Ireland at midocean, Haydn Willetts spoke

DATES FOR YOUR DIARY

The next Merchandise World events are on the following dates:

- **WEDNESDAY 25TH & THURSDAY 26TH JANUARY 2023 - CBS ARENA, COVENTRY**
- **WEDNESDAY 13TH SEPTEMBER 2023 - MARSHALL ARENA, STADIUM MK, MILTON KEYNES**

For more information, go to merchadiseworld.co.uk



The place to be

MARK ALDERSON, MANAGING DIRECTOR, FIRST EDITIONS EXPLAINS WHY THE SHOW MATTERS

Merchandise World was another well attended show, attracting a large number of distributors from across the UK and Ireland.

Given the uncertainty around global shipping costs, logistical risks with Far Eastern sourcing, new import regulations and challenging exchange rates, many distributors were on the hunt for UK made alternatives this gifting season. There was a great buzz at the First Editions stand as visitors were eager to find out more about our innovative range of UK-made drinkware.

Despite the cost-of-living crisis, the industry remains buoyant with many companies on both sides investing in new talent. It was a pleasure to welcome many new faces to our sector and make



new connections.

Merchandise World remains one of the most important networking opportunities for our industry. On behalf of First Editions, I'd like to express our thanks to the organisers for another successful show.



for clients with smaller budgets or those requiring lower print runs, she added.

for many in noting a busy show with a good level of attendance.

"Visitors were most interested in our end of year collection of new products, with requests for eco credential and new tech items," he said.

In terms of insight to the state of the market, there was a positive vibe but some concerns about the future, he admitted.

"Every customer seems to be busy but most are wondering how long this will continue. Courier and inventory level questions were frequently asked along with lead time concerns," he said.

PRODUCT LAUNCH PLATFORM

Sow Easy used the show to launch its new range at the show, presenting its full range of seed and plant promotional products.

"It was a great show and really great to all be together again at a busier show and catch up with everyone," said Emma Cooke, events manager, Sow Easy. "We had a brilliant launch day at the show and there

was a real buzz around our new Essentials Range and Express Service which are a range of fast and affordable promotional products."

The Essentials range provides an affordable alternative to Sow Easy's most popular eco-friendly promotional products. With lower print runs and simple but effective customisation, it is a great solution

BACK IN TOUCH

A regular at the show, Oldeani was glad to be back face to face with clients to gauge industry sentiment, said marketing and sales manager, Lucy Bennett.

"A number of clients had commented that they were struggling to find time to visit due to workload which is encouraging to hear





after such uncertain times. Despite this we were pleased with the number of clients we saw all of whom were very positive and impressed by the quality of products we were showcasing."

Talking to distributors pointed to demand for quality items, with encouraging signs of busy times ahead, said Bennett.

With sustainability the word on everyone's lips suppliers have a responsibility to minimise the impact products make on the environment, and distributors wanted to supply good quality products that are made to last, minimising waste and the need to recycle, she added.

"It was a great opportunity for clients to handle our products and see what makes them stand out in the market. It is wonderful to hear clients saying they come to Oldeani for high quality products," she said.

Launching a number of new products. Oldeani was keen to show its bottles which are now printed in the UK on a brand new UV digital machine.

"Clients were extremely impressed by the quality of the wrap prints up close and truly 360-degree prints. The expanded Bottles to Bag range was a big hit," she said.

All bags are made from recycled bottles RPET including the innovative HIP bag that keeps your bottle by your side.

ON THE BALL

With an unseasonal Christmas World Cup kicking off in November, AMT Trade was keen to cement its position as a major supplier of promotional sports balls in the industry.

"We were keen to support our customers in building a campaign that can maximise the business potential for both of us. We want to work as a team with our customers," said Ben McCarthy, trade sales manager, AMT Trade.

The past two years have been among the most successful trading years for AMT and the company was glad to have the chance

to thank all the distributors who backed it during the pandemic and continue to do so now things have largely got back to normal, he said.

"We try and offer a level of service that is hard to beat. It was fantastic to hear so many positive comments, it makes us feel like we are on the right track. There are many challenges ahead but if suppliers and distributors work as a team, we can overcome them," he added.

CHRISTMAS COUNTDOWN


Preseli had six staff attending the show and for much of the day they were all busy with customers, said marketing manager Robert Bruce.

"We were launching a whole wall of new products which genuinely surprised many

customers who were expecting the last couple of years to have stifled innovation," he said. "The most high profile was our range of Christmas themed items – the 10-foot high white Christmas tree shape was a big clue. This included a whole range of customisable shapes exclusive to Preseli. These are available in high quality metals, sustainable wood and UK-made options."

In addition, Preseli also had new eco accessories to add to its lanyard and wristbands ranges and a completely new range of Charm inspired keyrings.

Bruce noted that the show seemed to indicate a continued dropping out of smaller suppliers who have struggled to compete during the difficulties of the last few years.

"Having a proven reputation for reliability has placed Preseli well to ride the recent storms," he said. "My lasting impression was of seeing customers eager for something new to share with clients and genuinely taking our ideas and running with them. If we can inspire customers and spark their enthusiasm then it was a really successful show. We're looking forward to doing it again in January." 





Cup winners

The market for drinkware continues to go from strength to strength

The urge to put on the kettle for a brew is never far from the average Brit. Apparently, we drink 100 million cups of tea a day (36 billion a year) – and it isn't even the nation's favourite hot beverage any more.

Surveys have shown that drinkers prefer coffee to tea, and the long term trend is a decline in tea drinking compared with coffee.

However, it's all relative and hot drinks remain the go to 'time out' option in many workplaces. In fact, during lockdown tea drinking increased by an average of two cups per day, one study noted.

All of which was great news for

suppliers and distributors of drinkware. As the consumer's particular preference for drinks has become ever more select, the types of drinking vessel catering to them have become ever more tailored. Whether you opt for a mug of builder's, a double espresso, or fruit infused water, there is a cup or bottle for you.

Businesses sent dispersed work forces branded drinking vessels in their millions during lockdown to help make them feel part of the team. Now as more filter back to the office for at least part of their week, there is a need for new cups and mugs to welcome them.

The global reusable drinkware market is expected to reach \$10.6 billion by 2028, according to Verified Market

Research.

With a growing appreciation of the need for more sustainable options has also had an effect, with alarming statistics encouraging us all to play a bigger part in cutting single use waste.

It's estimated that more than 38.5 million plastic bottles and around seven million disposable coffee cups are used in the UK alone every single day.

Plastic water bottles are one of the biggest sources of plastic pollution in the environment, releasing harmful substances and microplastic particles into the soil and water.

The good news is that there are plenty of alternatives. Here are just some of them.

A healthier and greener future

A renewed focus on personal health and well-being, together with the urgent need to address environmental issues, has driven a huge rise in the popularity of reusable water bottles.

These products, coming in all shapes, colours and sizes, have become the everyday hydration companions of everyone from tech nerds to marathon runners.

The trend really hit its stride in the 2010s, as the world fell out of love with single-use plastic and reusable water bottles became a 'must have' item for the environmentally conscious.

Its appeal isn't limited to its practicality and health benefits. Unlikely as it might have seemed a few years ago, the reusable water bottle has also become a fashion item. Today's trend-setters and influencers, from top athletes to popular YouTubers, carry them everywhere. Some celebrities have even partnered with their preferred brands.

With stunning decoration on many high-end products and continuing technological advances such as integrated infusers and measurement scales, to larger bottles so you can track water intake, nothing quite captures the zeitgeist of the early 2020s, combining self-care,

sustainability and innovation.

Meanwhile, an extensive network of water fountains is popping up in towns, cities and parks across the UK. The Refill app is an excellent way of finding free drinking water in your area. Social initiatives such as 'Refill the Planet' have also been a major driver in the demand for reusable water bottles.

This meteoric rise in popularity has proven to be a huge opportunity for the promotional merchandise sector, and this has in turn driven continuing innovation by drinkware market leader First Editions.

The company's award-winning Tritan 'bottle for life' is packed with eco credentials and has revolutionised the market for on-the-go hydration.

Tritan features a sturdy and shatterproof design and is available in a selection of sizes and colourways. Customers can also choose extras such as a carry handle, fruit infuser and drinking straw.

These reusable and stylish bottles are UK-made, 100% BPA-free, dishwasher-safe and fitted with an easy-clean, leakproof drinking spout.

Precision screen print and award-winning full colour, full wrap branding are available across the range. In addition, First Editions has a range of pre-prepared branding templates incorporating measurement scales and can print from top to bottom of their bottles for maximum visibility.

First Editions is firmly focused on energy efficiency (with a renewable supply) and a 'zero waste' production process – all helping to mitigate its environmental impact and reduce the company's carbon footprint.



Lallex on what's hot – and cool - in drinkware

Q. What products are proving popular with customers?

Double walled stainless steel bottles. These are perfect promo gifts for this time of year as they can maintain a hot temperature for up to 12 hours. They also keep cold drinks chilled for up to 24 hours making it a great choice all year round.

Q. What's new?

The MG0335 Ashford Shine is a double walled stainless steel drinks bottle formerly known as the Ashford Blanc. Previously available in white only, we have added three new colours for customers to choose from.

Widely popular with fans of ITV's *Love Island*, the MG0134 Alice has been a hot favourite for many reasons since its launch earlier this year. In addition to being very similar to the bottles used on the hit TV show, this sought after corporate gift boasts an impressive branding area, large 580ml capacity and will maintain hot or cold temperatures for hours.

Q. Tell us about branding options?

Drinkware items in general have a large area for branding which is great news for your message. Branding options include full colour wrap around printing, spot colour printing and laser engraving. For a truly personal touch why not engrave

each bottle with an individual name? It has been proven that recipients are much more likely to keep using their bottle for longer if it has their name on it meaning extra brand exposure. It's also very useful in the workplace to prevent any mix ups.

Q. Are reusability and sustainability selling points?

A reusable bottle of any kind has a positive impact on the environment as it reduces the need for single use plastic. However, stainless steel has the added benefit of being infinitely recyclable meaning your drinks bottle can be reused and recycled time and time again. Stainless steel is one of the most durable and easily cleaned materials meaning it will last for years before having to be replaced.

Opting for a double walled drinkware item can be a real energy saver too. Maintaining hot temperatures of beverages for



up to 12 hours and cool for up to 24 hours, it removes the need for heating or refrigeration which can be beneficial to both the environment and fuel costs.

ANY COLOUR ON ANY COLOUR!

Your choice of
Pantone Colour...

Now available
with a 360° full
colour print!

NEW!

Introducing our new
full colour digital
print service.

- Large branding area.
- Stunning full
colour print.
- Available on our
entire Thermal
Drinkware collection!



Drinkware that's set to stay

As an industry, we're seeing an ever-increasing demand for high quality and useful corporate gifts that offer exceptional return on investment thanks to high desirability and value for money. Listawood offers an extensive selection of coffee to go and thermal drinkware lines that fit this brief; thanks to investment in innovative processes and technology.

Traditional ceramic products remain a staple product line, but demand for thermal and coffee to go products continues to grow, due to three factors:

- the desirability and practicality of the product line
- the increased awareness and demand for sustainable and long lasting retail quality items
- their highly innovative and extensive branding opportunities.

High quality, reusable drinkware fits with Listawood's 'Actively Sustainable' programme which has become increasingly popular both in the UK and across Europe.

Along with standard colours and finishes across the portfolio, uniquely Listawood offers UK-produced Pantone matched thermal bottles and coffee-to-go drinkware in a choice of finishes. It has recently launched a new 360-degree full colour digital print which can be applied to its entire metal drinkware collection; including Pantone matched ColourCoat bottles.

Where clients want the entire surface of the drinkware decorated, Listawood can use its digital ColourFusion process. Developed in the UK, this innovative process is protected by US and European Patents and has proved to be phenomenally popular for thermal bottles.



"We're seeing in the market place trends towards what we refer to as 'ultra-personalisation' where customers are wanting more than just a silver bottle, white Cambridge or black Sparta mug for example. They are looking for custom coloured products matching exactly their corporate colour palette that can be branded with their logo or advertising message. Or equally they may be looking for drinkware that can be branded from top to bottom that can be personalised quickly and in very small quantities," says Listawood managing director Alex Turner.



Better through design

Premier Brands is now supplying Klean Kanteen BPA-free, stainless steel, reusable bottles as a non-toxic alternative to single use plastic and lined aluminium bottles: a safe, healthy, lightweight, reusable bottle free of toxic Bisphenol A (BPA).

Klean Kanteen invests 1% of every sale into organisations working to make the world a more resilient and sustainable place. They have already donated more than \$3.6 million to organisations working in their key areas of focus: plastic pollution, safe consumer products, land and water conservation, and outdoor stewardship.

The food-grade products can be engraved or printed, and are dishwasher safe.

Thanks to modern technologies, each person can reduce the amount of polymer waste by using reusable and sustainable products. The new Ecoffee Cup range is made with 100% PLA, or Polylactic acid, which is a 100% renewable material biopolymer created from plant-based materials such as sugar beet, corn and potato starches.

Made from fully traceable, single-origin raw material, the cup is European Food safe compliant 2023 and has a host of



features, including producing less CO2 in manufacture than stainless steel, glass or injection moulded plastic. It is commercially compostable, or recyclable via a free closed loop service, dishwasher safe, and suitable for daily use to more than 100°C.

Premier Brands also supplies the Circular Cup, which is the world's first reusable coffee cup, made from recycled single-use paper cups. By switching to Circular Cup, you save hundreds of single use cups from landfill and contribute directly to the recycling of the used coffee cups that slip through the net.

The company's Reseller Hub helps distributors promote their offering to customers. It's full of useful resources including social posts, white-label brochures, and photography – all of which can be branded with your company logo and details.





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Quality wins through

Insulated bottles and cups are going from strength to strength, according to Oldeani. The trend towards reusable drinkware is still growing with consumers making a conscious choice to move away from single use plastics.

More and more event organisers are doing their bit by providing refill stations where previously large volumes of single use bottles would have been sold. Thames Water set up refill stations in Green Park as visitors flocked to lay flowers in memory of Queen Elizabeth under the strapline 'Less plastic more tap tastic'.

"Demand for good quality drinkware has continued to grow," says Oldeani's Malcolm Fritschy. "Bottles are becoming a popular accessory with many of us owning bottles in a multitude of colours and designs. We stock a number of accessories such as interchangeable flip lids for use with cold drinks which we're finding people are now regularly asking for."

The classic design Oasis bottle remains the best seller, but other models such as the K2 which offers slightly larger capacity with different lids is proving popular.

Coated in an up to the minute, super matt, powder coating, the Fuel is a 600ml insulated bottle with a 316 stainless steel interior. It comes in a gift box with a flip

lid for cold drinks and second screw lid for keeping hot drinks toasty.

Bottles can be either rotary printed, laser engraved or printed with a 360-degree full colour in the UK. There is a fully bespoke service from the Far East.

Reusability is a huge selling point and extremely important when sourcing bottles.

A reusable bottle needs to be made to last. Oldeani's bottles are made from premium grade stainless steel on both the inside and out, with a higher nickel content that is less susceptible to corrosion.

Plastic bottles are made from Tritan, which has the crystal-clear appearance of glass but is shatterproof. Drinks in Tritan bottles stay fresh just like drinking from glass. Not only is Tritan BPA

free it is also free from BPS (bisphenol S) and all other bisphenols which can interfere with the body's hormones.

Prices have gone up, but it remains popular with customers, who are willing to invest in quality over price so the company has decided to increase the range with the new Nero Tritan bottle for 2023.





Will you join last year's winners?



THE ENTRIES ARE IN... *bring on the judges!*

Entries closed for this year's BPMA Product Awards on 1st November and with a raft of exciting entries across 15 categories, we have our best panel yet of senior industry judges. Assessing the entries over two rounds before a final judging panel in late November, let's find out who has the task of awarding this year's best.

Hailing from as far as Australia, US and Canada, to many more closer to home, this year the BPMA has wheeled out the big guns to make sure the Product Awards are assessed by more than just our industry.

Awards Chair and longstanding BPMA Board Director, Brian Hayward of PAGE fame said: "We've taken the Product Awards through considerable

development in the last few years to improve the entry process, the scope of the categories and bring rigour to our judging process. Opening up the categories this year to any qualifying supplier has meant we have seen more entries from a wider supplier base too. Investing in a new awards platform this year has meant entering has been easier and simpler for our judges to take part."

WHO'S WHO ON THE JUDGING PANEL?

This year judges are gathered from senior professionals in our industry, plus associates in other industry bodies, professional organisations, the catalogue groups and the BPMA Board.



PRODUCT
AWARDS
2022-23



Tell your product story here



VIP JUDGES

This year, the BPMA asked many of our fellow bodies in different markets to lend their expertise. Boasting the likes of John Pearce, CEO at Made in Britain and PPAI's Dale Denham in the first round of judging, everyone is in great company. Joining the fray are also familiar faces of the Sourcing City and Sourcing Machine teams and our very own editor Stuart Derrick.

- Ilika Copeland, Commercial Director Made in Britain
- John Pearce, CEO Made In Britain
- Dale Denham, CEO PPAI (USA)
- Christina Sanders, Exe Director & Awards Recognition PPAI (USA)
- Jonathan N. Strauss CEO, PPPC (Canada)
- Wesley Fawas CEO, APPA (Australia)
- David Long, Sourcing City
- Ella Long, Sourcing City
- Liz Newton, Sourcing City
- Andrew Larter, Sourcing Machine
- Diane Jaggard, Encore Catalogue Group
- Richard Pettinger, Ignition Incentives
- Lawrence Angelow, Advantage Group
- Stuart Derrick, Editor Product Media Magazine

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Member Networking Lunch

15 November 2022 | Birmingham

Join us for an exclusive member networking lunch at Gaucho in Birmingham on Tuesday 15th November 2022. Enjoy a welcome drink and delicious three-course lunch, connect with your peers and hear from our guest speaker to fuel conversation, discussion and debate.

Tickets for this members only event are available now and are on a first come, first served basis. Please visit bpma.co.uk/events or contact the BPMA for more information via events@bpma.co.uk.

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This is a members only event. Tickets for distributors are limited to a maximum booking of four per company. There are limited spaces for this event. Suppliers can only attend in a table host capacity. Please contact the BPMA for more information by emailing events@bpma.co.uk. Booking terms and conditions apply.



**PRODUCT
AWARDS
2022-23**



The panel is not complete without Distributor Board members, joining Awards Chair Brian Hayward are

- **Jamie Marshall, Premier P&P**
- **Angela Wagstaff, Allwag Promotions**
- **Graeme Smith, Cyan Group**
- **Helen Brennan, Brand Addition**
- **Neal Beagles, Roantree**
- **Melissa Chevin, Globefish**

With 15 categories, lots of judges are needed to complete each round. With over 50 judges in total, the BPMA has recruited some of the brightest and best in the distributor world joining the first round of judging this year.

- **Aaron Loveridge, Fluid Branding**
- **Alan Bonner, AB Branding Ltd**
- **Andrew Dwherryhouse, Wild Thang**
- **Ann Gott, Buypromoproducts**
- **Becky Gregory, Willsmer Wagg**
- **Bob Minto, Minto Branding**
- **Christopher Smith, Vibrant Colour**
- **Colette Jeanes, Prominate**
- **Daisy Downe, PromoLab Merchandise Solutions**
- **Dannielle Grey, Event Merchandising**
- **Debbie Willsmer, Willsmer Wagg**
- **Denise Robinson, The Extra Step**
- **Elliot Sampson, The Merchandise Lab**
- **Emma Rawlinson, M&M**
- **Fiona Andrews, TC-Group**
- **Gabriel Alvarado, Brand Addition**
- **Helen Brennan, Brand Addition**
- **Jasmine Wu, Brand Addition**
- **Jemini Parmar, Event Merchandising**
- **Lian Martin, One Stop Promotions**

- **Lisa Bann, Brand Addition**
- **Lloyd Simpson, LSI**
- **Megan Hapney, Fluid Branding**
- **Micky Cox, Boomerang**
- **Peter Murdoch, Fluid Branding**
- **Rachel Millidge, Willsmer Wagg**
- **Richard Sullivan, Navillus**
- **Sandra Dixon, Red Rocko**
- **Sarah Smith, Allwag Promotions**
- **Seth Boeteng, Event Merchandising**
- **Simon Dutton, Gloweasy Promotions**

Judging takes place over two online rounds, with a shortlist published after Round 1. The Round 2 panel completes online judging before a final face to face panel to decide the category winners and pick the Grand Prix – the winner of winners. Chosen from all winners, Round 2 panel judges are able to nominate their top 3 winners from all categories to arrive at Grand Prix winner.

With a shortlist due for publication on 16th November, it's then a nail biting wait until just after Christmas for the winners to be announced. Winners will take pride of place at the BPMA stand at Merchandise World in January and with the addition of the Grand Prix to this year's Awards, there will be one very lucky supplier having the night of their life at the BPMA Awards on 25th January 2023.

You can find out more about the Product Awards and the judges at bpma.co.uk/productawards.



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NOVEMBER/DECEMBER

or here

To find out more about the new advertising spaces available in Product Media Magazine at competitive rates plus editorial feature support, contact **01372 371183**.

PRODUCTMEDIA
THE NEW MAGAZINE FOR THE PROMOTIONAL INDUSTRY

REGAL REMEMBRANCE

The Queen's passing and the forthcoming coronation of the new King shines a light on the role of merchandise in celebrating royalty

In September, we mourned the passing of Queen Elizabeth II after her epic reign as our longest serving monarch. For most of us the only monarch we've known in our lifetimes, she was celebrated as so many members of the Royal family through souvenirs and memorabilia, marking the many milestones in her reign with permanence.

BOOK OF CONDOLENCES

As the death of the Queen was announced just before Merchandise World this September, we were in the privileged position of being able to host a Book of Condolences for the Queen. Donated by Juniper, this beautiful book has been travelling with the BPMA, collecting additional signatures and will be archived to mark the end of this era.

FAMOUS IMAGE

Hailed as the most famous woman in the world, her face and cypher has graced our world for a very long time. She has had a reign marked by a staggering array of merchandise over her lifetime. From weddings to coronations to jubilees, there are very few households who won't have a mug, tea towel or some form of royal memorabilia and whether you were a Queen, Charles, Diana or William fan, we have loved our Royal family through merchandise for many years.

Writing on behalf of the BPMA for this article, it was appropriate to mark the occasion of her passing and welcoming our new King, Charles III by reflecting on the role the promotional merchandise industry has played in marking so many special Royal occasions.

WHAT MAKES THE MEMORABILIA SO SPECIAL?

Reflecting on my own personal experiences of merchandise, I realised I have a lot of examples at home. I'm lucky enough to live just a mile or so from Windsor and visiting the castle has been a family tradition over the years.

Recently, my mother's house has been sold and we've been collecting all the precious china together to keep those special pieces that mean so much to our family. In one cupboard was a collection of coronation cups and mugs for King George and Queen Elizabeth. In perfect condition, one mug had my mother's name on the base as she used it at every street party, jubilee and royal celebration to drink her tea from since Queen Elizabeth's coronation. Sharing this find with a few friends, we found we had mothers who did the same as coronation mugs were given to many children on the event of the Queen's coronation in 1953 and they were considered very special gifts to be treasured and kept.

Marking these occasions has been a tradition going back to Victorian times and if you ever watch *Antiques Roadshow*, you'll often see Royal memorabilia coming to the show as we find surviving examples of mass-produced gifts presented on the show in pristine condition. It reminded me of just how much of a place the monarchy has in our lives, whether we are monarchists or not.



OFFICIAL MERCHANDISE IS TREASURED

With a Royal contribution tag of £1.8bn to the UK economy in the last detailed reports in 2017 with £550m coming from tourism alone, go into any London or Royal linked attraction and there is merchandise everywhere. Whether you wanted a tea towel with Elizabeth's face or perhaps one of our King-in-waiting, you'll be just as likely to pick up a Royal corgi plush with a lovely collar with its name on (hint; it's the Queen's corgis Muick and Lissy in furry form), merchandise linked to the Royal household comes in every possible form and is very sought after.

ROYAL APPROVAL

As you can expect, the rules around use of the Crown cyphers and images of the Royal family are pretty closely guarded. This year, the Queen's Platinum Jubilee released guidelines for the widespread use of the logo. A generous act, the guidelines around the use of the simple and elegant logo were clear, with the Lord Chamberlain's office on hand to give some advice. We spent quite a bit of time this summer advising members on logo use with some timely reminders on what you should and shouldn't do plus reminders about good taste.

The Committee of Advertising Practice regularly issues guidance and advice around Royal events; weddings and births in particular. The rules are quite tricky but the best rule of thumb is to remember members of the Royal Family should not normally be shown or mentioned in a marketing communication without their prior permission but an incidental reference unconnected with the advertised product, or a reference to material such as a book, article or film about a member of the Royal Family, may be acceptable. If you want to read up on this, it's covered in CAP Rule 6.2.

You are far more likely to get into Royal hot water if you claim endorsement or a relationship with the Royal family. Those 'By appointment' seals are very

hard to come by for a reason.

Not all the new guidelines are out yet for the impending coronation, but you can be certain there will be very clear guidelines for this national event. Keep an eye on royal.uk and asa.org.uk for the latest updates and the BPMA will also be updating the industry when the guidelines are issued.

A NEW KING, CORONATION AND MERCHANDISE?

The new cypher for Charles Rex was released on 27 September and as we await plans for the King's Coronation on 6 May 2023, we can expect a 'slimmed down' affair according to comments from the Palace. Whatever the style of occasion, there will be a celebration, the bonus of some bank holidays and the request for merchandise for the events.

BPMA member Nick Humphrey-Smith of Ancestors has been producing merchandise for this market, supplying the likes of palaces and major tourist attractions such as St George's Chapel (Windsor Castle) for many years, alongside a myriad of beautifully crafted keepsakes. During a discussion at Merchandise World, Nick revealed one of the most popular items produced were replica favourite earrings belonging to the Queen, her 'button' earrings which were a gift from Queen Mary which she wore often. We quizzed Nick on what he was expecting to see.

"Traditional is always sought after and you may be surprised items such as commemorative spoons are so popular of the late Queen and of course now the King. Spoons are one of the collectable items which are accessible to most as they are a lower price point. The Queen was really adored so it's no surprise we are seeing thousands of items like this being produced and we think we will see this continue for a long time to come. Just think of the sheer numbers who watched the funeral. We all



want a little piece," he said.

Thinking about the kind of things we might see being popular, Nick reminded us that of course replica crowns are really popular with some pieces in excess of £100 to just a few pounds. Understanding that the Queen's jewellery will now be worn by the Queen Consort and the new Princess of Wales, he expects to see a surge in popularity of some of the pieces we are already very familiar with.

When discussing the impending coronation, Nick made some very interesting observations on how Charles looks like he's playing this. "King Charles is of course very environmentally conscious; we can expect to see a heavy steer to sustainability for the event and supporting British companies. We are waiting for the date, the longer the announcement is left, the less likely it will be that Far East companies will be able to supply for the event in 2023. This is good news for companies like mine and those in the Briman group," he added.

He also had some words of wisdom for the industry as we prepare for orders for the coronation. "Do your own artwork or buy images you can use rather than wait for the official as this may come out later than usual for an event this large, take care in using Royal emblems and make friends with the Lord Chamberlain. And if you are expecting the need for lots of blanks to brand – keep a decent stock."

It's anticipated that the death of the Queen and a new King will drive not only tourism, hospitality and events, but it will be good for the nation. After all, the Queen's coronation in 1953 happened in a post war period, in great austerity and uplifted the nation.

However you marked the sad passing of our Queen, we know her image will live on in merchandise for many more years to come. And as we suspect King Charles may have a simpler approach during his reign and as most of us are likely to see at least two monarchs in our lifetime, we can be certain merchandise will continue to play a role long into the future.


Written by Carey Trevill, CEO on behalf of the British Promotional Merchandise Association. 



THE BPMA AWARDS ARE BACK

After a very strange few years where nothing was happening at the usual time, the industry is getting ready for an action packed few days in Coventry in January 2023 at Merchandise World, dusting off those dancing shoes ready for the BPMA's Annual Awards Dinner at the CBS Arena in Coventry.

It was only April this year that we finally celebrated the Awards so you could be forgiven for having a déjà vu moment thinking 'has it really been a year?' As BPMA members get ready to vote for their suppliers and distributors of the year, we will be welcoming back the industry for a glittering dinner plus find out who has won the coveted BPMA Product Awards Grand Prix.

Members will be keeping an eye on their inboxes in early December as with only a few short weeks to vote, there will be the usual scramble for tickets and tables. PM has been told ticket sales are already open so if you want to bag the best seat in the house, get in touch with the BPMA events team via events@bpma.co.uk where members can secure an early bird booking. 



ENERGY CONFIDENCE

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In an industry saturated with data, the Open Platform does the hard work and delivers key information that helps businesses make decisions quickly.

With 80% of its customers not having to rely on taxpayer support via the energy price cap this winter, OEM has saved the taxpayer over £0.25bn and has enabled OEM to protect businesses and the taxpayer.

OEM's fund has consistently outperformed the market, delivering substantial savings across gas and power to hundreds of businesses throughout the UK.

Chris Maclean, CEO of Open Energy Market said OEM was having a real impact on both the economy and their customers.

"As we approach our tenth year, this data validates the key role we play in bringing

OEM has saved
the taxpayer over
£0.25bn

open
ENERGY MARKET

cost savings, confidence, and control to a volatile market. Our expert traders, risk management team and proprietary platform represents a unique capability which continues to outperform the markets on both commodities for our customers, saving millions across our client base and over £250m for the taxpayer this winter."

One business that enjoys the cost savings, confidence and control brought is brewer Shepherd Neame.

Jonathan Neame, CEO, said: "Open Energy Market has provided us with excellent advice through some very turbulent times. This has saved us material sums as we have been able to fix utility supplies at below the market rate. This has

given the business sufficient stability to be able to think beyond the current volatility for the long term."

Following the recent announcements about energy support for businesses by Government and calls the BPMA has undertaken with Government teams, it has invited OEM to speak to the industry about the cap and what happens after the six-month support package stops plus some practical advice.

This is most relevant for companies using over 100,000KWh. Check out bpma.co.uk for the webinar date.

For more information on OEM, call 01483 492 600 or email sales@openenergymarket.com.

A TOUCHING *experience*

Germany's celebration of haptic advertising was back in Bonn with the chance to get hands on once again



The tenth Haptica live event took place in Bonn, re-emphasising the importance of being able to get hands on with merchandise again, after two years of everything being at a safe distance.

A celebration of the importance of sensation in product media, the show brought together suppliers, distributors, agencies, buyers and marketing decision-makers to exchange ideas, network, and crucially, touch and feel, new and imaginative merchandise options.

There were 117 exhibitors on show for the 865 visitors from 605 companies to interact with. With no obligation to wear a face mask this year, it was possible to see the explosion of positive emotions that haptic advertising triggers.

The exhibitor mix united brand name companies like Villeroy & Boch, Koziol, Titan, Stabilo, Sigg, Leonardo or Gefu with established specialists and innovative start-ups and niche players. Vegan marzipan,

water-free, solid cosmetics, take-away systems, pet supplies, construction kits for miniature models, entertainment electronics, fan items, workwear, rewritable notebooks or foldable straws made of stainless steel – there was something to suit all occasions and all tastes.

Visitors also received input from the show's lecture programme. Featuring Kristin Bässe from Reporters without Borders, Jens Polkowski from Miles & More, Torsten Pfennig from the Kölner Haie ice hockey club and Anke Erpenbeck from the Cologne transport authority KVB, the cast of speakers was diversified.

All four provided fascinating insights into how the potential of haptic advertising can be implemented: as a means of involvement (Reporters without Borders), for image profiling (KVB), to convey Lufthansa style or simply to "save one's arse" through the challenging Covid times using merchandising, as the ice hockey manager Pfennig put it bluntly.

Each of the companies that took part in the lecture programme were also represented in the Best Practice Show with a special campaign, accompanied by further examples of haptic campaigns that

had been executed with great attention to detail – from shoelaces for the aid of the Ukraine, through to a true-to-detail, mohair cuddly replica of Angela Merkel.

In cooperation with the bag experts, Halfar, the show organisers WA Media had ten courier bags sewn out of old trade show banners to commemorate the anniversary event. At a time when sustainability is ever more important, these unique and fun upcycling products were raffled off among the trade show participants as part of a prize draw.

In addition, the exhibition for the award winners of the Promotional Gift Award 2022 pointed out what distinguishes successful promotional products. The public was able to examine and try out all 41 award-winning products and campaigns. Furthermore, prize-winning popcorn drew attention to the new Public Prize, which is going to be presented at the coming edition of the Promotional Gift Award in addition to the Jury Prize.

The next edition of the show is coming round soon. Everyone who is interested in haptic advertising should save the date of 15 March, 2023 in their diaries. For more details, go to haptica.live.

CHRISTMAS IS BACK

Don't be the elf on the shelf. Get your customers on board with early Christmas planning, says **Clive Allcott**



The first mince pies appeared on shop shelves about a month ago – a clear sign that the Christmas countdown had begun.

Supplying festive promotional merchandise to our industry, time really is of the essence, especially if it is bespoke manufacture, as it's almost too late for clients to order with guaranteed delivery for December.

End user clients often don't have an appreciation for the really tight turnaround times and deadlines of our sector. It's hard to imagine the scheduling, planning and manic production that comes with Christmas season unless you've seen it with your own eyes.

It's never too early to ask clients about special Christmas promotions they have coming up to give them a positive nudge towards placing their orders. This part of the year can be the perfect time to maximise opportunities and revenues and gain those extra sales.

FESTIVE WEAR

Think about what events end users might



be hosting. Whether it's branded blankets for festive outside events, promotional messages on short and long-sleeved T-shirts, hoodies, soft shell jackets or beanie hats. Be sure to ask about planned Christmas events or parties – think printed bags and giveaways like gloves, socks and scarves. After all the Covid restrictions of 2021 this Christmas is sure to be celebrated in grand style.

Our biggest seller every year are branded assorted coloured Santa hats and every year we all miss orders due to stock issues and last-minute planning. Don't leave it to chance – start selling now and work with your clothing supplier to get the product in ready for those Christmas orders.

CONSIDER BRANDING

Gold is always great for more subtle touches and offering metallic or glitter print finishes for a bit of festive sparkle will catch the eye of all.

With the branding revolution of direct to film (DTF) and direct to paper (DTP) in transfer printing it opens a world of branding options and digital colours.

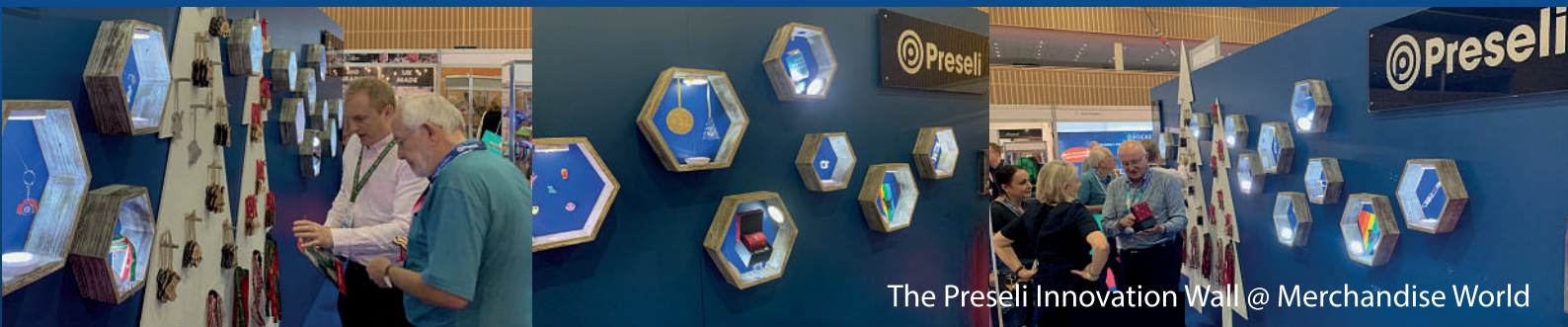
WORKING IN PARTNERSHIP

Work closely and maintain open lines of communication with your supply partner to ensure deadlines are met. Bespoke and customised can take up to 12 weeks from order to delivery. This means there is very little time left for guaranteed delivery in December.

If ordering off-the-shelf products to be over-branded it will certainly be faster, but when it comes to Christmas orders, the earlier the better to avoid stock issues.

**Happy selling,
Clive (The Clothing Guru). 🎅**

Connecting Brands With People



Preseli has been a supplier of popular products to the promotional industry for 30 years. We have built our reputation on great service & time-proven reliability.

We pride ourselves in being experts in areas like Keyrings & Lanyards and are glad to help share our experience & knowledge.

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GOING FOR

Sow Easy is growing its team as well as its product offering

Growth



Due to recent growth in headcount, Sow Easy has moved to a new office at Bell Farm, Wexham.

Joining the business there will be one of its most recent new recruits Kevin Coote, operations manager (pictured right). He has many years of experience in similar roles and his expertise will be an asset to the Sow Easy team. The company has also added Caroline Dumont as business development manager.

PRODUCT DEVELOPMENT

Sow Easy is constantly seeking to develop products and services that it can offer to its customers, who in turn can offer to their own. They have recently launched the new Essentials Range and Express Service.

ESSENTIALS RANGE

For the Essentials Range Sow Easy has taken its top selling products and simplified them, reducing the minimum order to 100 units, making it the most cost-efficient range that Sow Easy offers. As standard, these products are available on a two-to-three week production lead time from receipt of the customer logo.


EXPRESS SERVICE

The Express Service is for those times when customers need their products now, and a two-to-three week lead time just doesn't cut it. Sow Easy has developed the range to meet these tight deadlines with lead times from

three days depending on product and quantity.

Sow Easy works with distributors large and small, including Brand Addition, Total Merchandise, Fluid Branding, Pellacraft and Product Network.

Established in 1988, Sow Easy is an innovative supplier of seed and plant promotional products, specialising in creating items that grow into flowers, herbs, fruit, vegetables and trees.

The creative items it offers include promotional plants, branded plant pots, printed seed packets, and its famous Seedsticks – the matchstick garden. The promotional products and corporate gifts are for any business that cares about the environment. All of the giveaways that Sow Easy offer are sustainable. 

Introducing our *New* Essentials Range

WITH AN EXPRESS PRODUCTION SERVICE

👍 **Simple branding**

👍 **Low MOQ's**

👍 **3-day production times available**

👍 **Marketing support available**



SMALL SEEDSTICKS
ESS-002



WILD FLOWERS



HOSODEN EXPEDITION



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FESTIVE FINANCES

As we head for year's end, have you prepared for the other 'C' word... 'cashflow', asks **Mike Collins**



Whisper it quietly but the festive time of the year will soon be upon us. The question is, in these tough times have you prepared for the inevitable delays Christmas brings?

Finance is at the forefront of everybody's minds these days and this renewed focus is vitally important because the monies you recover now will be your 'Christmas Cash-Flow'.

December is notoriously a troublesome and expensive month. Bills and wages are not the same as in 'normal months'. Add seasonal factors such as Christmas bonuses, gifts and so on, and all too quickly your expenditure is higher than usual.

Couple this with the fact that most businesses close

for a period over the holidays and you're suddenly faced with the perfect storm of having to fund an increased four-week expenditure period whilst perhaps only having a three-week working period to raise revenue.

The actions you take now become so much more important. As we all know, there is no cast iron way of guaranteeing that an invoice won't be paid late but there are ways that you can minimise that risk.

1. Make sure that your invoice holds the correct written information.

List the customer's information correctly. Make sure any description of goods/services provided is accurate. Ensure

the price is as quoted and the invoice is dated correctly. Don't provide an excuse for the invoice to be delayed.

2. List on the invoice the payment information the customer needs to pay you.

Make sure your complete bank details are on your invoices: bank name, account name, sort code and account number. Include your payment terms and most importantly, the date for payment. Without a place to pay, people can't pay.

3. In December, have a ledger to hand to see what invoices are owed.... and action it!

In most cases businesses will only be trading for three weeks

in December. Be proactive with your ledger, don't delay when an invoice is overdue. If the invoice is fair, it deserves to be paid. Don't be scared to ask for your money. You've earned it and you certainly deserve it.

If you don't have a plan to action your debtors, or you struggle to implement your processes, then don't delay, use your BPMA peer support network and contact us Direct Route/Account Assyst for all the help, advice and guidance you'll need to enjoy a stress free end to 2022.

Mike Collins is managing director of Direct Route/Account Assyst



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
07766 545871

Midlands and East Anglia

Ken Brown
kbrown@directroute.co.uk
07795 214426

Wales and North West

Ian Jenkinson
ijenkinson@directroute.co.uk
07860 197476

North East, Scotland and Northern Ireland

Mike Collins
mike@accountassyst.com
07866 427363



BPMA ANNUAL AWARDS DINNER 2023



Wednesday 25th January 2023
CBS Arena, Coventry

Bookings now open

Tickets from £95+VAT and tables from £850+VAT*

For more information please visit bpma.co.uk
To book tickets, please email events@bpma.co.uk

*BPMA Member Early Bird pricings. Please see bpma.co.uk for non member prices. Prices increase after 9th December for members and non members. See bpma.co.uk for more details and booking conditions.

LATEST BPMA NEW MEMBERS

The BPMA is delighted to announce its newest members. Don't forget that being part of the BPMA comes with many perks such as the use of the logo to represent your membership status. Unlike many other trade associations, the BPMA is a member-to-member organisation and requires references from other

members as part of the process. This means a strong referral base and importantly, exemplary standards are maintained. Together with this rigorous process which also includes BPMA Board approval, financial checks form an important part of the process. Like many good things in life, BPMA membership is reassuringly hard to secure.

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**IF YOU'RE INTERESTED IN BPMA MEMBERSHIP, VISIT BPMA.CO.UK
OR EMAIL MEMBERSHIP@BPMA.CO.UK**

Congratulations to BPMA learners

Ongoing career development is an essential component of success in a dynamic sector like promotional merchandise. The BPMA's flexible education programme provides a continuous learning platform, catering for all levels of experience within the promotional products industry. From new starters to experienced industry professionals, the BPMA offers the only recognised industry qualifications of its type, only open to BPMA members.

The BPMA would like to congratulate the latest students who have passed the TPM (Trained in Promotional Merchandise) qualification.

Ruby Langley, Jenny Powacht, Rhiannon Merryweather – Fluid Branding

Caitlin Yardy, Anais Baghdouyan – Listawood

Becky Connor, Holly Dartnell, Kim Cronje – Allwag Promotions

Emma Rawlinson – M&M Printing and Promotions Ltd

Kayleigh Ennis, Neel Gohil – Geiger

Jasmin Lathan – Business Gift UK/Ad-Options

Lisa Winn – Chillli Promotions

Lucy Amos, Jeremy Benson – Project Merchandise

Elliot Homes – Printkick Ltd

Kate Hull – Juniper

Jordan Ball – The Page Partnership

Gemma Andrews – Impress Ipswich

Heli Shah, Sonam Kerai, Nicole Kaplan – Jack Nadel

Richard Saunders – NPC Print

Kirk Lamplugh – Cyan Group

Ruby Young – Thesourcer.com

Congratulations are also due to the following individuals who have achieved the CPM (Certified in Promotional Merchandise) qualification.

Kyra Lawrence – Direct Textiles & Bags

Sarah Smith, Jackie Jamieson – Allwag Promotions

Greta Vadapale, Ella Regan-Dennis – Listawood

David Cowell – Promo2u

Lorna Gross – Manic Merchandise

Jonathan Woodcock – WCM+A Ltd

For more information on BPMA education, please contact education@bpma.co.uk or call 01372 371184.



Calendar 2022

15 November – BPMA networking lunch, Birmingham (see p32 for details)

22-23 November – B2B Marketing Expo, London



2023

10-12 January – PSI, Dusseldorf, Germany

25-26 January – Merchandise World New Year event, Coventry CBS Arena

25 January – BPMA Awards, Coventry CBS Arena

15 March – Haptica Live, Bonn, Germany

13 September – Merchandise World, Milton Keynes

LUNCH WITH A TWIST

Don't miss the upcoming BPMA Member Networking Lunch in Birmingham

Like most industries, we love a good lunch: the conversation, networking and learning and of course great food. Deciding that getting people mingling at great events is one of the most enjoyable ways to bring our industry together prompted the latest BPMA event, the Member Networking Lunch which takes place on 15th November in the very swish surroundings of Gaucho in Birmingham.

With tough messages hitting the industry from all sides, Membership Director Tom Robey said: "It's imperative we keep communicating and selling. Noises from the wider communications industry mean we are still a market very much in demand and responding to this call, it is essential we work together to deliver. Networking is an integral part of this process, and we know when our industry gets together, great ideas and work happen. The seating for this event will also ensure everyone gets to catch up with contacts, make new ones, get involved with discussions and debates as we navigate the economic landscape."

GREAT PEOPLE, BRILLIANT CONVERSATION AND AMAZING FOOD

When you arrive at Gaucho, you'll enjoy a welcome drink as you network with your peers followed by a delicious three course lunch. Guests will be seated on tables supported and sponsored by BPMA member suppliers and guests will find this is a networking event with a twist as they change tables with each course.

Guest Speaker James Sandbrook: The Marketing Meet Up co-founder and founder of agency, This is Human

Searching for inspiring speakers for the BPMA Member Networking Lunch led them down some interesting paths. With some potential rocky periods ahead, looking at the skills the BPMA believe members need to thrive and not just survive was at the top of the shopping list. Discussing the necessity to get creative and tell the

stories around merchandise, James Sandbrook was recommended as the man to speak to BPMA members.

James is the founder of agency This is Human and co-founder of The Marketing Meetup. James has worked both client side and within large agencies. He found his passion for storytelling and could see the value it had in driving revenue... so turned it into a business.

Alongside The Marketing Meet up which he runs from Birmingham, James's agency This is Human now creates non-corporate, relatable, videos for brands' websites and social media channels. James also runs his

**15 November
2022
Birmingham**

own YouTube channel when time allows, sharing his love for mountain biking.

James has been spying on many of the members attending the lunch and is going to help those gathered for the lunch to understand why and how we share the magic of merchandise really does matter

when we use those all-important social platforms. *PM* will be reporting more about the Networking Lunch in the next issue.

Last bookings for this event are now being taken. BPMA members only and limited to a maximum of 4 tickets per distributor. Contact events@bpma.co.uk for more information or visit bpma.co.uk/events *PM*



Member Networking Lunch
15 November 2022 | Birmingham

Your exclusive member event

Booking fees apply. Max. 4 tickets per distributor. You will be seated on a table which is hosted by two suppliers and you will change tables for each course. Latest date for bookings: 4th November 2022.

DANIELA

From educating the next generation to supporting the Board and celebrating with the industry, Daniela Arena has been an ever present at the BPMA, says Angela Wagstaff



Just over 14 years ago, a fresh-faced promotional merchandiser walked into the BPMA's offices, ready to start a new career looking after the industry she was already so familiar with. She never looked back. Now taking a pause in her career since the birth of her son in 2021, we look back over Daniela Arena's journey with the BPMA.

In the last decade, it's fair to say the industry has changed a lot and the person closest to those changes has been Daniela. Starting her career with the BPMA in Membership and Events, her day-to-day duties varied immensely, helping members with queries and introducing new members to our wonderful industry.

EDUCATION THE INDUSTRY

Progressing into an education and training role, the industry got to know Daniela during education courses, calmly steered through exams and pep talks during tough course work. Daniela has been ever present at all the major BPMA calendar events over the years; shows and Award dinners through to many member networking gatherings up and down the UK.

Working closely with previous Director General, Gordon Glenister for many years, Daniela rose to becoming a solid right hand in her operational role at the BPMA supporting the Board Directors to achieve their strategic goals. Daniela held a respected and close relationship with the BPMA Board seeing many Chairs during her tenure including myself over the last six years.

TIME OUT

It's been a great pleasure to work alongside Daniela over the years and watch her develop her skills and knowledge of the industry, which is second to none. She has been a great support to the industry and will be much missed.

Daniela and husband Stuart were over the moon to find she was expecting a little boy. Daniela and Stuart welcomed baby Ethan into their family in August 2021. Daniela has decided to now take an extended break to enjoy motherhood before she sets off on her next career move.

Daniela will be much missed at the BPMA and wishing her well on her next steps, the BPMA Board and team wish her every success for the future.

Angela Wagstaff is BPMA President 



IT'S GOOD TO *talk*

Whether the meeting is face to face or online, there is huge value in speaking with colleagues and peers, says Tom Robey

September saw the return of Merchandise World's peak season event in Milton Keynes and as co-hosts the BPMA team were present. Located next to the Eco World stand, it was a great to have a chance to catch up in person with members and familiar faces. With a 10% increase on visitors from last year's September show, the event was a success that has solidified its place in the industry calendar.

BRIMAN MEET UP

The following day, the British Manufacturing group (Briman) met for a seasonal meeting. As well as group discussions on industry wide economic challenges currently faced, guest speakers covered interesting topics on succession planning, employee retention strategies, sales and online product indexing possibilities.

Later in the month, I accompanied trade suppliers to both Heathrow and Manchester shows to meet many a BPMA member distributor.

Coming soon is the latest 'In conversation with...' session on 20th October. This time, my BPMA webinar welcomes Eat My Logo, will be



accompanied by Geiger to look at the future of confectionery products in the promotional merchandise sector. If you are interested in taking part in these sessions, please contact me directly.

TAXING TIMES

A week later, we'll have spoken with HMRC for a special industry session to explain more about plastic packaging tax to members. There is also an upcoming session with Open Energy to speak to the industry about the energy cap and what happens after the

six-month support package ends.

Coming up in person, the BPMA is holding a Professional Development Day in Milton Keynes. November sees a postponed Juniper Trading factory visit, tying in to the BPMA Education platform.

And I promise to take as many photos as possible at the very much anticipated BPMA Member Networking Lunch at Gauch's in Birmingham on November 15th.

All our events are listed on the BPMA events page online, so please head on over and register to save your places. **PM**

Tom Robey is BPMA Membership Director



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