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FOR 2017
P16**

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JANUARY/FEBRUARY 2017

WELCOME



Another year passes by with so many big stories changing people's lives: I was fascinated by the American election and how it was fought. The use of branded merchandise and clothing was considerable and in the millions, but that's an aside.

Following Brexit too, are we seeing society rebelling against the establishment and the big brands? Perhaps the message we should take away is that you ignore your customers at your peril.

When I visit the many marketing conferences and events that we now present at, everyone is talking about content being king. And I agree, we live in a world where people want relevant and personalised content. But if your marketing is about just sending loads of emails out, hoping some will stick, don't be surprised if many customers will not even open them.

For me, it's about educating the customer and trying to resolve their problems. So, have you got a video strategy in your business? If you haven't, trust me you're going to need one. After Google, YouTube is the second largest search engine on the web. According to Comscore, adding a video to your website can increase the chance of a front-page Google result by 53 times. The recent research animation video that we sent out to distributors allowing them to create their own personalised version for just £99 was a big hit. Nearly 70 videos were done and the BPMA has more planned in 2017.

The promotional merchandise industry is going through its changes too. I think we are going to see an array of new products, a growth in virtual reality and even more use of personalisation opportunities. This issue sees the first of a series of product safety tests that the BPMA will be conducting on whether products meet the legal requirements, or indeed the claims, made

by the manufacturers. The BPMA will be addressing the area of compliance at the Spring regional events.

I was staggered when we conducted our research at Marketing Week Live to find that of those marketers we spoke to, 70% had had some bad experience with either print or product when buying promotional products and for those spending £100k a year and above, it was more like 80%. As an industry, we need to fix this.

A lot of complaints arise from poor or misunderstood communication, often done at the eleventh hour, giving organisations little time to resolve issues. Promotional products are still one of the most effective advertising tools and the one that makes people feel appreciated. We still have a lot to be proud about, and it's still one of the best industries to work in. I wish all our readers a very Happy New Year.

Gordon Glenister,
director general of the BPMA

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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Contractual issues are most requested by members

Help with legal issues was the number one requirement of BPMA members using its helplines – 33% of calls received by the Croner-run service, related to contracts and legal issues.

The business support helpline, which is free to BPMA members, deals with a range of issues. Other popular areas included help with absence, litigation, intellectual property, and property and leases.



Fantastic business for Badger Design

Exeter-based Badger Design has produced promotional merchandise for JK Rowling's Harry Potter prequel, *Fantastic Beasts and Where to Find Them*.

The spin-off movie is set in 1920s New York and follows the character of Newt Scamander, played by Eddie Redmayne, an eccentric wizard and Magizoologist. Scamander is also the future author of the text book studied at Hogwarts, *Fantastic Beasts and Where to Find Them*.

Badger has been producing printed promotional magnets for four decades and can supply a range of other promotional items. Its new hardwood coasters are custom printed with a durable, heat resistant gloss finish.

Other items include branded pocket mirrors, which are perfect as a gift shop items or promotional giveaways. Flexible fridge magnets are available in lots of standard shapes or can be designed to be printed in full colour with a promotional message or logo. Door hanger marketing is a further option that Badger can help with.

Merchandise World off to flying start

The new event for the promotional merchandise industry, Merchandise World, got off to a flying start when the first stands and pods went on sale on 30 November.

Those exhibiting at either Sourcing City Marketplace or the BPMA show were given a two-day priority booking opportunity. The first of these was for the premium locations in the hall. More than 60 exhibitors had called by 10am on the first day overwhelming the Merchandise World office.

"We were very optimistic, but the response was even better than we expected," said Ella Long, operations director at Merchandise World.

BPMA director general, Gordon Glenister, who came down to Sourcing City's head office for the two-day launch, said: "There is a real buzz about this event and I am

really pleased with the response from BPMA members. About 112 stands have already been booked."

The launch met an enthusiastic response on social media too. Mitul Patel, managing director of Face 2 Face tweeted "This will be our No.1 show in our industry before long. #killercombo."

Leading suppliers supporting the event include Senator, PF Concept, Mid Ocean Brands, Listawood, Impression Europe, Prodir, Carole Group, SPS, Prime Time, Xindao, Fruit of the Loom and United Brands. There are a number of new, niche specialist suppliers too.

Only members of Sourcing City or BPMA will be eligible to exhibit or visit the event on 19-20 September without paying an entry fee.

For more information on the organisation visit www.merchadiseworld.co.uk.



Boosters support the BPMA Pancreatic Cancer UK appeal

As part of its 12/12/12 campaign, Boosters is helping the BPMA raise funds for Pancreatic Cancer with a £1,000 donation.

The Cornish company is committed to raising £12,000 for 12 charities in 12 months, with other beneficiaries including Cancer Research UK, The Prince of Wales Hospice, Coram and Global Radios Make Some Noise Campaign. December's beneficiary was the Love Your Neighbour 2016 campaign in Bradford, and Boosters will be helping another six charities in the first half of 2017.

As well as supporting PCUK, Boosters recently provided the serviettes for the BPMA Christmas lunch at the New Connaught Rooms.

Boosters has launched a new range of full colour printed serviettes with 100% coverage to bring events to life. The quality three-ply 33cm serviettes are available from only 120 pieces, in cellophane wrapped packs of 20, delivered in four weeks from approval of proof. Trade prices for 120 are only 42p each plus £24.00 origination including delivery, and reduce to 21p on 9,600.

bPay

**PRODUCT
OF
THE MONTH**



Mastercard recently predicted that cash payments would effectively disappear in 20 years' time. Already one in 10 transactions in London are contactless. At the moment, these payments are mainly through cards or phones, but in future they will be via a range of payment enabled devices.

With the increase of contactless payments to £30, this will only increase, and with payment technology moving into other devices, there is an opportunity for merchandise too. Fluid Branding is working with Barclaycard's bPay technology to

introduce a range of smart devices that can be used to make contactless payments. Products include bPay wristbands, keyfobs, lanyards, and cufflinks. There's even a hoodie with a built-in payment chip.

The touch-and-go payment accessories link to any Visa or MasterCard debit or credit card registered to a UK address. It's an easier way to pay, and it's promotional.

Get hands on at HAPTICA

More than 150 exhibitors will be presenting haptic advertising novelties and trends at this year's HAPTICA live '17 on 22 March at the World Conference Center Bonn in Germany.

The show focuses on haptic advertising, which uses tactile effects to better communicate a message. Exhibitors will range from classic to zany, from give-aways to premium products, from analogue to digital. The practice-oriented approach of HAPTICA live is enhanced by a lecture programme, in German.

A best practice special exhibition will include case studies by Amnesty International, Heineken, Mercedes Benz, Pril and more.

The show is organised by the German publishing company, WA Media, publisher of the trade magazines *HAPTICA®*, *Promotion Products*, *Werbeartikel Nachrichten* and *eppi* magazine as well as organisers of the Promotional Gift Award.

Participation is free of charge, however it is necessary to pre-register at www.haptica-live.de.

BPMA makes the case for merchandise at marketing events

The BPMA is moving into 2017 with a presence at two high profile marketing exhibitions. It is supporting the industry at both Marketing Week Live and B2B Marketing Expo, both in March.

Director general, Gordon Glenister said that exhibiting at the shows helped build awareness of merchandise as a key plank of the marketing sector. "The BPMA is increasingly asked to attend these types of events as an exhibitor and an expert on merchandise, explaining its role and effectiveness."

Marketing Week Live is a two-day event which takes place on 8-9 March at Olympia, attracting 5,500 marketers. It will address the challenges marketing currently faces and features high profile marketing speakers from brands like John Lewis, Diageo, Carphone Warehouse, and Spotify.



B2B Marketing Expo takes place at London ExCel on 28-29 March, with 10,000 visitors expected to meet more than 200 suppliers, and choose from 95 expert seminars.

Hot topics will include: social selling, video strategy, digital, and account-based

marketing. Speakers include Dave Chaffey CEO of Smart Insights, Nicky Kriel, social media guru and Sheryllyn Shackell CEO of the Marketing Academy.

For more information on the shows, go to marketingweeklive.co.uk and b2bmarketingexpo.co.uk.



OBITUARY



Richard Dyson

Richard, the owner of Trilogy Lasercraft, was brought up in North Lincolnshire, and was the first in his family to go to university. He obtained sponsorship from British Rail to study electrical engineering in Bradford, and worked for Plessey in research and development, before moving to a company in Wakefield to build spark erosion machinery.

His interest in lasers started in the early 1980s, when he worked at The Laser Cutting Company in Sheffield, and became a fellow of the Engineering Industry Training Board, studying manufacturing management.

His subsequent move to Cambridgeshire was to join Lasercraft, a company that he bought in 1999, after setting up his own company with his friend and colleague, Sheila Bailey. The company expanded from producing business to business awards into laser cut paper and non-engineering materials. It currently has seven lasers of different capacities, and a skilled and loyal team, many of whom have been with Richard and Caroline, his sales director and wife, for more than 10 years.

Richard was passionate about new technology. His aim when he set up Trilogy Lasercraft, was to see if he could run a profitable company without compromising the principles of complete honesty and reliability with both colleague and clients, while also having a good time.

He was a founder member of the Briman group of British manufacturers, and recently attended Silverstone, enjoying a day chatting to visitors about the wide range of British made products available for promotional and marketing purposes. His life-long love of motor sport made Silverstone his new favourite trade show destination.

Watch out for scams

BPMA members are being alerted to a series of scams that several companies have been targeted by.

Several email scams were circulating prior to Christmas. One, spotted by Set Marketing, purported to be from the University of Birmingham and requested setting up an open trading credit account with the company. The email, which was signed by 'Jonathan Long' asked about the availability of 1,000 4GB USB flash drives.

On checking with the University, the supplier was told that University often has this type of procurement scam.

Another company received an email from 'Harvey Connor' of Amarilli Biosciences in Manchester requesting a quote to supply 1,500 blank keyrings for delivery to its offices as soon as possible. A quick Google search revealed that Amarilli Biosciences and the person behind it has been operating various company names from this address, prompting numerous complaints online.

Also, doing the rounds recently is a directory scam letter which asks companies to validate their data online. According to Action Fraud, the national fraud and cybercrime reporting centre, this scam is when a business receives a form in the post, by email or fax, appearing to offer a free listing in a business directory.

The business is asked to return the order form even if they don't want to place an order, but the small print states that by returning the form, you are committing to an order and will pay for ongoing entries in the directory. This costs hundreds of pounds a year and the bogus publisher may try to enforce the debt by sending threatening 'debt collection' letters.

Action Fraud recommends that companies report scam emails to help disrupt fraudsters. The reports received by

Action Fraud are forwarded to the National Fraud Intelligence Bureau run by the City of London Police for collation and analysis. This intelligence enables preventative action to be taken to close down the links between fraudsters and the victim.

Last year (January 2015 – December 2015) Action Fraud received on average 8,000 reports per month, with 96,699 people reporting that they had received a phishing scam.

For more information on fraud, go to www.actionfraud.police.uk.

What should you do if you've received a scam email?

- Do not click on any links in the scam email.
- Do not reply to the email or contact the senders in any way.
- If you have clicked on a link in the email, do not supply any information on the website that may open.
- Do not open any attachments that arrive with the email.
- If you think you may have compromised the safety of your bank details and/or have lost money due to fraudulent misuse of your cards, you should immediately contact your bank. (Source: Action Fraud)

Spotting fake emails

Scam emails may display some of the following characteristics:

- The sender's email address doesn't tally with the trusted organisation's website address.
- The email is sent from a completely different address or a free web mail address.
- The email does not use your proper name, but uses a non-specific greeting like "dear customer".
- A sense of urgency; for example, the threat that unless you act immediately your account may be closed.
- A prominent website link. These can be forged or seem very similar to the proper address, but even a single character's difference means a different website.
- A request for personal information such as user name, password or bank details.
- The email contains spelling and grammatical errors.
- You weren't expecting to get an email from the company that appears to have sent it.
- The entire text of the email is contained within an image rather than the usual text format.
- The image contains an embedded hyperlink to a bogus site.



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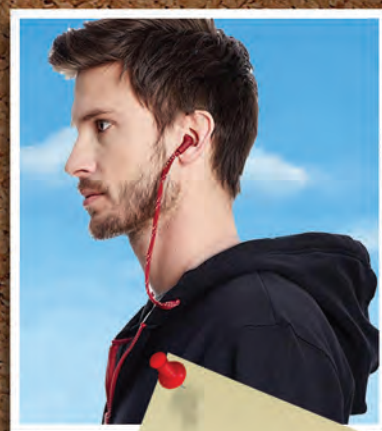
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A SENSE OF PURPOSE

By defining what it does, to itself and to its clients, the product media sector can move towards greater professionalism and create commercial advantages. **Andrew Hill** considers the way ahead

Q. There are some great ad campaigns involving promotional products, such as the Meerkats. Why doesn't the industry celebrate this more?

A. It depends on your perception of 'the industry'. While the Meerkats are high profile, at any one time there will be many other campaigns vying for attention. Whatever the mechanic, they are all there to increase sales incrementally, meaning they have a lifespan.

In our niche of the industry, the perspective is slightly different. Whilst there are, of course, several examples of through-the-line campaigns impacting on our sector, the overall value of promotional products is, arguably, strictly below-the-line where ongoing awareness is the impact trigger rather than a short-term increment-driven burst. Perhaps this is why the larger part of our discipline does not directly connect with campaigns such as the Meerkat but it does, I am sure, recognise the value-perception that these campaigns bring to product advertising!

Q. Is it better to be product focussed or solution focussed?

A. I prefer the focus to be on providing a solution, as this raises the profile of promotional product marketing and contributes to the value of the industry in the longer term. This can only come, however, through great communication and an awareness of the end-user's needs. This is not always possible, so product is seen as a commodity, without a true understanding of its net



worth being transmitted to the advertiser. Thankfully, things are changing as distributors with a longer-term focus, recommend products for their intrinsic campaign value rather than getting involved in a dogfight over price.

Q. The clothing sector can overwhelm the buyer or distributor with too much choice. Is there a danger of this affecting promotional products?

A. The danger to our sector only comes from poorly made products. Choice always has value as it relates to the intrinsic requirements of individuals, as well as those of the business. We need to be able to show clients that we have a choice of products which complement their commercial requirements, albeit the final selection is normally made from a much narrower perspective where the most important factor, quality, can be both ensured and maintained.


Q. BPMA research highlighted that the number one frustration with buying promotional products is that not enough companies understand their needs. How could more distributors and suppliers address this?

A. This is a two-way street. There are a growing number of distributors who are switched on to their clients' needs and work in advance to provide a successful solution, therefore gaining more business in the process. However, I have also heard of numerous situations where the client is not interested in a consultative approach. Nevertheless, the fact remains that product is included in the process and this will always provide opportunity. Perseverance usually wins the day, with each request for product/price accompanied with the argument that only a complete understanding of the

reason the product is being chosen will help ensure a more successful application. Sooner or later the message gets through, allowing for a more astute commercial dialogue to begin.

Q. The BPMA sees high quality training as the vehicle to help support the industry. What's your view on this and what else could be done?

A. The BPMA training programmes are completely unmatched within our industry. The advantages to both the individual, and the company he or she works for, are incalculable in the medium to long term. Consequently, it is important that the industry is provided with a better understanding of this wonderful support mechanism providing advantageous commercial opportunities for those wishing to exploit them.

Getting this across to commodity traders who are not in it for the long haul is not a feasible process, but to those who genuinely wish to develop, grow and be profitable, it is worth spending a little more time explaining how the BPMA family can be there for each member. In turn, members need to be encouraged to provide recommendations for future training and/or support processes which they see as essential to maintain and develop growth. The two are mutually compatible, and will help take our industry to the next level. 

Andrew Hill is the MD of Senator Pens in the UK



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THE SEARCH FOR TALENT

Recruitment in the promotional media sector can be a merry-go-round of businesses chasing a finite number of candidates. **Stuart Derrick** asks how the industry can break out of the cycle



New year, new career. As the old saying goes, January is traditionally the time when the minds of individual staff consider pastures new, and businesses assess their own staffing requirements. However, the issue of recruitment in the promotional merchandise industry is not straightforward.

Britain might have talent, but it's sometimes hard to locate it in our sector. As one BPMA member put it: "The challenge is we are all fishing from the same pool. In reality, we should know who the good and strong people are."

Understandably, this leads to difficulties in finding the right people for growing businesses. Sarah Penn, chief executive officer of Outstanding Branding says it has tried all sorts of methods to attract and recruit staff.

"It's always a challenge, not least because we seem to be criticised for anything we do," she says. "Agencies, head hunters, advertising, email shots, PR-ing the company to attract candidates, approaching via LinkedIn – we have been

criticised for all of these by other people within the industry."

Penn says she was even 'named and shamed' by the boss of one candidate she approached via LinkedIn after receiving a tip that they were looking for a new role. This, despite the fact that the boss had headhunted one of her staff a few years earlier. Another irate commentator slammed her as unethical, perhaps forgetting that they had made a similar approach to an OB staffer six months earlier.

A more grown up attitude is called for. "I think employers should be aware that they don't own their staff and that people will always choose to move on," she says. "While it can be frustrating and even upsetting, if someone is no longer happy they are better off moving on."

The discontent that Penn's tale shows, underlines some of the image problems the industry has when it comes to attracting a wider field of talent. Much as we love it, the sector has a bit of a patchy record in this respect. Part of the problem, says BPMA director general Gordon Glenister, is the fact that there is no single career path in merchandise. People tend to find their ways into it from a variety of different routes.

While other segments of the marketing and advertising world are perceived as glamorous and desirable, promotional merchandise can be a bit of a poor relation. Worse still, some people don't even know that it exists.

The challenge of attracting staff is compounded by other factors. Merchandise is a bit of a cottage industry where word of mouth is important. If you are not part of the network, it makes it hard to hear about opportunities. Companies can be very small, limiting the opportunities for career advancement. Many are family concerns, which again limits possibilities. Salaries may not be as competitive as other sectors.

However, let's not be too down on merchandise. There are many pluses to working in the industry. It is dynamic and entrepreneurial. Staff can find themselves getting heavily involved in many different aspects of the business, and dealing with major global brands. It is also meritocratic and gives some who have a knack for it the chance to advance rapidly.

And let's not forget that it is a people industry that is lots of fun.

However, the talent issue is part of a wider debate that the industry needs to have about how it presents itself to the wider world. If it wants to be seen as professional and forward facing, as the BPMA's education and quality initiatives demonstrate, then maybe there is a need for new blood.

Glenister wonders if the net be cast wider when it comes to recruitment. "Should the BPMA be looking to present the opportunities in the industry at graduate milk rounds, for example?" he asks.

Graduates do end up in the industry although there is a feeling from some that a degree is less important than a willingness

"It's always a challenge, not least because we seem to be criticised for anything we do,"

to learn quickly on the job.

Outstanding Branding is proud to have created its own graduate training scheme to take graduates with raw sales talent and train them into the industry, says Penn. "The BPMA TPM training course forms a core part of this, but we also have incorporated bespoke sales training, product training, supplier visits and so far, the results have surpassed our expectations."

Phil Morgan, CEO of SPS has looked to engage staff at an earlier stage in their careers. "We hire apprentices for various office and factory roles and we will continue to do more of this in 2017 due to the introduction of the apprenticeship levy," he says.

SPS has also taken a diverse approach when it comes to finding staff, including using general recruitment agencies, print media, the BPMA job board, and even radio.


Like others who spoke to PM, Morgan thought that the packages on offer were not prejudicing candidates against the sector. "For sales roles, we offer a very competitive package to find the right person. We target all our sales people and

offer bonuses and commission based on over achievement."

Others offer an open-ended bonus structure with huge opportunities to earn. "All of our sales people are targeted against GP targets, this ensures we are maintaining margins and earning enough to invest in the business. Turnover is vanity, profit is sanity," said one director.

With rising costs of recruitment efforts, and the fact that the results were not always great, Penn says the industry needs to be more strategic, and that the BPMA could play a big role. One help would be creating a full training course to help candidates from outside the industry to transfer into it quickly and efficiently.

"I'm sure many employers would happily pay to be able to take an experienced sales person and give them the knowledge and tools to hit the ground running, rather than trying to attract industry people, which results in over-inflated basic salary expectations," she says.

If the merchandise industry is to attract the kind of people it needs to grow and fulfil its potential, these are issues it will need to tackle. 

Inspiring interns into the industry

Graduate recruitment agency Inspiring Interns is offering BPMA members a 15% discount on all its fees. The company specialises in helping businesses find the right graduates for full-time jobs and internships.

The agency will take a brief from clients and within 48 hours can hand-select a shortlist of candidates with video CVs that allow businesses to get a better overview of the candidate before deciding on an interview.

Candidates are available in several relevant areas, including analytics, marketing, sales and project management. For more information, go to inspiringinterns.com.

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Ask Clive

Talk up clothing for the good of the sector



Well it's nearly another 12 months tucked into the belt of the promotional merchandise year. In the clothing sector it's been a refreshing year where the demands and requirements have been mirroring the retail trends that we find on the High Street. Items such as soft shells, quilted jackets, contrast shirts and polos have proved to be very popular.

This retail trend setting has had a knock-on effect for the distributor where varied products and higher order values have been established by working in conjunction with 'bespoke like' decoration solutions.

This bespoke like solution has benefited distributors and their clients as an alternative to fully bespoke production, especially when you list the pros and cons of bespoke over bespoke like

	Pros	Cons
Bespoke	<ul style="list-style-type: none"> • Pantone matched • Bespoke design • Cost 	<ul style="list-style-type: none"> • High minimum quantities • 12-14-week delivery • Reorders at high minimum quantities • Stock and storage costs/issues
Bespoke Like	<ul style="list-style-type: none"> • Small order quantities • Quick turnarounds • Multiple choices of products • See before you buy 	<ul style="list-style-type: none"> • Cannot be Pantone matched • Fixed styles • Cost

(see box above).

Let your garment decorator help with these added bespoke like branded options and make next year a clothing success.

New Year's Resolution

Apart from the usual cut down on my beer intake, lose weight, and exercise more, I have in fact an achievable resolution that I need everyone's help

and assistance on. Working together as an industry I would like us all to change the collective name of promotional clothing to 'branded clothing'.

The reason behind my rally call is that there is a perception in the market place that promotional clothing is an inferior, cheaper product to that which is found in the retail

sector, none of which is the case. By us all championing the call to branded clothing in sales presentations, print, promotions and advertising, we will ensure that clothing remains a solid choice in the promotional merchandise sales arena.

Happy selling, Clive
(The Essential Branding Guru)

YOUR SCREEN PRINT SPECIALISTS



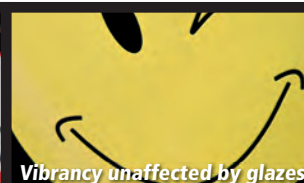
- No compromise on colour matching with our revolutionary TruColour® system
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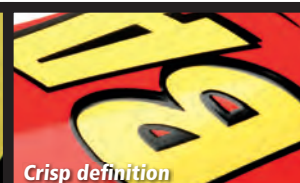
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www.bpma.co.uk/regional-events-2017

*Marketing Week survey 2014



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Mid Ocean Brands

Mid Ocean Brands has some great tech gadgets, including a magnetic smartphone holder that connects to a multitude of surfaces, such as in the car, or in the office.

It is also offering a rotation wireless smart indoor security camera which utilises your existing Wi-Fi and can be accessed from anywhere providing photos and videos. The camera has a SD card slot and an AC-DC adapter.



Nipple pen

The name alone should give you something to talk. The NPL-3297 pen, was chosen by the Carole Group. It has a soft touch rubberised finish with mirror engraving as standard. A perfectly angled pointer can be used with your smart phone or tablet. You need to try one to believe how good it is, claims Carole Group.



COMING YOUR WAY

Product media is all about what's new, so for the start of the year, we asked BPMA members for the products that they think will be great for 2017



SPS and High Profile

SPS and High Profile have a raft of new products for 2017. The new Sentinel premium bag collection comprises a holdall, rucksack and messenger bag, all with a stylish carbon fibre effect finish. The contemporary designs are perfect for the current trend for lifestyle items in promotional marketing.

UK-made H2O Active sports bottles are now available with fruit infuser in a selection of vibrant colours, while the bestselling UK-madeAmericano thermal mug will be available with a new spill-proof lid in 2017. The Brite-Americano is also available with a quality tyre effect-grip, to add an extra dimension to promotional drinkware.

The new range from SPS also includes new notebooks, including a larger version of the bestselling Noir, while the new Bluetooth keyboard is a fantastic new gadget, ideal for corporate gifts.

High Profile has taken the bestselling style and material of the Baseline sports bottle range, and changed the neck style so that it can now be combined with any lids in the H2O Active range from SPS. This gives a larger colour choice, plus the option of a flip closure or domed lid.



PF Concept

PF Concept is going technical with Morley aluminum Bluetooth speaker. A built-in music control allows you to call on-the-go through your smartphone and to control music and volume. It includes a Micro USB to USB charging cable and 3.5mm auxiliary cable.

The geo insulated tumbler is a tasteful stainless steel double-wall vacuum tumbler with copper insulation which keeps drinks hot for eight hours and cold for 24 hours. The shape isn't just for show but prevents condensation on the outside of the tumbler.

new products

Laltex, Bags HQ and Source it have several new products.

There's no need to carry multiple chargers with its 5-in-1 multi charger, with adaptors to suit numerous devices. Its compatible with iPhone 5 and 6, is MFi certified, and available in white, green, blue, red and yellow.

Coffeeholics will love Laltex's 450ml double-walled, matt black, stainless steel travel mug. It has a coloured plastic interior, base, ridged handle, top band and screw top lid with secure sliding sipper. Handle is for better grip. It's food test compliant and comes in a range of colours.

For the writers, this soft finish jotter with 80 lined sheets and coloured elastic close is a must. It's a handy size to carry anywhere from the supermarket to the gym and comes in red, blue and black.



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Promostore's latest products are all about convenience.

The UTP10 travel pillow is easy to inflate and deflate and as portable as it is comfortable. It is available in 13 stock colours and a choice of print positions.

If you've ever wondered where to store keys or cash when exercising, you'll love the sweat wristband with zip pocket. The cotton band can be embroidered with up to four colours and comes in a choice of stock colours.

The handy credit card size nail file keeps your cuticles cute. Printable in full colour on both sides, they have ample space for branding and can have a mirror on the reverse. Other files are in standard, large and small sizes, as well as bespoke shapes, nail files with a keyring, mini match book style, and even glass nail files.

It may be cool now, but things will hot up eventually, so be prepared for summer with lovely handheld fabric fans available with a white or black plastic handle. The fabric can be full colour printed.

Happy New Year!

Preseli wishes you a Promotastic 2017

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For more information on these or any other products in our range, contact us now on 01352 730 006 by phone; sales@preseli.biz by email or find us on the web at www.preseli.biz.



BUILT TO LAST?

Buyers are unhappy that promotional products don't always match their claims. In the first of a series of tests, the BPMA looked at how ceramic mug brands stand the test of time

In 2015, the BPMA conducted a survey of marketers at the Marketing Week Live Exhibition and one of the most alarming findings was that 72% of those surveyed stated that they had been unhappy with the quality of promotional goods they had received. The larger purchasers of promotional products were even unhappier with 82% of respondents voicing dissatisfaction. In the same survey "knowing a company only sells compliant goods" was rated as 8 out of 10 in terms of importance when purchasing

promotional business gifts.

In 2013, the BPMA surveyed 1,000 people, asking a series of questions to capture how they viewed the promotional product sector and to better understand how our sector might offer value when compared to other advertising mediums including TV advertising and direct mail.

We asked how long people tend to keep the promotional products they received in order to emphasise the lifetime value of the items, effective cost per impression and also to establish the expected lifetime of the various branded items.

It's clear that promotional

merchandise is one of the most cost effective advertising methods, but that the reputation of our sector is at risk if we are unable to better manage the expectations of marketers, brand owners and the consumers who ultimately use the products we produce on a day to day basis.

One of the ongoing challenges faced by our industry is the management of product compliance and the performance of items sourced in the Far East and how this passes through the supply chain from manufacturer to end user.

In October 2016, the BPMA commissioned a series of

independent tests to benchmark the validity of claims made by Far East manufacturers about the performance of their ceramic mug products and the suitability in each case for their items to be used with a dishwasher.

Ceramic Drinkware

The performance requirements for this product group are captured in the BSI Standards Publication, BS 8654:2015. Its present edition was first published in November 2015 replacing the previous performance specification, PAS 54:2003 for domestic ceramic



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ware and glassware – articles intended for food contact with foodstuffs and vases.

The British Standard provides clear specifications to cover a comprehensive range of application requirements including metal release, the integrity of handle attachments and resistance to impact breakage in service. It also identifies a number of other 'specific applications' including microwave and dishwasher usage and qualifies the tests that must be satisfied in order for a product to be sold as suitable for use with these common modern day appliances.

Dishwasher Usage BS 8654:2015 specifies that:

"When tested in accordance with BS EN 12875-4, articles having a description that suggests they can be safely cleaned in a dishwasher shall, on average, show classification

0 or classification 1 change, but shall not show classification 2 change, compared with untreated tableware."

Testing for dishwasher resistance

BS EN 12875-4:2006 is a European Standard specifying the rapid test commonly used to establish the dishwasher resistance of domestic ceramic articles.

Test specimens are placed in a static solution containing a specified alkaline dishwasher detergent at a temperature of 75°C (±1°C) for a total of 32 hours. The specimens are removed from the tank holding the solution after 16 and 32 hours, rinsed in hot water and rubbed dry with a clean cloth. Once dried the tested specimens are examined and compared to a retained control sample and any changes in gloss or colour reported.

The inspection of the tested samples is graded into three categories:

No visible change	0 (Pass)
First discernable change	1 (Pass)
Clearly visible change	2 (Fail)

Each 16-hour interval is considered to be equivalent to approximately 250 cycles in a domestic dishwasher. The specimens are deemed to be suitable for use in a dishwasher only if after the full 32 hours (500 cycles) they are classified as either 0 or 1.

Dye Sublimation PhotoMugs

It's estimated that more than five million PhotoMugs are decorated and sold as business gifts, souvenirs or photo gifts every year in the UK alone;

growing in popularity due to their photographic print quality, vivid colours and low minimum order quantities. Where once most of these products were sold as hand wash only most wholesalers and decorators now market the items as being suitable for use in the dishwasher.

The dye-based inks utilised to create the prints cannot be applied to the standard glaze surface of a mug and so organic ink receptor coats are applied to the mug bodies by a small number of large producers located in the Far East. The unprinted products they produce are distributed around the world via a network of wholesalers/importers who in turn sell the blanks to local decorators who print the products; or in the case of larger decorator companies they are imported directly from source.

Most of the Far East coating





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Product test

PhotoMug Brand	Manufacturers Claim	8-hour result 125 cycles)	16-hour result (250 cycles)	32-hour result (500 cycles)	Test Result
Duraglaze	Dishwasher Proof (2,000 cycles)	0 – Pass	0 – Pass	0 – Pass	Pass
GlazeKing	Dishwasher Proof (3,000 cycles)	2 – Fail	2 – Fail	2 – Fail	Fail
JS	Dishwasher Safe	2 – Fail	2 – Fail	2 – Fail	Fail
Orca	Dishwasher Proof (3,000 cycles)	2 – Fail	2 – Fail	2 – Fail	Fail
Rhino Coat	Dishwasher Proof (80 cycles)	2 – Fail	2 – Fail	2 – Fail	Fail

Above: The test findings

companies claim that their mugs are dishwasher proof; claims which are in turn typically mirrored by the decorators who supply promotional product distributors within the EU and the rest of the world. Some of the better-known source brands include Orca, Rhino Coat, JS and Duraglaze. Decorators will either

market the products under the original brands, create their own trade name for the mugs or just sell without any reference to the original coated product they've sourced.

The BPMA obtained sample mugs from the five principal sources of coated PhotoMug blanks for dye sublimation in the

world. All samples were printed using the same method, with the same image and using the same inks.

The printed mugs were submitted to the specialist independent test laboratory Lucideon in Stoke-on-Trent and assessed for their suitability for use with a domestic dishwasher.

Test Findings
(see table above)

The most common defects appearing on the failing mug samples were:

1. Clearly visible fading and deterioration of the printed image. The mug on the right-hand side of picture 1 had been in the immersion tank for 32

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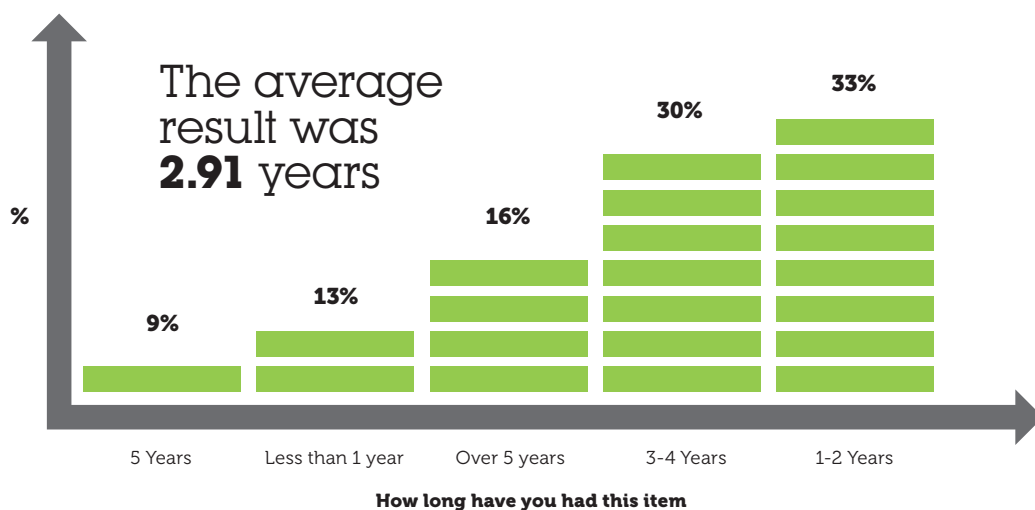
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Copy of the full report is available free of charge to BPMA members and can be downloaded from www.bpma.co.uk.

hours, the mug on the left is the control sample.

2. Failure of adhesion between the organic coating and the ceramic mug body resulting in chips of paint flaking off the rim and body of the mug samples. The mug on the right-hand side of picture 2 had been in the immersion tank for 16 hours, the mug on the



Above: BPMA Consumer Research, 2013

left is the control sample.

To try to differentiate the durability of the four products that failed to pass the minimum requirement under BS EN 12875-4:2006 of 32 hours of immersion, a set of samples was inspected after only eight hours which Lucideon estimate

is probably equivalent to between 100 and 125 cycles in a domestic dishwasher. Even after this short period of time, all four samples were showing clearly visible changes when compared to the control samples with Rhino Coat and JS Coating exhibiting the most significant deterioration.

Lifetime Value (see above)

Our 2013 consumer research suggested that people who were given a promotional mug as a business gift kept it on average for almost three years.

If you assume that a coffee cup gets washed once a day, seven days a week, then the failing coating brands in these tests are likely to show noticeable signs of deterioration within only four to six months of use – much lower than the average time the consumer would otherwise retain the product for.

Conclusion

While all the mugs were sold by the Far East factories as being 'Dishwasher Proof', only one successfully passed the 32-hour immersion test specified by the European test standard for dishwasher resistance required to support any marketing claims of dishwasher compatibility.

There's no legal obligation on importers, decorators or distributors to supply mugs that are dishwasher proof, but where such claims are made they do need to be substantiated using the BS EN 12875-4:2006 test procedure and obtaining a

positive test result. In these tests the dishwasher claims made by the Far East manufacturers in all but one case were not positively substantiated in the Lucideon laboratory.

The BPMA consumer research study (2013) suggests that people will retain promotional mugs for up to five years, and 2.9 years on average. This would suggest that dishwasher resistance is important if the brand owners are to get the very best return on their promotional merchandise spend.

Where products are being sold as being suitable for use in a dishwasher we'd recommend the following due diligence steps should be taken:

- Importers and decorators should conduct their own testing through an independent laboratory to check that the products they plan to sell as being dishwasher proof pass the BS EN 12875-4:2006 test procedure. If sources of supply change the tests should be repeated.
- Distributor companies should request sight of the positive test reports from their chosen supplier if they intend to sell the products as being suitable for use in a dishwasher.

For some promotions, budget may be more important to the brand owner than the product's suitability for use in a dishwasher. If supplying such a product we'd recommend that the purchaser has been made fully aware of the fact that the mugs should be washed by hand.



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BUSINESS AS USUAL?

With so much uncertainty around the business sector, it's time to focus on doing what promotions do best – building business – says **Phil Morgan**



I think we can all agree that 2016 has been quite a mixed year for our industry. After a really strong start to the year, things started to slow as the Brexit campaigners began their arguments. With the various scaremongering arguments, business owners were left facing a lot of uncertainty and tended to put a halt to their non-essential spend such as merchandise.

Then we voted, and decided and waited to see what would happen next. And waited... and waited... And after a while, the UK seemed to decide that we might just as well get back to business as usual. No major changes would happen any time soon, so organisations opened up their marketing budgets once more.

The one certain thing throughout 2016, and looking

ahead to 2017, is the high level of uncertainty. There are still so many unknowns about the Brexit process.

Suppliers across the country have already faced higher prices on the products they import, and while many have tried to absorb this increase, it will need to be passed on in 2017. For the end-user, this means less product for their marketing budget, so now is the time to prepare. It's time to be working with your customers to build strong, loyal relationships and to educate them on the merits of promotional gifts.

As one of many British manufacturers supplying to Europe, we have a massive opportunity here. In our experience, European businesses are benefiting from the strength of the euro against the pound and, certainly at SPS,

we're seeing an increase in business from across Europe.

Until our government determines tariffs and trading policies, I expect to see this trend continue in 2017. It's a great time to demonstrate the benefits of British-made products, in addition to purely cost benefits. As and when we see more currency fluctuations in 2017, we want to ensure that our European customers are developing a loyalty to British products, rather than moving their business elsewhere.

And for UK distributors, this is a great opportunity to focus on the huge range of British made products. While you'll see a price increase in this area, it will be minimal, since suppliers aren't importing a complete product. The raw material costs make up a small part of the product cost, meaning you're going to be able

to help your customers' budgets stretch further.

At SPS we're delighted to be a part of Briman, a group designed to celebrate all things British-made. There's a huge angle for distributors to take in promoting British-made products, since the range includes many different products, modern styles and varied branding methods.

My conclusion on 2016, and my advice for 2017, is that although there is much uncertainty in this country, let's focus on the things we do know. Let's build our customer relationships, let's add value to the sales process wherever we can, and let's endeavour to make 2017 'business as usual' as much as we can.

Phil Morgan is managing director of SPS

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Education is the route to greater professionalism, and the BPMA offers a clear pathway to skills development



The BPMA education programme is growing from strength to strength with just over 100 learners registering in 2016 alone. The demand for a structured industry-specific training programme that can be integrated into each business is rising steadily. Education and training is firmly on everyone's agenda for 2017. **Daniela Arena**, BPMA's Head of Education & Best Practice gives us an insight into the programme and what can be expected later in the year.

1) Tell us more about the BPMA education programme.

Our education programme is an online continuous professional development training tool with optional introductory seminars and factory visits. As a trade body, we strongly believe that no matter how many years' industry experience you may have, you can always learn more. It is a training programme that can enhance and support a company's existing training and

development programme or can be used as a standalone training tool.

There are three courses on offer.

The TPM Qualification (Trained in Promotional Merchandise) is aimed at individuals who have up to three years' industry specific experience. Most of our learners – 85% – start at this level and work their way up through the tiers.

The CPM Qualification, (Certified in Promotional Merchandise) is aimed at individuals who have three to five years' industry specific experience.

The MPM Qualification, (Master in Promotional Merchandise) is aimed at individuals who have five or more years of industry specific experience. Some of our MPM learners are reaching the end of the qualification by working on a written dissertation.

2) Who is the education programme targeted at?

It has been created to suit every person within any size company whether they are

a supplier or distributor business. With more than 70 videos there is something within the education programme for everyone to benefit from. Managers can use this constantly evolving programme as a training and development tool, and some are already using it as part of their staff induction.

3) How does the education programme work?

Each tiered qualification has a credit goal. Credits are obtained by studying a series of mandatory and elective video content which is enhanced by pdf material. The learner must gain 80% in the subject related quiz to be awarded credits. Credits can be accrued by attending BPMA led seminars and events, organised factory visits and the BPMA Education Day too. Once the credit goal has been achieved they are eligible to sit the exams.

4) Can you give us an insight into the depth and breadth of content?

The education programme offers 14 subject categories. These include customer service,



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decoration, HR/legal, ethics, marketing and product compliance. Within each subject category, you can expect to find between three and 12 related videos of five to 35 minutes' length.

5) What are the costs?

This is a cost-effective training tool which allows business owners to enrol their staff as part of an ongoing development and training programme. It also attracts individuals within the industry who wish to further their skills independently. A TPM qualification can be gained for £150+VAT and can be completed within three to six months. Access is renewed on an annual basis.

6) How will delegates be expected to study online?


Regardless of which course you are working towards, each learner will be expected to study a series of mandatory content. The course then becomes tailored individually as you will be required to select content to suit you, your needs and your business. Most managers allow their staff to study at work, allocating one hour a week, but many of our driven learners prefer to study in the evenings and weekend when there is less interruption.

7) What can delegates expect once they have registered?

Delegates will have access to a clear, current and easy to navigate online platform. Content is categorised into TPM, CPM and MPM Mandatory and suggested content, and also within one of the 14 subject categories. Videos have been created to be visual and engaging and to give an alternative learning method. Under each category, there are related written downloadable documents for those that like to study in the more traditional manner. They will be encouraged to attend a free BPMA education programme introductory seminar for group tasks and industry specific training.

8) Is there an exam?

Each level has its own exam. The exam process is the first of its kind in the UK. Timed multiple choice question exams are invigilated by webcam. An exam can be taken at a time and place to suit each learner. Our exam invigilators will be checking that no papers or persons are near to help during the exam and watch while you take the exam. This enhances the industry qualification's weight and credibility. Should anyone fail, there will of course be opportunities to sit the exam again. CPM and MPM levels will also have a written exam to take under the same strict exam conditions. When learners are successful and have passed, they are invited to a celebratory

event and will be awarded with letters and a logo to use after their name. The BPMA team will support the learners through this and ensure they are fully prepared for the exam. 

Anyone interested in progressing their skills is encouraged to visit education. bpma.co.uk and sign up. Demonstrations of the online platform can be given - contact Daniela Arena at the BPMA for details. Daniela@BPMA.co.uk or call 0203 7935690

What is new for 2017?

The education programme is getting a makeover and will soon be moving to a new online platform that enhances the learner experience. More details on this in the next issue of *Product Media* magazine.

New content is currently being developed and will be released throughout 2017. Learners can expect to see new product categories, an introduction and in depth content on legislation and directives to be available within the next few months.

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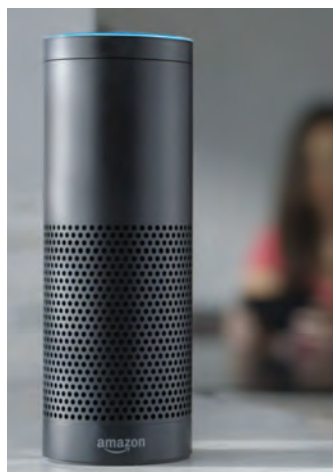
In 2017, technology will become even more closely aligned to our daily lives. Be prepared, says **Matt Pluckrose**



AI and advanced machine learning
Neither AI (artificial intelligence) nor machine learning (computers making decisions) are new. However, the extent to which they will become the basis of our daily lives cannot be underestimated. Everything from medicine, to risk assessment, to the rise of human computers that drive us around and act as personal assistants, is about to get very real.

Intelligent (smarter) apps

Not all machine learning or AI will be directed at assisting humans. Many smart systems will use their AI to interact with other computer systems. From personal virtual assistants like Siri and Alexa, to a business calendar that deduces what you



Above: The Amazon Echo

need to know about the other attendees in your next meeting, the apps are getting smarter.

Intelligent Devices

The physical things that make

up our environment are becoming more intelligent, ranging from complex industrial equipment to smart cars, smart padlocks, lifestyle wearables and light bulbs. Some of that intelligence will be used to improve the experience humans have in relating to the items, but some will be used for these smart devices to communicate with other parts of the Internet of things.

Virtual and augmented reality

These technologies are now everywhere and costs will drop rapidly. This will have a large effect on our promotional marketing field as many brands will use it to promote their products. Luxury cars, TV, holidays, entertainment, gaming and movies are just a few sectors involved.

Speech activated Systems

Many of us think we talk and no one listens, but a rapidly growing number of us are likely to be using voice and speech as one of the primary means of interacting with computers through tools such as Amazon Echo. Many computer systems are even using tools like 'chatbots' to initiate conversational interaction. Many of us will find our worlds transformed by voice soon.

The changing face of technology will dramatically affect ways of promoting brands and businesses. Keeping up with changing technology is a must if we are to stay current and offer products which appeal to tomorrow's marketers and their consumers.

Matt Pluckrose is managing director of Desktop Ideas

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DON'T BE 'BLINDSIDED' IN 2017

A distributor has been caught up in costly court proceedings against a supplier that didn't deliver, and they're not the first.

Mike Collins explains



Previously we highlighted the perils of basing credit decisions on credit reports alone. Is paying suppliers up front without vetting them not effectively the same thing?

Our focus this time around is on one supposed supplier and the difficulties encountered by several innocent distributors in being duped by them.

You may recall the writer's Distributor Failure Analysis of 2013 naming 'The Most Shameful Director of All?' as Leicester-based director Alan Weston (Promoprods Limited and 8th Wonder Merchandise Limited, amongst others). Now his title as The Most Shameful Director of All is being challenged.

Step forward, coincidentally also Leicester-based, Duncan Johnson director of Blindside Marketing Limited, Blindside Media Services Limited and now defunct Rugby Heads Limited. The first named company has a £500 credit limit with supposedly no recorded court judgments, despite having multiple high-value court judgments. Ring me on 01274 223190 to discuss how this is even possible.

In November of 2014 a distributor received an enquiry for a total order value of £12,000 from a new customer.

The distributor began sourcing suitable suppliers, using an industry recognised proven search database, before having the misfortune to happen across Duncan Johnson and Blindside Marketing Limited.

Initially Duncan Johnson could not do enough, assuring the distributor he had a proven manufacturer in China that could deliver the goods on

time for approximately £9,700. Pre-production samples were even provided and approved.

Importantly however, Duncan Johnson advised that advance payment was required (common practice on overseas orders). The end user agreed to part with a deposit of approximately £9,700 over two monthly instalments, both were sent on to Blindside, and all was well.

"Dealing only with reputable suppliers, such as BPMA members, has never been more crucial."

A tissue of lies then commenced including:

1. The goods are in shipping.
2. Delivery will be 15th or 16th April (2015).
3. All now on schedule for delivery 17th April (2015).
4. And then... there is a problem due to missing paperwork at customs.

With the delivery date fast approaching, the distributor (becoming increasingly ignored) began to suspect a real problem.

The delivery date came and went with no goods materialising.

Today, we know Mr Johnson's only real aim was to secure the advance payment and never deliver the goods.

Two years on and our disgruntled supplier has now finally obtained a court judgment against Blindside Marketing Limited, who fought the case legally at every turn. Blindside failed to attend court

on numerous occasions and twisted truths continually, simply to delay matters and not pay back the advanced monies.

The supplier's outlay, inclusive of court fees, now exceeds £15,000, despite running the case themselves, instead of through solicitors.

Having a court judgement and successfully enforcing it however are two totally different things. Blindside has, within

things through legally. Many surely fall by the wayside, and when somebody gets too close Mr Johnson simply folds the company and starts up again. Blindside Marketing Limited is replaced by Blindside Media Services Limited and so on, as Dynamo Sportiv Limited, Synamo SRL Limited and Rugby Heads Limited have ceased operations before them.

Undoubtedly Mr Johnson's 'advance payment scam' has already cost the industry several hundreds of thousands of pounds, including a potentially 'distributor finishing' one in September 2016 for circa £70,000 – regrettably we cannot yet fully report on this due to ongoing legal action.

Other external victims, as a minimum, include an International Rugby Federation (circa £130K), a household name courier company (circa £170K), and a now liquidated marketing agency (circa £130K), all badly wronged in their dealings with Mr Johnson.

There simply must be numerous other unreported victims, because the despicable Mr Johnson clearly makes a living out of any business naive enough to send him money.

We truly hope Mr Johnson views this article and ceases involvement with the industry. The DTI and Serious Fraud Office need to catch up with him so that appropriate action can be taken. If, and when, that happens, it will not be too soon for the promotional goods sector.

Take care, distributors and suppliers. Don't find yourselves blindsided. You will most certainly be poorer for the experience. **PM**

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Trade exclusive supplier status

The BPMA grades its supplier members as either Multichannel supplier or Trade Exclusive supplier. The latter is based around selling exclusively to the trade and not to end users. The BPMA looks for members that are transparent in their trading style. In almost all cases, those members that are multichannel do have a tiered pricing policy allowing distributors to make an acceptable margin.

If you are a member of the BPMA, please log into the website so you can see which supplier is listed accordingly.

New members

Company	Business Type
Voyager Blue	Multichannel Supplier
Applewhite Gifts	Distributor
Sharp Ears	Distributor
Bensussen Deutsch & Associates Ltd	Multichannel Supplier
Applewhite Gifts Ltd	Distributor
Globefish Consulting	Service Provider
Zagwear	Distributor
Stationery UK	Distributor
RSN Exim Ltd	Multichannel Supplier
Golden Finishes	Multichannel Supplier
ACEIT Sportswear	Multichannel Supplier

Graeme Smith heads new BPMA team

Graeme Smith, managing director of the Cyan Group took over from Matt Franks as new chair of the BPMA at the recent AGM. Graeme has been involved with the board for the past five years and is passionate about the world of promotional merchandise.

Before joining Cyan Group, Graeme was a professional rugby player and enjoyed a brief but successful career in both rugby union and rugby league. He was lucky enough to represent England and Scotland at junior international age groups. The experience he gained from playing in the top flight was invaluable and many qualities he learned during this time have been able to translate through into the workplace. In 2008 Graeme took part in the inaugural BPMA Academy, achieving a distinction grade in the Certificate in Promotional Merchandise.

Graeme is also a current council member for the IPIA (Independent Print Industry Association) and joined its board in October 2014.

Commenting on the new role, Graeme said: "I am delighted to be taking on the role of chairman at such a pivotal time. We are blessed with having a really proactive board and secretariat at the BPMA and I am looking forward to continuing with the good work and initiatives that Matt Franks had started, to bring these through to fruition. My goal will be to ensure that as an association we are maximising the opportunities for our members to inspire, connect and educate."

The BPMA also welcomes three new board directors: Malcolm Garnett from Promotrade, Andrew Kouroushi from



Stormtech, and Tracey Bowen from PF Concept.

Malcolm said: "I am proud and honoured to have been elected to the board of the BPMA. Having watched the association flourish and grow during my years in the industry, its influence and excellent work can never be underestimated. I look forward to making an active and meaningful contribution to both the BPMA and the wider Promotional Merchandise industry."

Tracey said: "I am honoured and delighted to join the board of the BPMA. The health, growth, and development of the BPMA is vital to ensure the promotional merchandise industry continues to improve its rank, reputation, and significance with end users. The association works tirelessly to set professional standards and to provide top quality educational programmes for its members. I am proud to have been given the opportunity to play a more active role within the BPMA and work towards helping the association and industry achieve its future goals."

BPMA CALENDAR

10-12 January
PSI 2017

Messe Dusseldorf, Germany

8-9 March
Marketing Week Live
Olympia, London

22 March
HAPTICA Live
Bonn, Germany

28-29 March
B2B Marketing Expo Live 2017

5 April
Sedex Conference
QEII Conference Centre

9 May
Golf Aid
Luton Hoo

19-20 September
Merchandise World
NAEC, Stoneleigh

19 September
BPMA Awards
Chesford Grange

BPMA REGIONAL EVENTS

14 March
Hinckley (Midlands)

23 March
Bristol (South West)

30 March
Epsom (South East)

4 April
Cambridge (East Anglia)

5 April
Leeds (North East)

6 April
Manchester (North West)

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Ten from two



Jon Birrell

senior marketing manager
BTC Group

What are you reading at the minute?

The Gruffalo, by Julia Donaldson

What's on your iPod?

The Gruffalo, read by Imelda Staunton

What are the most important lessons you've learned in life?

Don't let your kids dictate your music and reading material

Cappuccino or Latte?

Earl Grey

What makes you feel warm and fluffy?

Winning a tender... and my kids running to the door for a cuddle when I get home from a long day at the office with Team BTC

Best place in the world?

New Zealand. Awesome memories from a year out travelling... in my youth!

If you could change one thing?

Trump

How would you like to be remembered?

A jolly nice chap, and a great Daddy

What are you proudest of?

Winning a McDonald's eating challenge on my student placement year at KLM. No really, my kids obviously!

What's been the hardest moment of your life, and how did you get through it?

One of the most frightening experiences was travelling in Australia when I felt a sharp pain in my arm. I rushed immediately to the doctor to be told that the type of spider he believed caused the bite, had a venom that could have one of two reactions. Either I'll be fine with the medication given, or my skin would rot and fall off. But a couple of days, and a few VBs, and I was fine



Pamela Wainman

managing director
Jadan Press

What are you reading at the minute?

Jon Ronson, The Psychopath Test, and Four Bare Legs in a Bed by Helen Simpson

What's on your iPod?

Emeli Sande, Adele, Michael Buble, Cold Play, Motown and Queen

What are the most important lessons you've learned in life?

Listening before speaking is the key to working well with others

Cappuccino or Latte?

Latte

What makes you feel warm and fluffy?

Baileys with friends after spending a great evening together

Best place in the world?

With family

If you could change one thing?

Destiny is mapped out and things are meant for a reason. Would change make a difference?

How would you like to be remembered?

Thoughtful, kind and with a good sense of humour

What are you proudest of?

My children and parents

What's been the hardest moment of your life, and how did you get through it?

Losing family, dear friends and beloved pets. Having support and knowing that I've been blessed to have met and had them all as part of my life along with treasured memories that cannot be taken away

MOVERS & SHAKERS

Vera Jezkova Joins Impression Europe

Impression Europe is pleased to announce that Vera Jezkova has joined them as confectionery development manager.

Vera has a wealth of experience in the confectionery market and worked for United Biscuits on its retail side four years. She then progressed to its private label division where she worked until December 2013. In January 2014 Vera joined German confectionery giant, Kalfany, to develop its promotional confectionery division in the UK and Ireland. She remained in that role until she left in March 2016 to study full time for a bachelor degree in business, psychology and social marketing, achieving her degree in September.



Looking for staff?

Don't forget that the BPMA job board reaches hundreds of potential candidates with experience that is directly relevant to the promotional merchandise industry.

Many of the BPMA's members make use of this resource to scout out talent. Current roles on display include European marketing manager, product manager, internal and external account managers, sourcing manager, and graphic designer.

For more information, go to bpma.co.uk/jobs.



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