



# PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

JANUARY/FEBRUARY 2018

## START THE YEAR WITH A BANG

Merchandise  
**WORLD**



### FIND THE NEWEST PRODUCTS AT MERCHANDISE WORLD P21



#### CREDIT WHERE IT'S DUE

BPMA RESEARCH  
SHOWS VALUE OF  
MEMBERSHIP **P4**



COUNTDOWN TO GDPR  
ARE YOU READY FOR THE  
CHANGE? **P37**

◀ **INSPIRATIONAL SPEAKERS**  
LINE UP FOR THE BPMA  
EDUCATION DAY **P31**



MADE IN UK 

# THE PROMOTIONAL PRODUCT FOR **EVERY** OFFICE.



THE  
UNIVERSAL

**FULL  
Colour**

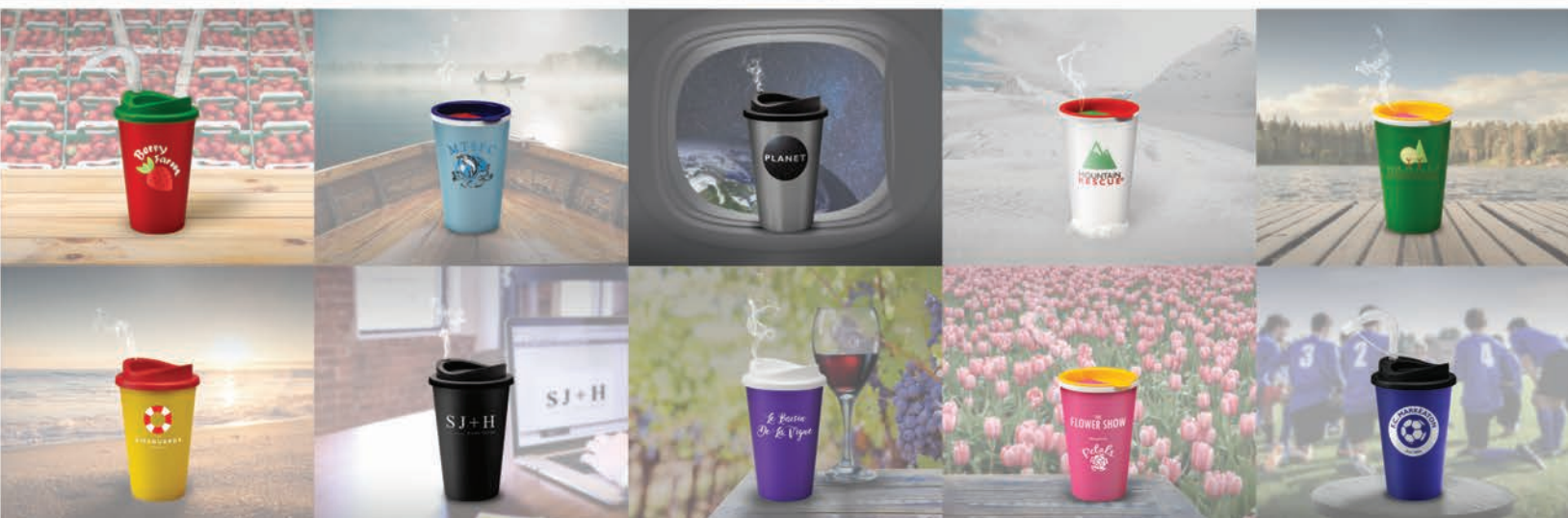
ALSO AVAILABLE IN 10 COLOURS



**£2.00** | QTY: 500  
FULL COLOUR PRINT

**£1.50** | QTY: 500  
1 COLOUR PRINT

ORIGINATION AND CARRIAGE NOT INCLUDED  
MINIMUM QTY: 50



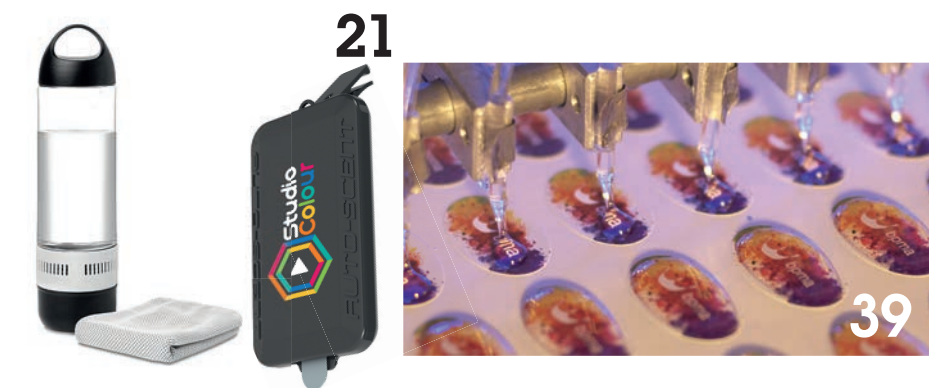
**THERMALMATE**  
bottles | flasks | drinkware



[sales@thermalmate.co.uk](mailto:sales@thermalmate.co.uk)



01773 522 081



# Contents

## 4 Industry analysis

How financially healthy is the merchandise sector?

## 6 News

A round-up of all the latest in the product media sector

## 7 Product of the month

What's hot for 2018?

## 16 Ask Clive

What does organic cotton offer?

## 18 Professional attitude

How the Canadian merchandise sector is advancing

## 21 Merchandise World

Read our preview of the new January show

## 28 Show business

Update on how the BPMA is supporting end-user shows

## 29 Make an offer

How promotions can support your business

## 31 Education Day

What's in store at the BPMA's annual festival of learning?

## 34 Sourcing City awards

Find out who tops the industry charts

## 35 Tipping point

2018 could be the year when AR becomes big

## 37 GDPR countdown

Getting ready for data regulation changes

## 39 BPMA news

All the latest news and events

## 42 Ten from two

Debbie Willsmer and Kiron Phillips answer the questions

JANUARY/FEBRUARY 2018

## WELCOME



Well another year passes - how quick was that? As I go into 2018, I start my 11th year at the helm of the BPMA. In those years so much has changed, not only in

our marketplace, but in our society at large. There are more sellers of merchandise now than ever before. There is also greater awareness among consumers of branded merchandise generally, which is no bad thing.

However, on the flip side, distributors tell me it's never been so competitive with buyers shopping around a lot more. I don't think this is going to change much - it's the sign of our times. January is going to be the show season of the year - never before have there been so many exhibitions to

choose from. As partners to PSI and a co-founder of Merchandise World, we hope our members do support these two major events. I have to say our suppliers invest thousands on exhibitions to showcase new product so please do support them.

The next biggest challenge for the whole industry is the General Data Protection Regulation (GDPR) and those who don't know about it need to know there are serious impacts for those that breach it. Under the GDPR, the Information Commissioner's Office (ICO) can impose fines of up to €20 million or 4% of group worldwide turnover. If there is one seminar to come to its certainly the one on 31 January at Merchandise World - each visitor will get a practical guide on what they need to do. The law comes into effect on 25 May 2018. We are also

finalising the supplier mystery shopper results and we will be sharing this on 1 February at Merchandise World.

The big news story of 2017 was the demise of Dukes which certainly affected our industry considerably but the BPMA is determined to learn from it. Our suppliers' meeting for the creditors was very productive and we now have set up a new suppliers' forum which will meet regularly. We have also conducted an industry wide credit check with interesting findings, which are shared on pages 4-5. Where we can, we will be helping those members in financial hardship with guidance and support. Let's be positive and hope for another great year and I wish all our readers a prosperous 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).



### British Promotional Merchandise Association

British Promotional Merchandise Association Avenue Business Park, Brockley Road, Elsworth, Cambridgeshire, CB23 4EY. All phone enquiries: 0203 875 7942  
[www.productmediamagazine.co.uk](http://www.productmediamagazine.co.uk)  
[www.bpma.co.uk](http://www.bpma.co.uk)

### Editorial

[editor@productmediamagazine.co.uk](mailto:editor@productmediamagazine.co.uk)  
**Advertising and Media Pack**  
[advertising@productmediamagazine.co.uk](mailto:advertising@productmediamagazine.co.uk)  
**Circulation**  
[circulation@productmediamagazine.co.uk](mailto:circulation@productmediamagazine.co.uk)  
**Editorial Services**  
Stuart Derrick

### Design and Production

ATG Media,  
[www.atg-media.com](http://www.atg-media.com)  
**Printed by**  
Mailing Guy Ltd  
**Photography**  
[shutterstock.com](http://shutterstock.com)



We are also members of the PPA

The opinions, beliefs and viewpoints expressed in this publication do not necessarily reflect the opinions, beliefs and viewpoints of the publication or the editor. The publishers cannot be held responsible for any loss or damage, nor can responsibility be accepted for any claims by advertisers, contributors, or other persons and organisations. No material may be reproduced without the written permission of the publishers.



# ANALYSIS CONFIRMS THE VALUE OF BPMA MEMBERSHIP

With the merchandise sector under the spotlight following recent failings, **Mike Collins** assesses the comparative financial strength of BPMA member companies



**T**he recent demise of high profile industry distributors and suppliers brought again into the spotlight the financially fragile nature of some industry players that previously may have been considered both successful and vibrant. The phrase of 'turnover is vanity, profit is sanity' springs to mind.

It is often the case that the failure of any reasonably sized distributor impacts upon the general industry much more than a supplier due to the majority of creditor write-offs that are suffered by industry suppliers.

Take Dukes Global Limited for example. With around £7 million sales annually, it is fair to surmise that with industry average profit margins of roughly 30%, it should have had a budget of £2.1 million for staffing and overheads. It is almost incredulous that a business of this structure and standing could not get its numbers right, and was seemingly being badly run year-on-year. Eventually the money runs out if the losses continue.

Quite recently a well-known supplier suffered a large insolvency and it's tempting to think that this may have little

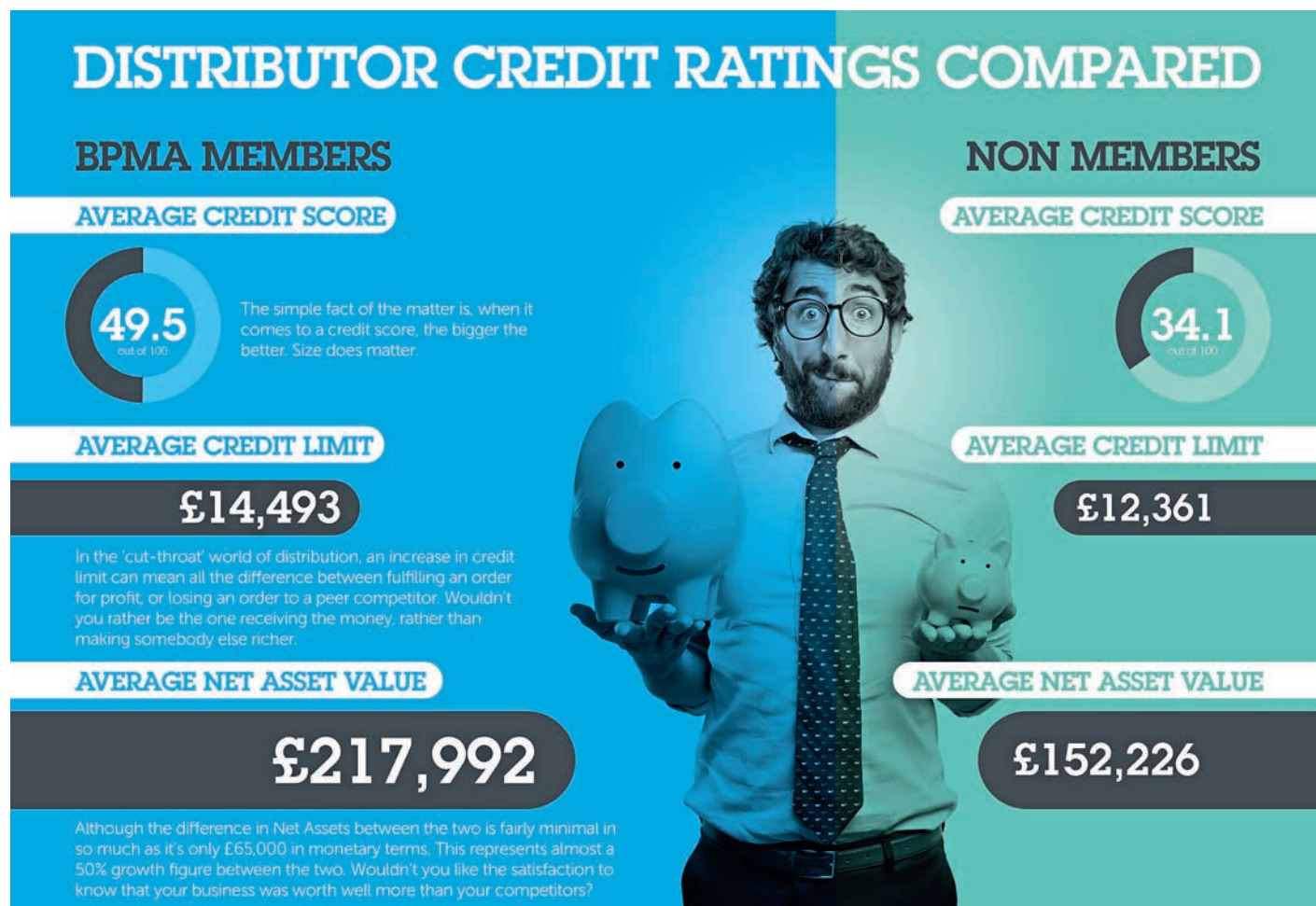
industry effect as, of course, the majority of losses suffered should be by non-industry players. However, one very important secondary issue that almost always manifests itself, when either a supplier or a distributor fails, is that this is likely to (often unfairly) affect others. Credit analysts react with a downgrading of an overall industry credit rating.

Having the strongest credit rating and credit limit possible is increasingly important. The stronger your credit rating is in the first place then the better you are positioned to combat any overall industry downgrade.

With this in mind, the BPMA commissioned its credit management partner AccountAssyst, to provide analysis on its membership credit strength, in comparison to non-members' credit ratings. The results were revealing.

## KEY FINDINGS

- BPMA members have a superior credit score of 51.24 out of 100 compared to 34.20 out of 100 for non-members.
- At £38,511, the average BPMA member's credit limit is more than double that of non-members,





# SUPPLIER CREDIT RATINGS COMPARED

## BPMA MEMBERS

### AVERAGE CREDIT SCORE



The average BPMA member is over half way to having the perfect credit score of 100 out of 100. The average non member is only 30% of the way there.

### AVERAGE CREDIT LIMIT

**£66,024**

On average, a BPMA member can expect to receive double the amount of credit than that of a non BPMA member. This could mean that simply by being a BPMA member, you have the capacity to out-perform a non member competitor two fold, by the ratio of two to one.

### AVERAGE NET ASSET VALUE

**£1,117,922**

Research shows that the average BPMA member supplier's business is worth on average twice as much as those who are non members. Asset values are a sign of profits and profits are a sign of success, this shows that BPMA members could be on average twice as successful as their non member peers.

## NON MEMBERS

### AVERAGE CREDIT SCORE



### AVERAGE CREDIT LIMIT

**£31,474**

### AVERAGE NET ASSET VALUE

**£577,698**



coming in at just £17,567.

- On average, BPMA members have almost two and a half times greater asset value than non-members - £628,204 as against £274,319.

It could be said that over the longer term, it pays to be a member of the BPMA. Membership certainly can only raise the credibility and potential strength of any reputable and serious industry organisation, but do all these positive trends in favour of BPMA membership extend to both distributors and suppliers? Let's break down the data further.

## DISTRIBUTOR MEMBERS IN COMPARISON TO NON-MEMBERS

- BPMA distributor members have an average credit score of 49.50 out of 100, as opposed to only 34.08 out of 100 for non-member distributors.
- The BPMA distributor membership average credit limit comes in at £14,493, while non-member distributors average some

£2,132 lower at £12,361.

This suggests that more creditworthy distributors, empowered to pass credit lines on to sizeable end-users, instead of pro-forma, are better placed to deal with future repeat orders. Price alone is one thing, but being enabled to offer credit to corporate end-users is an added benefit.

- The difference in net assets between BPMA members at £217,992 and non-members' £152,226 may perhaps be regarded as minimal, in so much as it's only £65,000 or so in monetary terms, but this still represents almost a major strength difference between the two. Which distributor doesn't want the satisfaction to knowing that their business was worth around 50% more than their competitor's, especially if there is a future exit strategy planned?

## SUPPLIER MEMBERS IN COMPARISON TO NON-MEMBERS

BPMA supplier members have an average credit score of 53.57

out of 100 as opposed to 34.73 out of 100 for non-member suppliers. The average BPMA member is more than half way towards the perfect credit score of 100, while the average non-member is a third of the way there.

With an average credit limit of £66,024 for supplier members, compared to £31,474 for non-member suppliers, a BPMA supplier member can expect to receive double the amount of credit. This could mean BPMA supplier members have the capacity to out-perform non-member competitors. A further benefit is the advantage of being able to more easily obtain finance for new machinery costs for example.

BPMA supplier members have an average net asset value of £1,117,922. This illustrates that members businesses may be twice as strong as non-member suppliers whose worth is £577,698. Accrued asset values are a sign of both strength and profits. Profits are a sign of success, thus indicating that BPMA supplier members are potentially twice as successful as their non-member peers.

## CONCLUSION

One general conclusion for consideration is that there is an inevitability that the average asset value of suppliers when compared to distributors ought to be higher. A supplier often needs to invest in manufacturing machinery and premises, so will provide a big swing in this area. Realistically, if a distributor accrues assets then this is only likely to be either in cash held in the bank or if the business is a little bigger, perhaps in the ownership of a building.

In summary, there's a well-known saying that there is strength in numbers. Being part of the BPMA benefits each member in many more ways than first thought. It is more than simply being part of a support organisation for the badge, it is an essential part of building a better business. In short, in the cut throat world of financial comparison, it pays to be a BPMA member.

**Mike Collins is director of AccountAssyst**



## Alan Weston jailed for £80,000 fraud

Businessman Alan Weston has been sentenced to 40 months in prison and disqualified from being a director for eight years.

Weston, who ran companies that offered promotional merchandise, defrauded more than £80,000 from companies through a series of scams. These included taking advance payments for goods and not honouring orders, as well as offering free gifts that never showed up.

When pursued, Weston used various excuses to ward off complainants, such as claiming to be in hospital, to be suffering from a brain cyst, and claiming family members were dying. Between 2011 to 2015 the court heard that Weston defrauded many companies. He pleaded guilty to two counts of fraudulent trading with regards to the companies of Promoprods Ltd and 8th Wonder Merchandise Ltd.

The BPMA has worked with Leicester City Trading Standards and had discussions with members in its BPMA LinkedIn group regarding Weston. From this, 24 businesses have made complaints to Trading Standards. One business went bust due to his activities.

A separate hearing is set for this year regarding confiscating proceeds made from Weston's fraudulent activities.

Councillor Piara Singh Clair, Leicester deputy city mayor with responsibility for regulatory services, said: "We are pleased with this prosecution which is the result of a lot of hard work by our Trading Standards team.

"Dozens of companies were affected by this fraud, which totalled more than £80,000.

"This prosecution shows that we will, and do, take action against fraudsters, as well as looking to recover the proceeds he made from illegal activity."



## Sharron Davies to host the Professional Clothing Awards 2018

British Olympian swimmer, Sharron Davies, MBE, will again be hosting the Professional Clothing Awards 2018.

The Awards will be held on Wednesday 20th June at The Park Plaza London Riverbank to recognise the international uniform supply chain and reward exceptional workwear, corporate clothing and PPE from around the world. Last year's event was sold out and attended by more than 400 industry figures.

Awards will cover suppliers, manufacturers and distributors, and all facets of the working garment industry including business management, PPE innovation, and industry recognition. 2018 also sees the return of Vision, which shines a light on student designers looking to make their mark on the professional clothing industry. Vision is

sponsored by Invista Cordura and YKK.

The awards will be running alongside Safety & Health Expo from 19-21 June at London' Excel, with the winners announced at a gala dinner and dance.

Sharron Davies, who will be sharing her experience about the importance of uniform at the awards, said: "I am honoured and delighted to have been asked once again to present the prestigious Professional Clothing Awards. I spent most of my working career in professional clothing, so I understand the great importance of this sector." *For more information on how to attend or enter the Professional Clothing Awards, visit [professionalclothingawards.com](http://professionalclothingawards.com)*

## MERCHANDISING PROVES ITS REACH FOR EVENTS

Event Merchandising recently produced the merchandise, superstores and online store for Winter Wonderland in Hyde park

Jeremy Goldsmith, managing director, Event Merchandising, said a

plush giant octopus sold particularly well at the deep-sea adventure.

"The range and display look superb. I am very proud that our creative merchandising tentacles reach into the deep blue," he said.





# PRODUCT OF THE MONTH – STOJO COLLAPSIBLE CUP

**E**very year 500 billion disposable cups are thrown away – it's an astonishing amount of waste. Of course, reusable cups are available, but even travel versions can be bulky to carry around once the hot beverage is consumed. What do you do with the cup afterwards?

Step forward stojo, a green alternative for travellers. It is a full-sized coffee cup complete with a sip through top, providing a lightweight, reusable vessel with easy-clean properties. Its collapsible design allows you to enjoy hot or cold drinks, anywhere, at any time, and after you've used it, it collapses to be easily stored in your pocket or bag, ready for the next time. With many coffee shops starting to offer discounts for people



who bring their own cups, users will see savings mount up on their daily cup of Joe.

Branded Bobble had the stojo on show at the recent Merchandise World exhibition,

where it attracted a lot of attention from visitors.

The leak-proof cup is crafted from food grade, recyclable materials, and stojo is also free from BPA and is completely

microwave safe. Available in multiple colours, all stojos come with a heat sleeve that can be branded with your logo, with a single screen print or a full colour digital print.

JOIN US AT MERCHANDISE WORLD

## VISIT STAND 177

TO DISCOVER OUR LATEST OFFERS AND NEW SPRING  
PRODUCTS ON CROSS AND SHEAFFER



CROSS.  
EST 1846 USA

A.T CROSS COMPANY | LEADING BRANDED SOLUTIONS



SHEAFFER.  
Pen & Art Supply Co.



# Promotional merchandise in the spotlight

Marketers from around Peterborough took away a host of new ideas following a recent seminar organised by promotional merchandise firm Vibrant Colour.

More than 40 people attended the free half-day 'Celebration of Communication' event which was held at the Allia Future Business Centre, and covered a range of topics.

Marketing psychologist Katie Hart, of Rhetonic, covered the differences in marketing to different genders, ensuring

messages are responded to positively by different audiences. Dean Lynn, associate director of Datify, a digital marketing agency, went back to basics, ensuring delegates knew what to plan for in their marketing strategy. Gordon Glenister, director general of the BPMA, shared ideas on making the most of promotional merchandise, alongside a comprehensive merchandise showcase.

Christopher Smith, director of Vibrant Colour Print and Promotional Merchandise,

who created the event, said: "It was great to bring together marketers from across the city, and from post-event feedback, it seems like everyone took away at least one piece of new learning."

"I was delighted to learn a couple of delegates have had conversations between themselves after the event developing plans, and I've already helped several businesses develop exciting and effective promotional merchandise making use of the ideas and inspiration they picked up from the event."



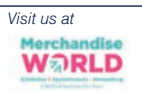
## Personalised Tubs of Ice Cream

Corporate branded tubs of ice cream for your clients to promote a company, product or brand in a unique way



**Exhibitions - Product Launches - Brand Promotions**  
**Corporate Events - New Store Openings . . . .**

- 360° full colour digital printing
- Delivery (in plain packaging) to UK & Europe
- 125ml single serve tubs
- Convenient spoon in lid
- Filled with award winning ice cream
- Branded freezers also available



MOQ: 200 tubs  
Lid colours: Black - White - Blue - Gold



Trade Enquiries: 01702 467532  
[sales@rossiicecream.com](mailto:sales@rossiicecream.com)  
[www.personalisedtubsoficecream.com](http://www.personalisedtubsoficecream.com)

# BRITMAN

Proudly a British Manufacturer

CHX Products

Adpads



For more details on these and all of the products and services from our 18 British manufacturing group members visit: [www.brimangroup.co.uk](http://www.brimangroup.co.uk)

Visit our members at:



Coronation Candy

follow us on:



## Logo Bug confusion

Trade only supplier, Logo Bugs Plus would like to inform distributors that it has no connection with a recently formed distributor, the Logo Bug Company based in Scotland.

A company statement said: "It has come to our attention that a distributor has set up a company in East Lothian, Scotland under the name Logo Bug Company. Logobugs Plus Ltd would like to make it clear we have no links with this company or anyone associated with it. We remain committed to supplying our valued trade distributors with our extensive Low Cost Motivators range and enjoying continued success in the future."

BPMA members can contact its free legal advice helpline, to discuss legal issues. More information at [bpma.co.uk](http://bpma.co.uk).

## Appreciative approach from US business

Almost a quarter of American businesses intended to spend more than \$100 on each spend employee as a holiday thank you, according to the annual corporate gift-giving report released by the Advertising Specialty Institute (ASI).

ASI's nationwide 2017 Corporate Gift Spending Survey found that 23% reported they would spend this amount, with an average of \$79 spent to thank each employee. All told, 75% of companies planned to spend the same amount as last year on gifts for employees and customers, while were 17% reducing

their spending, up from 9% last year.

Timothy M. Andrews, ASI president and CEO, said: "Employees and customers alike always appreciate getting a little extra over the holidays, and smart companies know corporate generosity pays dividends all year long through repeat business or employee loyalty – especially when the job market is tight and the possibility of a recession looms."

When asked for one word to describe how they feel when they receive a gift from a company they do business with, the majority polled said 'appreciated', followed by 'thankful' and 'grateful'.

## Chancellor ponders single use plastic tax

Chancellor Philip Hammond has said that he will investigate the potential for using a tax on single use plastic items, such as drinks bottles, cups and takeaway packaging, to cut the amount of plastic waste polluting seas and oceans.

Hammond said he would work with environment secretary Michael Gove to look at the proposal, which could add 30p to the

cost of a 500ml drink. Supporters of the idea, including charities Greenpeace and WWF, point to the success of the plastic bag tax in reducing usage by 85% in the UK.

One proposal is that consumers would be charged the tax, and have it refunded when they recycled the item. It is estimated that 10% of the 300 million tons of plastic produced globally each year, ends up in the sea.

See us on  
**Stand G30**  
at PPD Live

See us on  
**Stand 81/82**  
at Merchandise World

THE UK'S LEADING SUPPLIER OF HIGH QUALITY  
GLASS & CRYSTAL GIFTS & AWARDS

Tel: 01642 225799

email: [sales@crystalgalleries.co.uk](mailto:sales@crystalgalleries.co.uk)

[www.crystalgalleries.co.uk](http://www.crystalgalleries.co.uk)



**Oldeani**  
the power of promotions

What's  
new in  
**2018?**

Come and see the new range  
of **speakers, headphones**  
and **premium gifts**

**IMPROVING THE BUSINESS-TO-BUSINESS  
CUSTOMER EXPERIENCE**

**www.oldeani.com**  
**sales@oldeani.com**  
**01245 262 611**

ISO 9001:2008 FM 592681

ISO 14001:2004 EMS 592682



**T**ransparent and open supplier  
**R**elationships built on partnership  
**U**nique designs Made in Germany  
**S**olution driven service ethics  
**T**rade specific manufacturer

**Merchandise  
WORLD**  
Exhibition | Appointments | Networking  
A BPMA & Sourcing City Event

**VISIT US @**

**STAND 88**



senatorpens.co.uk  
sales@senatorpens.co.uk  
+44 (0) 1279 630700







@senatorpens are **#trusted**  
to produce for the World's

TOP **10** #BRANDS

more choice.  
more partnership.  
more cost effective.  
more results.



**senator**<sup>®</sup>  
Extramoreordinary. Since 1920.



## SPS acquired by PF Concept

Promotional products company Polyconcept has announced the acquisition of SPS (EU) Ltd by its European subsidiary, PF Concept International BV. Polyconcept says the acquisition will enhance PF Concept's product offering and position across Europe.

Blackpool-based SPS is a manufacturer and supplier of promotional products with three manufacturing sites in the UK. As well as new product development and manufacture, SPS also offers a wide range of on-site branding techniques plus bespoke tooling facilities. These capabilities will give PF Concept the opportunity for faster UK-lead times combined with a British-based manufacturing and branding team.

Ralf Oster, CEO of PF Concept, said: "We are excited about the growth opportunities that the SPS product line and production capabilities bring to PF Concept, and we welcome the SPS team to the Polyconcept family."

Phil Morgan, CEO of SPS, said: "We are delighted to join hands with PF Concept to deliver the best solutions to our customers across Europe. Our two companies complement each other very well and we are excited about our future together."

Over the past five years, SPS has



positioned itself as a leader in British-made promotional products, particularly in the drinkware sector, with several key lines in its range. The company attributes its success to a focus on innovation, quality, lead times and value for money.

The SPS product range, manufacturing capabilities and branding expertise will be well received as part of the PF Concept portfolio, added Tracey Bowen, director, PF Concept. "This significant investment in the UK promotional merchandise industry clearly demonstrates PF Concept's long-term and continued commitment to the UK market. I can see huge benefits to our customers in the years to come."

Polyconcept was acquired by Charlesbank Capital Partners in 2016.

## Briman Group develops new website

The Briman Group of British manufacturers has launched a new website for distributors to highlight British made promotional products to their clients.

Britprods.co.uk is a skin site that distributors can send to their clients. It allows clients to search for products by categories such as product type, price, lead time and colour.

Briman Group represents almost 20 British manufacturers of promotional products. For more information, go to [Britprods.co.uk](http://Britprods.co.uk).



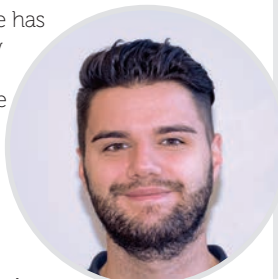
## Goldstar expands in Germany

Goldstar Europe has recruited a new sales account manager for the western area of the German market.

Elvir Rizvic joined the Goldstar team in November and has worked within the promotional products market for two years. He joins from Swiss pen producer, Burger Pens where his main territories of responsibility were Germany, Switzerland and Austria. Rizvic also has experience working with customers in Italy, Sweden and the Netherlands.

Colin Loughran, general manager, Goldstar Europe, said: "I am delighted Elvir has joined our team. He is motivated and energetic, with so much potential, and passionate about providing the best customer service."

Goldstar is set to make a total of five appointments in the coming months to cover business in the DACH region of Germany, Austria and Switzerland.



## Promo company aids local foodbank

The Pen Warehouse and Snap Products has supported its local Trussell Trust foodbank with a donation of supplies. Staff collected tins, packets of food and other essentials which were delivered to the Farnham Foodbank by customer services manager Charlotte and production manager Terri. They met Rose and Mel, two of the centre's hardworking volunteers.

Farnham Foodbank was opened in 2010 and last year helped more than 1,500 people in crisis. With one in five people below the poverty line, its work is more important than ever. The centre is run by the Trussell Trust, a nationwide charity that has a network of more than 400 foodbanks across the country.

To find out more about your local foodbank, visit [trusselltrust.org.uk](http://trusselltrust.org.uk).





# COLLECTION 2018

Visit us at **Merchandise World Silverstone**  
On 31 January – 1 February 2018  
Stand **number 91 Central Hall**



- A genuine one stop shop solution
- Over 500 new SKU's in our 2018 collection
- Freight charges still just £15/€17
- No MOQ's on stock items
- Full Web2Print web shop
- YourChoice – customized gifts program
- Dedicated UK customer care team
- Print & Wear textile collection

**PRE-ORDER  
YOUR CATALOGUE  
NOW!**

# uni-ball®

TRADE PRICES   INCREASED DISTRIBUTOR MARGINS

## uni GRIP UB-247

CHOSEN BY THE PROFESSIONALS  
FOR IT'S PROPERTIES

Accountants • Lawyers • Bankers • Auditors • Insurance agents • Financial consultants



uni super ink™

**PREMIER  
BRANDS.**



Secure Your  
Signature

When security matters...  
Secure your signature  
with uni Super Ink™.

uni Super Ink™ is pigment ink that's permanent once it's dry. This means that your signature is secure. Important information or legal documents can't be changed and your signature can't be removed.

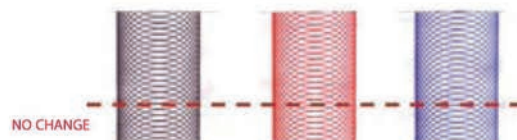
uni Super Ink™ offers outstanding light resistance, water resistance, bleaching resistance, ammonium hydroxide resistance, hydrochloric acid resistance, ethanol resistance and erasure resistance.

Permanent. Waterproof. Fadeproof. uni Super Ink™

## uni Super Ink™

uni's unique Super Ink™ is a pigment ink that offers outstanding levels of water, chemical and light resistance.

The pigment in Super Ink™ binds with the cellulose in the paper making the ink permanent once it's dry. This means that your signature is secure. Important information or legal documents can't be changed and your signature can't be removed.



Example: Ethanol resistance

The portion below the line was immersed in ethanol solution for ten minutes. (tested using uni UMN-207)

Complies with ISO 14145-2, the international standard governing the quality and performance of rollerball pens for use on official documents.



Look for this logo with pens containing Super Ink™



# SEE WHAT WE'RE ALL ABOUT

**PREMIER  
BRANDS.**

MERCHANDISE  
WORLD

STAND 143/144  
HALL 3

31/01/18 & 1/02/18



sales@premierimpressions.co.uk  
www.premierimpressions.co.uk  
+44 (0)1273 512 512

PromoMate®

Markie®

CAMELBAK®

uni-ball®

UNI-BALL PROMOMATE,  
MARKIE, PENORAMA, BIG  
RETAIL BRANDS;  
CAMELBAK MIGHTYMUG,  
IN-HOUSE BRANDING,  
QUICK TURNAROUND,  
MEET THE TEAM.

FREE SAMPLES\*,  
UNI-BALL PROMOMATE,  
MARKIE, PENORAMA, BIG  
RETAIL BRANDS;  
CAMELBAK MIGHTYMUG,  
IN-HOUSE BRANDING,  
QUICK TURNAROUND,  
MEET THE TEAM.

FREE SAMPLES\*,  
UNI-BALL PROMOMATE,  
MARKIE, PENORAMA, BIG  
RETAIL BRANDS;  
CAMELBAK MIGHTYMUG,  
IN-HOUSE BRANDING,  
QUICK TURNAROUND.

penorama®

NEW  
PRODUCT  
RANGE

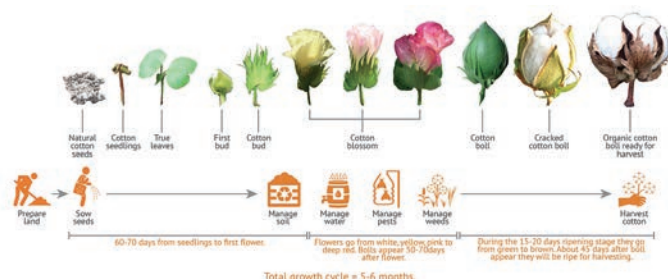
P  
PREMIER  
IMPRESSIONS  
LIMITED

M  
MIGHTYMUG

PromoMate®  
METAL

# ASK CLIVE

Organic cotton may cost more up front, but there are long-term benefits, says **Clive Allcott**



Cotton is often referred to as 'the fabric of our lives,' and for good reason. We come into contact with cotton every day, from the clothes we wear to the sheets we sleep on. Conventional cotton uses man-made pesticides and fertilisers in the growing process which do have an impact on the environment and the farms. It may cost less to manufacture and buy conventional cotton,

but it is better for the land, the farm workers and your wellbeing to choose organic whenever possible.

## What Is Organic Cotton?

According to the Organic Trade Association, organic cotton is grown without the use of toxic pesticides or fertilisers. For instance, instead of spraying chemical pesticides for insect control, sugar spray

is used which attracts and encourages ants to protect the cotton from attacking insects, creating a natural pesticide.

## What is sustainable clothing?

Sustainable clothing is that which aims to minimise overall environmental damage. This means clothing that's comprised of pesticide free fibres, made in closed loop systems or with a focus on recycling and/or reducing the overall water and chemical waste. This sustainable clothing is trackable from the field to the factory.

## Should your customers go organic?

Besides helping the environment, there are other benefits from organic cotton products. Working environments

are better for those on farms and small-scale farmers save money by not having to buy large amount of pesticides. Consumers benefit too, some suggest that organic cotton products are softer and easier on your skin. Recent awareness of these benefits has increased demand for organic cotton in the retail arena which is now filtering down to branded promotional clothing. As demand increases, costs will come down.

There are many brands in the marketplace that offer Fairtrade cotton or organic cotton solutions so next time you are speaking to your clothing supplier, ask what options they have in sustainable clothing.

**Clive**  
The branded clothing guru



# You choose the Colour

**New ColourCoat Enamel Mugs available from just 120 pieces.**

We have extended our range of popular enamel mugs further to include Pantone® matched ColourCoat enamel mugs; your choice of colour on the inside or outside of the mug!

Don't forget we also offer a screen print and full colour photographic print version.





# 2018

**WE WILL DO  
THINGS DIFFERENTLY**

**COME & SEE US AT MERCHANDISE WORLD • 31<sup>ST</sup> JAN - 1<sup>ST</sup> FEB • STAND 83**



## THE DISTRIBUTOR'S WORKBOOK

The definitive reference guide  
to the world of 

All products sorted by category with  
essential information Including:

- Images
- A suggested end-user selling price
- Decoration capabilities & detail
- Colour tabs for increased efficiency
- Space to name your copy

For the  
**Distributor**

**Digital format available**

**A NEW COMBINATION OF ESSENTIAL SALES RESOURCES FOR OUR CUSTOMERS**

## END-USER INSPIRATION GUIDES

The distributor's  
sales generation tool

Features 80% of the PF collection,  
selected from our bestsellers and new products:

- Separate gift & textile catalogues
- Designed specifically to inspire the end-user
- 'Lifestyle' images

**Order your copies now!**  
**Digital format available**

For the  
**End-User**



**FOR ENQUIRIES CONTACT: 01933 673111 OR ENQUIRIES@PFCONCEPT.CO.UK**

# PROFESSIONAL ATTITUDE

Canada's trade body for promotional products is helping its 1,300 members address the changing nature of the sector in North America

The promotional products market in Canada is a \$1.8 billion industry with apparel and drinkware/housewares leading the defined product categories sales with 39% and 14% respectively. The largest growing product category is business and recognition gifts which continues to increase year after year.

In today's world of promotional products, distributors are facing many challenges, the main one being the on-line availability of the entire array of products. Corporate buyers are better educated and can effectively source out everything they could use for their marketing needs without a distributor.

Distributors must shift from being order takers to marketing consultants and bring value to the corporate buyer. The majority of distributors in Canada are small businesses with less than five staff members, which may hinder their overall success as the needs of the corporate buyer changes. Many distributor companies are looking at forming or joining buying groups to pool resources to compete in today's market.

The Promotional Product Professionals of Canada (PPPC) was founded in 1956 by a group of people actively engaged in the promotional products business. They legally formed a not-for-profit, federally chartered organisation in Montreal called Specialty Advertising Counselors of Canada (SACC). The name was later changed to Specialty Advertising Association of Canada (SAAC) in 1982, and updated to The Promotional Products Association of Canada (PPACanada) in 1992. In November 2007, the current name of Promotional Product Professionals of Canada Inc. (PPPC) was adopted.

PPPC's head office remains in Montreal today, staffed by twelve full-time employees, each a professional in their field. They serve more than 1,300 members in both official languages.

Besides advocating for the industry, PPPC looks at providing our members with great value for their investment in membership, as the number one goal. We provide industry participants the opportunity to join PPPC and gain access to our main member benefit, Promocan. Promocan provides our distributor members access to more than 150,000 of PPPC member suppliers' products while marketing our distributors to the corporate world with their own

branded website. It is an ongoing process of continued development and upgrades, necessary to maintain our strong position in the Canadian promotional market.

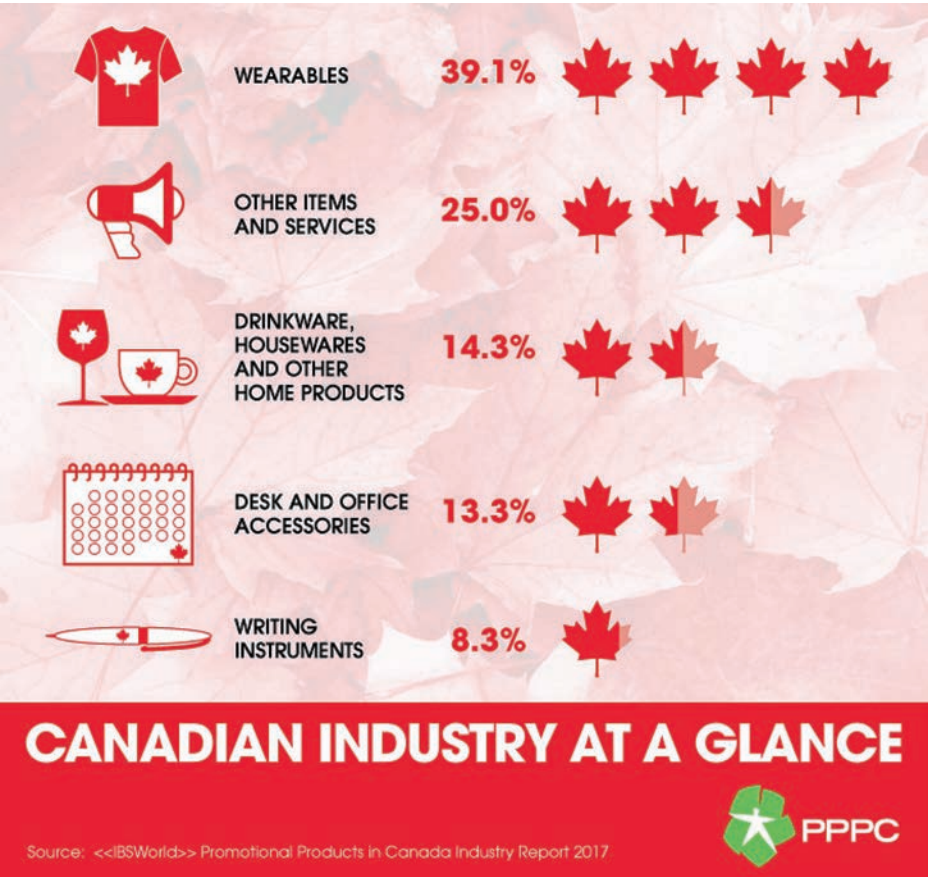
The promotional products industry has seen remarkable change over the past few years. Today's buyer expects orders to be received, processed and delivered without any delays. Industry participants need the capacity to provide service at that level. The on-line promotional products industry will continue to expand into gaps that will fill the latest needs of the buyer demographic. Besides the one constant that is change, the human element and relationships forged in this industry will continue to play a role in the traditional supply chain providing companies adapt and address the needs of the future. 

For more information on the Canadian promotional products industry, visit [promocan.com](http://promocan.com)

### CANADA'S MAIN PLAYERS

These are 12 of the larger promotional product distributors in Canada

- ASD Promotions Inc.
- Brandalliance, Inc.
- Cotton Candy Inc.
- Gagnon Levesque Inc.
- Genumark Strategic Merchandising
- Promogroup
- Shippam & Associates
- Staples Promotional Products
- SVS Marketing
- Talbot Marketing
- The Marco Corporation
- TPS Promotions & Incentives







# Passion.

## Taking things further to be true to yourself.

### **The new DS8 Metal Clip.**

A very fine material mix of metal and plastic that draws strong attention to the brand.

**Prodir LTD**  
5 South Fens Enterprise Park  
Fenton Way Chatteris  
Cambridgeshire  
PE16 6WA  
T +44 (0)1354 776499  
F +44 1354 77 64 90

[prodir.com](http://prodir.com)  
[open.prodir.com](mailto:open.prodir.com)

**Personality pens.**  
**Swiss made.**

**prodir®**

14 Promotions (Trade) | A.T. Cross Company | AA Bags | Abbeygate Leathergoods & Diaries  
Academy Balls | Adco Products | Advantage International | Affinity Pro Software | Alvastone  
AMT Trade | Ancestors of Dover | Animal | APLA | Appin Bespoke Apparel | ARC Apparel  
B Sanders | Baby Pb | Bagco | Bags HQ | Bagtrade | Balloons Galore | Bio Laboratories  
Bizz Badge Company (The) | B-Loony | Boomerang SAS | Bottle Promotions | BPMA  
Briman Group | Brunel Trade Services | Carole Group Your Promo Pen  
Carole Group Your Promo Product | CHX Products | Clipper Gifts | Coronation Promotions  
Corporate Executive Gifts | Crazy Bags | Crystal Galleries | Crystal Impressions Corporate  
Custom Planet | Deep In Balloons | Desktop Ideas | Dynamic Highway | Easy Gifts UK  
Eat My Logo | Elasto Form UK | Encore Catalogue Group | Essential Embroidery Design  
Euro Cap | Evolve Branding | Fanela | Farrahs of Harrogate | Filofax Corporate | First Editions  
Gafbro's | GazeboShop | Giuseppe Di Natale SpA | Glevum Trade | Goldstar Europe  
Hainenko | Halfar System GmbH | Happy Gifts Europe | Headwear (UK) | High Profile  
IF Solutions | Ignite Incentives Group | Johnson Diaries | Jung Bonbonfabrik | Juniper Trading  
Just A Drop Drinks | Just Balls | Kalfany Süße Werbung GmbH | Keramikos | Kernow Plusfile  
Laltex Promo | Laser Crystal | Leather Business (The) | Letts Diaries | Listawood  
Logobugs Plus | Lowe Aston | Maikii | MBE Packaging | Mid Ocean Brands UK | Moleskine  
Muggi | Oldeani | Oldeani Watches | Orchard Melamine Products | Page Partnership (The)  
Paul Stricker | Pen Warehouse (The) | Pencom | PF Concept Clothing | PF Concept UK  
Pierre Cardin Stationery | Pinpoint Badges | Premec | Premier Impressions | Premier Sports UK  
Premium Brands by SPS (EU) | Preseli | Prime Time Company (The) | PrintVision (UK)  
Prodir Express | Product Media Magazine | Product Zone | Promo Catering | Promo Trade Co.  
PromoAlliance | Promotional Articles UK | Promotional Office | Promotional Products Week  
Promotional Union | PSI (Reed Exhibitions) | Purple Club | Purple Zebra Products | R&JP  
Razamataz | Recognition Express | Reeve Calendars | Reflects UK | RSN Exim | Runsmart  
Scanglo | Screenworks | Senator Pens | Sharon Lee | Snap Products | Source It | Sourcing City  
Sourcing Planet | SPS (EU) | Storm Graphics | Strive Badge | Sweet People (The)  
Sweet Temptations | Ted Gifted Lanyards | Terminic UK | Thermalmate UK | Trade Fabric Print  
Trade Lanyards | Trade Twisters | Troika | Umbrella Company (The) | Uniball | United Bag Store  
United Brands of Scandinavia | Voisé Laser Engravers | WCM&A | Xindao UK  
...and more still joining us!

**To Register, please visit:**  
[www.merchadiseworld.co.uk](http://www.merchadiseworld.co.uk)

**Weds 31st January & Thurs 1st February 2018**

at The Wing, Silverstone Circuit, NN12 8TN

We are delighted to  
be Endorsed and  
Supported by:

**Advantage**  
group



**Ignite**  
ADVANTAGE GROUP



**PAGE**  
Partnership



**AGF**  
ADVANTAGE GROUP ASSOCIATES



**PSI**





# START THE YEAR WITH A BANG

The first January Merchandise World is just weeks away.  
Find out how to get off to a racing start at Silverstone



**T**he start of the year is the traditional time for everyone involved with sales in merchandise distributor companies to want to know what's new and find out about the big selling products in the year ahead.

Following the success of the inaugural Merchandise World at Stoneleigh in September, there is a new kid on the block in the shape of a January Merchandise World. The two-day exhibition is aimed at providing a meeting place for the industry, including suppliers, distributors and trade bodies.

The show is taking place at The Wing, Silverstone, which successfully hosted the BPMA Show in 2016. Merchandise World is a collaborative joint venture between the BPMA and Sourcing City, bringing together the respective strengths of the BPMA Show and Sourcing City Marketplace.

Merchandise World is a unique concept which combines a traditional exhibition, a networking event and optional appointments. The event is for all sales and administration teams, management and directors from professional distributor companies from across the UK and Ireland.

Visitors can choose to see the hottest products from the industry's top suppliers

in a traditional exhibition format, or hold business review meetings by appointment in a conversation area on an exhibition stand, or in a conversation pod. There is no limit on the number of company personnel able to attend from any invited distributor company.

## DOWN TO BUSINESS

Silverstone's The Wing venue will play host of more than 150 exhibitors for the two days of business and is the perfect time to see the latest and hottest promotional products for the coming year. Visitors will also be able to discover the Merchandise World Promotional Product Award winners at the show.

More suppliers are still joining the industry's biggest names to be at Merchandise World, and this is the only place where they will all be exhibiting together in January 2018. Around 300 visitors have already registered to come, a number which is also increasing as the event gets nearer.

Catalogue providers Premium Portfolio (by Latex Group) and The AGF Catalogue Group (led by SPS) are officially supporting

Merchandise World.

All professional distributors that take either of these catalogues are invited to attend Merchandise World.

## KNOWLEDGE GATEWAY

As well as the chance to meet new suppliers and view the latest products, there will also be several seminars to update visitors on developments in the industry. Computer company, Apple will be talking about the importance of personalisation on the first day. There will also be an important session on the thorny issue of GDPR, covering everything businesses need to know. Visitors will also be able to take away a free guide to GDPR. Day two sees BPMA director general Gordon Glenister presenting the findings of the supplier mystery shopper research which should be essential for all.

Speaking of the event, Graeme Smith, chairman, BPMA, said: "Sourcing City and the BPMA have a proven track record in delivering high quality events to our industry, and we're thrilled to be working together to raise the bar even higher. We know what it takes to deliver maximum value to both suppliers and distributors, particularly in retaining a focus on the

quality and professionalism of those attending this exciting new event.

David Long, chairman and founder, Sourcing City, said: "We are delighted to create this joint venture in Merchandise World with the BPMA, and our team is excited to deliver a great experience for top industry distributors and suppliers. More importantly, we want to create a unique event that will bring true value to everyone's business."

## PRODUCT FOCUS

Everyone wants to know what's new in merchandise, and top suppliers at Merchandise World will have plenty to show. Here are just a few examples of what visitors will find at the show.

### SPS

Thanks to the huge popularity of British-made drinkware, SPS has continued to improve its product range. The bestselling H2O Active Sports Bottle range sees the introduction of a stylish new spout lid on selected models, giving a higher perceived value. Meanwhile, the Baseline Plus Sports Bottle is now available with relief-moulded branding, giving it a tactile and durable finish.

TheAmericano Mug range, also benefits from some new additions, such as the introduction of theAmericano Midnight Thermal Mug. TheAmericano spill-proof lid is now available in an extended range of colours, giving customers even more ways to create their perfect promotional mug.

"We know what it takes to deliver maximum value to suppliers and distributors, particularly in retaining a focus on the quality and professionalism of those attending this exciting new event."

Graeme Smith,  
chairman, BPMA

### ROSSI ICE CREAM



## Merchandise World essentials

### WHERE WHEN WHY

The Wing, Silverstone Circuit, NN12 8TN

January 31 - 1 February, 2018

more than 150 promotional suppliers will be exhibiting covering the gamut of merchandise. January is the main time when everyone involved with sales in professional distributor companies wish to see the new and best-selling promotional products.

A high number of business leaders, together with their front-line teams are expected to attend in January, which is the perfect time to see the latest and hottest promotional products for the coming year.

### HOW

visitors can register at [merchadiseworld.co.uk](http://merchadiseworld.co.uk)



### MID OCEAN BRANDS

### MID OCEAN BRANDS

Technology is increasingly popular for merchandise campaigns, and Mid Ocean Brands has some great new ideas. Sports fans will love its Tritan 500ml water bottle with sport towel and integrated speaker. Multifunctionality is also the name of the game with a wireless flower pot speaker with night light. If you remember the Nineties, its colour changing sublimation mug will be a fun item for nostalgics. For getting down to serious business, Mid Ocean will be showing items including a 15-inch backpack trolley, and A5 notebook set including stylus.



### ROSSI ICE CREAM

If you're after something cool, then look no further than Southend on Sea-based Rossi which can produce high quality, fully branded and personalised tubs of ice cream with a competitive turnaround delivered straight to your required location. The corporate branded tubs give you the opportunity to offer premium, award winning Rossi Ice Cream while promoting a company, product or brand in a unique way. There are seven flavours available and 360-degree digital printing for tubs.

### THE PEN WAREHOUSE



New from The Pen Warehouse, the Stealth Inkredible Roller is sure to stand out from the crowd thanks to its ultra-smooth Inkredible ink technology, which allows a



**Merchandise  
WORLD**

The only place where they will all be  
exhibiting together in January 2018

The industry's biggest supplier names will be at  
Merchandise World, - **are you coming?**



**LISTA WOOD**  
PROMOTIONAL PRODUCTS

midoceanbrands

**UNITED BRANDS**  
OF SCANDINAVIA

laltex **promo**

**goldstar**  
-europe

**PF**  
PF Concept

the  
**pen**  
warehouse

the  
**bizz**  
badge

**dt**  
Desktop Ideas Ltd

**JUNIPER**  
TRADING LTD.

The  
**CAROLE**  
group  
Ltd

**senator**  
Extramoreordinary. Since 1920.

**essential**  
● design ● print ● embroidery

**prodir**

**fanéla**

**Preseli Ltd**

**K**  
KERAMIKOS

**sourcing**  
city

**REFLECTS**  
REFLECTS UK LTD.

the  
**umbrella**  
company

**FILOFAX**



**THE SWEET PEOPLE**

**PREMIER  
BRANDS.**

**CROSS**  
EST 1846 USA

**bagco**

**Screenworks**

**XINDAO**

**Plus: many more quality suppliers**

To see all exhibitors, or to register to visit - please go to: [www.merchadiseworld.co.uk](http://www.merchadiseworld.co.uk)

**Wednesday 31st January  
& Thursday 1st February 2018**

at The Wing, Silverstone Circuit, NN12 8TN

We are delighted to  
be Endorsed and  
Supported by:

**Advantage**  
**encore**

**Ignite**  
**PU**  
Promotional Union  
Global Resource Centre

**PAGE**  
Partnership  
**Recognition**  
**EXPRESS**

**AGF**  
**JP**  
Premium Portfolio

**PSI**  
**AGI**



## Merchandise World 2018

premium writing experience in a budget-friendly pen. The Stealth also uses the latest double injection moulding manufacturing for seamless joins and a smart contemporary aesthetic. The black barrel has a large print area and is complemented by a subtle hint of colour beneath the clip. It's available in a range of colours and is printed on a 5-day lead time.



**SNAP PRODUCTS**

### SNAP PRODUCTS

Snap Products' exclusive Auto-Scent Air Freshener has been developed to offer long-lasting fragrance, while its smart contemporary styling will complement any car interior. The Auto-Scent's specifically designed membrane refill slowly releases its fragrance, can last up to 25 days and can be easily replaced. This unique air freshener can be attached to a vent or rear-view mirror with the integrated clip and elasticated loop, meaning it's always on display and offers great brand exposure. Available in a range of colours and fragrances, it is digitally printed on a 3-day lead time.



**OLDEANI**

### OLDEANI

Chelmsford-based Oldeani is enthusing about the Speedy USB charger, which can charge gadgets four-times faster than a standard USB using Qualcomm 3.0 quick charge. The Speedy charger has two regular USB ports and one speedy charge. Qualcomm 3.0 is compatible with iPhone SE and above. The Speedy is available in black and white and comes supplied in a white gift box with lift off lid.

## Encore Catalogue 2018-19

- ⚡ Comprehensive, User Friendly Catalogue
- ⚡ Beautifully Designed 16 Sections
- ⚡ 5 Standard Covers to choose from or Go Bespoke!
- ⚡ End User Websites
- ⚡ 80+ Suppliers
- ⚡ Order before January 14th 2018 for Early Bird Offer



If you are a supplier with a product range you would like featured in our catalogue please call or email us.



**Encore Catalogue Group**

The Hive • Unit 2 • Praed Road  
Trafford Park • Manchester • M17 1PQ

**Freephone:** 0800 046 3200

**Email:** [sales@encorecataloguegroup.co.uk](mailto:sales@encorecataloguegroup.co.uk)

[www.encorecataloguegroup.co.uk](http://www.encorecataloguegroup.co.uk)



## Networking evening

It's not all work. The first night of Merchandise World sees a BPMA organised networking and social event at the nearby Whittlebury Hall hotel.

Continue the networking after the show with this free informal gathering which offers the chance to let your hair down with colleagues and contacts, as well as meet the BPMA and Sourcing City teams. A hot fork buffet is included. The event starts at 8pm - book your free tickets at [bpma.co.uk](http://bpma.co.uk).

The BPMA has negotiated special rates at Whittlebury Hall for those attending the show. Contact [whittleburyhall.co.uk](http://whittleburyhall.co.uk).



### XINDAO

New products from Xindao include an air powered soccer ball with colourful LED. A foam bumper keeps it from damaging walls and furniture, making it great a for stress-free kickabout indoors. A more serious products include the Bobby Anti-Theft backpack family featuring a host of security features, such as hidden zippers and an integrated anti-theft lock. Wireless charging is a big thing, and Xindao offers mouse mats and desk lamps that provide it.



XINDAO

# EASTER PROMOTION SPECIALS 2018

NEW



**Gubor Easter Bunny**  
approx. 50 x 70 x 25 mm



### Egg box

approx. 80 x 77 x 45 mm



*Sweet advertising impact!*



[www.ksw24.eu](http://www.ksw24.eu)

Sales hotline: 0049 76 43 / 801-17

DESKTOP IDEAS

The technology specialist is also getting on board the wireless charging bandwagon with some stylish chargers from Zens which is bringing great looks to functionality. The company has also dug up some innovative new products in the shape of a smart umbrella that predicts the weather and has an anti-loss function, and a backpack direction indicator for cyclists to stay safe on our streets.



DESKTOP IDEAS

New product awards

The industry's best promotional products will be recognised with the Promotional Product Awards at Merchandise World in January. There will be Platinum, Gold and Silver winners in twelve categories:

- Desk Product
- Pocket Product
- Executive Product
- Edible Product
- Novelty Product
- Eco Product
- Promotional Pen
- Promotional Bag
- Promotional Clothing Item
- Technology Product
- Most Innovative Product
- Best Design Product of the Year

To find out more, go to [Merchandiseworld.co.uk](http://Merchandiseworld.co.uk)



U.K. LANYARD MAKERS LTD.

Lanyards - with no hanging around!



**KEEP CALM AND SAY YES TO URGENT LANYARD ORDERS**

[sales@uklanyardmakers.co.uk](mailto:sales@uklanyardmakers.co.uk)

**01483 200768**

[www.uklanyardmakers.co.uk](http://www.uklanyardmakers.co.uk)



**MULTI TOOL - CARD SIZE**



- Short Lead Times
- 18 Functional Tools
- 5 Colour Print Available

Available On Our **7 DAY EXPRESS**



**LANYARDS**

We offer a range of Lanyards and we can do an Express Service

● Pantone Matched	● Woven
● Dye Sublimated	● Tubular
● Reflective	● Dog Leads
● Glitter	

**PRODUCT UPDATE**

Wishing you a *Happy New Year* from

**PromoTRADE Co.**

☎ 08456 17 16 15

✉ [sales@promotrade.co](mailto:sales@promotrade.co)

🖱 [www.promotrade.co](http://www.promotrade.co)

\*T & C's apply.



# COME AND VISIT US AT STAND NO. 121 AT THE MERCHANDISE WORLD EXHIBITION, SILVERSTONE

**Merchandise  
WORLD**

Exhibition | Appointments | Networking  
A BPMA & Sourcing City Event

Wednesday 31st January &  
Thursday 1st February 2018



**stilolinea®**  
PROMOTIONAL AND GIFT BALLPOINT PENS SINCE 1972



« S45 FT

## High Quality Italian Pens Offering You:



« S40 GRIP

Fast Delivery  
Low Cost  
Extensive Colours Available  
(to include Pantone Colours)  
Reach Compliant  
Min 2000 Metres Smooth Writing Length  
High Margins



« S30 FT



[sales@hainenko.com](mailto:sales@hainenko.com)  
[www.hainenko.com](http://www.hainenko.com)

Hainenko Ltd, 284 Chase Road, Southgate, London N14 6HF

tel **0208 882 8734**  
fax **0208 882 7749**

# EXHIBITIONS SET TO HIGHLIGHT MERCHANDISE

**T**he BPMA is heading into 2018 with a strong platform of shows to promote members and their goods and services. As well as the industry's newest show, Merchandise World, at the end of January, the BPMA is leading a contingent of UK companies to the traditional curtain raiser for the year that is PSI in Düsseldorf.

This year, the show features an expanded textiles selection in Hall 10 with more than 200 exhibitors showcasing the vast array of options. Finishing will play a particularly significant role at PSI in 2018. For three days, visitors can stop at five stations featuring live demonstrations and best practice, including



motifs and writing, embroidery, the roles of yarns and software, and transfer printing.

PSI 2017 saw 988 exhibitors from 37 countries presenting their companies to 18,094 visitors. PSI 2018 will take place in Düsseldorf from Tuesday, 9 January, to Thursday, 11 January.

*Get more information from [psi-messe.com](http://psi-messe.com).*

## MARKETING WEEK LIVE

The BPMA is also again supporting Marketing Week Live on 7-8 March at Olympia. The most recent version of the show attracted 5,500 marketers to learn from and 120 leading exhibitors to do business with. As well as providing an interactive experience industry experts, such as BPMA director general, Gordon Glenister, are delivering seminars in a packed agenda.

*More information from [marketingweeklive.co.uk](http://marketingweeklive.co.uk).*



## B2B MARKETING EXPO

Gordon is also appearing at Excel for the B2B Marketing Expo on 21-22 March when he will be delivering a session on '21 Great Ideas to Engage Your Clients Using Merchandise Creatively'. With around 700 exhibitors and 500 seminars, the show is one of the UK's leading marketing events.

*More information from [b2bmark.etingexpo.co.uk](http://b2bmark.etingexpo.co.uk)*



**The Platinum CLUB**



**DIRECT ROUTE**  
COMMERCIAL DEBT  
RECOVERY SPECIALISTS

A membership benefit brought to you by



**bpma**  
british promotional  
merchandise association  
promotions by professionals

**ZERO COST DEBT RECOVERY**  
with  
**ALL COURT ISSUE AND ENFORCEMENT FEES PAID**

Do you want to pay nothing to collect your accounts?  
Does your business qualify for zero cost debt recovery?

Ring **01274 223190**  
to activate your free  
bpma benefit package

Business to business transactions only  
Terms apply

**CREATIVE ADDITION**

**DELIVER A CONFIDENT PITCH & WIN MORE BUSINESS**

Engage your audience with your own branded Promotional Products Powerpoint. Features include BPMA research, infographics, case studies, compliance and much more.



**Top 5 reasons why Promotional Products work**

DISTRIBUTOR VERSIONS **£79** +vat  
ONLY available to BPMA members.

**DOWNLOAD THE BPMA VERSION**

[www.creativeaddition.co.uk/bpma-powerpoint](http://www.creativeaddition.co.uk/bpma-powerpoint)

For more information contact **Graham Arnold**  
Email: [graham@creativeaddition.com](mailto:graham@creativeaddition.com) Tel: 01253 963 253



# AN OFFER YOU CAN'T REFUSE?

A tactical offer can benefit suppliers, distributors and end users, but only if they know about it, says **Phil Morgan**



**W**hether it's a price discount or something extra free, who doesn't love bagging a bargain? But when it comes to our industry, does the same apply? Do discounts and other offers help to close a sale for promotional merchandise or are there other more important factors to consider?

As a supplier in this industry, we're always exploring innovative ways to engage with our customer base. Over the years, we've run a variety of offers, such as exclusive discounts, reduced prices, voucher incentives, and prize draws. Without sharing too many secrets, these have often been very successful. But the question is, what really works for the distributor? With thousands of products on the market, how can you ensure the one you have a special deal on works?

A supplier may be looking to push a certain product range or service but the



chances of distributors benefitting will depend on what their end-user customers choose for their campaign. If distributors are pushing pens to their customers, then a discount offer on drinkware isn't particularly relevant. That's why suppliers look to distributors to push these offers and 'pay it forward'. Distributors have the power to take this market forward

in a defined direction. They can shape the direction of their business growth, by using supplier offers to full effect.

And it's easy for distributors to do that, either by using end-user versions of email campaigns, getting the message out there via social media, or just getting on the phone to let customers know about an excellent short-term deal. Even a simple advert on an email signature can generate awareness of products or offers.

To be honest though, no matter how good the incentive, the very best offer will always be a guarantee of quality, excellent service, good lead times, strong relationships, guaranteed stock levels and innovative products. I don't think there's any discount deal that's ever worth the compromise on these standards. Wouldn't you agree?

**Phil Morgan is CEO of SPS EU**



## Print that gets you noticed



- ✓ Brochures
- ✓ Leaflets
- ✓ Business Cards
- ✓ Business Stationery
- ✓ Posters
- ✓ Desk Calendars
- ✓ Wall Calendars
- ✓ Pop-up Banners
- ✓ Pads
- ✓ Invites



Jadan Press are a leading family run commercial B2 colour litho printer based in Hull. With 20 years experience, the company is renowned for producing work of an exceptionally high quality. We are committed to providing an excellent service by offering value for money and ensuring complete customer satisfaction.

**Tel: 01482 610902**  
**info@jadan-press.co.uk [www.jadan-press.co.uk](http://www.jadan-press.co.uk)**  
 Rainbow House, Kimberley Street, Hull, HU3 1HH

\* Comes with free carry case.  
 Up to 2 hours free design. Additional hours charged at £25 p/h + 20% VAT.  
 Available on orders before 31st January 2018.







# Media Clic Digital

The industry favourite now  
in a digital version

Full-colour, full-wrap  
digital print

Made in Europe

5 working days production



01895 823 718  
[info-uk@bicworld.com](mailto:info-uk@bicworld.com)  
[www.bicgraphic.eu](http://www.bicgraphic.eu)



# LEARN TO SUCCEED

This year's event has brought together an impressive line-up to help the industry keep developing its skills base

One of the key planks of BPMA membership is career development. The most successful business people never stop learning or being influenced by others. And in our fast-changing world, there are always new skills that we need to learn and new perspectives that we need to appreciate.

Even those who have been around the block a few times can pick up pointers from others. Simply listening to somebody else's experience can unlock a new approach that can feed back into your business.

The latest BPMA Education Day aims to provide just this sort of inspiration, education, and skills buffing. A series of engaging seminars

delivered by great speakers will run on 30 January at Whittlebury Hall, Towcester.

## TIM ANDREWS' KEYNOTE

This year's keynote, 'Future trends of the Promotional Merchandise industry' will be delivered by Tim Andrews, president and chief executive officer of the Advertising Specialty Institute (ASI). He will discuss current trends along with the 2018 forecast for the \$23 billion North American promotional products industry.

Tim joined ASI as president in 2003 and is responsible for the vision and operations of the privately held company. Under his guidance, it has become the industry leader in the development and management of print and web-based products and

services, with an emphasis on technology and multimedia marketing across all platforms.



Tim Andrews, president, ASI is set to discuss industry trends at the BPMA Education Day

## LEADERS DEBATE

Education Day will also foster debate with audience participation throughout the day, and an industry leaders debate tackling the future role of the distributor.

BPMA director general, Gordon Glenister will take part in the in-depth session which will have input from representatives from a number of key distributors, including Fluid Branding's Matt Franks, and Chris Lee from Brand Addition.

Last year, more than 90% of delegates said that the event exceeded their expectations. For more details on this year's event, and to book a place at Education Day, go to [bpma.co.uk](http://bpma.co.uk)



SEE THE FULL  
EDUCATION  
DAY LINE-UP  
ON THE NEXT  
PAGE

### This year's speakers at the BPMA Education Day - 30th January

#### Getting inside your client's head **Michelle Mills-Porter**



As CEO of Ensize UK, Michelle's session will show you how to identify behaviour types at a glance, to read body language at an advanced level, to understand facial expressions and micro facial expressions, to tell what people really mean despite the words they use, and to speak in their language.

By pre-empting wants and needs, you can create relationships that are impenetrable to the competition, as well as pitching perfectly, pricing right and winning more business.

#### No, I am not interested: how to handle sales objections **Anthony Stears**



Better known as 'the telephone assassin', Anthony will share the basic principles to achieving success on the telephone. From mind-set to call structures, from specific techniques and objection handling, you're guaranteed to walk away feeling more confident about picking up the phone. Turning cold-callers into proactive experts, the session finishes with a short Q&A, giving you the opportunity to find the answers to tackle your biggest challenges on the phone.

#### Business networking in the 21st century **Stefan Thomas**



The author of Business Networking for Dummies and Instant Networking is a true advocate of joined up networking. In a fast-paced seminar, Stefan will give you hints, tips and tactics you can use to build a huge competitive advantage through face to face networking, combined with social media and other marketing.

#### How to handle social engagement on the move **Warren Knight**



In this seminar you will discover the latest apps to save time, the best social networks to build a community and drive traffic and maintain a social media presence while on the move. It's easy to get sucked into social media platforms for hours at a stretch, but Warren will explain how to manage them in much less time with the right apps and some planning.

#### Millennials: changing the face of buying **Lee Gilbert**



Lee will be explaining how to engage with Millennials, who are today's business-to-business, middle-aged decision makers and the generation spending the most disposable income on the high street (and online). Their web-based behaviour is at odds with older Baby-Boomers and Generation X and any digital marketing strategy needs to recognise their analogue childhood means they still demand brick and mortar stores with cross channel marketing, but they do enjoy the benefits of digital automation, personalised offers and social influence.

#### What your brand says about you **Karen Newbold**



Your brand is so many things. It's what people say about you when you're not in the room. It's the reason they do or don't choose you over a competitor. It's the first thing people notice about you and the last thing they remember.

But how do you know what your brand is saying? And more importantly how do you discover what it should be saying? Karen's session looks at rbl's approach to a strategic branding programme, from understanding customer perceptions to creating a brand that has a distinctive voice in the marketplace. The outcomes are relevant not only to customers, but are critically important to employees, strategic partners and investors.

rbl is offering a report from its online Brand Strength Test to the first 20 participants who complete it. It only takes a few minutes to complete and asks some simple multiple-choice questions around your company's vision, offer, identity, culture and its execution. Participants will receive an individual report on the day, and Karen will share an overview of common issues and challenges during the session. To participate, email [Karen@rblteam.com](mailto:Karen@rblteam.com).



## TOP OF THE CLASS BPMA EDUCATION PROGRAMME

Industry specific blended learning at its best.



[education.bpma.co.uk](http://education.bpma.co.uk)

For more information and to sign up contact Daniela Arena, [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk) or call 0777 5938709

Book your place at [bpma.co.uk](http://bpma.co.uk)



# BPMA EDUCATION DAY 2018

**Venue:** Whittlebury Hall **Date:** 30<sup>th</sup> January 2018

Join us and be inspired by our engaging seminars delivered by great speakers:

- *Getting inside your client's head*, Michelle Mills-Porter
- *No, I am not interested - How to handle sales objections*, Anthony Sears
- *How to handle social engagement on the move*, Warren Knight
- *Millennials - Changing the face of buying*, Lee Gilbert
- *What your brand says about you*, Karen Newbold
- *Business networking in the 21st century*, Stefan Thomas
- **KEYNOTE** - *Future trends of the Promotional Merchandise industry*, Tim Andrews
- *Industry leaders debate - The future role of the distributor*

## WHAT YOU SAID ABOUT THIS EVENT IN 2016

*"Helped me make even better relationships with my customers."*  
Grace Ward, Brand Addition

*"Really insightful, brilliant day."* Jess Hart, Premier Print

*"Incredible amount of content – being new I found it really informative and helpful."* Georgina Miles, Drayton Gifts

Last year over **90%** of delegates said it exceeded their expectations.



**Only £80 +vat**

Book your tickets today

 [www.bpma.co.uk/events](http://www.bpma.co.uk/events)

 [events@bpma.co.uk](mailto:events@bpma.co.uk)



**SPONSORS**

 bpma education programme



# SUPPLIERS AND DISTRIBUTORS RANKED BY PEERS

**T**he winners of the 10th annual Sourcing City Awards have been announced. The awards show how well both suppliers and distributors are regarded by each other.

In the distributor categories the winners were Fluid Branding, Mojo Promotions and Bounce Creative Designs. Laltex Promo won in the major wholesaler categories for the second year running and Crystal Galleries was the specialist supplier of the year.

Distributors and suppliers each had three votes on a first to third basis for each category. PM

### WINNERS

#### Distributor of the year - £3m+

1. Fluid Branding
2. Allwag Promotions
2. Total Merchandise
3. 4imprint Direct
4. Brand Addition
5. Dowlis Inspired Branding
6. Everything Branded
7. Premier Print & Promotions
8. Arcadia Corporate Merchandise
9. LSI
9. Firebrand Promotions

### SUPPLIER AWARDS

#### Specialist supplier of the year

1. Crystal Galleries
2. Pen Warehouse
3. Bizz Badge Company
4. Umbrella Company
5. Listawood
6. Bags HQ
7. Bagco
8. The Sweet People
9. WCM&A
10. Screenworks

#### Major wholesaler of the year

1. Laltex Promo
2. SPS (EU)
3. PF Concept UK
4. Impression Europe
5. Mid Ocean Brands
6. Xindao
7. Preseli
8. Promo Trade Co.
9. Easy Gifts UK
10. Clipper Gifts

#### Distributor of the year - £1-3m

1. Mojo Promotions
2. AD Merchandise
3. Pellacraft
4. AMT Marketing
5. BMM
6. Hype Branding
7. Creative Emporium
8. Beeline Promotional Products
8. Ross Promotional Products
8. Steel City Marketing
8. Willsmer Wagg

#### Distributor of the year - <£1m

1. Bounce Creative Designs
2. Go Promotional
3. BH1 Promotions
4. Pinfold Promotions
5. ASP Promotions
6. Connect Promotions
7. Brandroom
7. Cre8Tive Brand Ideas
7. JDM Merchandise
10. RT Promotions

# Merchandise WORLD

Exhibition | Appointments | Networking

## The Event for Teams & Leaders from Professional Distributors



The Industry's  
Biggest Suppliers  
are coming,  
Will you be there?

Register  
Today at  
[merchadiseworld.co.uk](http://merchadiseworld.co.uk)

Weds 31st January & Thurs 1st February 2018  
at The Wing, Silverstone Circuit, NN12 8TN



# THE VISION THING

Augmented reality is still relatively unexplored, but it is reaching a tipping point, predicts **Matt Pluckrose**



**M**any of us were very unfamiliar with augmented reality (AR) until Nintendo launched Pokémon Go to the world in 2016. The app soon had millions of kids and adults chasing animated prey in the real world via the GPS in their smartphones. So, has AR gone on to inspire our sector? It seems the answer is 'not yet'.

Over the past ten years we have seen that marketers can be slow to adopt the latest gadgets, software and technology, with many choosing to watch and wait and see if a passing fad is here to stay or not?

## What is AR?

Augmented reality enhances your perception of reality, offering enriched experiences or situations. It is related to a concept called computer mediated reality, in which a view of reality is modified by a computer. With the help of advanced AR technology the information about the surrounding real world of the user becomes interactive.

Information about the environment and its objects is overlaid on the real world. Originally, immersive AR experiences were used in entertainment and game businesses, but now other industries are also getting interested about AR's possibilities, for example in knowledge sharing, educating, managing the information flood and organising distant meetings.

## AR and promotional campaigns

The AR experience enables the marketer to communicate in a 'live' way with the target market via video, 3D graphics and other calls to action. It can assist a promotional product that could be generally rather flat and uninspiring, such as a coaster, badge, powerbank or lanyard, to come to life and tell a story or push the consumer to a video message to deliver an interactive message.

Brands are already using it in campaigns, including Tesco, Disney, Lacoste, New Look, BMW Z4, TOPPS trading cards, and BIC. This



market is forecast to top \$150 billion by 2020.

AR is starting to be offered by innovators in our sector and has the capacity to deliver a message in a modern and interactive way. Staying ahead of the game is key in today's competitive markets. Why not offer to add extra value for your client on their next promotional product and open their eyes to a new digital age? **PM**

**Matt Pluckrose is managing director of Desktop Ideas**

## Gafbros SHOPPING BAGS

Gafbros



[www.gafbros.com](http://www.gafbros.com)



TEL: +44-116-2530380  
FAX: +44-116-2510377  
EMAIL: [sales@gafbros.com](mailto:sales@gafbros.com)  
WEB: [www.gafbros.com](http://www.gafbros.com)

A gift box is not just for Christmas.



**THE SWEET PEOPLE**

Call: +44(0)1525 371371 | [sales@thesweetpeople.com](mailto:sales@thesweetpeople.com) | [www.thesweetpeople.com](http://www.thesweetpeople.com)



# UBER CASE SHOWS NEED FOR GDPR PREP




**U**ber's recent admission that 2.7 million people in the UK were affected by a security breach underlines the fact that even the largest and most technology-oriented businesses can be affected by data issues.

The EU's General Data Protection Regulation (GDPR) is due to come into

force on 25 May 2018, introducing new accountability obligations and stronger rights and restrictions on international data flows. Businesses that handle data need to start preparing for these new obligations, which include the duty to inform of any data breaches.

Penalties for infringing the new

regulation will be higher than those presently administered. Companies could have to pay up to €20 million or 4% of global turnover, whichever is higher.

For companies looking to understand and prepare for GDPR, the BPMA is running a seminar at Merchandise World run by data and marketing consultancy DAMM Solutions. Visitors to the show will also be given a free guide to GDPR. 

## Preparing for GDPR

On the 25 May, 2018, the biggest changes in data protection for 20 years will become legally enforceable, with the EU General Data Protection Regulation (GDPR) coming into effect.

The GDPR applies to any companies (irrespective of size) that process or handle EU residents' personally identifiable information (PII).

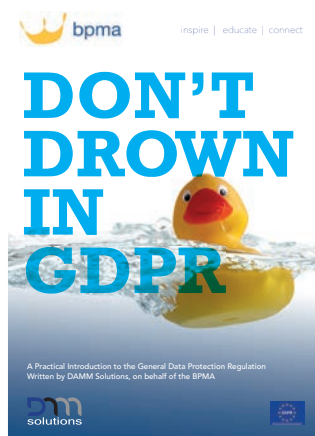
Action is required now.

- Larger organisations, or those with more complex data systems will need to employ a designated Data Protection Officer (DPO). Estimates suggest 7,500

of these positions will be created in the UK in the next five years.

- Severe penalties are being put in place:
  - Up to 2% of global revenue for failing to comply with GDPR.
  - Up to 4% of global revenue (or €10 million) whichever is greater for a data breach
- Don't be confused by 'Brexit'. GDPR commences well before any potential Brexit date.

**Source: DAMM Solutions**  
([dammsolutions.co.uk](http://dammsolutions.co.uk))



# CALL US

for...

- Expert knowledge and advice
- Unique, exclusive and innovative products
- First class service and a friendly team that really care
- Top quality gadget brands such as Philips, Xoopar, ODOYO and many more

**0844 875 7624**



[sales@desktopideas.com](mailto:sales@desktopideas.com) | [www.desktopideas.com](http://www.desktopideas.com)

# MERCHANDISE WORLD NETWORKING EVENING

Come and join industry colleagues for a **FREE** networking and social event during the Merchandise World show in January.

**DATE:** 31<sup>st</sup> January 2018  
**VENUE:** Whittlebury Hall  
**TIME:** 8pm - late

**DRESS CODE:** Smart Casual  
**COST:** **FREE**



**Sumptuous Hot fork Buffet included. FREE to attend, book now.**

To book visit [bpma.co.uk/events](http://bpma.co.uk/events) or Email: [events@bpma.co.uk](mailto:events@bpma.co.uk)

January is the main time when everyone involved with sales in professional distributor companies wish to see the new and best-selling promotional products.

A high number of business leaders, together with their front-line teams are expected to attend the Merchandise World: New Year Event in January, which is the perfect time to see the latest and hottest promotional products for the coming year, as well as to discover the Promotional Product Award winners.

Continue your networking with industry friends and colleagues in the evening at the Merchandise World Networking Evening – The BPMA and Sourcing City teams look forward to seeing you there!

**Why not stay at Whittlebury Hall for the duration of your stay during Merchandise World. The BPMA have negotiated special rates with Whittlebury Hall.**

Visit [www.merchandiseworld.co.uk/venue.php](http://www.merchandiseworld.co.uk/venue.php) for all venue and hotel details.

**Distributors - Have you registered to attend Merchandise World: New Year Event taking place at Silverstone Circuit from 31st Jan – 1st Feb 2018.**

Visit [www.merchandiseworld.co.uk/register.aspx](http://www.merchandiseworld.co.uk/register.aspx) to register.





# Behind the scenes film focuses on branding

**N**arrative Glue Creative, the BPMA's video production agency partner, has produced a series of films of the new education programme, focusing on the printing of branded items.

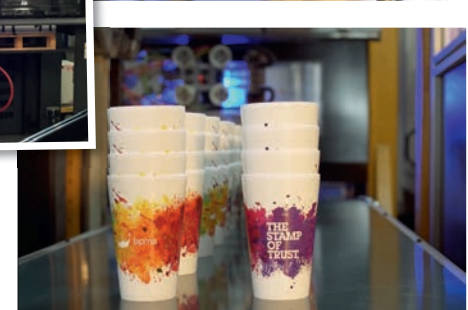
The company spent two days with its crew in Blackpool filming 'behind the scenes' at SPS. The brief was to create a series of films which demonstrated the many different printing processes involved.

Suzi Jones, creative director, Narrative Glue, said: "There is always something fascinating about the 'behind the scenes' format. Seeing how a product starts its

life and the journey it takes before it gets to the customer is always an eye-opener. We ended up with some beautiful vibrant footage which really demonstrated the skills, technology, and creativeness of the staff and the many machine processes used to make branded promotional products."

The completed film can be viewed at [narrativegluecreative.com/bpma](http://narrativegluecreative.com/bpma).

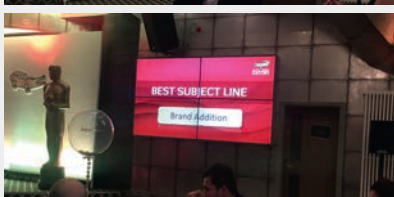
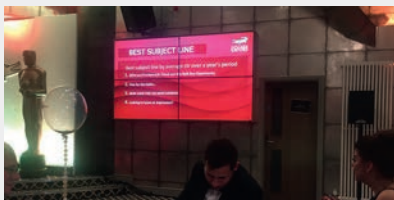
Narrative Glue is pleased to offer all BPMA members a 10% discount on any production work. If you're thinking about using video for your business, talk to Suzi at [hello@narrativegluecreative.com](mailto:hello@narrativegluecreative.com) or call 01494 817575.



## Award snapped up by Brand Addition

Brand Addition picked up an award for Best Subject Line at the Communicator conference and awards. The merchandise company's Golden Gator award was for the best subject line by average CTR over a year.

Communicator provides B2B email marketing software, and gathered 120 marketers to its annual event. Speakers included BPMA director general Gordon Glenister, who presented an overview of the merchandise sector.





## BPMA News

New members joining the BPMA in the last 12 months

• Distributor	Manic Merchandise
• Distributor	Ice Communications T/a Ice Creative
• Multichannel supplier	Farrah's of Harrogate
• Multichannel Supplier	Villeroy & Boch
• Service Provider	Ultima Displays
• Distributor	Peratone
• Distributor	Connect 2 Sussex
• Distributor	Another Planet
• Multichannel Supplier	Geoffrey Parker
• Multichannel supplier	Logo International
• Multichannel supplier	RGMM Ltd
• Distributor	Identity Promotions
• Distributor	The Extra Step
• Distributor	Buy Promoproducts limited
• Multichannel Supplier	Amore Bakery

• Multichannel Supplier	Diamond Branded Company T/A Essential Marketer Ltd
• Distributor	Ice Hot Ltd
• Distributor	Logo Bug Company
• Distributor	Hartlands Promotions
• Distributor	Pillory Barn Design Limited
• Distributor	Brandables Limited
• Distributor	Aquatint Limited
• Multichannel Supplier	The Brilliant Bakers Limited T/A The Cake Store
• Distributor	UR Promotions Limited
• Multichannel Supplier	Rossi (Southend on Sea) Ltd T/A Rossi Ice Cream
• Multichannel Supplier	Arca Industries Limited
• Distributor	Shout Promotional Merchandise
• Distributor	UKOS Plc
• Distributor	M&M Printing and Promotions
• Distributor	Brand Republic
• Multichannel Supplier	In your face advertising
• Distributor	Broadfold Business Gifts Limited



# New year, NEW PRODUCTS







If you have any stories for **Product Media Magazine**, send by email to: [editor@productmediamagazine.co.uk](mailto:editor@productmediamagazine.co.uk)

## Thumbs up from new members

The BPMA's latest new member seminar in London received positive feedback from attendees. Chani Martin, director, M&M Printing & Promotions, said: "If you are completely new to the promotional industry this event is essential - it will give your business exactly the start you are looking for. If you have been in the industry for a while, but are wondering which direction your business should take, you will receive invaluable advice. Since attending I

have updated my marketing strategy, and to say I am excited about the possibilities for the future is an understatement. The Merchandise World vouchers have already paid for my membership - I wish I had joined the BPMA two years ago."

Chris Poole of the Ice Agency, agreed. "The sales and marketing tips were

invaluable, and I left with a much clearer insight into the merchandising industry. I would recommend this to anyone who is starting out in the industry."

New member seminars help orient newcomers to the industry, providing an overview. Further seminars will be held in 2018.



## BPMA CALENDAR 2018

**9-11 January**  
PSI, Dusseldorf

**14-18 January**  
PPAI, Las Vegas

**30 January**  
BPMA Education Day, Whittlebury Hall, Towcester

**January 31-1 February 2018**  
Merchandise World, The Wing, Silverstone

**31 January**  
Merchandise World networking evening, Whittlebury Hall, Towcester

**7-8 March**  
Marketing Week Live, Olympia, London

**13-14 March**  
Sedex, The Brewery, London

**21 March**  
Haptica, Bonn

**21-22 March**  
B2B Marketing Expo, Excel, London

**12-13 September**  
Merchandise World, Farnborough

# Happy New Year!

What's new with Preseli?  
Come and find out at...

## Merchandise WORLD

From Wednesday 31st Jan  
to Thursday 1st Feb, 2018

# STAND 28



By the windy Sons of Astroeus Mark, what's new?



Seriously quick full colour range, Promoman!

Express full colour range:

- Lanyards.
- Drawstring bags.
- Foldable bags.
- Event wristbands.
- Hairbands.
- 3 in 1 Mouse Mat.
- Short & Long socks.
- Headwear.
- Shoe laces.



Woof! What's new Marketing Mike?



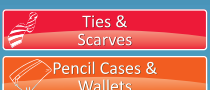
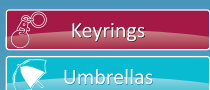
Amazing new website portal for customers, Ziggo!



List of benefits:

- Customer specific pricing.
- Access invoices & statements.
- View order progress updates.
- Track deliveries & view P.O.Ds.
- Download marketing e-flyers.

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





If you have any stories for Product Media Magazine, send by email to: [editor@productmediamagazine.co.uk](mailto:editor@productmediamagazine.co.uk)

## Ten from two



Debbie Willsmer

Managing director  
**Willsmer Wagg**

### What are you reading at the moment?

The Break by Marian Keyes

### What's on your iPod?

Bruno Mars

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

Be kind, listen and treat others as you would like to be treated

### Cappuccino or Latte?

Neither. White Americano

### What makes you feel warm and fluffy?

Black and white movies in front of a log fire

### Best place in the world?

St Lucia

### If you could change one thing?

Brexit – we should have stayed

### How would you like to be remembered?

She lived life to the full and then some!

### What are you proudest of?

My son who is 21 and running his first marathon

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

My lovely dad Mike died suddenly 17 years ago. The support of family and friends was invaluable



Kiron Phillips

Head of marketing and media  
**Great Central Plastics**

### What are you reading at the moment?

I'm embarrassed to admit that I am not reading anything at the moment aside from my Instagram newsfeed

### What's on your iPod?

I like all sorts of music, for example my recent downloads include albums from Skepta and Sam Smith. A bit of a mix

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

The importance of patience. Progress is still progress no matter how slow

### Cappuccino or Latte?

Cappuccino

### What makes you feel warm and fluffy?

Blankets

### Best place in the world?

London

### If you could change one thing?

National speed limit. I like fast cars

### How would you like to be remembered?

Someone who worked hard to get where they wanted to be in life

### What are you proudest of?

Graduating with a degree in business management and marketing

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

I took part in a trek through the Himalayas and became sick due to drinking some bad water. Trekking for the next four days, eight hours per day without food was tough. One step at a time got me to the end, eventually!

## MOVES

### New directors for BPMA

The BPMA has appointed two new board directors: Andrew Hill, managing director, Senator Pens, and Clive Allcott, commercial director, Screenworks. The appointments were announced at the 14th AGM in London in November.

BPMA chairman, Graeme Smith said: "Our association is in strong shape, particularly with the success of the first BPMA show and the new partnership with Sourcing City on Merchandise World. We are really looking to invest in our industry in 2018 with a number of key industry initiatives. I am delighted to welcome on board two very experienced industry individuals in Andrew and Clive that will help us move the association forward."

Clive Allcott, said: "I am really delighted to be involved in the BPMA at this level, and particularly playing my part to help drive the association forward. There are so many exciting initiatives planned in 2018 and our industry needs a strong association like the BPMA to drive these forwards."

Andrew Hill said he was pleased to be rejoining the board. "As a trade association, the BPMA undoubtedly works hard and has notched up many notable achievements in recent years. So much more is planned, and I am happy to provide as much assistance as I can in helping it to achieve its aims."



Left to right: Clive Allcott, Andrew Hill, Graeme Smith





**Book your  
ticket now!**

Promo World

➤ **PSI**

**9 – 11 January  
Düsseldorf 2018**

The Leading European Trade Show  
of the Promotional Product Industry

# FREE Setup FREE Carriage

on **ALL Aluminium Laser Engraved Pens**

- FREE Setup and FREE Carriage
- All Aluminium Laser Engraved Products\*
- 360° Laser Engraving
- 5-Day Standard Lead Time
- 24-Hour Service Available\*\*



**Line-of-Sight Engraving • 360° Laser Engraving**

**Order Your FREE Catalogue Today**

**+44 (0)1252 400 270 | sales@pens.co.uk**



[www.pens.co.uk](http://www.pens.co.uk) | [www.promotional.tv](http://www.promotional.tv) | [www.logopens.co.uk](http://www.logopens.co.uk) | [www.no-minimum.co.uk](http://www.no-minimum.co.uk)

Mount Pleasant Business Centre, 2-4 Mount Pleasant Road, Aldershot, Hampshire, GU12 4NL, T: +44(0)1252 400270, E: sales@pens.co.uk, W: www.pens.co.uk

\*Excludes Pierre Cardin products. Free carriage to one UK mainland address only. \*\*24-Hour Express Service available on selected models only. Free setup and carriage on aluminium pens only.