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# Welcome



Well, here we are then: the first issue of our new magazine, Product Media. An interesting title you may think. Some of you who attended the Education Day in January may remember my friend

Michel Van Bavel talking about his success story and how one of the challenges we all face as an industry is one of “sector profile”, ie. Are we the poor man’s marketing tool? Michel always refers to the industry as a media which is something we at the bpma have been saying for a while, so we think we should embrace it. The magazine will have a range of interesting articles as well as the latest news of course for members and non-members alike.

There will certainly be a focus on some of the bpma products and services as well as providing a medium for raising best practice. But this is for all: we want you to be a part of bpma. Come and join us, we are stronger together. Look at what the Germans are

doing – in fact read about it in this issue.

I am delighted that Nigel Bailey has joined us as Event Director and we have launched our very first show at the amazing Silverstone circuit. Our show has received an amazing response from suppliers as well as backing from distributors – strong testament I feel to industry support for the bpma. The move to bring our highly regarded industry awards and Education Day together cements what we believe will be one of the highlights of the 2016 promotional year.

Our Professional Development Programme continues to grow from strength to strength, and you’re going to see some exciting developments on this front – everyone should be embracing education. Even used as a library for best practice, all members have a great resource available to them.

Our industry has faced many challenges over the years and it’s important we as an industry stick together and help support one another. As the leading not-for-profit industry association, the more business we can generate within the group the better which is why I feel so strongly about the “Only Buy

from a bpma Member” campaign you will continue to see more of.

Promotional Products Week is only a few weeks away now, so use this once-a-year opportunity to really get behind it and promote the best of promotional products in use. Our buyer attitude research will unveil some fascinating findings both from positive and negative aspects as to the industry merchandise experience. The findings of our very first Distributor Mystery Shopper research will also be shared at our Industry Conference on July 9.

I am hoping to see most of you at our Conference – the next big industry event. The theme “Future Proof your Business” is all about supporting you in your quest to develop and grow your promotional businesses. One of the keynote speakers is from Vistaprint, an organisation entering the promotional industry. Should we be alarmed, or intrigued at their potential? Come along and find out. The round table discussions will focus on “innovation and creativity” and how we can inspire buyers and the industry at large. Thank you for supporting your trade association.

**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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# Getting stronger for the future

**Matt Franks**, Chairman of the bpma, on how the bpma is evolving to adapt to a changing environment



**I'm delighted to be involved in this launch edition of Product Media, the new trade magazine from the bpma.**

The secretariat, voluntary board, and passionate members of the bpma put countless hours into developing and helping steer the UK promotional products industry. One criticism we've faced as an organisation however is a lack of transparency – what does the organisation and its board of directors actually do?

This is something I'd like to address. bpma members and non-members alike should be clear on who we are, what we stand for, and why they should get involved. Product Media magazine will help communicate this, in addition to reporting relevant and timely news and views affecting our industry.

As any modern organisation must, the bpma is evolving in order to ensure we adapt to a changing environment. Not-for-profit trade associations in any industry fill an important and unique role. Industry sectors thrive and grow when there is a healthy mix of commercial companies and where there is also governance, support and guidance provided through a strong, independent trade body with no private agenda or shareholders to report to.

For a trade association to be sustainable, its revenue is typically generated through member fees, trade shows, and additional chargeable products and services. Whilst I'm pleased to say we are in a stronger financial position now than for many years, in order to sustain this we need to put a structure in place that will provide total self-sufficiency, free from outside influence and long-term stability.

As such we are currently undertaking a strategic and carefully planned reorganisation, primarily aimed at further strengthening the bpma's operational and financial position. This will allow us to devote increased time and money towards leading, supporting and growing the industry and our members. The recent appointment of our Event Director Nigel Bailey, the launch



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**“An independent, passionate and experienced trade association is vital to the health and development of our industry”**

of The bpma Show in September 2016, and various other initiatives such as this publication, are all part of the evolution of the bpma.

The vision – of which we are currently well on track with – is to enable us to deliver better and broader education, deeper and more meaningful research, and increased collaboration between our members. This all takes careful planning, hard work, and occasionally some tough decisions. It's reassuring to have a strong, experienced board, and a talented secretariat. I can genuinely say we are looking forward to a bright future for the association and its members.

I believe an independent, passionate and experienced trade association is vital to the

health and development of our industry. The more members we have and more individuals who get actively involved in the bpma, the more positive effect we can have.

If you're reading this and aren't a member, you really should join the bpma and help support and develop your industry. If you're passionate about the industry go a step further and join one of our new steering groups such as researching the size and state of our industry. If you have the experience and appetite to really make a difference, why not apply to join the board?

I challenge you to get involved in shaping the future of your industry. Click the “Get Involved” button at the top of our website to see how you can make a difference.

See you at the bpma Conference.

# The bpma Annual Conference 2015

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9<sup>th</sup> July 2015

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## Blueprint celebrates record year

Blueprint Promotional Product is celebrating record sales of over £1 million at the end of its financial year, boosted by expansion into export markets. It gained 24 new contracts, resulting in over £250,000 worth of promotional merchandise being delivered globally to clients.

Under founder director Mark Wilson, it has undergone a significant transformation within the last four years, expanding rapidly from a sole proprietor to an organisation employing 10 people with year-on-year growth averaging 40% a year.

# German associations finally get together

For the first time in Germany's 55-year history of the promotional merchandise industry, the country has a single united promotional merchandise trade association. The move which unites 5,000 companies and more than 50,000 employees in a single body has been subject to lengthy negotiations with each of the old associations having to declare a formal vote in favour of the change.

The inaugural meeting of the new look GWW (general association of promotional product industry) was held in March in Mainz. Present were members of all the associations, bwg (German association of promotional product consultants and distributors), BWL (German association of promotional product suppliers), AKW (promotional products working group) and PSI.

Michael Freter, managing director of PSI and GWW board member, said: "To date, we have been unable to make the politicians sufficiently aware of the importance and value of the industry simply because it is too small and is not heard properly in Berlin.

And this has resulted in its most important task: we have to sell our creativity and promotional effectiveness of the products more empathically. We need to be louder."

Hans-Joachim Evers, formerly honorary chairman of bwg, called for the whole German promotional merchandise industry to "get involved in GWW".

## "We need to be louder"

GWW will hold elections in December at the Annual General Meeting, with the old board continuing to run the association's affairs until then. The board consists of Patrick Politze as Chairman plus Hans-Joachim Evers, Klaus Rosenberger, Michael Freter and Manfred Schlösser.

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# Conference call to future proof your business

Excitement is building in the industry as final preparations are being made for the second bpma Annual Conference. Titled "Future Proof Your Business", the event takes place at the Orbiter Conference Centre, Park Inn by Radisson Hotel, London Heathrow Airport on 9 July.

Event Director Nigel Bailey said: "The conference is designed to help industry companies to build resilience and growth into their business and to encourage companies to look at continuously reviewing and questioning their plans to ensure they are getting the best out of their businesses. Places are limited so if you have not booked places, I recommend that you do so as soon as possible."

This year's conference offers attendees an inspirational day of interactive workshops and seminars, expert exhibitors and networking. Three seminar streams will enable delegates to choose sessions relating to business, marketing and strategy

and digital. Sessions will include Emily Shirley, Director Global PPAG at Vistaprint, talking about "The Power of Minimum Quantity One".

Thirty business experts will also be on hand to give one-to-one advice on many aspects of your business from exporting and finance to sales performance and employee welfare.

The conference will be followed by the bpma Annual Business Awards Dinner: an ideal opportunity to network with colleagues, make new contacts and relax after a hard day on the conference floor. The evening features a welcome drinks reception, sumptuous three-course dinner, an inspirational keynote speaker as well as the presentation of the bpma Business Awards themselves.

To book places or find out more, visit [www.bpma.co.uk/bpma-annual-conference-2015](http://www.bpma.co.uk/bpma-annual-conference-2015), email [nigel@bpma.co.uk](mailto:nigel@bpma.co.uk) or call 020 7631 6960.

## AD Merchandise moves to bigger offices

Promotional products distributor AD Merchandise has moved to larger offices in Manchester as part of a planned growth strategy.



The strong and robust colours of the company's brand identity have been applied to refurbishing the new offices on the 14th floor of the landmark West Point office building in Chester Road.

Managing Director David Moodie said: "We needed more room for our expanding team and West Point provides the right environment, space and facilities to support our growth strategy."

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## BTC activewear extends hoodies, sweats and sportswear

With demand increasing for higher-specification hoodies, sweats and sportswear at affordable prices, BTC activewear has added new garments from existing brands Fruit of the Loom, Gildan, FDM and Anvil alongside new brands Tee Jay's and Active by Stedman.

They include four vibrant colours added to the Fruit of the Loom Men's 61390 Performance Tee range (pictured): Bright Yellow, Fuchsia, Lime and Azure, also available in ladies' size code 61392 and children's size code 61013. The 100% textured polyester is for excellent moisture wicking and quick-dry performance.

New from Gildan is the Double Pique Polo Range which includes a Dryblend, Performance and Premium Cotton option. 43800 is the Men's Performance Adult Double Pique Polo. Made from 100% filament Polyester Double Pique Knit with AquaFX for wicking properties, it has side seams with vents, a contoured welt collar and rolled forward shoulders.

New for 2015 is the Tee Jays range of T-shirts, polos, sweats and jackets. The TJ7021 Ladies' COOLDry Tee is available in sizes XS-2XL and six colours. It has a sporty fit, flatlock stitching and reflective print and is also available in men's sizes code TJ7020.

The Active by Stedman range offers great performance for your favourite activities. The ST8000 Men's Sport T-Shirt has a smooth, sleek fabric, side seams and decorative flatlock shoulder seams, available in sizes S-2XL, eight colours and also available in ladies' sizes code ST8100.



To find out more, contact Daniela on [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk) or visit [www.education.bpma.co.uk](http://www.education.bpma.co.uk)

### bpma education

# Education programme raises the bar

Daniela Arena has been appointed Professional Development Manager of the bpma's revamped education programme. The move highlights the importance that the trade association places on raising industry standards and best practice through education and training.

Daniela (pictured) told Product Media: "Education remains at the heart of the bpma. We seek to encourage industry learning and professional development to enhance the skills of all individuals working in the industry.

"Learning and development plays an important role to all of us. With over 100 learners currently on the bpma Education Programme, I am determined to see many individuals and companies grow and develop through the education platform and succeed in their examinations."

According to a study by the CIPD, in the next two years 59% of learning will be delivered through e-learning with a 40% predicted increase in blended learning. With this in mind the bpma education programme, now three years old, is in the process of getting a makeover.

Daniela added: "We have taken the qualities of our previous and much-loved academy programme and are adapting the programme to offer an even stronger learning platform and resource tool for exceptionally good value.

"Throughout the year the education programme has become a blended learning platform, offering a balance of face-to-face training and e-learning. Add this learning practice to on-the-job training and the end results speak for themselves – a knowledgeable, confident industry-trained individual with an appetite to learn and develop further."

Companies are already reaping the benefits from registering their staff on the education programme and progressing to successful exam results. bpma members Premier Print & Promotions, Brand Addition, Outstanding Branding, Allwag Promotions, and Steel City Marketing alongside suppliers



Daniela Arena

such as B-Loony and Liquid Lens are using the education programme to train a majority if not all their staff as well as an induction tool for new recruits.

The bpma education programme offers an introductory session, factory visits, an online platform with over 80 videos and pdf topics to study over a holistic range of subject categories. New content is continuously added to complement the existing material.

Daniela said: "Since its launch in March 2013 over 300 learners have enrolled on the programme across the three different certificated levels. Learners are noticing how much they are taking in and applying to the day jobs pretty much from the start. The bpma also has a long-term goal to attract and secure fresh young talent into the industry through apprenticeships and graduate schemes offering a strong agenda of industry recognised training, learning and development."

To find out more, contact Daniela on [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk) or visit [education.bpma.co.uk](http://www.education.bpma.co.uk)

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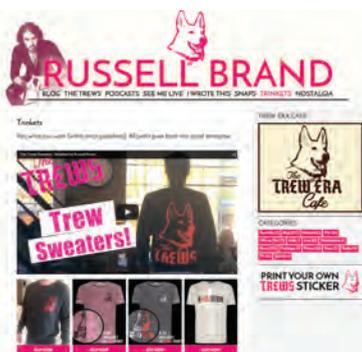
# Russell Branded – but hits back on website

Comedian Russell Brand has again been in the headlines with a national newspaper accusing the millionaire comedian of selling branded sweat tops produced in Bangladesh as being screen printed and produced in the UK.

The investigation by the Mail on Sunday reported that the Stanley and Stella sweatshirts on Brand's "The Trews" online merchandise shop, which are on sale from £60 each, had labels sewn into the product revealing their Bangladeshi origins.

The paper reports they were made by workers paid just 25p an hour, although this is above the minimum wage in Bangladesh and more than many other factories are paying their staff, many workers are still living in poverty.

The issue highlights again concerns over product labelling regulations which have



been the focus of much criticism both in the UK and in other EU marketplaces.

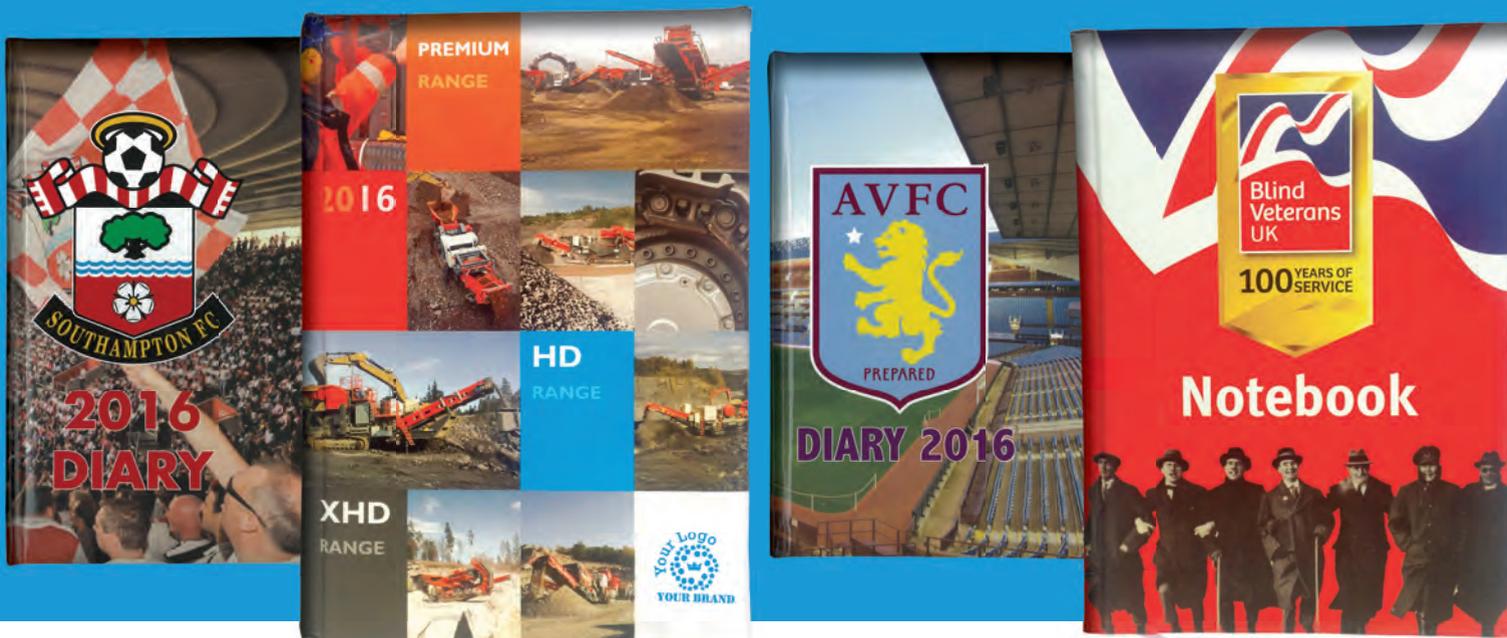
Further questions were raised about the level of charitable donations on the products, which have a minimum price tag of £60. The website states that all net profits on products

are donated to various charities and that any profits over the £60 minimum payment amount will be donated.

The promotional merchandise industry has become very wary of subcontinent production of textiles and clothing following a series of widely reported tragedies and loss of life in recent years with much more attention now being paid to corporate social responsibility and transparency of the production process from inception to delivery.

Writing on his website, Brand commented: "We found out that a couple of the sizes of sweatshirts we offer may not have been sourced in the ethical way we thought. Madly, the Daily Mail brought this to our attention (snidely). We've responded to 'em and ironed out a few of their attempts to \*\*\*\* stir. We've got shot of the manufacturer..."

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## IDM and DMA merge to create new group

The two leading industry bodies in the one-to-one marketing industry, the Direct Marketing Association (DMA) and the Institute of Direct Marketing (IDM), have come together under a newly formed group.

Headed up by group CEO Chris Combemale, the merged organisation will become the largest marketing trade body and provider of specialist qualifications in Europe, serving a £14.2 billion industry with a workforce of over 530,000.

The combined business will focus on protecting and growing the one-to-one marketing industry, inspiring the best talent through advocating best practice, innovation and excellence as well as providing the highest-quality training and qualifications available to organisations and individuals.

The DMA and the IDM will continue to operate as separate brands. The DMA's corporate memberships and the IDM's individual membership will remain in force.



**MRS Web Solutions Ltd** has moved to new offices in Blue Prior Business Park in Church Crookham on the outskirts of Fleet in Hampshire after steady expansion over the past two years. Headed by directors Carol Blackford-Mills and Mike Rea, the digital agency specialises in digital marketing, web design and system development and has worked within the promotional merchandise industry since 2006. As bpma Charter Suppliers, it provides web design, development and digital marketing solutions to many bpma members.

## Be chewsy about your merchandise

It's OK to be chewsy about the promotional products you chews for your next event, campaign or launch. After all, you want to be remembered for the right reasons.

Whether you want to indulge your clients with happy childhood memories or get them chewing over their next campaign, Liquid Lens' latest product launch will get people talking (when they're not chewing their way through the merchandise).

Known for their gourmet confectionary, Liquid Lens is adding the well-known retro brand, Chewits, to its popular portfolio of well-known sweets. These mouth-watering, chewy little cubes come in a 60g bag filled with a random mix of the sweet's original flavours. As with all their products, the bag can be digitally printed in full colour with a brand or message.

See the front of this magazine for your free sample or email [laura@liquid-lens.co.uk](mailto:laura@liquid-lens.co.uk) to request another bag.



## Success for Fluid Branding at Yorkshire show

Fluid Branding achieved such overwhelming positive feedback after hosting its first-ever Yorkshire Merchandise Show that it plans to repeat the event next year.

Held at the Crowne Plaza Hotel in Leeds in May, it featured hundreds of new and exciting brandable products, with account managers on hand to offer advice and guidance. There were also seminars presented by bpma Director General Gordon Glenister on creative ideas and demonstrating how promotional products can deliver great return on investment.

Fluid's Leeds-based account director Kyle Scott said: "We're delighted that the show was such a success. I'd like to thank everyone who attended and our supplier partners for supporting us. We look forward to doing it all again next year."

Fluid Branding also achieved success in Cornwall with CEO Matt Franks and Managing Director Miles Lovegrove winning the Excellence in Digital Marketing Award at the 10th annual Cornwall Business Awards. Held at St Mellion International Resort in May, they were organised by Cornwall



Development Company in association with Business Cornwall magazine and the Cornwall Chamber.

Nick Blandford, Head of Business & Skills at Cornwall Development Company comments, said: "Fluid Branding have fully exploited the whole range of digital marketing techniques to reach out to a really widely dispersed client base. But that's not the whole story. They have backed up their marketing activity with really first-class customer service."

# The PAGE group celebrates at annual awards and activity day

The PAGE group hosted its 24th annual awards conference and dinner which, after 23 years, was held at a new venue, the Woodland Grange in Leamington Spa.

Held on June 4, it was attended by PAGE members with presentations from Andrew Talbot of Gateway 3D who spoke about the standard online catalogue provided to PAGE members and the advantages of having your own stand-alone website. He was followed by Peter King and Sam Baker of PAGE Partnership who introduced Osyth, the latest development in promotional industry distributor software.

In the evening, the awards dinner was attended by over 150 guests including the top UK business gift suppliers and distributors. It opened with an introduction by Brian Hayward, partner of PAGE Partnership, who presented the awards. There was also a charity event where 12 people at random were given a £100 donation for a charity of their choice.

Distributor awards are based on scores for PAGE members' service and efficiency, taken from the PAGE Partnership annual survey. Silver awards went to Angela Wagstaff of Allwag Promotions, Blair Carroll of Boosters, Clare Welch of Hambleside Merchandise and Andrew Nash of Sussex Promotions. For the second year in a row, the PAGE 2014 Gold Distributor of the



**Chris Dickinson**

year Award was presented to Chris Dickinson of LSi.

Supplier silver awards were presented to Ian Hill of FleQs Promotional Products, Steve Gadd of Logobugs, Tracey Bowen of PF Concept UK and Andrew Hill of Senator Pens. Terri Baker-Clowes of The Pen Warehouse was the proud winner of the Gold PAGE Supplier of the Year Award.

As ever, the event involved a serious amount of networking with some delegates not getting to bed until well after sunrise.



**Terri Baker-Clowes**

The following day there was an endurance karting event for 30 of the delegates. There were outstanding performances from Tim Buckridge of Ultimate Incentive and Sam Baker of PAGE Partnership. A mention goes to John O'Donovan of If Solutions who would have been voted most courteous driver.

The winning team included four-years-in-a-row winner Peter Slater of Silk Group, Chris Spooner of CPI Corporate Solutions, Sim Shalom of Listawood and Ian Barham of Norwood Bic Graphic.

## Visitors put through their paces at Bootcamp

SPS opened its doors in May to host the AGF Branding Bootcamp Extra. Distributors from around the UK came to Blackpool for a day of education, product demos, and quality conversations with their favourite suppliers.

It also included a tour of the SPS factory, with the opportunity to do product branding and explore the company's massive manufacturing and branding facility. The two-day event was a massive success, with distributors returning to their businesses full of ideas, expert knowledge and a desire to send the rest of their teams to the next event.

CEO Phil Morgan explains why the Branding Bootcamp Extra format is so popular: "Every member of the AGF is passionate about equipping distributors with everything they need in order to be successful. The Bootcamp is a fantastic way



to spend quality time investing in 'supplier-distributor' relationships, talking through production processes, and finding ways to work closer together."

Suppliers included Crystal Galleries, Corporate Executive Gifts, Prime Time, Brunel, Keramikos, Everything

Environmental, The Leather Business, Billbo, Bizz Badge, Liquid Lens, Fanela, Tomlinson Golf and United Brands.

SPS (EU) is also continuing to take great strides across Europe, with the launch of SPS Holland. In a move that will see the company deal directly with Dutch promotional product distributors, Robert van den Brink joins the company as Head of Sales for the Netherlands.

With over 20 years' experience in the promotional gift industry, Robert has previously worked for Xindao, PF Concept and Mid Ocean Brands. Phil said: "SPS are experiencing fantastic growth across our European markets, as our British range of products become increasingly popular. This appointment is great news for British manufacturing too, since we'll see our export figures continue to rise."



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FEATHER CURVE POLE SIZE	QTY 1-10
Small 2.3m	£42.20
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## Dates for the diary

The bpma is celebrating its 50th birthday in style with an evening cruising down the Thames with good food and entertainment on September 16. The bpma's Fellows will be invited to attend and members are welcome to join in. More details to follow.

**For further information and to express interest in attending, contact [nigel@bpma.co.uk](mailto:nigel@bpma.co.uk).**

## Here are some more dates for your diary.

### July

**9 The bpma Annual Conference 2015 and The bpma Business Awards Dinner 2015**, The Orbiter Conference Centre, Park Inn by Radisson, London Heathrow

### September

**14-18 Promotional Products Week**, UK wide  
**16 bpma 50th Anniversary Reception**, London

### October

**23 bpma / TKG Golf Day**, The Grove, Hertfordshire

### December

**11 bpma Christmas Lunch**, The Cumberland Hotel, Marble Arch, London

## 2016 January

**13-15 PSI 2016**, Messe Centre, Düsseldorf, Germany  
**13-15 PPAI Expo**, Las Vegas, USA  
**17-18 TropheX**, NEC, Birmingham

## September

**13 bpma Education Day**, Whittlebury Hall, Whittlebury, Towcester, Northants  
**14 The bpma Show**, The Wing, Silverstone, Towcester, Northants  
**14 The bpma Annual Awards Dinner 2016**, Whittlebury Hall, Whittlebury, Towcester, Northants

*All dates were correct at time of going to press.*

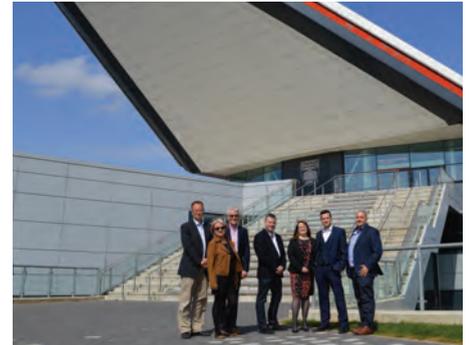
# Successful launch for new bpma show

The bpma's launch of its new exclusive national member-only exhibition has been very successful that 80% of stands for the 2016 event had already been sold by June. The bpma Show will be co-located with a relaunch of its popular Education Day together with the prestigious bpma Annual Awards Dinner.

The first edition of The bpma Show will be on September 14 at The Wing, Silverstone with the associated events at the nearby Whittlebury Hall.

Nigel Bailey, Event Director for the bpma, said: "The support for the show even before the launch from members, suppliers and distributors has been fantastic. This first UK national September product exhibition fulfils for our members the long-held demand within the industry for a proper September exhibition and a member-only event. The whole package provides a great couple of days dedicated to bpma members and will be an event that they can be proud of, putting members face to face at the right time of year in the right way – product media at its best!"

Matt Franks, Chairman of the bpma, added: "The launch of The bpma Show in September 2016 is a significant, strategic



step forward for the association. It allows us to be truly independent, with control over our own destiny, and to lead the industry as we have committed to do. Adding the bpma Education Day and Annual Awards Dinner will make for an amazing event, bringing professional suppliers and distributors together to really drive our industry forward.

"As a not-for-profit trade association, the bpma are in a unique position to keep exhibitor costs low and deliver maximum value. Any surplus generated enables us to further invest in the industry and our members' own business, through research, end user engagement and education."

## bpma presence at PSI 2016

The bpma will be hosting a UK Pavilion at the PSI Trade Show which will open its doors for the 54th time in Düsseldorf in January. The pavilion will be made up of business pods, aimed at small and first-time exhibitors, but the bpma is always happy to facilitate introduction to the right people at PSI for those looking for larger stands.

Nigel Bailey, Event Director at the bpma, said: "The bpma UK Pavilion will be at the heart of the British presence at PSI 2016 and we will be supporting a 'buy British' campaign at the show. We will also be hosting a drinks reception at the show and other activities to be announced in the next few weeks.

"bpma are also currently in the process of fighting for funding from UKTI which will enable us to better support our members and UK exhibitors at the largest and most important promotional product event in the European calendar."





Richard Wood, Phil Morgan and Richard Hope-Jones

## SPS acquires High Profile for a Great British offering

SPS has announced the acquisition of High Profile in a move that will further strengthen the company's offering when it comes to British-made promotional products.

With ambitious plans for growth after a management buy-out last year, the leadership team at SPS view the acquisition of High Profile as a fantastic move for Great British manufacturing, as both companies will benefit from the shared experience, knowledge and business processes.

Phil Morgan, CEO of SPS, said: "SPS and High Profile are a great, natural fit thanks to the strong portfolio of British-made products. We've seen a massive increase in demand for our manufactured products, in particular drinkware, and we have been keen to increase the range of UK-made products in our range."

"As a manufacturer of bespoke plastic products, High Profile have a product range which fits perfectly with our existing selection. The blend of our design teams, tool-making experience and production expertise will be a great benefit to both companies. Additionally, High Profile will benefit from the design innovation and sales and marketing channels of SPS, allowing a greater presence in both the UK and Europe."

Both companies assured customers that it would be "business as usual" with the two key contacts at High Profile, Richard Wood and Richard Hope-Jones, remaining at the helm. Celia Graham continues as account manager, and all customer service and production operations will continue to be handled by the High Profile team. Richard added: "I'm very much looking forward to seeing how our shared ideas and manufacturing knowledge will serve to take both companies forward."

## Information exchange in the Far East

Wholesalers and distributors from around the world came together in Hong Kong at the spring meeting of Ippag, the International Partnership for Premiums & Gifts.

They discussed issues such as the consequences of the Ukraine crisis and the unstable political situation in various countries and regions of the Arabic world. Rick Brenner, Chairman of the American industry association PPAI (Promotional Products Association International), and Paul Bellantone, CEO of the PPAI, reported on the market in the US.

Members also looked ahead to the Open Space Forum which is being held from September 23 to 27 this year in Nice during which Ippag will celebrate its 50th anniversary. The meeting also addressed the retirement of President Søren Langhoff of Langhoff AS in Denmark, who is succeeded by Thibaut Fontaine of mcs Kick & Rush in Belgium.

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

 The advertisement features a vibrant background with several pens in various colors (green, teal, blue) and a hand holding a Pantone color chart. A white box with a blue border contains the text 'PANTONE MATCHED'.
 

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## Expansion for Crazy Bags

After five years of exceptional growth, Crazy Bags has outgrown its headquarters in Lymington in Hampshire and moved to further expand its operation.

A market-leader in the promotional bag sector, it is now based in New Milton, Hampshire with new office space housing an expanded account and marketing team with in-house warehousing. Managing Director Andy Steavenson said: "It will enable us to continue innovating in the promotional bag market and establish us as a game-changer in the marketplace."

New products include the OEKO-TEX Cotton Shopper bag, made of 100% sustainable cotton and tested for harmful substances and sustainably produced in accordance with OEKO-TEX guidelines. It is practical but lightweight enough to fold up and put in your pocket or handbag.

# Celebrate the industry with Promotional Products Week

Promotional Products Week is returning in September to nationally raise the profile of promotional products and encourage their use within the marketing mix.

The bpma wants companies to recognise the value of promotional products and understand the many different ways they can improve brand awareness. Taking place from September 14 to 18, it follows PPW's successful launch in 2013. It will showcase promotional merchandise at its best, highlighting its essential role in the marketing mix and explaining why it is continually used by marketers keen to make an impact.

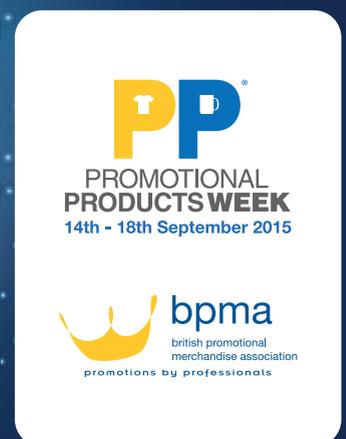
End users' sales of promotional products in the UK are worth £840 million a year. A

survey commissioned by PPW in 2013 found that brands who use promotional products as part of the marketing mix will reap the benefits. If a promotional item is useful, research shows that 89% of people will keep it.

It found that three in 10 consumers purposely changed their regular brand to receive a promotional product. Almost a sixth of consumers said that they would use devious means, such as giving out false personal details or gaining uninvited entry to a venue or event, to acquire a free product.

For more information, visit [www.bpma.co.uk/ppw](http://www.bpma.co.uk/ppw) or contact the bpma secretariat.

**"Start taking photos of Promotional Products In Action now"**



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**#PPWeek**

**14<sup>th</sup> - 18<sup>th</sup> September 2015**

# Outstanding return for The Outstanding Promo Show

Outstanding Branding has declared the return of its end-user show, The Outstanding Promo Show, a huge success.

Held at the Tower of London in May for a second time, it attracted merchandise buyers from the company's nationwide clientele, with a theme of unlocking the power of promotional merchandise.



Over 30 of the organisation's top suppliers exhibited a variety of promotional products to inspire creativity for future marketing campaigns. Features included branding workshops, free prize draws and a goody bag worth over £150.

Gordon Glenister, Director General of the

bpma, presented a seminar on 21 Ideas to Promote your Business while Claire Harper, former Marketing Director of Mamas & Papas, talked about "Surprising and Delighting your Customer by Delivering the Extraordinary", discussing how promotional merchandise can be used to engage with customer bases across all industries. She brought examples of branded oven gloves and aprons from her marketing campaigns for online supermarket Ocado.

The final speaker of the day was Rafe Offer, former Global Marketing Director of Coca-Cola and The Walt Disney Company, who discussed "the revolutionary and the evolutionary of marketing in 2015" in front of a packed house.

During the three sessions across the day, over 150 key customers visited the show – a 20% increase from 2013 – leading to 438 recorded enquiries. Sales Director Andy Thorne commented: "I wasn't sure how we would improve on our last show. However, with amazing support from our supply chain and a brilliant turn-out from clients, the response has been phenomenal."

## New high-end gifts unveiled by The Leather Business

The Leather Business has unveiled a range of high-end gifts, from a laptop case to ring binders.

The Ashbourne Leather laptop case and under-arm envelope (pictured) is made with a luxurious full-hide aged leather. The envelope is left raw on the inside creating a classic but very modern product.

The Eco Verde ring binder is made in double thickness Eco Verde leather that has not been stiffened and has no pockets so the full quality of the leather can be appreciated.

Managing Director John Thorp said: "We are mindful that the laptop case in particular is an expensive item, therefore we will be offering this product in small quantities. The range has a very high perceived value but is realistically priced and, from the reception



we have had, we are sure that they will be successful."

It has also launched a range of made-to-order PU items including folders, travel products, coasters and key rings. The new Darwin products will be supplied on a four-week factory lead time from India and all prices include a one position blocking. Initially there will be five standard colours.

Also new is a ladies purse made in high-quality full-hide Eco Verde leather which will be stocked in black. It measures 19cm by 10cm by 2.5cm and opens up to reveal an internal zipped purse section and two banks of credit card slots and two additional pockets. "It's a cross between a purse and a clutch," John explained. "It sits so well in the hand and has the advantage of a high perceived value."



Senator



Falcon Promotions

## Encore launches catalogue and announces winners

Encore Catalogue Group has launched its fifth catalogue alongside announcing the winners of its supplier and distributor awards.

More than 100 members and suppliers enjoyed an informal lunch at the Whittlebury Park Hotel in Northamptonshire followed by a table-top exhibition supported by nearly 50 of the 80 suppliers to the group.

The awards for the 2014/15 campaign were presented by Encore account director Diane Jaggard and colleague Ashley Abrahamson. They named Senator as winner of Supplier of the Year, with PF Concepts second and Juniper Products third.

Distributor of the Year was Falcon Promotions, with Hype Branding and BTC Group second and Formkraft in third. The day ended with some twilight golf, a hot buffet supper and drinks in the bar.

Diane said: "The Encore launch is always a great event and well attended – even though we clashed with the General Election. Encore is now on its fifth catalogue and continues to grow from strength to strength adding more members all the time.

"Working with Sourcing Machine for data and websites, it is fast becoming the first choice for discerning companies who want the benefits of being in a catalogue group without the unnecessary costs."

# Wireless charging

**Matt Pluckrose**, managing director of Desktop Ideas, explains wireless charging and how it works

**Wireless charging, such as the Qi charging standard that many Android phones use, isn't that new but, like all cutting-edge technology, it is just now starting to take off and get consumers and businesses buzzing about it.**

Wireless charging isn't magic — you still need a wire. The difference is that the wire is connected to a charging base (via mains AC) instead of into your phone. This means you can simply place your enabled Android smartphone directly onto the charger and watch it start to charge without connecting a cable. The charging base can be almost any shape or size and even be in something like your car dashboard, coffee shop tables, a portable power bank or the base of a lamp from IKEA. As long as your phone is enabled and you match the right spot on the rear of your phone to the right spot on the base of the charger, it will work.

A good example would be having a wireless charging base on your desk at work. When you're not using your phone, you set it on the charger. When you need to use your phone, pick it up and it has a charge. Wireless charging isn't as fast as "Quick Charging" but it's easy and something you're more likely to use to keep your phone topped up throughout the day. That's where wireless charging shines — ease of use.

## How does wireless charging work?

Inductive (wireless) charging uses two electromagnetic coils to create a magnetic field between two devices, ie. the coils in the charger base unit and your phone. This is the same theory behind the transformer you plug into the wall to charge your phone in the normal way. A magnetic field "creates" electricity through the difference of potential and vibration.

The coil in your phone is also connected to the battery-charging circuit, and your battery is charged using the energy induced in the magnetic field. Of course, excess heat is created as well, and that's part of why wireless charging isn't the most efficient way to transfer power from the wall to your battery. This is why it takes longer to charge your phone on a Qi pad than it does to plug it into the wall.



1427 Zens Wireless Single Charger

To simplify: Your phone and the charger have coils in them. When the two coils get close enough, they use magnetism and vibration to send a small amount of power across the gap between them. This power goes through the charging circuit in your phone and charges the battery. It costs more and takes longer to charge than it would if you plugged your phone in, but it's far more convenient.

## A word about Powermat & Apple

Qi is not the only wireless charging standard. Powermat also builds wireless charging solutions and use the same basic inductive charging and power transfer, though with a different set of standards. They have partnered with people like AT&T and Starbucks to provide base stations in public places, and using a special case

or charging block attached to your phone lets you wirelessly charge. They are also partnered with General Motors, and are working to bring built-in wireless charging bases in vehicles.

While the same basic electrical theory applies to both Powermat and Qi, the different standards mean they are not compatible. Your Qi-enabled phone won't charge on a Powermat base because the signals sent and received are different. If you have Powermat equipment, you'll need to be sure you're buying more Powermat equipment to get everything working. The one exception to this is the Galaxy S6 and Galaxy S6 edge, which include both Qi and Powermat standards.

Apple or iPhone do not currently support either of these standards and is rumoured to be working on their own wireless standard to be launched in a future iPhone. To use current wireless charging standards with Apple devices you would need to purchase or use an accessory such as an enabled phone case or slip pouch.

## Why do I want wireless charging in my next phone?

The easy answer for this is convenience. You can charge without having to search for the right cables and plugs. Now there is a good global standard in Qi, most new Android smartphones will work with any enabled charging base. This technology will change and develop fast over the coming years and whether Qi, Powermat or Apple, we will all soon be cutting the wires and charging wirelessly.



# Wide impact of gay cake ruling

The impact of the Ashers branding discrimination case could affect promotional merchandise industry

A recent legal ruling in Northern Ireland could have far-reaching legal implications. A judge ruled that a Christian-run bakery discriminated against a gay customer by refusing to make a cake with a pro-gay marriage slogan. Ashers Baking Company, based in County Antrim, was taken to court by a gay rights activist, assisted by Northern Ireland's Equality Commission.

The judge ruled Ashers Bakery were not exempt from the law despite their religious views. The ruling suggests that all business owners will have to be willing to promote any cause or campaign, no matter how much they disagree with it. This in effect means that promotional merchandise businesses could be required to print slogans and logos onto products and accept orders for and from causes which they may not agree with as long as they are lawful.

For instance, the ruling could force a



Muslim printer to publish cartoons of the Prophet Mohammed, or a T-shirt company owned by lesbians could be obliged to print shirts with slogans describing gay marriage as an "abomination".

Leading human rights lawyer Aidan O'Neill QC said the implications of the decision concerning Ashers Baking Company would have far-reaching consequences for businesses that refuse

custom based on principles.

The Equality Act 2010 stipulates that a person or business cannot discriminate against a "protective characteristic" so this would cover race, religion and sexuality. bpma Director General Gordon Glenister commented: "This is an interesting case and

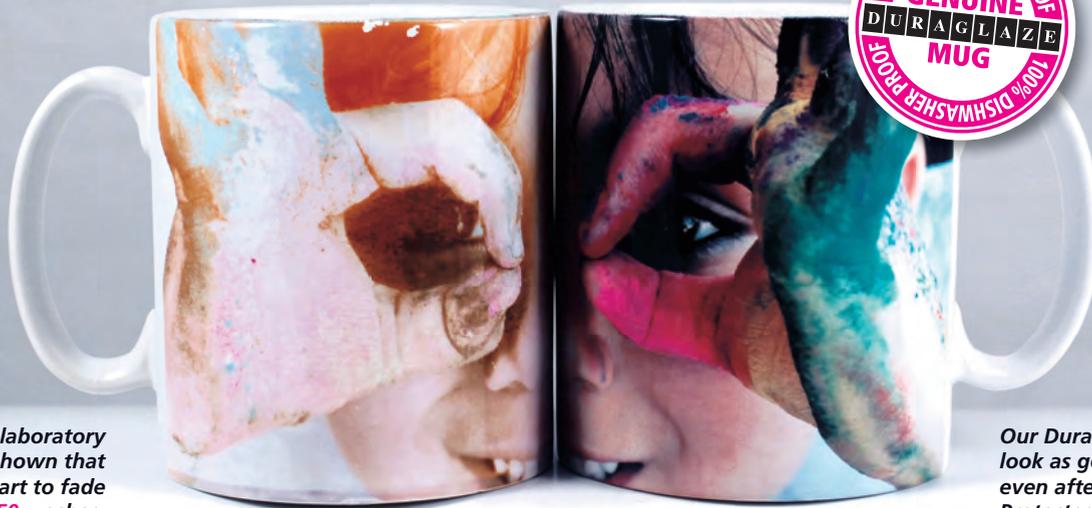
I know our members receive slogans from all kinds of causes and organisations. None have been refused to my knowledge. The bpma at all times encourages members to act within the law."

Ashers Baking Company have indicated that they will be appealing the judgement with much interest generated in the final outcome of what will become a benchmark test case ruling.

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## Change in management at Senator Germany



Personnel changes in the management of the Senator Group at its global headquarters in Germany see the appointment of a new Managing Director Technology.

Dr Christian Korte left the company at the end of May to pursue new career opportunities and has been replaced by Senator's previous chief operating officer, Dr Ulf Osmers (pictured).

Christian's resignation was by mutual agreement with the supervisory board of the Senator Group. He implemented the corporate strategy "extramordinary" and the first phase of the relaunch of the Senator brand. The supervisory board expressed their "sincere gratitude for his skilled and dedicated work".



Rachel Salisbury has been promoted to National Accounts Manager for Bags HQ, staying within the Laltex Group having worked in Laltex Promo for almost five years. Rachel will be supported by Harriet Spink, who has been with Bags HQ for over two years and has been promoted to Senior Sales Executive.

# Galpeg continues to grow Associate programme

Galpeg is continuing to grow its Associate programme and help them expand their businesses and knowledge.

The latest Associate is John Peel, who has launched Peel Promotions, based in Northampton, after working in the promotions industry for nearly 10 years. He said: "The opportunity to run my own business backed by the resources of Galpeg, expand my knowledge of promotional gifts and have access to the network of other Associates in the programme was a win-win situation for me."

To help Galpeg Associates expand their knowledge, they were recently invited to Laltex to see its operation and meet the heads of each of the promotional product divisions of Laltex Promo, Bags HQ, Pencom and Source It.

The Associates were impressed to see the scale of the in-house print shop, boasting 20 machines across pad, screen, rotary screen and engraving processes. Forty members of staff are on hand to ensure that all orders from the large stock held on site are turned around within five days.

During the visit, all the Associates were invited to turn their hand to printing on various machines, with varying degrees of success. Sid Yaseen, a recent addition to the Associate programme, said: "It was great to



see all the various print methods and have the opportunity to print on to products. Sorry for breaking the machine."

Paul Green, director of Galpeg, commented: "Whilst it is the Associate who selects the supplier for their orders, Galpeg will continue to encourage the selection of suppliers who meet a broad criteria of requirements, including quality certifications and a fully embedded corporate social responsibility policy."

## Dukes of London receives private equity investment

Dukes Global has received a significant investment from private equity firm Agathos to support growth including expansion globally.

Douglas Grays, Dukes' CEO, will continue to lead the business and drive the growth of both the UK and Asian operations with the support of Stuart Shepherd, Sales Director. The Agathos team will provide financial, strategic and operational support to Dukes' management team.

Ray Peck has joined as Chairman, bringing 29 years of senior management experience in UK and European office products, print management and marketing services. He said: "The investment will give Dukes a strong base from which to grow. The move now cements Dukes as not only

a strong, thriving business but it will also give the business the opportunity to further expand its footprint globally."

Douglas added: "We are delighted to have Agathos on board. Their expertise in helping businesses grow will support our continued expansion in Europe and Asia."

**"Their expertise in helping businesses grow will support our continued expansion in Europe and Asia"**

## PhotoMug now in Full colour

Leading UK supplier Listawood has extended its PhotoMugs collection with a Marrow mug with a full-colour print.

Thanks to its investment in technology, it can decorate mugs through dye sublimation which offers stunning full-colour, photographic image reproduction that is unobtainable by any other means.

Listawood offers Duraglaze PhotoMugs in many different body shapes, most recently adding the industry-bestselling Marrow to its dye sublimation portfolio, made with its unique and patent-protected Duraglaze coating. It offers the sublimation print from the top to the bottom of the mug on a range of shapes from as little as 72 pieces, despatched in 48 hours.

Managing Director Alex Turner said: "We offer the largest range of mug styles for sublimation printing but were frequently getting asked for a Marrow mug with a full-colour print. Thanks to the fact that we have complete control of the manufacturing process, our in-house development team managed to find a solution to this problem."



## COMPETITION TIME

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# Why 'Chartered' businesses stand out

**Andrew Hill**, Managing Director of Senator in the UK and head of the Charter Committee at the bpma



**"We don't have to prove ourselves to anyone", a recent correspondent of mine proclaimed. "Our customers get the best deals and the quickest service, so if that's not good enough then they can lump it." Yet with an increasing demand for compliance and conformity within our industry, it is becoming clear that this price-driven commodity trading attitude will soon be a thing of the past.**

The promotional products landscape covers a vast range of items with hugely varying levels of quality and service, of which little is

regulated. Whilst bpma members at least provide a safety net of operating within a trading Code of Conduct and can prove it to their customers, the rest of the industry is a virtual free-for-all.

Is this such a bad thing? Well, frankly, yes it is. Anecdotes of people being put off promotional products because of bad quality and service abound in our discipline. The "sell it quick and move onto the next thing" traders really don't belong alongside many of our creditable and long-term advertising product practitioners, yet they vie with them to influence uninformed end users, often with discouraging results.

So, with reference to the earlier quote, my correspondent might be surprised to learn that a discernible gap is beginning to open up between credible, results-driven distributor and supplier companies and those just taking a sale whatever the consequences. Undoubtedly, the bpma "badge" offers credibility to those within its ranks and is a "must have" for aspirational companies, yet it has become ever more apparent that there is now a further demand for recognition at a higher level.

This is where the bpma Charter comes into play. Arguably, Charter members are, de facto, made up of some of the best participants in the industry. They can now "prove" this and are taking the fear out of the "knick-knack jungle" by not only elevating themselves to prospective buyers, but also strengthening and developing current relationships. Charter is, admittedly, not easy to get, but that's the point. It confers a complete absence of ambiguity, along with openness, trust, compliance, and proven client-driven processes which undoubtedly gives its members a huge edge in the competitive stakes, especially by those who use its status frequently. Certainly, distributor members who use Charter to influence and win new business rarely talk of price being an issue – the overall value offering is clear to see. Consequently, Charter membership is growing fast as companies who are in it for the long term are looking to distinguish themselves from everyone else.

I would advise all good companies to take a look at Charter, whatever your size and whatever level you are operating at. If it's going to take a while before you get to a position where you think you can apply then that's great because once you start the journey, you need never look back...

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Check the BPMA member area for more.



**Visit [www.bpma.co.uk](http://www.bpma.co.uk) to learn more about the Charter or ask for a hard copy or electronic leaflet from the secretariat.**

# LinkedIn

## The bpma LinkedIn forum

The bpma LinkedIn forum allows members to speak freely about industry and business issues and continues to grow with 1,000 members discussing hot industry topics such as growth in the industry, debtors, email marketing and scam alerts. For many distributors and suppliers, it's the best place to communicate with each other about potential scams.

Scammers are using ever more devious methods to mislead businesses in our industry and deceive people out of thousands of pounds every year. The bpma LinkedIn forum is never short of new scam alerts as increasingly sophisticated methods of deceit are used to cheat people.

The bpma encourage all to join the LinkedIn forum and stay a step ahead of industry topics and fraud scams by checking it regularly and contributing and participating in discussions. If you have not already joined, please do so and invite all of your staff to do so too. Search for "the bpma".

Being part of the forum really is a great way to keep up to date with industry topics. Other recent discussions have included: optimism and growth in the promotional merchandise industry; companies going out of business; how distributors prefer to work; customer service and how you communicate with your client; and advice on CRM systems. You can post scam alerts in the forum as well as informing the bpma directly.



# Knowledge is power

Phil Morgan, CEO of SPS, shares his advice on staying ahead



**In my youth, I kept myself out of trouble by playing squash. And I was pretty good to be honest, ranking seventh in the country at one point. I spent hours and hours practising, seven days a week. In the end, I left it all behind for the glamorous world of promotional products, but I did bring a valuable lesson with me: you'll never get good at anything unless you keep on learning!**

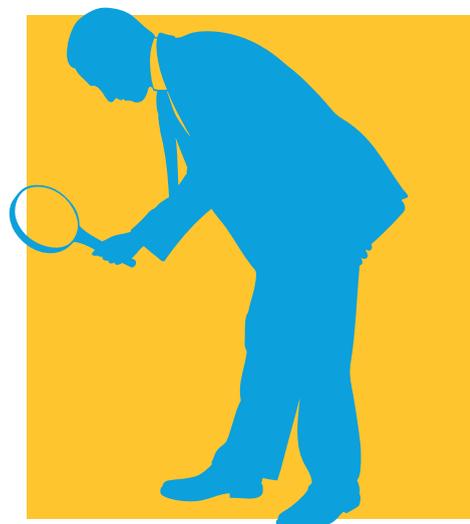
It's the same in any industry. When you want to be at the top of your game, it's all about the knowledge: knowledge of your products, knowledge of your customers and knowledge of the competition. Once you stop learning, you stop moving forwards, and might even move backwards.

When it comes to promotional products, there's a lot to learn, so where do you start?! Here are a few tips you might find of use.

Know your products. Good buyers can spot a blagger very quickly, so take the time to educate yourself and your team, and commit to continuous learning. Think about all the questions you might get asked about a product: Where was it made? What's the material? How will my logo look? What's the best product for me? What about certification?

The suppliers in this industry are taking great strides to help educate distributors, through seminars, training programmes, data sheets, etc, so take the time to invest in the knowledge of your salesforce – even take them out to meet your suppliers. One of the reasons our Bootcamps are so popular is because it involves taking a sales team out of their ordinary environment and into a place where they're immersed in production processes, branding techniques and product detail. Bootcamp visitors leave our site exhausted but packed full of knowledge and enthusiasm – even excitement!

Know your customers. You can't know every customer individually so consider the Pareto Law and concentrate on your most valuable customers first: What makes them tick? What are they buying? What aren't they buying? What are they going elsewhere for.



Taking the time to get to know your key customers will help you build stronger relationships, and also help you identify trends which might just be replicated across more of your database – pretty valuable information!

Know where your future customers are. Your top customers now could create a blueprint for your future success stories, so take the time to build up profiles of your most profitable customers so that you can go out and find more. Is there a certain industry starting to spend more on promotional items? Where in the country, or even the world, are your web visitors coming from? Who has recently started following you on social media? These trends give you some fantastic clues on where to go next in the market.

As a supplier, we're always learning too... about hot new products, new ways to brand products, new ways to serve our customers. One of the most exciting things about being a manufacturer is the freedom to innovate in the market and create brand new products, learning more about the market and ourselves with each new product we release. So my advice: get learning, get your team learning (and get booked on a Bootcamp!).



## Quiz night helps Make-A-Wish

A team from Gemaco and Inc Design won the first-ever bpma quiz night that raised money for Make-A-Wish Foundation.

Held at The Living Room in Manchester in May, the event was attended by 26 members – both distributors and suppliers – including Beechfield Brands, FleQs from Willsmer Wagg, who organised and sponsored the event, said: “We are delighted that the first bpma quiz night was a success and we managed to raise £230 for the charity. A big thank you to everyone who donated raffle prizes.”

Debbie, who is bpma board director responsible for regional events, was joined by Diane Earles, network manager at The Chartered Institute of Marketing, Gordon Glenister, Director General of the bpma, acted as quizmaster.



A team led by Gill Thorpe, CEO of The Sourcing Team, raised money to help women with breast cancer by taking part in the 26.2-mile Moon Walk across London by night. Gill and a group of friends formed a team called Treasured Chests and raised £5,275.98 for organiser Walk the Walk, which works with charities big and small involved with breast cancer and awards grants. The event raised £2,576,895. For details of other Moon Walks, visit [walkthewalk.org](http://walkthewalk.org).

# Round table explores product media in charity sector

The bpma joined the Institute of Fundraising (IOF) at a round table event to explore the effects of branded merchandise in the charity sector.

During the lunch at the Grange Hotel in London's Tower Hill in May, an interesting debate ensued about how much merchandise is used for promotional use and how much for revenue generation. The bpma is producing a white paper for IOF members to help them make the most of product media.

Director General Gordon Glenister commented: “This is the first charity round table event we have organised and I am thrilled with the positive effect it's had in terms of supporting the merchandise cause.”

Adam Bryan, Director of the IOF, added: “Many of our members invest in branded promotional products either to raise cause



awareness or as a revenue generator and it's important we keep them aware of developments and best practice.

Charities present included The Marie Curie Foundation, The Princes Trust, Islamic Relief UK, The Make-A-Wish Foundation and Macmillan Cancer Support.



## The Pen Warehouse supports Nepal relief

Employees at The Pen Warehouse raised over £1,350 for a charity helping people affected by the Nepal earthquake.

The company, based in Aldershot in Hampshire, has a workforce reflecting the diversity of the local community so has many colleagues from Nepalese families. The money will support Maiti Nepal, an established charity that works exclusively with children and women and is currently sheltering about 200 children, mostly victims of the earthquake. They urgently need help to buy basic necessities such as tents, food,

clothing and bottled water.

The Pen Warehouse also donated £500 to the Disaster Emergency Committee (DEC) which works with 13 major charities to help countries stricken by disasters. Sunita Gurung, who helped co-ordinate the collection at The Pen Warehouse, said: “It's very distressing to see the suffering in Nepal. We wanted to do something to help those who have been so badly affected by the earthquake. Colleagues and our MD, Neil Cleere, have been very generous and for that we will be forever grateful.”

1 ADDRESS. THOUSAND TEMPTATIONS.

PSI

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## Skuttlebutt

### Who missed the boat?

With the Incentive & Motivation Awards taking place on a boat on the River Thames this year, timing was always going to be crucial. So who was just a little late? Step forward award nominee Matt Franks from Fluid Branding. A couple of distress flairs were launched and the cruise boat made an unscheduled stop. And no one was any the wiser... until now!



### What do you mean you want a red one?

bpma Event Director Nigel Bailey was delighted when he arrived at Silverstone recently for a venue meeting and was presented by the eager-to-please venue with his new company car. The Ferrari LaFerrari, hypercar worth more the £1 million is one of only 499 produced. Nigel was also offered the choice of a McLaren F1 again with his own personalised plate but opted for the Ferrari – well, for five minutes at least.



### Banned from the bar!

And not just any bar. Which well-known industry silver fox who looks a little like a famous TV star (steady on, only a little) was asked to leave Strangers Bar in the House of Commons following the bpma Patrons Dinner?

## Ten from two



**At the age of 19 Jamie Marshall founded Premier Print and Promotion. 25 years later and his commitment to the industry and firm belief in customer service has seen the company grow to encompass a team of 30 and a multimillion-pound turnover. The company is based in Essex.**

### What are you reading at the minute?

Pricing for Profit and mainly The Beano.

### What's on your iPod?

Full of the kids' latest music, then the classics The Jam, Oasis, The Zutons, Simon & Garfunkel.

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

Treat everyone with the same respect: every person deserves respect whatever walk of life they are from.

### Facebook or Twitter?

Facebook.

### What makes you feel warm and fluffy?

A cuddle with a giant bunny or great food with a cracking bottle of red.

### Best place in the world?

Anna Maria Island, Florida, or Lords on day one of the Test.

### If you could change one thing?

I would replace the part of my head that looks like it's been hit with a frying pan.

### How would you like to be remembered?

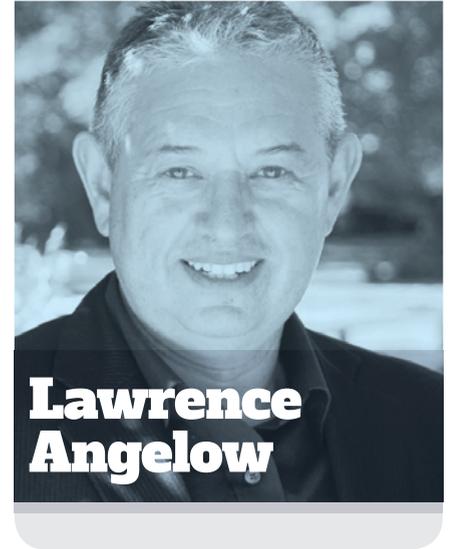
As a happy/generous/funny man.

### What are you proudest of?

My kids.

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

My divorce, the support of my family and true friends and nights out with Richard Pettinger and Andrew Williams.



**Lawrence Angelow is managing director of Advantage International Limited and runs one of the most successful catalogue groups in the sector. Before setting up Advantage 15 years ago, his roles included being country manager for Bic Graphic and was previously in the retail trade. He lives in Hampshire.**

### What are you reading at the minute?

Proof-reading the new Advantage catalogue of course!

### What's on your iPod?

I don't own one of those, but I do have a record player...

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

Work hard, be kind, treat others how you would like to be treated.

### Facebook or Twitter?

Facebook.

### What makes you feel warm and fluffy?

A Tottenham win.

### Best place in the world?

The UK of course!

### If you could change one thing?

Find a cure for cancer.

### How would you like to be remembered?

As someone who always tried his best.

### What are you proudest of?

What we have achieved with Advantage over the past 15 years.

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

Professionally speaking, making the decision to leave the security of a well-paid job with all the benefits and starting Advantage. You can overthink things, so I think it just came down to a matter of "just do it".

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