



FOOTBALL CRAZY

P10 HOW FOOTIE WENT MERCHANDISE MAD



P13 PROMOTIONAL CLOTHING – THE FACTS

P24 EXCLUSIVE BPMA RESEARCH BUYERS

P26 2016 BPMA AWARD WINNERS

**THE
MAGAZINE
FOR THE
PROMOTIONAL
INDUSTRY**

LAMY screen
NEW

2 in 1



STYLUS
PEN

BALLPOINT
PEN



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

senator
the exclusive U.K agents of
Lamy promotional products



THERMALMATE

BOTTLES

FLASKS

DRINKWARE



THE UNIVERSAL[®]
THE ONLY MUG YOU WILL EVER NEED

E: sales@thermalmate.co.uk T: 01773 522081 W: www.sportsbottlesgalore.co.uk

 **To get your copy:**
circulation@productmediamagazine.co.uk

Welcome



By the time you have read this the referendum decision will have been made. We ran this as a story in the last issue with a personalised front cover that many of you noticed. This is

another example of how the bpma needs to keep inspiring our industry and make use of all that is in our industry.

Another great twist which has never been done before will be showcased at the new bpma show in September. The show theme has been given to all our exhibitors and they will be creating or branding products specifically around this design, so we hope to present at least 100 different products all with the same branded logo.

In this issue we share a number of different features which I hope makes an interesting read. Our findings on the use

of promotional clothing is something I feel really strongly about – there remains huge potential for gift distributors to take a much greater lead in selling clothing. For American distributors, clothing is more than a third of their overall turnover, but it's a fraction for many here. The bpma stand at the Marketing Week Show this year was devoted to clothing and we were able to show T-shirts printed on the spot (see page 14). We are also delighted to have one of the top wholesalers in the US speaking about how distributors can capitalise on this. Find out more about the bpma Education Day on 13 September at www.bpma.co.uk.

Most of you will not be surprised at the research we uncovered from the relationship survey we conducted along with our second mystery shopper. Some distributors are still providing scant information on supplier quote requests, which is delaying response times, but suppliers are at odds with what distributors see as important to them – it's not always about low price!

Equally, many distributors still don't ask the killer question – what's the product being used for? How can anyone cross or upsell without this very important question? A full report on our research will be available to members very soon (see page 24 for highlights).

Lastly, hearty congratulations to Leicester and Real Madrid football teams. We have produced a feature on the importance of merchandise in sport and in particular football (page 10). Speaking to some of our member supporters that live in Leicester, I have been fascinated how a team that was almost relegated last season can win the Premiership but also create an amazing feel-good factor in a town, and drive merchandise sales through the roof!

Equally in Milan at the San Siro Stadium, for the Champions league final, I have never seen merchandise sell so quickly.

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
5 Avenue Business Park, Elsworth
Cambridgeshire CB23 4EY
All phone enquiries: 01223 598488
www.productmediamagazine.co.uk
www.bpma.co.uk

Editorial
editor@productmediamagazine.co.uk
Advertising and Media Pack
advertising@productmediamagazine.co.uk
Circulation
circulation@productmediamagazine.co.uk
Editorial Services
Stuart Derrick
Design and Production
Idego media Ltd
idegomedia.co.uk
Printed by
Mailing Guy Ltd
Photography
istockphoto.com



Contents

04 News

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

10 Football merchandise

The soccer market is on target

12 Ask Clive

Are you asking the right questions about clothing

13 Clothing breakdown

Exclusive infographic on how brands use clothing

14 Show reports

Marketing Week Live and B2B Marketing

16 Ireland

Market focus on merchandise in the Emerald Isle

18 Education

Make compliance everyone's business

20 Compliance in the US

PPAI's Seth Barnett on US efforts

22 bpma conference

Report and pictures from the conference, plus the bpma awards

24 Supplier-distributor survey

A first glimpse at the results

28 bpma show

Update and booking details

29 Technology column

Trends for 2016

30 Mike Collins column

Signs that a company is struggling

32 Phil Morgan column

Keeping the customer satisfied

34 Ten from two

Blair Carroll of Boosters and The Prime Group's Tina Brown

Product Media Magazine accepts no responsibility for loss or damage however caused to any material submitted for publication. Editorial opinions expressed in the magazine are not necessarily those of The British Promotional Merchandise Association (bpma), the editor or the publisher. While every effort is made to ensure accuracy, no responsibility can be accepted for any advertising or content by these parties or any claims made there against. All rights reserved. Strictly no reproduction or transmission by any means without the written permission of bpma.



CHX Products helps Blue Peter go green

CHX Products has won the contract to make the more environmentally friendly badge for children's TV programme *Blue Peter*.

The programme launched its first badge to made in the UK from recycled material on the 2 June. Viewers win one by sending in a nature picture to the show.



As a manufacturer of recycled plastic promotional merchandise, CHX Products attracted the BBC when it was looking to have the badge made in an environmentally conscious factory. The company has installed solar panels on its factory roof and makes a range of environmentally friendly promotional products.

Andy Knight, managing director, CHX Products, said: "It's an exciting time to be part of CHX Products as we continue along our growth path. It was great to meet presenter Radzi and work in partnership with the BBC to create its new badge."

Fluid Branding's 2016 UK Wide Expansion

Branded merchandise supplier Fluid Branding has opened three new offices within the first four months of 2016.

The expansion adds offices in Carthorpe in the North East, Camden in London and most recently, Manchester, to the existing four offices in Cornwall, Plymouth, Bury St Edmunds and Leeds.

The opening of the new offices has seen an increase in Fluid Branding's sales team with John Walker and Kate Gibson joining as sales directors in Carthorpe.

In London, John Price becomes director with Alexis Stone and Josh Haftel as senior account managers. In Manchester, Vicki Crosby joins as sales director.

Miles Lovegrove, managing director said the firm's rapid expansion made it ideally located to fully service the needs of clients and to further grow its base across the UK.

"Our new staff members are all of a very high calibre with years of industry experience behind them. We welcome them to the team and look

forward to watching things grow even further," he said. "2016 is already shaping up to be our most successful year yet. Our expansion plans run alongside our continual commitment to exceptional customer service. We're very excited about the future."

Fluid Branding has also picked up a Feefo Gold Trusted Merchant award this year for consistently high scoring online reviews and has been shortlisted for a Cornwall Business Award for Customer Focus.

Outstanding Manchester takes to TOPS show

Following the success of two London-based TOPS shows, Outstanding Branding this month held its first ever regional end-user show in Manchester.

Having delivered such well received shows in the South, the pressure was on to provide a quality show with high visitor numbers and a good number of leads for the 32 suppliers who supported the show.

With more than 60 professional marketers attending over the three sessions on the day, and more than 150 leads generated for the suppliers, sales director Andy Thorne said the show delivered on its objectives.

"Putting on a show to match the success of the previous TOPS shows at the Tower of London was always going to be a challenge, particularly in a region where we don't currently have the level of exposure that we have in the South," he said. "However, with the support of the suppliers, our great team, a fantastic venue in MediaCity, and three great guest speakers, we achieved the number of quality visitors and leads we wanted."

Guest speakers included the bpm's Gordon Glenister, whose



presentation on making the most of promotional merchandise was well received with several visitors requesting copies of the presentation to share with colleagues.

Justin Blackhurst, Global CEO of Digital Next delivered a popular talk on How to Get to the Top of Google and Stay There, while Mike Herbert of Brickhouse Promotions gave a taste of the future in his talk on 360video.

All the presentations were streamed via Facebook Live, with the talks also now uploaded to YouTube for anyone who couldn't attend to watch.

Suppliers and visitors gave positive feedback with several suppliers calling it the best end user show they had attended.

Clients commented on how exciting it was to be able to touch and feel a whole range of products while getting information and ideas from the expert suppliers.

"As always, we have to thank our fabulous supply chain for their professionalism and support on the day," said Sarah Penn, managing director, Outstanding Branding. "We hope they all enjoyed The Outstanding Supplier Supper (TOSS) that we held for them at Café Football the night before the show. I'm constantly amazed at how hard our industry can party and still put on a great show in the morning."

TOPS will return to London in 2017.

Sourcing City unveils plans for managing industry data

Product Media was invited to attend one of the five presentations around the country to understand Sourcing City (SC) plans to tackle one of the promotional merchandise industry's biggest challenges. David Long, chairman of SC, has now engaged with more than 200 companies.

The problem of a single hub where suppliers can enter data in one system then retrieve it, has been an issue for many years. Embarking on this project Long shared with the audience the enormity of the challenge, and the importance of delivering an outstanding solution. For example, one supplier alone had half a million lines of data when



all the variable options were considered.

"The feedback from the roadshows has been invaluable at giving us the opportunity to refine and perfect," said Long.

One clear benefit is that suppliers need not modify their own data sheets, but can send

them in for Sourcing City to map them with their own fields. The plan is also to include live stock data giving distributors the opportunity to quote based on real time stock. The system will also allow for private suppliers through 'private highway' and allow for data in different currencies.

Sourcing City has also considered those suppliers that manage bespoke products so that they can provide an assumptive stock level. Long, plans to roll this out my December 2016 on a beta trial. Reaction to those *Product Media* spoke to has been positive and the industry awaits further developments.

Accolades for pen players

For the second year running Senator Pens has scooped the 'Encore Supplier of the Year' award, as voted by Encore group members.

Meanwhile, The Pen Warehouse was winner in the hard-fought Supplier of the Year award by The Envoy Catalogue Group. It came third to Senator in the Encore catalogue awards.

Senator's account manager, Cherylee Green was presented with the Encore award at the 2016 catalogue launch at Whittlebury Park by Encore's Diane Mensley.

Green said: "Winning an award such as this is very exciting. I believe Encore distributors value Senator for our sole dedication to the promotional market. We continually invest and innovate so that we can offer our customers fresh and exciting products and services."

Senator's managing director, Andrew Hill added: "Senator continues to be an open and transparent operation that



Above: The Pen Warehouse triumphs with Envoy

listens to its customers' needs and puts them first every time. Consequently, we really appreciate this wonderful endorsement from our Encore customers."

The Encore award joins more than 60 UK industry awards picked up by Senator Pens in the last decade.

Neil Cleere, managing

director of The Pen Warehouse, said: "The Encore and Envoy catalogue groups represent fantastic partnerships for us and we're always delighted to be recognised by them. It's very rewarding to work with dedicated professionals who are as passionate about promotional products and customer service as we are."



Promote Your Brand for PPW

Now in its 4th year, Promotional Products Week (PPW) will be partnering with Pancreatic Cancer. This year it takes on a new twist as the bpma education day, the new bpma show and the new look bpma awards will be a part of the week too.

The main aim is to drive the awareness and effectiveness of promotional products through to the end-user buyer. Previous themes have been Promotional Products Rock, and Promotional Products Invoke Action. This year it is Promote Your Brand and give £3 to Pancreatic Cancer.

Organisations need to promote their company or sports club's key message by uploading a photo or 30 second video then donate to the dedicated justgiving page.

The bpma will host content on the PPW site and dedicated YouTube channel and push it on social media. Visitors and exhibitors to the new bpma show will also be able to make their own video or have their photo taken.

Pancreatic Cancer said it was delighted to be working again with the bpma. Every year more than 8,000 people die from this horrible disease and great campaigns like this make a huge difference to helping us finding a cure."

The campaign takes place between the 12-16 September 2016.

For more information visit promotional productsweek.co.uk.



The Pen Warehouse team



LSI



Boosters' Blair Carrol



Sussex Promotions' Andrew Nash



Hambleside



Godfrey O'Donnell of Keramikos



Gold for Angela Wagstaff



Bizz Badge win



Silver for Senator



PF Concept

Recognition and motivation for PAGE members

The PAGE group launched its 2016 catalogue to members before its 2016 conference and awards dinner where it celebrated its distributors.

Held at Brandon Hall Hotel & Spa in Coventry on 2 June 2016, the conference was followed by a table top exhibition where 33 suppliers showed the products that had been selected for the new catalogue.

The awards dinner was attended by 150 dinner guests including the top UK business gift suppliers and distributors. Brian Hayward, of PAGE Partnership, introduced guests and presented the awards.

Distributor awards are based on scores for a PAGE member's service and efficiency, taken from an annual survey.

The PAGE 2015 Gold Distributor of the year award was presented to Angela Wagstaff

of Allwag Promotions. Silver awards went to Chris Dickinson of LSI, Blair Carroll of Boosters, Suzie Munday of Hambleside Merchandise, and Andrew Nash of Sussex Promotions.

Supplier silvers were presented to Sally Deakin of the Bizz Badge Company, Godfrey O'Donnell of Keramikos, John Barrett of PF Concept UK, and Lynn Corrigan of Senator Pens. Nick Clewlow of The Pen Warehouse picked up the Gold PAGE Supplier of the Year Award.

The following day the networking continued with a Mud & Mayhem driving event, with the winning team comprising five times in a row winner Peter Slater of Silk Group, Richard Roberts of Castelli Diaries, Angela Andrews of Arrow Corporate Promotions, Tim Farnfield of Bright Ideas



Quad bike racing the day after

Business Gifts, Rachel Ross of Goldstar Europe, Stuart Ackland of Just Balls and Andy Knight of CHX Products.

Brian Hayward notched the

fastest lap of the day on the grass karts, as well as the most spins, while Melissa Chevin of Cross UK, revealed previously hidden skills in a Terex digger.

MOON

BESPOKE CLOTHING



hello@moon.uk.com
www.moon.uk.com

Sedex®

PSI
Member No. 45112



bpma **Accredited**
british promotional
merchandise association member

Presenting products the right way

Technology has freed distributors to sell more promotional products, says Sourcing Machine's **Charlene Barbarino**

All distributors have had the call from one of their clients who want a promotional product but are not sure what, and need a load of ideas to be sent to them. With thousands of products available, it's often difficult to know where to start.

In the past there were two options. You could send the latest catalogue and wait a couple of days for it to arrive. Or you could trawl through suppliers' catalogues and spend hours scanning images of products that might fit the brief, then email the list

and hope that you had sent them something that was of interest. Both options took too long or required specialist product knowledge that would often have taken years to acquire.

Today, the main product sourcing websites have made the process much easier. Sites like Sourcing Machine and Sourcing City include the ability to take product ideas and build a professional PDF presentation, or even a page-turning e-catalogue with the distributor's logo and contact details, which can be emailed

“Even the smartest distributor has the ability to present their ideas professionally”

to the client within minutes.

Tools like these have saved distributors time and money and given even the smallest distributor the ability to present their business and product ideas in a professional manner. Sourcing applications on mobile devices let distributors take the industry's entire product database into client meetings, so decisions can be made there and then.

Tasks that would have taken hours to complete are now achieved in minutes, freeing up the distributor to sell more promotional products.

oldeani
promotions with purpose

Refreshing ideas!

Tritan water bottles in stock, BPA free. Good looks, great prices.



Wrap around print available. Printed in 7 to 10 days.

View our full sports range online

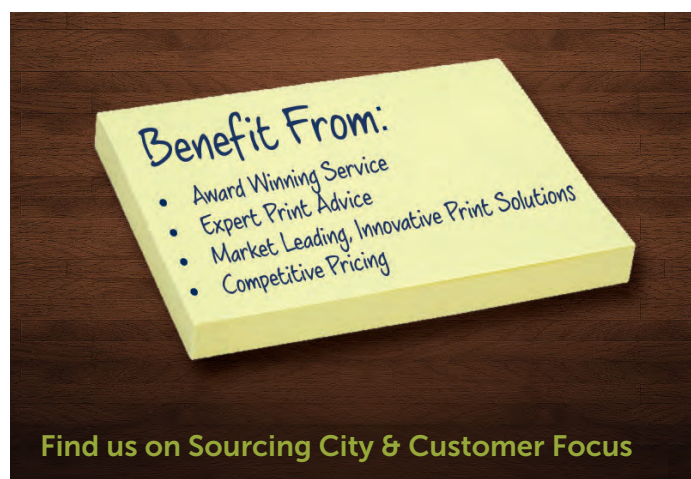


www.oldeani.com
sales@oldeani.com
01245 262 611



Manufacturers of Printed **Sticky Notes**
Since 1986...

fleQs
promotional products



Find us on Sourcing City & Customer Focus

fleQs
promotional products

NOTE STIX

bpm Accredited
british promotional merchandise association

notestix@fleqs.com | 0161 282 9619
www.fleqs.com

AND THE AWARD GOES TO...

Bring your team and join us for the bpma annual awards at Whittlebury Hall, close to Silverstone for a night of fun, music, dancing and a celebration of our industries best.

**BRING
YOUR
TEAM**
BOOK NOW

Visit bpma.co.uk/the-bpma-annual-awards-dinner-2016 to book your tickets.

Tickets only £85 +VAT each or book a table of 10 for £800.

Celebrations including a three course dinner with wine start at 7.30pm, straight after the bpma show.



senator
Extraordinary. Since 1920.

primegroup
the marketing production company

bti
brunel trade services



LISTA WOOD
PROMOTIONAL PRODUCTS

brand addition
creative merchandise solutions

RT promotions*

 **bpma**



Closer to home

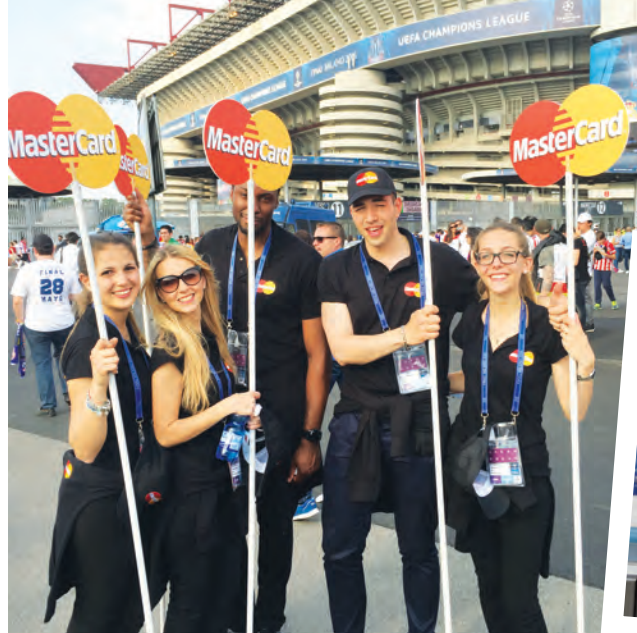
Leicester City winning the Premiership from 500 to 1 odds was a miracle for fans, including bpma member Ash Patel, MD of Printvision (pictured), who said: "We haven't spent hundreds of millions on players. The bulk of the team is still the same. It's the whole success story – where they've come from to where they are now. I'm proud to be a Leicester fan and proud to say I'm from Leicester."

Leicester City's march to the Premier League title has also been accompanied by a boost in sales revenue, with global exports of club merchandise more than doubling this season.

According to statistics released by DHL, the club's official logistics partner, the US is now importing more Leicester shirts, mugs and general merchandise than any other country.

Merchandise has been exported to 66 countries, with Claudio Ranieri and the forward, Shinji Okazaki, boosting sales in Italy and Japan respectively. Local businesses also reacted positively, buying flags and other forms of merchandise to support the team.

It is clear that branded merchandise has a real part to play in sport, not just as a memento or giveaway, but as a revenue generator.



Left: Sponsors on show

Below: Boss Ian Adie checks a stand



Football drives merchandise fan mania

The merchandise effect spreads far beyond the match day experience, says **Gordon Glenister**

I was privileged to go and witness the merchandise operation of Glasgow-based promotional products supplier and bpma member, BIG in the UK, the exclusive on site sales provider to the world's biggest single day sporting event, the UEFA Champions League Final.

The 2016 final between Real Madrid and Atletico Madrid, was held at the San Siro in Milan, Italy. The 80,000 crowd is provided with the best in terms of security, hospitality, experiential marketing and obviously official merchandising.

There were 18 stores across the stadium ranging from custom built units within VIP areas, to 10m and 20m branded temporary shops strategically placed at all the main entrances. BIG in the UK employs around 150 temporary staff and a team of experienced retail managers to manage the sites.

Brothers Ian and Alan Adie first supplied merchandising services to this occasion in 2002. That Glasgow final saw Zinedine Zidane, now Real Madrid manager, score the amazing winning goal. The 2016 final was the third time the brothers have worked with Real Madrid, who have won on each occasion.

Ian Adie, the oldest of the brothers said: "Confidentiality agreements forbid me from giving out commercially sensitive information, but I can



Above: Final fans snap up merchandise



Even seats were branded

tell you that the turnover over on that single day will be bigger than most T-shirt shops will do in a year."

The operation is like a well-oiled machine, which it needs to be with stands ten deep with customers at times. It was certainly an unusual retail proposition – Italian staff serving German merchandising to a Spanish audience managed by a Scottish company. A true

demonstration of European co-operation.

Ian has the enviable job of watching the game to confirm who has won and passing that information on to the stands so that they can remerchandise to focus on the winner's collection.

"With all the noise, emotion and distractions that the final whistle brings, it's not quite as easy as it seems," he said. "We don't trust anyone but ourselves to do that."

It was clear to see that customers want official merchandise and intense pre-planning ensured that there was little evidence of fake clothing.

"The day after the match, it is fantastic seeing hundreds of fans wearing the T-shirts and polos that you sold, in the city and at the airport," Ian added. "We're clearly doing something right."

NEW!

- Partnership Programme
- Website
- Pricing Structure - No Minimum Order Quantities

**Curious about
the advantages
of becoming
a Clipper Partner?**

REGISTER NOW

CLIPPER
Selling together

+44 (0)845 601 2225 | sales@clippergifts.co.uk | www.clippergifts.co.uk

www.ina-darmstadt.de

WWW.YOURPROMO.CO

THE PIN PEN

MADE IN GERMANY

UNIQUE BALL POINT PEN WITH A HIGHLY TACTILE CLIP.
STANDARD: DISC, HEART AND STAR PIN FROM 500 UNITS
BESPOKE SHAPE PIN FROM 3000 UNITS.

SUMMER EXCLUSIVE

5% OFF ORDERS OVER 2000 UNITS
PRICES FROM JUST £0.64 A UNIT

STAND OUT
this Summer

MIX & MATCH EACH PEN COMPONENT WITH A CHOICE OF
OVER 9 COLOURS FOR EACH. LEAD TIME: 4-5 WEEKS.
EXPIRES 31ST JULY 2016 - STANDARD T&C'S APPLY

CAROLEgroup
sales@carolegroup.com
0118 977 1424

Advice

Ask Clive

Clive Allcott, the
Essential Branding guru,
on discovering what the
customer needs



Q: As a distributor, some of my customers do not have promotional clothing requirements, or do they?

A: Over the past few months I have been attending and presenting at some terrific and beneficial end user shows with selected distributors. With clothing and decoration being at the forefront of my presentation, I was surprised at that when I asked visitors about their demand for clothing, the reply would sometimes be that they didn't have any. They claimed that they tended to use more generic items such as pen or mugs. I found this surprising as clothing registers in the top ten of promotional items.

Never being one to give up so quickly I revised my question to "do you have a requirement for Workwear?" Here the answer was more often affirmative with companies requiring polo shirts,

jackets for shows and fleeces for their outdoor teams.

So where am I going with this?

Standard workwear and promotional clothing are often similar products - fleece, softshell, cargo trousers, polo shirt, apron, and so on. However, in the customer's mind they may fall into two very different categories. Just by asking a question differently we can identify a need for clothing which may be the opening you were looking for.

Be aware that general workwear is different from technical PPE (personal protective equipment), which refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection.

Your garment decorator will be able to help you with all your requirements including PPE.



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

www.productmediamagazine.co.uk

How brands use promotional clothing

91%  Number of respondents that use branded clothing

How brands are currently using promotional clothing



63%

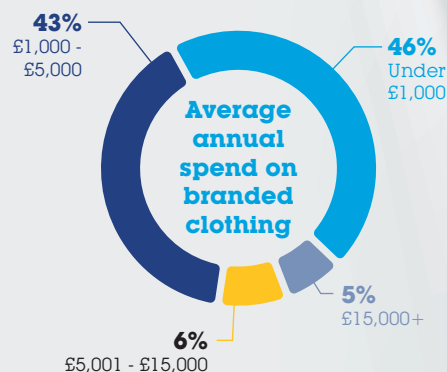


Use it to make staff easily distinguishable

Brandable garments purchased in the last 12 months?



What is the most important factor when choosing brandable garments?



Marketing Week Live and B2b Marketing deliver for members

The two end user partner events proved a big hit with members and visitors alike. The bpma merchandise message was also very visible

Marketing Week Live exhibition held at Olympia, London in April attracted almost 6,000 visitors and many bpma members exhibited, some for the first time.

Marketing Week Live event manager, Hannah Redfern shared her feelings about the event: "I am absolutely thrilled with the outcome of MWL 2016, which once again proved itself as a must attend event for all marketers within the industry. The show floor was truly buzzing and the conference theatres were packed out which is fantastic to see. A huge thank you to all of our promotional gift exhibitors who were once again championing merchandise as an important part of the



VR – coming soon

marketing mix. Judging by some of the conversations on site the message is definitely getting through."

The bpma used the platform to again conduct valued insight from marketers – this time it looked at promotional clothing.

Gordon Glenister, director general of the bpma said: "I have felt for a long while that promotional clothing is undersold in this sector and we wanted to gauge the opinions of marketers and try and explore this further. The stand was packed all day with visitors, largely driven by the free Fruit of the Loom T-shirts that were being given away with a special design that was printed on site. It

was a real education."

B2B Marketing launched its first exhibition alongside the Business Startup show at Excel, London in May. The bpma focussed its stand on hi-tech products and generated leads for distributor members. A big hit was the Y cable from Desktop ideas which was especially popular as it was packaged in such a way to make it an ideal direct mailing gift.

A number of bpma members exhibited at the show.

Managing director of Club Row Creations, Mo Yusuff said that the B2B Marketing Summit had been an amazing success. "We had 114 people on the stand who showed interest

Keeping Drinks Cool...

...on those hot summer days.

Neoprene Wine Bottle Cooler

Neoprene Can Cooler

Neoprene Bottle Cooler

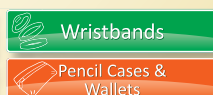
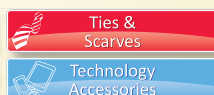
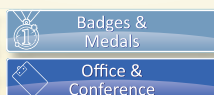
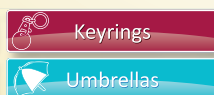
Neoprene 'T-Shirt' Bottle Cooler

Neoprene Double Wine Bottle Cooler

Neoprene Champagne or Spirits Bottle Cooler

Preseli

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





Don't miss out, register now for the bpma show
www.thebpmashow.co.uk



Clothing that 'mooves'

in our products and services and we managed to arrange 16 scheduled calls. We've spoken to 15 so far and are now working with them on their promotional product ranges. I'd recommend this show to all BPMA promotional product distributors."

Eddy Lawrence, show director, said: "I am thrilled with the results of our launch event in 2016, and I am now looking forward to building on this for 2017 with larger keynote seminar halls, more interactive features and double the size of space available for exhibitors."



Above: Desktop Ideas' Y cable

Comments from social media:

Brilliant and inspirational week @B2BMarketingUK can't wait for next year!

#marketing #B2B, Had the best time at the @B2BMarketingUK expo yesterday. Thank you to all the speakers!

#B2BUK@B2BMarketingUK Thank you for a wonderful #b2bmarketing expo, excellent array of speakers over the two days. Thank you for the invite!

It's simple.
DURAGLAZE
doesn't fade...



Independent laboratory tests have shown that other mugs start to fade after just 50 washes.

Our Duraglaze mugs still look as good as new, even after 2000 washes! Protected by patent.

...Ever.

Ireland bounces back

The downturn has changed the nature of the merchandise sector in Northern Ireland and Eire. Following some tough times, things are looking up

Since the banking crisis of 2008, Northern Ireland has experienced even more challenging years than the rest of the UK. Businesses in neighbouring Eire have had an even tougher time. During this period, 58 distributor companies have ceased trading in the Ireland region.

Thankfully, the remaining distributors have experienced a slow sustained growth. According to data from Sourcing City, the region now has the second highest average distributor value at £492,000, up from £469,000. Total market spend in Eire is more than £47 million, with the Northern Ireland market worth £10.7m.

Distributor numbers are rebounding too. In 2012 Eire and Northern Ireland had 97 distributor companies, whereas today the market has 118.

So, what's business like in 2016? We asked bpma members.

JWA Promotional Products

has been in business for more than 35 years, based in the beautiful north coast of Northern Ireland – golfing country to some. We have an open door policy, come on in, sit down and have a cuppa and some craic – it works for us. Our office is a busy one and we take great care to ensure our customers have a great experience.

We were asked recently to provide items for the Domestic Violence Campaign. We did this by providing lip balms and torches with the telephone number hidden in the barcode. We felt very strongly about this campaign and with the local



Above: Goldstar pens

“Distributors no longer have the headache of squeezing logos into a restrictive window”

policing partnership we decided to participate in the course offered and are now part of the Safe Place Initiative. If someone fleeing Domestic Violence sees the logo in the window, they know that we will offer a safe refuge, lock the door to keep them safe, and contact the relevant authorities. It's about being part of the community, in which, we live and work.

We have noticed that our customers are focusing more on clothing, as part of their corporate image so they really are well dressed these days.

In terms of trends, in bespoke

calendars, customers want their own layouts and photos.

Based in its European head office in Dundalk, Ireland,

Goldstar is one of the fastest growing trade suppliers in Europe. Goldstar was launched in 2012 by global direct-mail giant National Pen due to significant trade demand for their products.

Goldstar initially launched in France before expanding into UK, Ireland and Germany in 2014. Today Goldstar has a growing presence in Belgium, Switzerland and Austria, with

plans to expand the business right across Europe and beyond. According to Colin Loughran, general manager of Goldstar, two rapid growth areas in the writing category are 360° laser engraving and the ever increasing demand for rubberised writing instruments.

“Goldstar leads the market in 360° engraving because we offer our partners unbeatable value and eye-catching price points that make 360° engraving affordable for all. Demand for 360° engraving is growing exponentially because distributors no longer have the headache of squeezing logos into a restrictive window, while the greater branding space allows creativity for brands to get their message across,” Colin added.

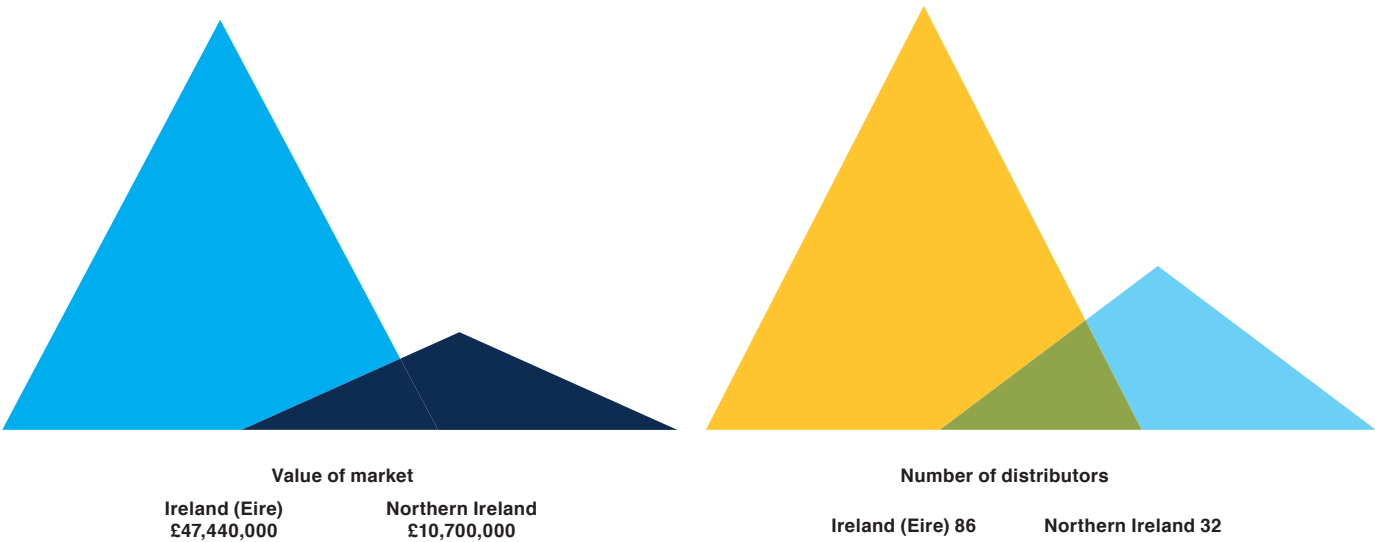
“I am also encouraged by the increasing popularity of our rubberised pen range. The tactile, soft-touch nature of these pens is a winning feature, and we believe the new designs we are launching in the coming months are our best yet – watch this space.”

Capital Marketing is a brand marketing solutions company based in Dublin city centre.

We established the business in January 2015 after identifying a gap in the market to supply promotional products and marketing material to a wide range of unserved corporate clients.

Our products range from off the shelf promotional products, to bespoke items. From concept to delivery we are involved in all aspects of the branding process. We have seen a huge shift from sourcing larger

Profile of Ireland Region Distributors



quantity, lower value goods, to premium quality items that reflect the image of our clients. Although we have access to supplying from the Far East we have noticed the demand has risen greatly to sourcing locally in Ireland and Europe, to reduce lead times and obtain better quality.

syncseries is a premier supplier of branded promotional products. We are currently one of the fastest growing promotional suppliers in UK and offer a growing range of

best quality, unique and useable promotional products presented in bespoke branded packaging. We recently launched our new website with the aim of showcasing our product range in a simple format with high visual emphasis on products and their spec details. The site includes three new categories: an eco-wood range; a sports range, and a specialist range. Trends we've noticed over the past 12 months include clients requesting additional branding and detailing on merchandise to increase the

visual quality of the product and its unit price. Examples include de-bossing and embossing on flip-flop under-soles to allow branding imprint on sand, and the increased use of coloured Pantone matched cables and ear-cushions on earbuds. Bad trends include price requests for orders significantly below MOQ and potential orders with very short lead-times. **LUCAS Promotions** is one of Ireland's leading promotional gift suppliers with offices in

Ireland and China. Providing direct manufacturing from audited and approved Asian factories, it offers a one-stop, flexible service which is tailored to individual customer needs. Whether sourcing an existing promotional gift or developing a totally new product or on-pack promotion, it is a trusted supplier with custom design capability and engineering support. It has worked with many international brands, including Jameson, Pepsi, Absolut, Havana Club, Heineken, Cadbury, Miller, AXA, Cushelle, and Eircom.

bpma members

Company

- Goldstar Europe (supplier)
- Promotional Paper Works (supplier)
- National Pen Promotional Products (supplier)
- Lucas Promotions (distributor)
- Obrien Printing (supplier)
- Mace (Ireland) (distributor)
- Capital Marketing & Promotions (distributor)
- MSM Promotions (supplier)
- JWA Promotional Products (distributor)
- Branded USB Promo.com (supplier)
- Partridge Peartree Promotions (distributor)
- Syncseries (supplier)

Region

- Ireland
- Ireland
- Ireland
- Ireland
- Ireland
- Ireland
- Ireland
- Northern Ireland
- Northern Ireland
- Northern Ireland
- Northern Ireland
- Northern Ireland

Website/contact

- www.goldstar-europe.com
- www.ppw-uk.com
- pkelly@pens.com
- linda@lucaspromotions.ie
- www.obrienprinting.com
- www.macepromotions.ie
- www.capitalmarketing.ie
- www.msmpromotions.co.uk
- www.promotionalitemsnri.com
- www.branded-usb-promo.com
- www.partridge-peartree.com
- www.syncseries.co.uk

For details on the bpma education programme contact daniela@bpma.co.uk or visit education.bpma.co.uk

Everyone's business

Companies should not pass the buck on product safety and compliance. Training can embed it in the business culture, says **Daniela Arena**



Raising awareness and education levels on the safety and compliance of products that we use is a growing challenge for our industry and trade association.

Product safety demands are increasing and, buyers are asking and questioning more. We've all seen the results

of high-profile product recalls when a product turns out to be unsafe. The EE powerbanks scenario last year comes to mind. This well documented story is one every company wants to avoid and it has clearly put the fear factor into the corporate buyers.

Unsafe, uncompliant

products place a huge financial burden on a business. It is also a criminal offence to supply unsafe goods. For example, importing electrical items into the EU without complying to the WEEE Directive carries a maximum fine of £50,000 or even a custodial sentence for the producer/ importer in the most serious cases.

Are we, as an industry, across the full supply chain really taking product compliance seriously? Apparently not.

Who's responsible?

In the second phase of bpma-commissioned industry mystery shopper research undertaken by Facts International, an independent market research company in Spring 2016, only 1 of 40 distributor companies made reference to product compliance within a quotation (see report on page 24). Assume there are 2,000 distributors operating in the UK, that's just 50 companies showing high standards and best practice.

Why is this? Who is being let down? Is the buyer letting the distributor down by not asking? Is the distributor letting the supplier down by not checking with the supplier? Is the distributor letting the buyer down by not mentioning product compliance or passing on information they may have received from the supplier? Is the supplier letting the distributor down for not informing them of the product safety elements? We all have a responsibility to ensure safe quality products enter the market yet we seem to be operating on an assumption basis.

Never assume

Distributors should not assume the items comply – they should ask the question of the supplier, and make sure it is properly satisfied. In relation to WEEE, the distributor should make sure that the products they are supplying carry the Wheelie Bin mark, properly positioned on the product itself, only in very exceptional cases can the logo be placed elsewhere.

The RoHS legislation has been in place for many years now, and most reputable manufacturing companies in the Far East will be sourcing components that comply with the RoHS standard – the cost of compliant products is no higher. However, to choose just one example, it is quite common still to find lead based solders being used in factories and these products will not comply with the standard. Proper due diligence measures must be put in place if you are importing into the EU.

Changing focus

If you are a UK based distributor company buying from a UK based supplier, the liability for RoHS and WEEE sits with the supplier.

Increasingly distributors are purchasing electronic items from manufacturers in China directly and in doing so the obligation to put proper systems in place and to comply with RoHS and WEEE sits with the distributor as it is they who are first importing the products and placing them on the market within the EU.

Specifically, in relation to WEEE, if you are purchasing the electronic items from a country outside of the UK, even if this country is within the EU, the



The UK's leading trade supplier of top quality glass and crystal gifts and awards



OVER 1200 PRODUCTS IN THE RANGE | OVER £900K STOCKHOLDING
FREE PERSONALISED E-FLIP CATALOGUES
FREE PERSONALISED WEBSITES | FREE PLAIN COVER CATALOGUES

CALL NOW

www.crystalgalleries.co.uk

Tel: 01642 225799 | email: sales@crystalgalleries.co.uk

Edwards House, 2 Westerby Road, Middlesbrough, Cleveland, TS3 8TD

©2016 Crystal Galleries

UK – based company would be responsible for complying with the WEEE regulations.

To future proof the industry and to raise our game within the marketing mix, product safety is vital. Our suppliers devote enormous resources to ensure that product lines are safe and comply.

While liability may sit with a manufacturer or a supplier, we all have a responsibility to feed this knowledge and information through the supply chain. Distributors are the one link within the chain that can really make a difference and very quickly too. Frontline staff who take the enquiries, churn out quotation after quotation and those processing the orders on a day to day basis need to be aware and knowledgeable on product compliance. Some business owners would argue that they don't need to know but this key information isn't being passed up and down the supply chain. A standard of practice for product compliance should be in place.

Education for all

If all staff, particularly front line sales staff are trained and furnished with the right information and right questions and can relay the information back to the buyer confidently, backing it up on quotations and relevant paperwork, product safety and compliance can be used to build a solid relationship with customers. Such relationships are based on trust because time has been taken to educate and inform.

The bpma has a comprehensive industry specific education programme for member companies where product compliance is just one of 14 subject categories. Topics such as General Product Safety Regulations, WEEE, RoHS, and Toy Safety are available for all learners. It will also be releasing new content on this category in Autumn 2016.

The bpma works closely with specialist partner Intertek to ensure the industry has the most up to date information. White papers and guides are also available on the bpma website under resource centre. Visit bpma.co.uk for details.

Daniela Arena is head of education and best practice, bpma

bpma student design competition winners



The competition judges

The 2016 bpma student design competition concluded with an exhilarating pitch to industry experts at the Museum of Brands in London on the 10 June.

A number of universities took part to find the next best promotional product, with Nottingham Trent scooping all three top prizes. Student James Plimmer won top prize with his Switch dual function camping light that could be used as either a lantern or torch by changing its orientation. While not in use the watertight container can be used for the storage of small items.

"It was great to have the opportunity to meet and present to such influential people in the industry alongside other talented young designers, all with great ideas" said James. "Real life experience is vitally important for students to gain the skills that cannot necessarily be taught. These are so highly valued by employers and make an individual so much more employable."

Fellow Nottingham Trent student, Richard Blizzard, came second with The Business Platform, with Joe Webb's Easy Holder in third.

Joe Stewart, head of design at Nottingham Trent University said: "The BPMA competition offers our students a unique chance to design a product with universal market appeal; a real rarity across Product Design courses up and down the country, which tend to exclusively focus upon



Left: Student design winner



Top 3 winners 2016

projects geared toward a very specific group of potential consumers."

The competition judges included Hannah Redfern

(Marketing Week Live), Jean Francois Chodecki (Corporate Creations), Simon Dipple (Inner Workings), and Kirsty Faulkner (Matrix APA).



Providing peace of mind

The merchandise industry has to take the initiative to stay on top of product compliance. **Seth Barnett** of the PPAI explains how they're doing it in the US

As we progress into a more globalised world that continues to demand more of products in the marketplace, the promotional products industry is not free of the scrutiny of regulation, product responsibility and social compliance.

In the United States, demand for products to be produced and sourced from compliant companies is ever growing. It is necessary for all those who have a stake in our industry worldwide to understand the value of social and product compliance programmes. This is not exclusive to industry suppliers. In fact, the knowledge and comfort that comes with providing properly produced products helps ensure the effectiveness and longevity of our industry.

Many suppliers and distributors in the UK and in the US have voluntarily adopted product safety and compliance programmes that they have



“The most effective safety programmes come down to asking the right questions”

been able to use as a way of differentiating themselves from their competition. While many industry companies have employees who dedicate their time exclusively to continually auditing their supply chain, many others have been able to take part in protecting their product safety and compliance without this level of commitment.

Some of the most effective safety programmes come down to asking the right questions within the supply chain. A distributor must understand where its products are sourced and take pride in that knowledge. Further, it can use this knowledge to drive home product value to its client. Sure, the threat of a product recall always looms, but there are measures that can be taken to protect against this. It is also

worth noting that a recall can affect everyone in the supply chain, not just the sourcing point. The more research that is done about an individual product's journey to the end user, the better the chance that the product will be from a safe source that produces quality and compliant products.

Over the past two years, Promotional Products Association International (PPAI) has developed its own industry compliance programme - Product Safety Aware - to give peace of mind to those doing business within this channel. The programme has been adopted by suppliers and distributors as a means of providing the tools necessary to ask important safety and compliance questions and creating accountability within this unique supply chain.

In fact, this programme has been identified by the Consumer Product Safety Commission (CPSC), a government body providing national safety accountability, as the standard after which industries striving for a compliant environment should model their own efforts.

Anyone operating within this channel is encouraged to ask questions about the source of their products. Where does the product originate? Are the materials safe for those for whom the product is intended? Is their proper documentation from each step in the supply chain? There is no company too small to ask these questions. It is also not necessary to wait for government intervention to begin asking these questions. We must all pride ourselves on delivering a unified compliant environment. As our industry becomes more global, the footprint that we leave behind will continue to increase in size. As part of our progress, we should continue to operate as a safe, socially compliant and resourceful industry.

GCP shows the way on quality

Great Central Plastics (GCP) is an example of how of a UK manufacturer, accredited to ISO 9001 quality standards, can offer standard and bespoke plastic promotional products to short lead times.

Building trust with customers is of the upmost importance to GCP, so in addition to quality accreditation, it is Sedex-registered, REACH compliant and has even been factory audited by STR and the BBC.

Distributors can also rest assured knowing GCP is also able to supply certification of FDA and Food Grade Materials and EN71 and Toy Safety Testing.

The BRIMAN member was formed 18 years ago. Over the past two decades, GCP has grown its customer base, product range and premises, expanding to a larger 1,000m² facility, but has remained true to its ethos. In 2012, it proved



it was an eco-conscious manufacturer by adding 132 solar panels to the factory roof, which produce a third of the company's energy.

As a responsible UK manufacturer, GCP focuses closely on green processing techniques ensuring, whenever possible, each stage of the order is produced with an eco-friendly philosophy. This allows distributors to add an environmentally-friendly ethos

as a key selling point of their promotional products.

Managing director, Tony Phillips, said: "Almost anything in our range can be made out of recycled material, and while we love turning any concepts into reality, it's an added bonus when we can give it an eco-friendly twist by moulding the products out of reprocessed material. Not only are the customers happy, but we also know we are doing our bit for the environment."



Print that gets you noticed

- ✓ **Standard Pads**
- ✓ **Wrap Pads**
- ✓ **Wiro Pads**
- ✓ **Die Cut Pen Pads**
- ✓ **Wiro Desk Calendars**
- ✓ **Wall Calendars**
- ✓ **Pop-up Banners**



PRICE MATCH GUARANTEE*

We are confident that we can offer you the best price available and promise to match any other quote on a like for like basis

* Price does not include VAT or delivery



Tel: 01482 610902
info@jadan-press.co.uk www.jadan-press.co.uk
 Rainbow House, Kimberley Street, Hull, HU3 1HH





bpma chairman Matt Franks welcomes members

Conference emphasises service and inspiration

“It’s all about service.” That was the message to the 150 delegates at the bpma Annual Conference on 19 May at Park Inn Hotel, Heathrow.

The second industry mystery shopper results were also shared with the delegates which led to in-depth roundtable discussions between suppliers, distributors and experts. The conference offered nine additional seminars across three seminar rooms ending with an inspiring and moving keynote session from Kevin Byrne, founder of Checktrade.com. Delegates also networked and had one to one discussions with an array of business experts.

Here’s what the delegates said:



“It was a great day and evening. Very informative, thought-provoking and enjoyable. Well done team bpma!”

Paul Beirne, BTC Group

“Well done everyone for a great event yesterday and a wonderful dinner as well (even if we didn’t win an award!). Harry and I thought the day was very interesting with great content and very high calibre speakers. Roll on next year.”

Jason Hammond, Matrix APA



“Congratulations on a well-executed and superb event yesterday. The content was extremely relevant and informative, delivered by a host of engaging speakers and we came away with some great tips and ideas.”

Melissa Chevin, AT Cross



Relationships still need work

The bpma's latest survey into supplier and distributor relationships shows there is room for improvement

Conference delegates were the first to hear the results of findings from a bpma two-stage research project conducted by independent specialist FACTS International. In all, 270 recipients completed the survey from both suppliers and distributors with the aims of understanding some of the challenges both parties have in improving standards.

“The level of understanding of processes in the industry varies greatly from distributor to distributor”

The survey focussed on the order process, the selection of a supplier partner and building the relationship. Of those surveyed 60% of suppliers felt that distributors have unrealistic expectations of what's expected in the manufacturing process, however when it came to supplier service levels in the areas of quoting, proof approvals and shipping, 70% felt aligned.

Shipping of highly bespoke/imported items is where distributor expectations standards are not aligned. Distributors expect 10-20 days, whereas most suppliers are likely to estimate 20 days or more.

Distributors and suppliers see eye-to-eye on the timescales



“60% of suppliers felt that distributors have unrealistic expectations”

visuals should be delivered to but a lack of information provided to suppliers can delay the creation and delivery. One supplier commented: "In our experience, the vast majority of occasions when we cannot quote, or more commonly supply a visual, it is down to lack of information of inadequate artwork being gathered by the

distributor."

Another supplier said: "The level of understanding of processes in the industry varies greatly from distributor to distributor and among individuals in organisations. We encourage distributors to visit our site and this helps grow the understanding of what a wide and varied range of skills and

processes are involved. It is all about training."

When it comes down to exploring what's important for distributors when selecting a supplier, suppliers believe it is price, however in reality price is significantly lower in the order of highly important factors.

Throughout the survey there are many anecdotal

“More of the same continually gets thrown at audiences who become less and less responsive.”

statements suggesting a lack of understanding between parties. Can suppliers help distributors manage their client expectations? Can distributors work more effectively with customers at the start of the process to allow sufficient lead times?

Compliance at only 3% and environmental best practice at just 1% were factors that do not feature heavily when it comes to distributors choosing suppliers. From previous work commissioned by the bpma, we know that the lack of knowledge of compliance among end-user buyers is high, but never the less eight out of ten said it was important to buy compliant products, highlighting the big issue with the EE power charger scandal last year.

In relation to key services that distributors want, they say online quoting and real time stock availability is important whereas suppliers feel delivery tracking information and detailed product specs are more important. Building relationships is vital throughout the supply chain.

Another commenter said: “So much of the industry is focussed on the quick delivery standard items that are not unique and relatively dull. With a little more time spent feeding vital information down the chain quickly to suppliers we can design and supply much more bespoke products that are better branded and have a greater impact with the target audience. Failure to do this ensures more of the same continually gets thrown at audiences who become less and less responsive.”

Eighty-eight per cent of distributors felt it was important for bpma distributors to support bpma suppliers.



Mystery shopper phase 2

After the successful trial last year, the programme was extended and also included 13 distributors who paid for their companies to be independently audited. Forty companies were involved, 20 bpma members and 20 non-members, studying 160 interactions overall (twice web enquiry and twice on the phone for each distributor but with different end user profiles).

It was clear the killer question of “what’s the product being used for?” is still not being asked. Those that couldn’t help the shoppers were told “oh sorry I can’t think of any ideas. Go on to the website – there are loads on there. I’ll

send you a brochure!”

Marketers put ‘understanding their needs’ at the top of their list of requirements from distributors. Great value and competitive price comes third. It’s clear distributors need to be more proactive in questioning but also in the suggestion of ideas.

Many of the companies did receive an automated response online to a web enquiry. The better examples provided timescales of when they would get back to you. Only a minority are following up after quote and at the end of the journey.

A growing number of suppliers and distributors have asked the bpma to consider doing a supplier version of this for 2017.

“Marketers put understanding their needs’ at the top of their list of requirements”

Dealing with enquiries

The bpma has a proven set of guidelines in relation to the enquiry journey – here are some of the salient points – for the full set, please contact the bpma.

General enquiries should be acknowledged within one hour pending further information to be supplied.

Quotation requests should be acknowledged from suppliers within one hour detailing the time when a full quote will be available

Distributors should use a checklist to qualify and obtain as much information as possible before contacting suppliers

The account manager responsible for an account should have their direct line and contact details on all correspondence.

bpma awards

And the **winners** are...

The bpma also held its **Business Awards Dinner** to announce the winners of four entry based award categories. Congratulations to all of the winners.

Website of the Year



ProAd

Catalogue Cover of the Year



Outstanding Branding



PF Concept

Introducing the NEW Parker Jotter



PARKER



Supported by our full decoration service

View the full range at www.pfconcept.com • 01933 673111 • enquiries@pfconcept.co.uk

View this magazine online
www.productmediamagazine.co.uk

Account Manager of the Year



Dorian Tranter, Desktop Ideas

Employer of the Year



Allwag Promotions

CUSTOMISABLE WEBSITE SOLUTIONS

For both Distributors and Suppliers



-● 3 Levels available
-● Preloaded with approx. 80,000 products
-● Use your own Domain

For more information call or email:

www.sourcingmachine.co.uk

Tel: 01243 779 581 | sales@sourcingmachine.co.uk



Lanyards - with no hanging around!

- British made for delivery as quickly as NEXT DAY.
- Full colour by dye sublimation.
- 5000 a day production.
- In-house artwork team.
- Suppliers to the trade only.

sales@uklanyardmakers.co.uk

01483 200768

www.uklanyardmakers.co.uk

bpma show almost sold out

The eagerly awaited new bpma show has almost sold out with just three stands remaining as Product Media went to press.

"I'm particularly pleased with the range and quality of suppliers supporting our inaugural show," said director general, Gordon Glenister. "The exhibitors are creating a special product feature, all with the same show design on it so we can really see the creativity of our suppliers. Other features include the Tech Zone; a Christmas gift feature; more than 100 creative promotional designs from university design students; Briman's special display of products made in the UK, and many exhibitors are supporting the £6,000 voucher

campaign. In addition to that there is a total live branding experience going on."

Glenister added: "This show is different from other events. We see our role as really ensuring the event is inspiring, engaging and educational. All our distributor members need to be there."

The bpma show will be held at Silverstone on 14 September. More details are available at thebpmashow.co.uk.



 **More details are available at**
thebpmashow.co.uk.

Top line up for Education Day

The highly popular bpma Education Day on 13 September promises to be one of the best yet with 12 great speakers from around the world. The event precedes the bpma Show and speakers include:

Robert Craven - The Magic Millions - Top secrets of million-pound businesses
Marc Pinner - Understanding the power of customer loyalty
Chris Piper - 5 Sense Branding with Promotional Products

 **Tickets from £89+VAT.**
Book online www.bpma.co.uk

Dates for the diary

September 2016

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

16 Promote Yourself Day (part of Promotional Products Week)

kits
UK

exclusively available
from
highprofile



SPS exclusive supplier of
MOLESKINE



Promotion at the speed of technology

Technology and gadgets change fast, so there are always plenty of questions. **Matt Pluckrose** comes up with some rapid-fire answers



1) What are the main upcoming technologies that are going to impact promotional merchandise?

Areas to keep an eye on are app driven gadgets, virtual reality, growth of health and well-being devices, wearable technology, and wireless charging in relation to what Apple does with iPhone 7.

2) Is promotional merchandise still going to be dominated by non-tech items like old-fashioned mugs and pens?

NO! The next generation of young marketers will not be interested in this type of product – they won't drink coffee. They have been brought up with tablets and stylus touch screens,

gadgets and accessories to the latest smart digital tools. Product lifecycles are changing at very fast rates, so what was hot six months ago is quickly out of vogue.

3) What about 3D printing?

It's great for proofing and proving an idea, but at current levels this technology will probably not be up to mass production of business products – but never say never.

4) Range has been an issue with Bluetooth. What's on the horizon to improve connectivity?

The next generation of Bluetooth looks to be a big step forward, called BT 4.0 or Smart – this is what is driving much of the

Internet of Things (IoT) and health devices.

5) Is the 'Internet of Things' just Bluetooth by another name?

Bluetooth is one of the bridges of data sharing. IoT is the concept of interconnectivity of devices to work and communicate without necessarily the input of humans. It's data sharing to move civilisation forward and make all our digital devices work smarter.

6) What about AI and robots? Could we all become redundant?

Hopefully not. Robots and especially driverless cars will be big in the next two to three years. By 2020, we could be jumping into a driverless Uber

taxi and getting it to take us to work or home from the pub.

7) What technology will be the hot favourite in 2016-17?

Wireless charging (depending on a true global adopted standard), plus health-wellbeing wearable tech.

8) How will 5G have an impact on promotional merchandising?

5G will aid and assist our remote 'Nomad' working speed and effectiveness, as well as movie-media streaming. We will have the freedom to work and play anywhere.

Follow Desktop Matt @Desktop_Matt



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 | www.d-vicepromote.com

Hiding in plain sight

PG Branding Limited of Harrogate is one distributor that has recently gone into administration. Were the warning signs there asks **Mike Collins**



Once again we find insolvent distributors in the spotlight following the demise of a reasonably-sized and established distributor costing suppliers' money. But should those that supplied have picked up on it, and not been victims? Read on and decide for yourself...

The Five Key Failure indicators

The Distributor Failure Analysis released by the writer in 2013 highlighted five key failure indicators of distributors as the minimum vetting standard when supplying a 'distributor of concern'. Let's see how PG Branding Limited matched up against those:

1. The lifetime credit reporting limit of a failing distributor has never been greater than £1,000.

Since 2011, PG Branding has not exceeded £500 at any time.

2. A failing distributor has a declining or constant negative net worth/ shareholders' funds indicator during the previous 3 years – they are a risk in the highest category.

PG Branding was always negative since 2011.

3. Late filing history at any point in the previous five years is a bad sign.

PG Branding's credit limit was suspended in October 2013 because its financial statements were too old.

4. Entries on the Register of Outstanding Invoices



(ROSI) are a big negative, with more recent and multiple entries most significant.

PG Branding has 48 entries on Register of Outstanding Invoices dating back to 2012, but the majority are late 2015 and into 2016.

5. A credit score of 50 or less at some point in the previous three years is highly significant. 100% of failed distributors analysed met this statistic.

PG Branding never went above 40 during this period and was often far lower.

Conclusion

There really can only be one, given a 5 out of 5 failure on all the key indicators. PG Branding Limited was a classic case of 'the bleeding obvious' for a very long time indeed. Suppliers that continued blindly on were in denial, and now find themselves on a £500,000 plus creditors' list. They will no doubt be recognising the reality all too late, to the detriment of their pockets.

bpma AccountAssyst subscribers' total losses on the PG Branding creditors' list are less than £5,800 out of £524,000 or so (under 1.2%).

Make no mistake about it, nothing within this is hindsight after the facts. The data and information needed to avoid a write-off was always out there for you as a supplier. More importantly it still remains very much available to you through the bpma Credit Management Service (AccountAssyst for prevention and Direct Route zero cost debt collection for cure). If you don't use, you lose!

Mike Collins may be contacted on 01274 223190 to set up your bpma benefit and all your other credit management requirements.

START YOUR ENGINES!

Find the winning formula
at the bpma Show

- Attend **the** product exhibition this Autumn
- Be the first to see lots of brand new products
- Meet bpma quality assured suppliers and network with industry professionals

Register online at
thebpmashow.co.uk

The Wing, Silverstone | 14 September 2016

**DON'T
MISS OUT
REGISTER
NOW**



Getting things right from the word 'Go'

The way you win and retain new business should be based in pride, says **Phil Morgan**, CEO SPS



We're all aware of the statistic that retaining an existing customer costs about 10% of the amount it takes to secure a new customer, so there's a lot to be said for building loyalty. But in a competitive market such as ours, if you want to grow your business you also need to take steps to reach out to new audiences.

So what can you do to increase the likelihood of securing new business with new partners? Obviously, it all comes down to the approach you take with your marketing, sales strategy, customer service, product range, and so on. As a bpma member, you're already a serious professional in this industry and know this. Instead, I want to share some ideas on how important those early days are in your business relationship.

Wooing new business

Any new relationship is all about what you need to put in at the start, to generate the result you're looking for. It's almost like the business equivalent of wining, dining, flowers and gifts to secure those important early dates. And in this scenario, the object of your desires (the prospect), is likely to be courted by more than one supplier at a time – so how will you stand out?

One important area to focus your attention on is the welcome you give to your prospects. Here are some points to consider.

How welcome does your customer feel? When you speak to a new customer, is it a hassle explaining how things work? Or do you welcome them into your world and make them feel valued?

How do you explain your products to your new contacts? Do you send weblinks, or have you considered a welcome pack? We often use this idea

with new SPS customers and send a pack of all our bestselling lines, a few catalogues and some sweets to enjoy while they browse the range.

How do you set out your stall? How do you communicate who you are, what you do and why you should be selected? Are you reliant on people seeking out the information on your website, or could you produce a welcome leaflet to include with your welcome pack?

It's not just new customers that you need to think about when you're growing, or even maintaining your business. What is your strategy for welcoming new recruits? Your biggest

challenge with new starters is helping them to understand your company's vision and then becoming an integral part of that.

Take pride

We've recently introduced a new initiative at SPS, entitled 'Pride, Quality, Engagement'. The idea behind this is that we want to see this in action throughout our business: pride within a role, quality in everything we do, and engagement with our colleagues, products and customers. How have we communicated this initiative? Promotional products of course! Every member of our team has

a selection of items carrying these three simple words, so that we can put them at the heart of everything we do.

Since we're based in Blackpool, it would be wrong for me to miss the obvious link to a stick of rock. When you snap a piece of Blackpool rock, the Blackpool word runs right through it, end-to-end. Since your team is one of the most powerful assets you have for growing your business, I would encourage you to do all you can to share your business vision, passions and plans at every opportunity. A happy vision-led team leads to happy customers and great business relationships.



EPPI IS READ IN 37 COUNTRIES

Michel Van Bavel
Van Bavel Enjoy Giving!

"FANTASTIC
WEEKEND LITERATURE,
GIVING ME LOADS OF
UPDATES TO START A NEW WEEK
FULL OF NEW IDEAS."



Alexander Ullmann uma

"A MEDIUM THAT
KEEPS ALL OF THE
DIFFERENT
MARKET
PLAYERS
INFORMED AND WELL
REPRESENTED. A
MEDIUM IN WHICH
WE KNOW THAT OUR
BRAND IS ALWAYS
EFFICIENTLY
COMMUNICATED."



eppi

magazine for the european promotional products industry

The one and only pan-European promotional products magazine:
Published six times a year, read by 16,000 distributors all over Europe.
www.eppi-magazine.com

Ten from two



Blair Carroll

**managing director,
Boosters**

What are you reading at the minute?

I'm half way through reading a biography about a prisoner in Alcatraz but got bored.

Maybe I'll pick it up again on my next holiday

What's on your iPod?

1010 game – I'm addicted. Plus, Queen, Meatloaf, Squeeze and The Sweet

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

Trust no one but yourself

Cappuccino or Latte?

Flat white please, if you're buying

What makes you feel warm and fluffy?

My Staffie

Best place in the world?

Cornwall

If you could change one thing?

I'd not have got involved in a partnership in the Nineties

How would you like to be remembered?

For what I gave back to society

What are you proudest of?

My daughter who is now working as a teacher in the Midlands

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

Bankruptcy in 1997. I couldn't have got through without my partner. I recommend it to everyone, just once. I can't think of a better life lesson to learn from.



Tina Brown

**client services manager,
The Prime Group**

What are you reading at the minute?

I've just finished Gone Girl and am now reading Steven Covey's 7 Habits of Highly Effective People – I like to rotate between fiction and business books

What's on your iPod?

Well it's more what's on the record player at the moment. I'm rebuilding my vinyl collection and my latest purchase was Charles Bradley, Changes

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

Patience and keeping a level head. Both in business and in my personal life. Learning to assess a situation and looking at all angles before rushing in with a solution has been an important lesson to me

Cappuccino or Latte?

Neither, far too milky

What makes you feel warm and fluffy?

Dancing with my kids

Best place in the world?

Glastonbury

If you could change one thing?

I'd abolish clocks. We're too bound by time and its constraints

How would you like to be remembered?

Just being remembered at all would be nice

What are you proudest of?

My kids' funky dance moves

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

Being a working mum and I'm still getting through it!



Well-earned break

After 30 years' in the promotional product industry, Richard Wood announced his retirement from High Profile in May 2016. As a founder of High Profile, Richard developed the company from a division of Banbury Plastics into one of the biggest names in the British promotional merchandise market. With great experience in manufacturing and tooling, plus an eye for new product ideas, Richard helped the company establish itself as an expert in bespoke plastic products.

Senator builds with Carpenter



Senator has added Emily Carpenter to its account management team, bringing 18 years' experience gained at British Loose Leaf and TwistKey operating in retail,

promotional and stationery. Emily has built a reputation for developing solutions which have provided brand longevity and has kept customers coming back for more. Emily will be attending several industry events in future, including the upcoming bpma show in September.

"I have a lot of friends and customers within the promotional industry," she said, "so it will be great to be able to focus on the one discipline at last."



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

THE VIENNA FOTO MUG

FROM SNAP PRODUCTS

FREE ORIGATION & FREE CARRIAGE

500 Units
£1.69/Unit
FREE ORIGATION
FREE CARRIAGE



5-DAY
STANDARD
LEAD TIME

FREE
ORIGATION


FREE
CARRIAGE

DYE
SUBLIMATION



Pioneers in Digital Printing

Snap Products, Unit 7, Redan Hill Estate, Redan Road, Aldershot, Hampshire, GU12 4SJ
T: 01252 796860 E: sales@snapproducts.co.uk W: www.snapproducts.co.uk

New for 2016!



The Electra Inkredible™ Roller

& The Electra Enterprise Ballpen

We've extended the hugely popular Electra Range with two exciting new models.

Now there's even more reason to make an Electra part of your next campaign.

- **New Inkredible™ Ink Technology**
- **Ultra-Smooth Writing Experience**
- **Exclusive Design for Larger Print Area (40mm X 20mm)**
- **360° Laser Engraving Available**

Inkredible™



£0.362
each
(for 500 units inc 1 col print)



£0.232
each
(for 500 units inc 1 col print)



- **Our Best Value for Money Electra Yet**
- **Exclusive Design for Larger Print Area (40mm X 20mm)**
- **Free 24-Hour Express**

Call The Pen Warehouse Sales Team on
01252 400 270 or email sales@pens.co.uk

www.pens.co.uk | www.promotional.tv | www.logopens.co.uk | www.no-minimum.co.uk

Mount Pleasant Business Centre, 2-4 Mount Pleasant Road, Aldershot, Hampshire, GU12 4NL, T: 01252 400270, E: sales@pens.co.uk, W: www.pens.co.uk