



PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

JULY/AUGUST 2017



IN A SPIN

Is the latest craze safety compliant? P22



MAKING CSR HAPPEN

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JULY/AUGUST 2017

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WELCOME



Are you a fidget? Well the industry has certainly got behind the fidget spinner craze. How long will it last do we reckon?

According to Sourcing City figures, it was the most requested item on their platform recently. But there is a word of caution here too. Some of the major importers are telling *Product Media* that there is a raft of low cost options with poor quality components that are less effective and also don't meet EU law of requiring CE markings on the product or packaging, so do search out for the very best suppliers. The BPMA continues to raise the

awareness of product safety and indeed many suppliers and distributors are using this to leverage business opportunities. I am also delighted to see so many exciting colours around the promotional merchandise industry. Bright cool colours, can help lift a fairly ordinary product to something really stylish. Phil Morgan's column looks at this in some more depth.

I want to make a comment here about the amazing concert following the atrocities of Manchester - I hope you enjoyed the fundraising event too. What I did pick up is the speed at which they pulled this event together and that Ariana Grande had already sported some really cool clothing imagery supporting this great cause. Charities can

really benefit from associating themselves with events like these.

The recent election also saw some great examples of cause awareness branding, particularly in Jeremy Corbyn's campaign, where the 'many not the few' message was very visible on T-shirts. The BPMA will be launching its essential guide to corporate clothing in September, supported by many of the big clothing giants.

Finally, I am sure many of you also would have been saddened by the departure of Paul Bimpson recently. He was a really lovely guy and our hearts go out to his family.

Gordon Glenister,
director general of the BPMA

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Brand Addition in secondary management buyout

Brand Addition, the UK-headquartered promotional services business serving corporate clients across Europe, US and Asia has been acquired by existing management and funds managed by private equity company Elysian Capital LLP (Elysian Capital) from H.I.G. Capital.

Headquartered in the UK, Brand Addition is a global service provider in the design, sourcing and distribution of promotional merchandise to corporates predominantly in the automotive, engineering, health and beauty, FMCG, technology and financial services industries.

Following a carve-out from 4imprint in March 2012, supported by H.I.G. Capital and management, Chris Lee, CEO of Brand Addition, and the team worked to reposition the business, increasing the range of services, geographic reach and shifting the emphasis to an exclusive focus on large corporates under long-term contracts. The acquisition of St Louis based Gateway CDI in January 2016 followed new office openings in Turkey, Russia and China. Today Brand Addition offers the unique combination of a broad service delivery and global reach in what remains a highly fragmented industry.

Lee said: "Under H.I.G.'s ownership we have successfully internationalised the business, concluding two acquisitions; most recently entering our largest market in the US early last year. With Elysian we believe we have a partner who can help us to continue the business's growth both UK and internationally."

Ken Terry, CEO, Elysian Capital said: "Elysian is delighted to acquire such a high-quality business like Brand Addition which is uniquely placed to serve its large international customers throughout the world. We would like to thank HSBC and Beechbrook for their support in part financing this deal and look forward to supporting Chris and his excellent team in continuing the growth of the company further."

Since the 2012 buy out, the company now has grown to nine strategically located offices and sales of around £80 million.

Third time still lucky for Senator Pens

Senator Pens has scooped the Encore Supplier of the Year award for the third year running.

Voted for by Encore group members, the award was presented to Senator key account manager, Emily Carpenter by Encore's Diane Jaggard, at the 2017 catalogue launch at Whittlebury Park.

Carpenter said: "Winning the Encore award for the third year in a row is an amazing endorsement from our Encore customers. Senator is passionate about

supporting its customers' businesses and we will continue to go above and beyond to achieve this."

Senator managing director, Andrew Hill, added: "Everybody at Senator, from our customer service advisors, to our print team, is delighted that we have been selected for this amazing award for the third time. With Encore's development in the ascendency, it is very gratifying to see the membership exploiting our value-added portfolio."



REMEMBERING PAUL BIMPSON

Sadly, Paul Bimpson passed away on Saturday 20th May, after his battle against cancer.

Paul had been in the promotional industry for more than 30 years, starting at Starline in his beloved Blackpool, then working at Bemrose, Umbrella Company and Raingear.

His service was held on 7 June at Haltemprice Crematorium, Main Street, Hull.

Kim and the family pass on their thanks for all the kind words, cards and letters they have received.



The Sourcing Team wins sustainable award

The Sourcing Team has been awarded a Sustainable Leaders Award by EcoVadis in recognition of its sustainable excellence in its industry.

EcoVadis operates the first collaborative platform providing supplier sustainability ratings for global supply chains. In its first Sustainable Leaders Awards, EcoVadis awarded The Sourcing Team a category award for Best CSR performance in Wholesale/Tertiary Services. The awards were assigned to small and medium-sized companies that have obtained the highest EcoVadis CSR Score within their region in 2016 based on leading CSR standards such as GRI, Global Compact and ISO 26000.

Gill Thorpe, founder and CEO, The Sourcing Team, said: "The team has worked consistently to maintain and improve the scores across our sustainability and ethical commitments, and this is reflected in the quality of

our due diligence processes and our transparent approach up and down the supply chain. Today it is critical that corporations and NGO's work with partners that really care and add value."

Becky Fleury, client services director, was present in Paris to accept the award on behalf of The Sourcing Team. She said: "Our passion for being ethical, sustainable and compliant is a critical part of our team culture, and resonates well with our clients. We work strongly with corporates and businesses in the not-for-profit sector, and our clients and partners appreciate our transparency and commitment to ethical practices which reflect their own brands and values."

The Sourcing Team's sustainable approach started in 2010 when it applied to join the Mayor of London Green Procurement Code. Since then it has sought to continually improve its processes and business practices.



Merchandise World continues to grow with endorsement

The inaugural Merchandise World event has almost 180 exhibitors booked for the September show, with around 100 having booked for the January 2018 event.

Upwards of 1,000 visitors are expected at the Stoneleigh exhibition in September, said Liz Young, supplier services director at Sourcing City, which has partnered with the BPMA to launch the shows. She added that visitors would be high calibre industry professionals with a specific turnover criteria who are eager to grow their businesses.

Promotional distributor, Recognition Express, is among the latest companies to announce that it is endorsing both Merchandise World events at Stoneleigh in September 2017 and Silverstone in January 2018.

Established in 1979, Recognition Express is an award-winning, business to business franchise which specialises in corporate branded merchandise. Recognition Express is a full

member of the British Franchise Association (BFA) and is also a past winner of the BFA 'Franchisor of the Year' award.

Chris Masters, head of operations, Recognition Express said: "We have been impressed with the way in which Sourcing City and the BPMA have come together to form Merchandise World. Creating an environment in which professional distributors and suppliers can have meaningful discussions is not only beneficial for our franchisees but also the promotional products industry as a whole."

The event is also supported by the major catalogue groups of PAGE, Advantage, Ignite, Promotional Union and Encore as well as PSI and ASI.

For more information, or to exhibit, call the Merchandise World Team on 0844 504 5006. You can register to visit Merchandise World, or make appointments at merchadiseworld.co.uk.

Worn with pride

Absolute Apparel and Gildan donated 10,000 T-shirts to the One Love Manchester concert, with the proceeds going to the We Love Manchester emergency fund. Music retailer Bravado sold them. The garments were printed by Fanela and Advartex.



MERCHANDISE WORLD DATES

19-20 September, 2017 – NAEC Stoneleigh, Warwickshire CV8 2LG
January 31-1 February, 2018 - The Wing, Silverstone Circuit, NN12 8TN

IPM Awards showcase promotional excellence

LSI Netherlands BV, owner of the Peperami brand, TLC Marketing and Sense were crowned the big winners at The IPM Awards 2017, taking home the trophies for Brand Owner of the Year, Agency of the Year and the top Grand Prix Award respectively.

This year's winners, which were announced at the IPM's black-tie Awards Gala on 7 June, showcased and celebrated the very best in creativity and effectiveness in the promotional marketing industry.

The evening commenced with opening addresses from Lord Black of Brentwood, president of the IPM, and John Sylvester, the IPM's chairman and chairman of Sodexo Benefits & Reward Services UK, while the host for the event was Strictly Come Dancing star, Claudia Winkleman.

LSI was named as Brand Owner of the Year, after collecting two Gold and two Silver trophies for its campaign linking Peperami mascot, the Animal, with the *Angry Birds* movie.

TLC took the Agency of the Year accolade, having picked up four Gold awards and a Silver for a range of different campaigns.

The Grand Prix went to 'real world' agency Sense for its #H2O activation, part of the 'Discomfort Future' campaign on behalf of *The Economist*. This saw potential subscribers offered free coffee apparently made from recycled water from



a portable toilet, to highlight the issue of water scarcity around the world. It won two Golds and was selected by the IPM awards judges as the best of the best.

Other agencies celebrating multiple trophies at the IPM Awards 2017 included The Circle Agency, ZEAL Creative, Toucan and Brand & Deliver. Behaviour change experts 23red managed to pick up Gold, Silver and Bronze in the Not for Profit, Charities and Public Sector category, the second time the agency has achieved this impressive feat.

John Sylvester said: "The IPM Awards celebrate outstanding promotional marketing from the very best UK agencies and underscore our commitment to supporting best practice, creativity,

effectiveness and innovation. Our Awards are open to everyone in the marketing industry and this year it was great to see both some familiar faces and some newcomers amongst the winners and the audience."

This year, winners of Gold, Silver and Bronze IPM Awards all qualify for entry into the IMC European Awards, and the IPM will be contacting agencies shortly to explain how to take advantage of this.

John Sylvester observes: "The UK produces world-class promotional marketing campaigns, and we want as many of our winners as possible to enter the IMCs so we can underline our leadership in this vitally important sector of the marketing and advertising industry."

Latest step on the Dynamic Highway

Sourcing City's ambitious data management initiative, Dynamic Highway is undergoing its beta test phase, with several major distributors in place to carry out the testing, which started in June.

Within Dynamic Highway there is a 'data rating' symbol against all products, which will immediately show all distributor users the quality of the supplier's data.

Sourcing City expects the data rating symbols to influence which suppliers the distributors choose to use, so the quality of any supplier's data is critical.

Most suppliers can improve their data rating before the beta tests commence. Those wishing to know how should contact Ella at ella@sourcingcity.co.uk.

BPMA backs design

The BPMA was the proud sponsor of the Design Awards hosted by Design Week magazine at the Tower of London on 13 June. The event attracted 400 of the UK's top design agencies. BPMA member Bio Laboratories provided the branded hangover pack which went down well in the goody bags.



Ignite adds two members

The catalogue group, Ignite Incentives, has brought Plymouth and Exeter-based Redrok and Birmingham's JDR Branding on board as members.

David Williams, managing director, Redrok, said: "We decided to join a group that we recognised as the right fit for us as a growing business. We look forward to the new catalogue in August."

JDR Branding is a new business set up by Dawn Rogers and Julie Rogers, both formerly of Dowlis Inspired Branding.

Dawn Rogers said: "In starting a new business we needed a good catalogue and website, but also felt being part of a group would help us on our way. Having checked the market thoroughly we felt the Ignite Group was the right partner for our business."

Richard Pettinger, director, Ignite, added: "With three more applications pending we feel we have now reached our optimum size. With such a distinctive catalogue, we do not want to flood the market."

Ethical benchmark achieved by R&JP

R&JP International can report excellent results in its recent Sedex Member Ethical Trade Audit (SMETA) conducted by Intertek.

The SMETA-Pillar audit covers a range of areas, including labour standards, health and safety, management systems, entitlement to work, subcontracting and homeworking, environment assessment, and business ethics.

This is just one of the steps R&JP

International has put in place to ensure that its products and production facilities comply to the highest standards, to meet the demand for ethically sourced and compliant products from its clients.

It is R&JP's policy to supply high quality services and products which are fit for their intended purpose and meet customers' agreed expectations in accordance with the company's delivery targets. To achieve this aim the company is committed to the quality management system it has set in place to check production runs multiple times throughout for product and print quality to conform to, or exceed, the standards of ISO9001:2008.

Read more about CSR in the report on p18 of this issue.





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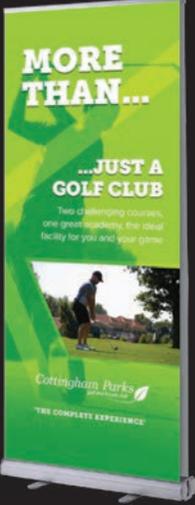
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q&a

SAFETY BUILT-IN

Product safety isn't an optional extra for manufacturers and suppliers. **Andrew Hill** explains why it is now an essential part of promotional's growth path

The term 'not fit for purpose' has been with us quite some time and relates not only to products, processes, services and systems but also to public and private corporate governance, associations and committees of every size and doctrine, as well as the odd dodgy refereeing decision!

So, in terms of promotional products, we subscribe to the notion that as well as something being primarily safe to use (a basic requirement), it must also be designed and manufactured to ensure it provides good value for the application/purpose for which it is being bought.

Studies by the BPMA and other organisations overseas in recent years suggest that well thought out strategies which include promotional items are now far more mainstream than they ever have been in the past. The potential for promotional to exert its influence on budgets large and small has never been greater.

That's great to know, so why are we, as a collective industry, not travelling as fast as we would like? What is holding us back at a time when the overall spend in our market should be a great deal more than the currently estimated £962 million? Are we perceived as being fit for purpose?

Measures to dispel any lack of confidence have been taken long ago by responsible manufacturers and distributors. However, there is, arguably, an undercurrent of the 'trinkets and trash' about our market place fuelled by the notion that a perceivably unregulated



market is dominated by unsafe or poorly made products which do little to enhance a company's reputation or safeguard its brand equity.

So, what is the industry to do about it? The signs are that there is already a divide emerging between those who buy or supply qualitatively

"The potential for promotional to exert its influence on budgets has never been greater"

produced products and those who don't, and their message is getting through to those that matter. This is not just on a brand/corporate level but the same responsible process is being moved through to SMEs as well.

This is, interestingly, having

a hugely positive effect on margin. "We are more profitable since we stopped buying rubbish," a distributor recently told me in a very frank conversation. "Our repeat levels are up and we are retaining some very good clients". While the discussion was prompted by a significant increase in spend on Senator pen products mainly because of our high-level positioning, other suppliers whom he received good service from regarding product lifetime, compliance, and safety were also quoted and were now his principal trading partners.

While this is all good news for this particular distributor, it is a route which is difficult to argue against. As an industry we owe it to all our clients to ensure that the products supplied do not merely 'subscribe to a notion' of safety and compliance, but are firmly entrenched in the doctrine of long-term financial development rather than a continuous race to the lowest price on the cheapest

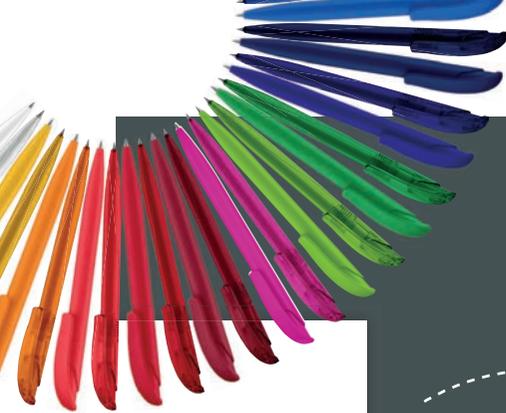
lines. At Senator, over the past two years we have seen a three-fold increase in requests for information and/or certification which has directly led to order conversion. Being a manufacturer, we never thought that, for example, our Newton-Safe clips would ever be of specific interest. How wrong we were, as our pens are being supplied to brands where children are included in target audiences, so safety has been paramount.

If the industry can jettison borderline unsafe and poorly made items, we can really begin to make some headway as a growth sector, and be rightly perceived as being fit for purpose across the board. This view is very much supported by the BPMA as its dialogue with industry continues to ratchet up the real-term

"We are more profitable since we stopped buying rubbish"

impact of promotional products in relation to other media vehicles. The word 'professional' is one that it is desperate to use in a wider context than it does now, and it will only be able to do this when product safety and compliance are built-in prerequisites across the whole of our industry. **PM**

Andrew Hill is MD of Senator Pens in the UK



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your
style

your
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our
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THE PENCIL WITH A MISSION

Education is the most important weapon in fighting poverty around the world. **Evan Lewis** explains how a simple pencil can help



The Remarkable recycled pencil has a long association with the promotional products industry. As sales director at Remarkable for its launch in 1998, I too have a long association now with the industry and this product. I left Remarkable in 2005, but in 2014 the opportunity arose that allowed me to buy the machinery, take on the engineers and keep the pencil alive.

When I first bought the machinery it was in a significant state of disrepair. Nonetheless we could make and sell about two million pencils each year. Since then we have made small but essential improvements and our capacity is closer to three million. This got me thinking; what could I do with a spare capacity of one million pencils? I wasn't particularly inclined to beat down the door of every distributor to increase sales. I was sure there was more I could do. Something inspirational.

In the world today there are millions of children affected by natural disasters, conflict and extreme poverty, and without exception their education suffers. Globally, 263 million children aged 6-17 are currently out of school and education is the single most important thing that can lift them and their families out of poverty.

With this in mind, I set out to find a way our humble pencils could benefit children globally. Despite speaking for months with charities and NGOs and exploring ways of exploring items worldwide, the complexity of delivering them into areas of instability made these concepts unviable.

However, we came up with an alternative mission based approach to raise funds for education projects exclusively. Through the sale of our simple pencils we have created a 'Giving Enterprise' called Hope – education for a brighter future. For every pack of Hope pencils sold, £1 will go directly to education and schools projects. Our first mission, supporting Plan International UK, aims to raise £10,000 for our Bright Futures Campaign. Projects include transforming the lives of girls in Uganda, helping children in Pakistan get an Education and training female teachers in Sierra Leone following the Ebola outbreak.

Launched in March, you can find out more on the website hope.co.uk.

Evan Lewis is managing director, Everything Environmental



“In the world today there are millions of children affected by natural disasters, conflict and extreme poverty”



NORTHERN STARS

Scandinavia has a growing market for merchandise. **Kjell Karbom** explains how it is developing



The promotional market in Sweden hit an all-time high in 2016 of six billion Swedish krone, (€600m) from a country with a population of just nine million. Since 2012 the market has grown by 4%, and at the same time the organisation named the industry as product media. Sweden is the biggest of the Scandinavian countries, representing approximately 50% of the total, with Norway and Denmark 25% each.

There are 570 registered promotional product distributors, who are core to the industry but there are also a number of smaller companies selling a wider range of products such as print and workwear, and this brings the total to around 1,000. There are about 500 suppliers, who don't focus much on distributors, and largely sell to anyone. There are around 2,500 customers.

Industry research

We did a survey in 2015, the Power of Product Media, based on 2,309 end user responses. We found that all those surveyed had at least one promotional item in their possession, with 85% of them knowing what the product was and who gave it to them. In a normal household in Sweden, people have at least seven branded items, most usually a pen, keyring, T-shirt, bag and mug.

One third of the population use a promotional product every day and 62% use one every week. We also found a difference in gender, for example men in the age group 34-55 use promotional products more than women in the same group.

Those in the age group 16-34 want to have more promotional products if they are useful and design driven. One challenge is to make more products attractive to women. For example, they don't want T-shirts in standard sizes, but in specific female sizes. Having checked many of our suppliers, much of what they sell is in these standard sizes and only 20% in female sizes, yet 50% of the Swedish population is female.

When we asked end-user customers, what was the most important feature in their selection, they said useful, good quality, good design and this was over and above the importance of low price. We encourage our distributor members to talk less about the price



“One challenge is to make more products attractive to women”

of promotional products and really sell the benefits and relevance to the brand but as you know in the UK, our industries have a perceived reputation of low cost giveaway items. Like the UK and probably across the world, the top selling items are pens, followed by the mug, T-shirt, bags and then umbrellas.

Compliance

Compliance has made a difference to the industry. There are a lot of new regulations coming from the EU, and as more European organisations want parity, suppliers and distributors need to make sure they are following guidelines and selling compliant product.

Unfortunately, our industry is sometimes tarnished by poor quality products, which is at odds with what end-users want. I am currently

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Roupéz
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Olsson & Company

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working on a project to represent our industry to create a new ISO standard as a chain of custody. Discussions centre on transparency and working with the best suppliers around the world, while highlighting poor practice. PM

Kjell Karbom is CEO of SBR, which represents the Swedish promotional product market

BIC Graphic discontinues Norwood

BIC Graphic Europe announced its intention to discontinue Norwood activity, and to focus mainly on the products of the BIC brand to offer more unique products and services that help distributors maximise potential for their customers.

The news comes after BIC Group signed an agreement in June to sell its BIC Graphic North America and Asian Sourcing operations to H.I.G Capital. This completes BIC Group's strategic alternatives review, initiated in February 2016, for BIC Graphic, BIC's advertising and promotional products activity.

On 7th February 2017, BIC Group confirmed the continuity of BIC Graphic's business in Europe, Middle East and Africa, based on a new long-term sustainable business model.

BIC Graphic Europe will continue to develop innovative services while maintaining its printing and decorating expertise, and invest in new products to help distributors offer unique promotional opportunities from a trusted European manufacturer and globally recognised brand.

FIRM WARNS OF RANSOMWARE THREAT

The recent spate of ransomware attacks on the NHS demonstrated the dangers of cyber attack for organisations of all sizes.

Systems were closed down and became inoperable with users held to ransom until they paid hackers a fee to free up the system.

According to IT security company Conosco, cyber attackers are becoming ever more creative and sophisticated. To resist ransomware, businesses need to stay one step ahead of the cyber criminals and be prepared.

Conosco is focusing on its clients' security and its own, becoming ISO 27001:2013 certified, and publishing a number of blog posts to educate on the threat of ransomware.

It also offers a free review of cyber security. Contact conosco.com/contact.



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Consumers are no longer simply delighted by a freebie. They want quality, says **Clive Allcott**



Q : Promotional products – why bother?

As a distributor have you ever thought about your customers' customer and what they use promotional products for? Well, here's something you might not want to hear, but now more than ever, recipients are judging the promotional gifts they receive.

From these items, they are making a direct correlation to the company handing them out, so unsurprisingly, giving out cheap items says to them that the company didn't put much time and effort into the gift. Branded clothing could be your solution with its high perceived value, range and choice.

Recipients want quality items that they'll actually use or wear.

The world is familiar with



traditional corporate apparel such as polos and shirts which make up most employee uniforms and are key to maintaining brand consistency, however most employees are not going to wear company branded uniform items anywhere but in the workplace.

So why not present to your customers a range of fun apparel that their staff or recipients will want to wear outside of the office. This is a secondary branding opportunity and can gain extra sales for you. These clothes should be a lifestyle

choice where the branding can be incorporated in a cool graphic with differing branding techniques. With so many choices there is no need to just go for a cheap T-shirt with sub-par material. Opt for a quality T-shirt made with Fairtrade cotton, bamboo resin, or that has a unique cut.

Simple and generic clothing items just aren't going to cut it anymore outside of the workplace. Recipients want the best of the best. This means smart materials for performance

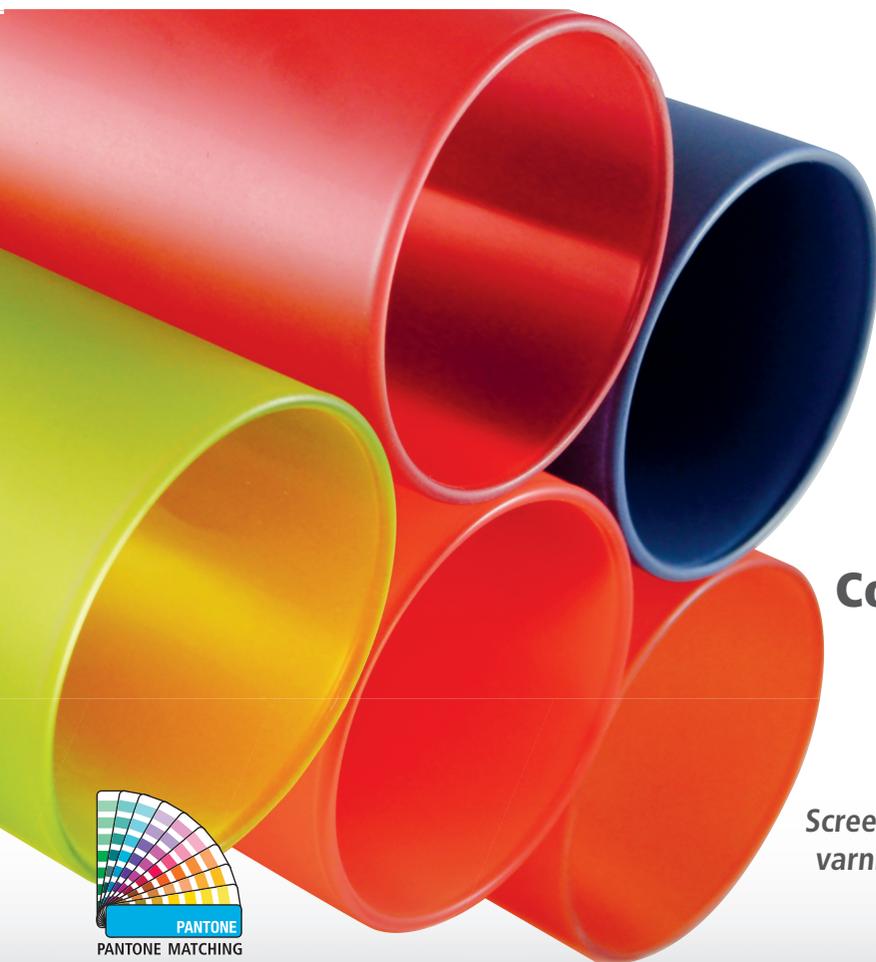
apparel, with moisture management and odour control.

Some marketers are making a move towards promoting their brand alongside retail brands, and this is also true when it comes to branded clothing. The generation of Millennials are now looking for brands which they know from the retail arena such as Stormtech, Elevate, Musto to name but a few.

In line with the above point, people want clothing that fits into their lifestyle and fashion requirements otherwise, they won't wear it outside of work.

Give them quality apparel with a unique design that they will appreciate and they will advertise the company's brand in their leisure time.

Happy Selling
Clive, the clothing Guru.



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Angela Wagstaff, Allway Promotions

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WHY IS CORPORATE SOCIAL RESPONSIBILITY IMPORTANT?

Building a robust CSR strategy involves working closely with staff and the supply chain, says **Kirsten Motyl**



A strategic approach to CSR is increasingly important in today's competitive environment. It can bring benefits in terms of customer relationships, cost savings, risk management and human resource management. It also encourages more responsibility from businesses against the backdrop of a number of high profile incidents over the last few years.

As we move forward through 2017 it is becoming a prerequisite of our client base to demonstrate that we operate in a socially responsible manner, through the conformity of our business processes and procedures. This not only applied to our business but also the entire supply chain.

In 2015 Brand Addition decided to take the proactive stance in achieving SA8000, a voluntary CSR standard which is externally audited on an annual basis. This demonstrates that products purchased from Brand Addition have been ethically sourced and all of the facilities and staff employed within that supply chain are treated fairly in a clean and suitable work environment.

This process started by developing an internal framework through internal strategies around CSR and detailing our core principles, who is responsible, and

building a team to implement our policy. A good CSR policy should outline:

- The core principles of what you are trying to achieve
- A code of business conduct and ethics, covering:
 - Employees
 - External parties
 - Compliance with law and regulations
 - Work environments
 - Community involvement
 - Health and Safety

Once these core principles have been outlined then clear policies and procedures should be created, to inform and follow to ensure compliance against your CSR policy. Roll out internally is conducted through regular training and communication. Remember though that the CSR policy does not only cover your facility but also that of your supply chain. It is therefore essential

that you engage as early as possible with your supply base communicating your intentions, what it will mean for them, and then collaboratively working together to educate and train on the requirements and how these will be implemented.

Once the system is up and running then regular maintenance of the system is required through internal audit and regular supplier visits to ensure conformity against the policy.

For any CSR programme to be successful, it is all about commitment. CSR policies and processes must be supported from the top down, have full business commitment and be integrated into standard working practices. Without this, implementation will always be challenging.

Kirsten Motyl is group quality and compliance manager at Brand Addition

“Remember that the CSR policy does not only cover your facility but also that of your supply chain. It is essential that you engage as early as possible with your supply base communicating your intentions”



A GUIDE TO STANDARDS

The product safety guidelines for promotional merchandise can be confusing. These are just a few that apply to various products.

The BPMA can provide more advice

Promotional Merchandise and Apparel - Product Safety Guidance

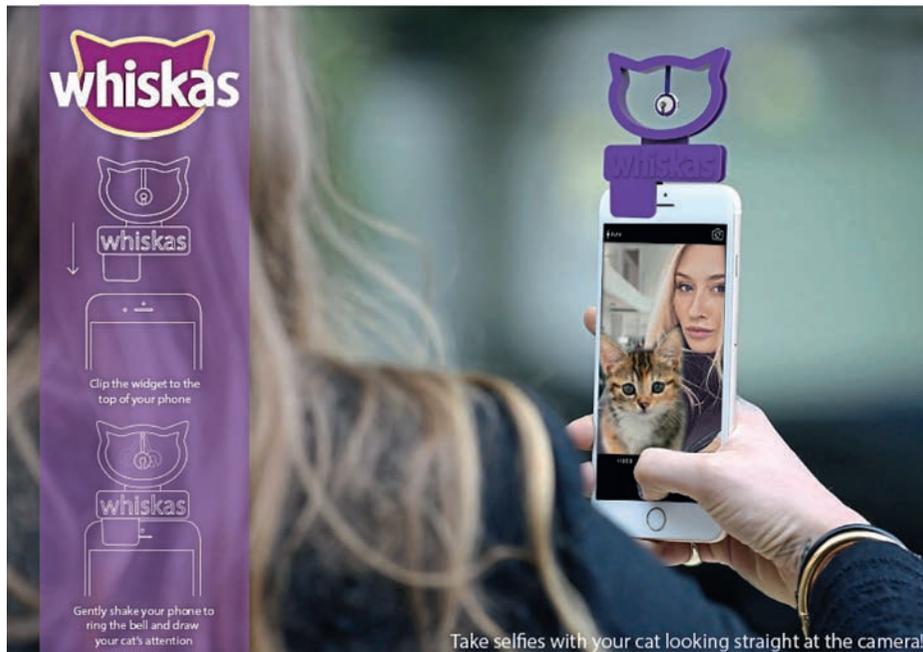
AN OVERVIEW OF THE PRODUCT SECTORS AND POTENTIAL SAFETY ISSUES RELATING TO THEM	An Outline Guide to some of the Current Standards and topics BPMA Members may need to be Aware of within the UK Promotional Merchandise Market. (IMPORTANT - Please note that Regulations outside of the UK and EU may well differ and in addition, that the BPMA cannot be held liable for the following information, as this is intended ONLY as an outline guide to where you may need to take account of current legislation.) The regulations are constantly being adapted and updated and Members will need to make themselves aware and take their own responsibility for all Compliance and Safety issues, relating to the products they distribute			
	Product Category	Topic / Standard	E.U. Directive / Regulation	Explanation of Risk / Comments
	All Products sold within EU showing the "CE" Mark are required to have been proven to meet all applicable EU requirements	RoHS	RoHS - Directive 2002/95/EC, was updated (recast) into Directive 2011/65/EU and became national law in each of the EU member states on the 2nd January 2015	RoHS - Restriction of Hazardous Substances - has become a CE marking directive, which means that to apply the CE mark to your product, you must have full RoHS documentation included in your Technical File in order to make an EC declaration of conformity.
	Electrical Items / Electronics	WEEE	WEEE Directive (2012/19/EU) Waste Electrical & Electronic Equipment	The European Union's Waste Electronics and Electrical Equipment (WEEE) Directive places the obligation of recycling (including collection, treatment, and environmentally friendly disposal) of electrical and electronic equipment (EEE) products upon manufacturers. The goal is to reduce electronic waste, protecting human health and the environment from hazardous substances.
	Textiles/Caps / Bags	AZO		Certain AZO Dyes can degrade to form carcinogenic or suspected carcinogenic
	Textiles	PHENOLS (PCP/TeCP)		TeCP are lower derivatives of PCP and has similar properties to PCP. They are used to prevent growing when growing, storing and transporting Cotton and fabrics.
	Wooden Products (Children & Food Contact)	PHENOLS(PCP Only)	REACH: Regulation (EC) No 1907/2006, of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). PLUS New REACH Annex XVII requirements (although not technically in force yet) – Lead, PAH	PCP is polychlorinated compound used as a preservative for wood, leather and textiles. PCP is present in the environment but hazardous to human health and toxic to aquatic environs. Burning products with PCP may produce highly toxic substances.
	Textiles and Children's Products	PHthalATES		PHthalATES are a class of organic compounds added to plastics to increase flexibility. Phthalates may be released from plastics and may cause damage to liver, kidneys and other organs.
	ALL Products	CADMIUM		CADMIUM is a heavy metal and class 1 carcinogenic. Exposure to Cadmium over a long period of time via food, water or air can cause kidney and lung damage, prostate cancer and reproductive damage.

AN OVERVIEW OF THE PRODUCT SECTORS AND POTENTIAL SAFETY ISSUES RELATING TO THEM	An Outline Guide to some of the Current Standards and topics BPMA Members may need to be Aware of within the UK Promotional Merchandise Market. (IMPORTANT - Please note that Regulations outside of the UK and EU may well differ and in addition, that the BPMA cannot be held liable for the following information, as this is intended ONLY as an outline guide to where you may need to take account of current legislation.) The regulations are constantly being adapted and updated and Members will need to make themselves aware and take their own responsibility for all Compliance and Safety issues, relating to the products they distribute			
	Product Category	Topic / Standard	E.U. Directive / Regulation	Explanation of Risk / Comments
	Textiles	APEO's		APEO's are known endocrine disruptors, They are oestrogenic and have carcinogenic properties that affect the hormonal systems.
	Textiles/Caps / Bags	CARCINOGENIC DYESTUFFS		Have substances acting as an agent or promoters making the body's cells susceptible to DNA damage.
	Textiles/Caps / Bags	FORMALDEHYDE	Various Local National Level Agreements across E.U.	Formaldehyde is a volatile compound used widely in textiles manufacture as an anti-creasing and anti-shrinking agent. In addition, formaldehyde is often used in polymeric resins (e.g. phenol-formaldehyde and urea-formaldehyde) Formaldehyde is a suspected carcinogenic. In addition formaldehyde is an irritant and may cause allergic reactions.
	Textiles/Caps	ALLERGENIC DYESTUFFS	Various Local National Level Agreements across E.U.	These dyestuffs enter the body through the skin which causes allergic contact dermatitis.
	Visibility Accessories for Non-Professional Use	EN 13356	89/689/EEC - Personal Protective Equipment (PPE) Directive	Provides basic safety requirement that PPE must satisfy, in order to ensure health protection and the safety of the user.
	Safety Clothing	EN 343	89/689/EEC - Personal Protective Equipment (PPE) Directive	These garments are intended to protect against weather conditions with combinations of precipitation, fog, humidity and wind, with temperatures down to +5 degrees C.
	Sunglasses	EN 12312-1	89/689/EEC - Personal Protective Equipment (PPE) Directive For Sunglasses EN 1836 now replaced by EN 12312-1	Personal eye protection - Sunglasses & Sun glare filters for general use - Provides basic safety requirement that PPE must satisfy, in order to ensure health protection and the safety of the user.
	Food Contact Materials / Articles	Food Contact	1935 / 2004 / EC - Materials and articles intended to come into contact with food	Provides regulatory framework for testing food contact materials
	Laser Pointers	EN 60825-1	2006/95/EC - Low Voltage Directive	Safety of Laser Products requires that the electrical equipment, within certain voltage limits, provides a high level of protection for the public.
	Batteries	BATTERY DIRECTIVE	2006 / 66 / EC - Battery Directive	Defines acceptable limits for Mercury, Cadmium and Lead in batteries.
	Electrical / Electronics	LVD	2006 / 95 / EC - Low Voltage Directive	Requires that Electrical Equipment, with certain voltage limits, provides a high level of protection for the consumer.
	Toys and Children's Products	EN 71	2009/48/EC - Toy Safety Directive	Safety of Toys, provides safety requirements for children's toys
	Toys & Children's Products - Electrical and Electronics	EN 62115	2009/48/EC - Toy Safety Directive	Safety of Electrical Toys - deals with the safety of toys that have at least one function dependant upon electricity
	Electrical / Electronics	EMC	2004/108/EEC - Electromagnetic Compatibility Directive	Provides immunity & emission limits for Electrical / Electronic Products marketed within European countries
	Electrical / Electronics	ErP	2009/125/EC - Energy Related Products (ErP) Directive	To reduce the environmental impact of products across the life cycle, with a particular focus on energy

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

CAT SELFIE GIFT WINS BPMA STUDENT DESIGN COMPETITION

This year's competition challenged students to develop a promotional item which they pitched to a panel of experts



George Hill, a design student from Loughborough University is the winner of the BPMA student design competition 2017 with his 'cat selfie' widget.

His design intrigued the judges with a novel way to create a cat selfie. Cat videos and photos are among the most shared content on social media.

George even proposed that a brand like Whiskas could use it as a great on pack promotional gift. There were a number of entries from leading universities which resulted in the judges shortlisting eight for a pitch presentation at the Museum of Brands, London on 8 June 2017.

The judges, Gordon Glenister (BPMA), Ben Read, (Matrix APA), Simon Dipple (Inner Workings), Hannah Redfern (Centaur media), and Tom Banks from Design Week magazine, all commented on the creativity of the designs and high standard of presentation.

On winning, George Hill said: "The BPMA competition was a great experience. It gave



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me a chance to practise my presentation skills and get valuable feedback on my project from people working in the industry."

George scooped £600 prize money. First runner up was Jonathan Slater with his design Klipsi, to resolve the problem of phone charger cables breaking. He was awarded £300, and second runner up was Areeb Ali, winning £100 with his innovative seed pot holder that can be flat packed.

This year's Merchandise World show will feature an Innovation World section, where all the entrants from this year and previous years will be featured allowing distributors to look at some really exciting ideas for promotional campaigns. Some of the students from this year's campaign will be present.

For more information about registering visit merchadiseworld.co.uk.

"There were entries from leading universities which were shortlisted for a pitch presentation in London"



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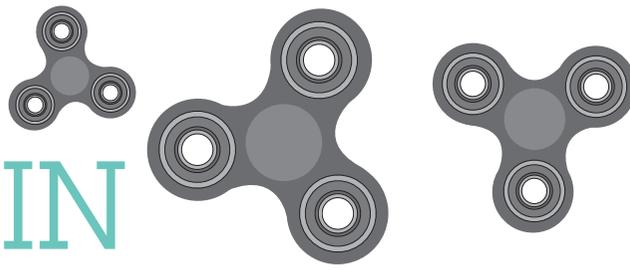


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IN A SPIN

Fidget spinners are the latest trend that has the potential to go from the playground to the promotional arena, but concerns over product safety are making some think twice

Unless you have been living in a cave for the past few months, it has been hard to miss the emergence of a new trend – the fidget spinner.

For those who don't know, the toy is an addictive little thing that can be spun between the fingers while you chat away with someone, take a phone call, or read over a report. It doesn't actually do much, but that hasn't stopped it becoming one of the fastest growing trends of late.

Aaron Sargent, managing director of Pinpoint Badges, said he first noticed the product in the retail sector in late February this year.

"We were the first supplier to market with this product in the promotional industry. We launched the product in March," he said.

Pinpoint gave the spinner a push in the first week of April, but Sargent said the initial

response was underwhelming. "I think we were a little too early out with this as the real buzz had not started. After an e-mail campaign we had many replies from distributors asking what the product even was."



Given the product's history, this lack of initial uptake, seems par for the course. Far from being a new toy on the block, the fidget spinner has been around for more than 20 years. American Catherine Hettinger invented the toy back in 1993, to entertain her seven-year-old daughter. However, she did not have the \$400 to renew her patent in 2005, meaning she has not benefitted from the millions of the toys that have been sold.

It is hard to explain the product's sudden popularity. Some educators claim the fidget spinner is a useful tool for children who have ADHD, giving them something to do with their hands to help them concentrate. At any rate, the spinners have become a word of mouth hit, to the extent that some schools have banned them as they have been deemed disruptive in the playground.

The fidget spinner has become

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ubiquitous, but here lies a problem. Because it is classed as a toy, it must have a CE label signaling that it has been approved for use by children. However, many of the items coming into the UK do not have this mark. In Ireland, the Competition and Consumer Protection Commission has issued a warning to parents about potentially dangerous versions of the popular toy. Working with Revenue and Customs, 200,000 suspect fidget spinners have been seized since 8 May.

Toby Hall, director of Suzanne Lynch Design said he had received mixed message about what to look for. The company was asked to source some fidget spinners for a client. The quantity was small so it decided to ask some UK distributors as well as its usual Chinese suppliers.

"I'm fairly convinced that as a toy these will need CE marks and to meet the requirements of toy directives," he said. "However, we have been told by two UK promotional product distributors that this is not the case and that they are selling fidget spinners without CE marks."

For companies looking to capitalise on a hot trend, it may be galling to go through extra hoops when street vendors are selling the same item by the truckload, probably without CE markings. However, any thoughts of short-term gain need to be weighed against longer term damage to the reputation of supplying companies, and ultimately to their clients. If in doubt about a product, it's probably best to pass on it and find a more reputable source.

Pinpoint's Sargent said that it pays to look carefully at what you are buying as there are many different versions around, and some have small parts that can come away. "Our version can pass CE testing so we have no concerns whatsoever over it," he said.

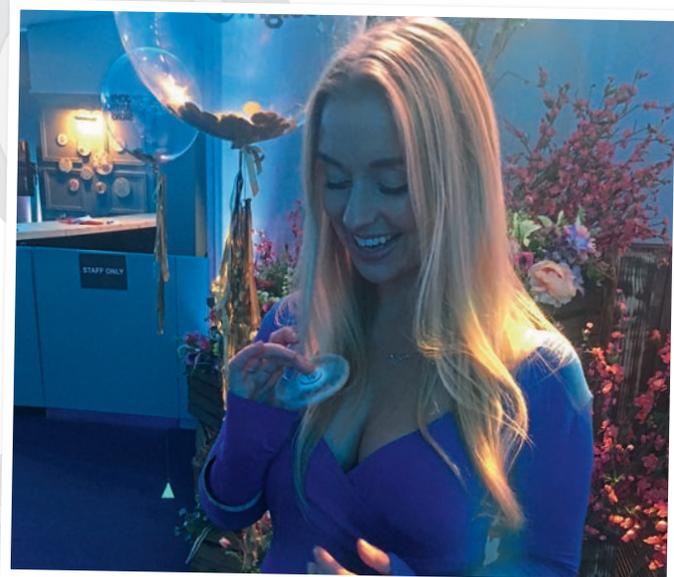
It is also a lucrative line. "From middle of April to middle of May I would say this has accounted for about 10% of our incoming order value."

This demand is backed up by Sourcing City, which has provided Product Media with data from its suppliers that show the popularity of spinners. Liz Young, supplier services director, Sourcing City, said that for the year to date, three out of the top five most popular products, out of 250, were fidget spinners.

Sargent said that there is a huge opportunity for the product to cross over to promotional use. "Buyers of promotional products may not be aware these are available to be branded a promotional product.

"We are finding that distributors who have put out emailers are getting a lot of orders. Making your customers aware of current trends in our industry is very important, which is why we are doing so well on this as we had first to market advantage in the promotional industry."

According to Sargent, you should be proactive. "If a distributor sits back and waits for calls on them, they will miss the boat, so get promoting!"



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Fit to spin?

Mark R Oliver, trading standards business hub manager, Cambridgeshire and Peterborough Trading Standards explains regulations on spinners

Following reports of both children and adults being injured either through misuse or choking on small parts, the BPMA is looking to highlight the potential issues of the current fidget spinner craze and steps that can be taken to ensure you only buy compliant products.

Fidget spinners were originally not intended to be toys and were only available through specialised sales platforms. However, having identified the potential these original spinners have now been copied and marketed for general use.

They are tactile, brightly coloured, and may feature LED lights. Expert opinion has confirmed that due to their appearance and intended use, the spinners will be attractive to children and therefore considered an item of play. As a result, they are required to comply with the Toy Safety Regulations.

The Toys (Safety) Regulations 2011 set

out the legal requirements for the safety of new toys supplied by a business. 'Toys' are defined as a 'product designed or intended (whether or not exclusively) for use in play by children under 14 years old'.

All new toys supplied in the course of a business must be marked with:

- the name and address of the manufacturer, or if the manufacturer is located outside of the EU, the name and address of the manufacturer and the importer
- the type, batch, serial or model number
- the CE mark (a declaration by the manufacturer that the toy is safe).

Market surveillance suggests very few products currently available meet the requirements of the Toy Safety Regulations 2011 and businesses run the risk of stock being detained at import or if within the UK to having a compliance notice issued under regulation 52 of



The Toys (Safety) Regulations 2011 which prohibits sales until the product is compliant. Further non-compliance can result in the action taken escalating.

The main areas of concern are proper labelling, chemical levels and a small parts age restriction warning, so speak to your supplier and ensure your orders are compliant. In addition some spinners now feature well-known children's characters and may be in breach of Trade Marks legislation if not authorised or licensed.

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THE CLINIC IS NOW OPEN



Being in charge of a small business means having to master many skills. Asking advice from peers and experts can help, and the BPMA's new resource aims to funnel the best advice to readers

Welcome to the inaugural Small Business Clinic column, a brand-new resource for BPMA members. We're open for business and our expert panel is ready and able to provide answers to your most pressing questions, so let's get started.

Many of us know only too well that running a business can be both challenging and rewarding in equal measure and there are times you may need some expert advice and support. The Small Business Clinic accesses the suite of vital services and resources provided by the BPMA to provide you with professional, practical assistance. Whether you are

an established business with a specific issue you need to address, or a start-up looking for advice across a number of areas, the Clinic is there to help with the growth, development and protection of your business.

This is your chance to learn from our range of experts who will help you with anything from strategy, business structure, succession planning, finance, marketing, HR, training and employment law to apprenticeships, contractual disputes, intellectual property and compliance. You may also have questions in relation to some of the most topical issues of the day, including the implications of Brexit and the risks presented by the rise of cybercrime.

So, fire away! Whatever your queries or concerns, do get in touch and we'll address one topic in each issue, helping you make your business the best it can possibly be.

Ask the experts

Here are some examples of the questions we most commonly receive at the BPMA and which we will try and answer through the business clinic. But feel free to send us your own queries.

1. **What is the best way to recruit and retain staff in our industry?**
2. **How do I overcome pricing objections, such as 'I can buy this cheaper online'?**
3. **How do I rank my website on page 1 of google?**
4. **What are reasonable payment terms and how do I collect debt easily without losing a client?**
5. **How can I access up-to-the-minute industry research?**
6. **How do I ramp up our social media activity? What are some best practices that can be implemented to maximise success?**
7. **What essential information do I need to know about product safety?**
8. **What do I do in the event of a contractual dispute?**
9. **What is the BPMA's definition of an industry customer?**
10. **Can my business take on an intern or apprentice?**

To comment on the questions above, or if you have a new question to pose, please get in touch.
melissa@bpma.co.uk

Melissa Chevin is marketing director at Globefish Consulting and a BPMA board director

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ANY HUE, SO LONG AS IT'S... BLUE

Brand's choose their corporate colours with care and precision, so should extend that approach to merchandise, says **Phil Morgan**



Anybody who has worked in the promotional market for any time at all will know that blue is hugely popular when it comes to corporate branding. Looking through our sales data of one of our most popular products, when you strip out black and white, 54% of sales are in shades of blue.

So why is this the case? When faced with such a huge spectrum of colour, combined with the desire to make a brand or promotion stand out from the crowd, what makes blue the number one choice?

It all comes down to choosing the best colour for a brand when it is created, or even rebranded. Different colours have differed meanings and different perceptions with customers. According to research, It takes 90 seconds for someone to form an opinion of a brand*, 85% of consumers cite colour as the primary reason for buying a product, and 80% believe colour increases brand recognition**. And they have a point

– who doesn't know the brand colours for Coca-Cola, Kellogg's, Starbucks or Google?

Blue is a colour that represents trust, calmness and stability. So it makes perfect sense that the majority of brands would want to represent these values. Brands such as Dell, IBM, HP and Ford opted for blue logos, and no doubt spent time analysing the values their brand stands for, before choosing a colour.

It's important to think how you want your brand to be perceived by potential customers. The biggest brands are doing this extremely well, and are great examples to follow, as the examples show.

- Red stands for immediacy, passion, hunger and is championed by Coca-Cola, CNN and KFC.
- Green is a soothing, natural colour associated with balance and championed by Starbucks and Spotify.
- Yellow brings freshness, cheer and energy, ideal for brands such as

Subway, Ikea and Schweppes.

- Purple exudes luxury, royalty and sophistication, making it a great choice for Cadbury and Hallmark.

Selecting a colour for your brand is more than just a 'I like this colour' decision. You need to think about the personalities reflected by a colour, and whether they match how you want to be perceived. You also need to consider competition and whether you want to match them or stand out.

For promotional products companies, we reflect such a huge range of colour and personalities. From the luxury corporate gift to the cheap and cheerful giveaway. What a great opportunity to explore all the opportunities colour can offer your brand. And hey, if all else fails, have you considered blue?

*Color Communications **WebPageFX

Phil Morgan is managing director of SPS



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Which is probably the biggest compliment that you can ever give to anyone. We just felt that before we all get back to our daily routine, we should publicly thank you for this: Thank you!

Be true to yourself.

THE BEST YET FOR 2017

The general election is over, but there is still some voting ahead in the shape of the BPMA industry awards.

Daniela Arena gives details about the awards, how to enter and how to place votes on the online voting system



The BPMA Awards Party on 19 September celebrates excellence and achievement within the promotional merchandise industry, rewarding commitment, outstanding service and continued professionalism from our members.

This year's awards offer 12 categories for members to enter. The rumour "sponsor an award to win an award" couldn't be further from the truth. The BPMA Annual Awards uses a transparent online voting system allowing members to vote and have a panel of experienced external judges for the entry based awards to determine the winners. We do not make up a shortlist behind closed doors and we don't put forward our award sponsor or members just because they have supported the association, and we don't put

our 'industry friendlies' in the shortlist either.

Every member has the same opportunity to enter and each member has the same voting rights. The BPMA secretariat and the board of directors do not vote. These really are the industry awards that mean something because your fellow industry peers have voted for you or external judges in the marketing community rate you and your work. Winning an award this way is one you and your staff can be proud of. The number of award entries and award votes grows each year and the BPMA plan for the 2017 awards to be their best yet.

There are three types of award categories: awards that members are automatically entered into by the BPMA; entry-based awards with members vote, and entry-based awards with an

external panel of judges voting. Quite often members comment that the same companies win all the time and that there is no point in entering an award. To be in with a chance of being a winner or becoming a finalist, members have to enter some of these awards. External judges can only judge on the entries received.

Repeat winners see the value in winning an industry award and enter each year. They put a lot of thought and planning into their entries and the standard of entries grows each year. We would love more members to enter the awards this year.

How does the voting system work?

We have an online voting system that all staff within member companies have access to. Members log in and vote on

High Quality Branded Boxes

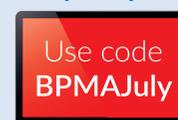
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the award categories they are eligible to vote on. Distributor members vote for supplier and service partners. Suppliers vote for distributors and service partners and service partners vote for both.

The voting process is completely transparent with the finalists and winners determined solely by the number of votes and points associated with the votes. At no stage can a member company vote for their own entry in ANY of the awards.

Here is a little more info on the award categories:

BPMA Supplier and Distributor of the Year Awards

Members are automatically entered into this award based on the annual turnover details supplied to the BPMA by each member. It is the members responsibility to ensure they are entered into the correct turnover category. When the voting begins members log in and place their votes for each turnover category selecting their 1st, 2nd and 3rd choice, with points allocated to each vote. Each member of staff within a member company can only vote once.

BPMA Innovative Product of the Year Award

This is a supplier entry-based award. If suppliers have launched a new and innovative product or unique service within the last 12 months, then they should enter this award. We are looking for a successful and innovative product or service that has created a competitive edge for the organisation and has exploited a gap in the market.

BPMA Marketing Campaign of the Year Award

This is an entry-based award open to distributors. If a distributor has produced

an integrated marketing campaign that not only looks good, through creativity and innovative ideas, but delivers an exemplary return on investment, then this is the award to enter. The award entry must include at least three different digital components to promote a product or service. Campaigns could include online advertising, viral marketing, email marketing and integrated on and offline campaigns. Entrants should demonstrate the effectiveness of the campaign in generating business directly or indirectly. Judges will be looking for ROI or tangible business benefit.

BPMA Catalogue of the Year Award

This is an entry-based award for distributors only. With an estimated 2,000 promotional merchandise distributors in the industry and hundreds of distributor companies with bespoke catalogue covers reaching the end user market, the BPMA is looking for the one that stands out the most.

BPMA Supplier Unsung Hero of the Year Award

This is my favourite award category. This is not an award for your favourite account manager who drops by your office with sweet treats. It has been created to reward and recognise office based individuals in the customer services or sales support team, who have

gone the extra mile for distributors.

BPMA Personality of the year Award

The Personality of the Year award is an award for a charismatic individual who has had a high impact on the Promotional Merchandise industry, someone who has contributed significantly and who has made a considerable difference over the last 12 months. This is an open award voted for by the BPMA membership through the online voting system.

Best Dressed Stand at Merchandise World

This award will be judged during the first day of Merchandise World on 19 September 2017. We are looking for a colourful, creative but simple stand that catches the visitor's eye.

Winning a BPMA award creates lots of positive marketing and PR opportunities to target your markets. You will receive a winner's logo, certificate and photo, plus a comment from the BPMA to add to press releases and emails. We would like to encourage all BPMA members to take part in the industry awards for 2017 by entering awards and of course by voting too.

Award winners will be announced at the BPMA Annual Awards Party on 19 September 2017, during the Merchandise World Show. For more information, contact daniela@bpma.co.uk 

The 2017 Award Categories are:

- **Supplier of the Year up to £2m**
- **Supplier of the Year £2m plus**
- **Distributor of the Year up to £500k**
- **Distributor of the year up to £2m**
- **Distributor of the year £2m - £5m**
- **Distributor of the year £5m plus**
- **Marketing campaign of the Year**
- **Personality of the Year**
- **Most Innovative Product of the Year**
- **Catalogue Cover of the Year**
- **Supplier Unsung Hero**
- **Best Dressed Stand at Merchandise World**

The BPMA wishes all members the very best of luck in the BPMA Annual Awards 2017.

For more information about the award categories and how to enter or to ensure you are registered for the online voting system, contact Daniela Arena - daniela@bpma.co.uk.



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YOU'VE GOT THE POWER

New charging technology promises to simplify device power up needs, says **Matt Pluckrose**



If you walk into any home or office you'll find a mass of different cables, connectors, power banks and chargers, many of which are not compatible with each other.

However, the world of charging and the speed and ease at which it should happen is changing fast as manufacturers recognise consumers are demanding quicker and easier ways to recharge.

Most of our modern gadgets have different power needs and connectors or cables to feed them. How much easier would this be if we had one universal solution? Well it looks like such a solution is on the horizon.

USB has been around now since the 1990s and is looking pretty slow and clunky. Its limitations mean it is not capable of keeping up with the power-hungry gadgets of today.

This is where the new tech kid on the block comes in. USB Power Delivery (USB-PD) is possibly the charging technology solution. It uses the latest and fast emerging USB-C cables to conduct the power and connect, and delivers higher, and quicker, levels of power to your devices. This has two benefits: faster

charging, and more power for larger devices.

USB PD or USB Power Delivery will charge your device up to 70% faster than standard 5W charging and provide more power to charge tablets and laptops quickly up to 100 watts.

All devices with Power Delivery connect using a USB-C cable so we can get rid of all the current cable types, a saving to the environment and our pockets. They are also small, smart and capable of transmitting large amounts of power, meaning manufacturers can continue towards the holy grail of slimmer, quicker and more powerful devices. You can safely use the same cable to charge your smartphone, your tablet and your laptop – no separate cable or adapter for your laptop is required.

Power can flow in either direction so it's possible to share power between devices, even from your phone to a friend's phone. This opens great promotional opportunities and branding potential for 'jump starting' a colleague's smartphone or tablet during a conference or meeting, for example.

The connector used in USB Power Delivery, USB-C, is the latest and smartest technology. It has

been designed hand-in-hand with Power Delivery, to handle these new high levels of power safely.

Other fast charging products may use older connectors. USB-A was first introduced in 1996 and was designed to supply much smaller amounts of power than is needed by modern phones and tablets today.

The USB Power Delivery Chipset automatically detects the connected device, whether it's a small phone or a large laptop. It then delivers the exact power required for fastest possible charging, without damaging its circuitry. The Compatibility Chipset also detects the device brand and will then behave just like the one originally supplied with the device.

As always, this will open the market for cool gadgets and accessories designed to display a logo and enhance your client's next promotion. The future looks bright and technology again is the area to focus your client's attention to promote their brand.

Matt Pluckrose is managing director of Desktop Ideas



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For more information contact Graham Arnold
Email: graham@creativeaddition.com Tel: 01253 963 253

PAGE RECOGNISES TOP PERFORMERS

The PAGE group hosted its annual conference, table top exhibition and awards dinner at Brandon Hall Hotel & Spa on 15 June.

Director, Brian Hayward welcomed new members and addressed the well-received, latest PAGE catalogue and other support facilities offered by PAGE. The conference was then followed by a table top exhibition featuring 34 suppliers.

In the evening, the awards dinner was attended by 150 dinner guests. PAGE's Peter King, who retired earlier this year, presented the awards. The Distributor awards were based on scores for members' service and efficiency, taken from the PAGE Partnership annual survey.

Silver awards went to Lloyd Simpson of LSi, Suzie Munday of Hambleside

Merchandise, Andrew Nash of Sussex Promotions, and Blair Carroll of Boosters. The PAGE 2016 Gold Distributor of the Year Award was presented to Angela Wagstaff of Allwag Promotions. A new award for the most creative catalogue cover, was chosen by Gordon Glenister of the BPMA and presented to Malcolm Garnett of Brandz.

Supplier silver awards were presented to Roy Deakin of the Bizz Badge Company, Ged Shepherd of AdProducts.com, Adam Al Rasheed of WCM&A, and Roddy Rutland of Headwear UK. Sophie Kelembeck received the 2017 Gold Supplier of the Year Award on behalf of The Pen Warehouse. After dinner,

the crowd was entertained by Canadian comedian Sean Collins.

The following day the networking continued with rally kart racing, pistol shooting and off-road driving. The winning team was made up of Sim Shalom of Listawood, Adam Al Rasheed of WCM&A, Richard Roberts of Castelli Diaries, Angela Andrews of Arrow Corporate Promotions, Lloyd Simpson of LSi, Simon Ogilvie-Harris of Headwear UK and Andrew Sanders of Travel Trade Products. There were outstanding shooting performances from Robert Frost and Neville Day both from Codebrewer, the PAGE group's new web designers.



DON'T BECOME OVER-EXPOSED

Not losing money is as important as making it.

Mike Collins advises on reducing your risks



As regular readers will know, we at AccountAssyst don't mind giving away our trade secrets. In fact, we encourage exchange of late payment information (the Register of Outstanding Invoices) between our clients and ourselves to maximise the best chance of recovery for all. Yes, admittedly we may end up doing ourselves out of some business by educating our clients a little too well but hey, we're in the service industry. We are here to serve.

Rule 3 of effective credit control - Always try to reduce your exposure and risk

People think that the key to

good credit control is being paid on time. It isn't. The key to good credit control is reducing your exposure and risk before you do any work.

In many industries, it is now accepted practice that there is a need for partial payment upfront to fund the sale. Look at what you are supplying - is there a way of operating that allows you to break down the transaction into smaller, manageable chunks that are less likely to go unpaid?

For example, as a distributor you've been asked to provide 4,000 branded umbrellas for a customer. Could you break the transaction down as such?

1. Upon agreement of the quote and approval of artwork - 30%



2. On date of delivery - 30% of the order value.
3. The remaining 40% of the invoice is then invoiced on 30-day credit terms.

customer goes rogue. So don't delay, start developing a strategy for reducing your exposure on all transactions.



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The aim is to secure at the very least, the amount that the order has cost you to fulfil upon delivery. Step 2 has the added advantage of identifying at a very early stage a customer cash flow issue, so that in response you can act fast and take immediate recovery action.

This all means that should you end up securing the two upfront payments and no more, you've at least covered the majority cost. Even though you're not making any money until the balance is paid, you've not lost any either. If it all goes awry the risk is profit and time. Any worthy credit manager will tell you that not losing money is just as important as making it.

Having been industry leaders for the last 10 years, our experience tells us that taking a little time to step back, analyse an order and see where you can secure deposit payments before rushing headlong in to complete a sale, is a much smaller expense than the additional time it takes to pursue a bad debt when a



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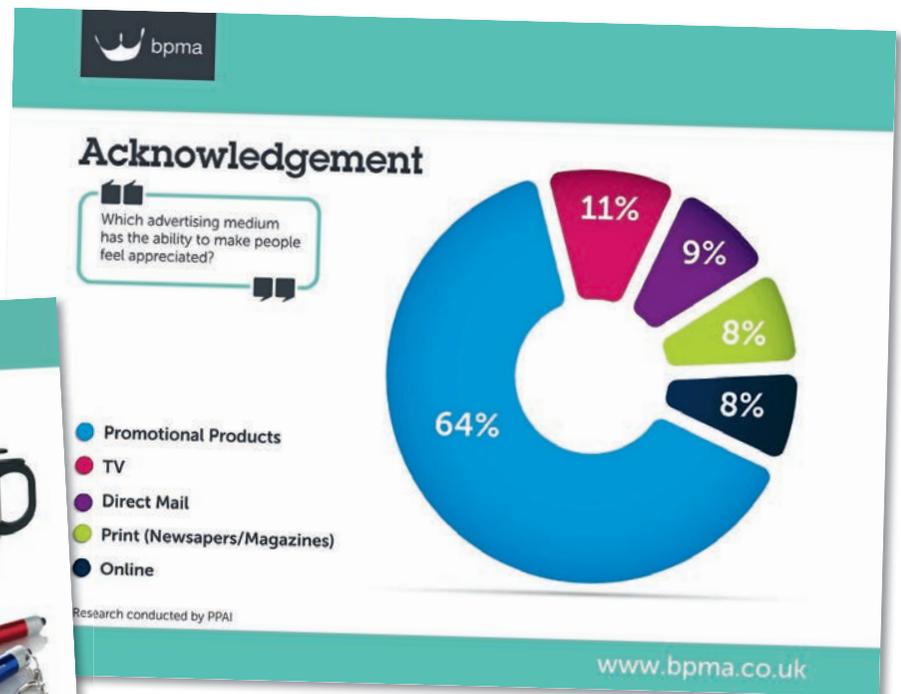
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BPMA provides distributor branded Powerpoints and emailer footers

The BPMA has provided a distributor slide library of almost 100 slides for distributors to use to win business, all branded for just £79+VAT and an accompanying emailer footer for just £29+VAT.

This has been on the back of the very successful animation videos using BPMA branded research. For those not wishing to have their own versions, the BPMA templates are free.



Anyone interested in having the personalised assets should contact graham@creativeaddition.com or call 01253 963 253



An example of a BPMA email footer from Lesmar

Don't forget branded merchandise can work for



- Exhibitions and Outside Events
- Seminars and Conferences
- New Product Launches
- Brand Awareness
- Reward and Recognition Gifts
- Reseller and Dealer Programmes
- Referral and Thank You
- Social and Team Building Events
- Employee Engagement

Don't forget to **always** buy from a professional BPMA member
www.lesmar.com   

BPMA PHOTO MUG RESEARCH

A clarification on Orca mugs

Late last year, the BPMA conducted research into the claims made by overseas photo mug producers about the number of wash cycles that their products could sustain. Our subsequent report was based upon the results of a series of tests conducted in the UK by Lucideon who are a leading international provider of testing and assurance.

The durability of the coating provides a reference to delivering dishwasher resistance with photo mugs while the Founder and CEO of Photo USA (California, USA & Beijing, China), Mr James Peng, refutes the findings of the Lucideon tests specifically in relation to his Orca branded mugs.

In response to the article originally published in *Product Media* magazine January/February 2017, Mr Peng said: "I can assure customers that our Orca coated mugs are dishwasher proof. We had our mugs tested by SGS (China) in July 2015 who prepared a report for us to demonstrate that our mugs are capable of withstanding 3,000 cycles in a dishwasher under the standard of EN 12875-4."

At his request, an extract of the report is published here with a full copy available on line at productmediamagazine.co.uk



Test Report No. TJHG1507002762CW Date: JUL 31, 2015 Page: 7 of 9

PHOTO USA ELECTRONIC GRAPHIC INC.
8 DONGDAQIAQ RD., STE 2716, THE SPACES INT'L CENTRE, CHAOYANG DISTRICT, BEIJING

The following sample(s) was/were submitted and identified by the client as:

Sample Description : ORCA COATING MUG
Supplier : PHOTO USA ELECTRONIC GRAPHIC INC.
Country of Origin : CHINA
Sample Receiving Date : JUL 01, 2015
Testing Period : JUL 01, 2015 TO JUL 31, 2015

After 192 hours

Products		Colour	Gloss	Resistant deposites and iridescent layers	Other aspects
1	Inspector1	0	0	0	0
	Inspector2	0	0	0	0
2	Inspector1	0	0	0	0
	Inspector2	0	0	0	0
3	Inspector1	0	0	0	0
	Inspector2	0	0	0	0
Average	Inspector1	0	0	0	0
	Inspector2	0	0	0	0

Note:

Table 1 - Inspection Criteria

	Colour (1)	Gloss	Clouding	Resistant deposites and indescent layers (2)	Other aspects
Ceramic Tableware	+	+		+	+(3)(4)(5)
(+) - to be inspected (1) if several colours are present on one article to be inspected, the colour with the greatest change shall be chosen. (2) For the elimination of easily removable deposites. (3) e.g. crazing. (4) The asherence of decorations shall be tested by repeated wiping with a moist cloth under slight pressure. (5) Abrasion which is caused by friction during the dishwasher treatment shall be disregarded.					

Table 2 - Evaluation of inspection criteria

Classification	Rating
0	No visible change
1	First discemble change
2	Clearly visible change

BPMA CALENDAR

11 July

Promotional Showcase, Brighton & Hove Albion FC

12 July

Promotional Showcase, Guildford Harbour Hotel

8 September

BPMA Member Seminar, CIPR offices, Russell Square, London

19-20 September

Merchandise World, NAEC, Stoneleigh

19 September

BPMA Awards, Chesford Grange

6 October

BPMA Member Seminar, CIPR offices, Russell Square, London

10 October

Promotional Showcase, Marriott Hotel, Leicester

11 October

Promotional Showcase, Village Hotel, Solihull

17 November

BPMA Member Seminar, CIPR offices, Russell Square, London

15 December

BPMA Christmas Lunch – Guoman Hotel, Tower Bridge, London

1 February 2018

Merchandise World, The Wing, Silverstone

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Our design team has helped create many uniquely customized bags based on our existing range for a wide variety of customers. Your ideas can be developed from a simple sketch or sample to a finished product that is special to you and your client. Shugon's own designers and production team will work with you to ensure that the finished product is made to the highest standard within budget and delivered on time.

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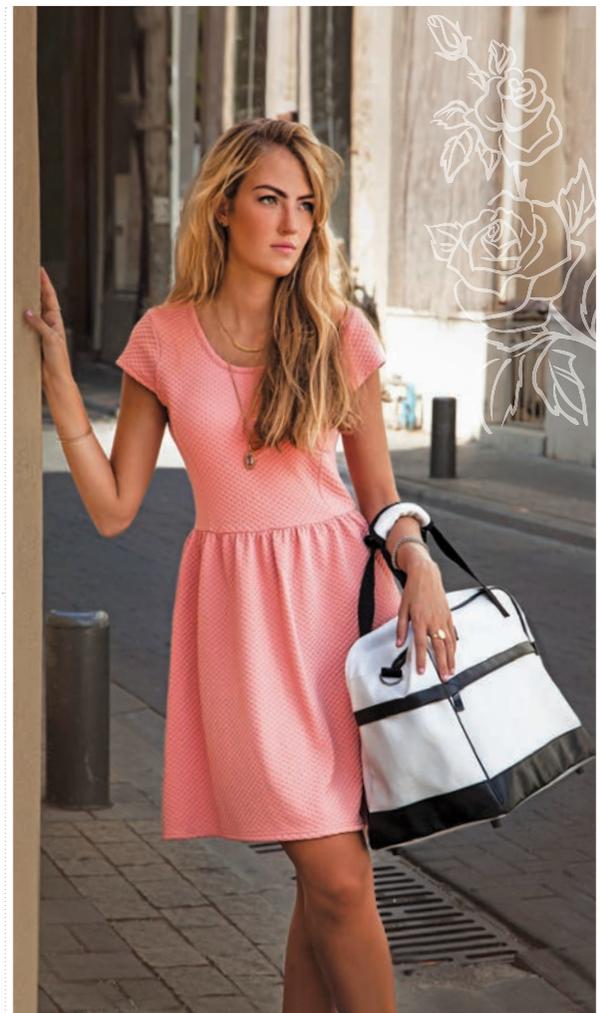
Our design and production team can help you create almost any bag from scratch, starting with a simple sketch or idea to producing samples and final production. This ensures that you and only you can supply this unique bag to your client.

Branding Options:

Screen/ transfer printing, heat printing and embroidery.



Email all enquiries and questions to sales@shugon.com or call Barry on 0797 630 4542



BPMA News

New members joining the BPMA in the last 12 months

• Multichannel Supplier	Voyager Blue
• Distributor	Applewhite Gifts
• Distributor	Sharp Ears
• Multichannel Supplier	Bensussen Deutsch & Associates Ltd
• Service Provider	Globefish Consulting
• Distributor	Zagwear
• Distributor	Stationery UK
• Multichannel Supplier	RSN Exim Ltd
• Multichannel Supplier	Aceit Sportswear
• Distributor	Boxclever
• Trade Exclusive Supplier	Bagtrade
• Catalogue group head	Promotional Union
• Distributor	Merchandise Matters
• Multichannel Supplier	Coronation Promotions
• Trade Exclusive Supplier	Shugon
• Service Provider	Sykes Global Services
• Distributor	Bullseye Print & Awards
• Trade Exclusive Supplier	Thermopacks
• Distributor	Flourish Promotional Marketing
• Trade Exclusive Supplier	Kustom Kit
• Trade Exclusive Supplier	The Bag Factory
• Distributor	S.M.B Awards & Merchandise Ltd
• Distributor	The Promoman
• Multichannel Supplier	Squire Golf
• Multichannel Supplier	Rose Calendars
• Distributor	Promotif
• Multichannel Supplier	Celina Tent Europe Ltd
• Distributor	Pink Sheep Marketing Ltd
• Distributor	JDR Branding
• Distributor	Vibrant Colour
• Distributor	Smarter Promotional
• Multichannel Supplier	Eat My Logo

Orchard Melamine awarded BPMA Chartered Supplier Status

Orchard Melamine, the industry specialist in melamine products and recycled glass products, has achieved the BPMA's Chartered Supplier status.



The Chartered status recognises the hard work and excellent systems in place, to help ensure that Orchard stays at the top of the game for many years to come.

Gary Chamberlain, managing director, said: "It is excellent to see the BPMA encouraging its members to push on and pursue not just quality products, but also quality systems to ensure that the enquiry from start to finish is a success."

With more and more end users asking their distributors for certification of compliance, it is "another feather in the Orchard cap" added Chamberlain.

Orchard Melamine is also ISO 9001: 2008 certified, working towards ISO 14001:2015, and Sedex registered.



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Ten from two



Carly Benson

director
Hype Branding

What are you reading at the minute?

Snap Selling, a no-nonsense look at how to get results from today's time-starved B2B buyer. So far, a great read

What's on your iPod?

A real mix of artists, including the latest tracks from Ed Sheeran and of course, the complete back catalogue from Beyonce

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

In a business, your team is your greatest asset. Every member of the team plays an integral role in helping achieve operational excellence and growth. Ensuring that each employee can see the value of their work and the flow of value to the customer is therefore, critical.

Cappuccino or Latte?

As long as caffeine is involved, that's fine by me

What makes you feel warm and fluffy?

My puppies take the top spot there, except when they chew on my favourite pair of shoes

Best place in the world?

Miami Beach. I have never seen so many happy and relaxed people in one place

If you could change one thing?

That everyone was a little happier with themselves. Perhaps we should all move to Miami

How would you like to be remembered?

If I am lucky, with a huge smile and a bucketful of great memories

What are you proudest of?

To have built a company that I love and to work in an industry that I am so passionate about

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

Losing my mum five years ago. Every day is still difficult



Sanjoy Bhalla

managing director,
Promotrade

What are you reading at the minute?

Elon Musk - How The Billionaire CEO Of Space X and Tesla is Shaping Our Future

What's on your iPod?

Everything from the Rolling Stones and the Arctic Monkeys to Frank Sinatra

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

Pushing the boundaries will inevitably result in mistakes being made, but making sure you don't make the same mistake twice is essential

Cappuccino or Latte?

Flat White

What makes you feel warm and fluffy?

Beer - so much so I keep a beer diary and score them

Best place in the world?

Anywhere with my close family and friends, good food, good drink (beer!)

If you could change one thing?

All the trouble in the world we are seeing at the moment - no good can come of it

How would you like to be remembered?

It wasn't just about him, he was always thinking of the others

What are you proudest of?

Delivering my own daughter in the car while on the way to the hospital. I have done loads of deliveries in my time, but never thought I'd deliver one of my own kids

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

In 2012, I suffered with anxiety and it prevented me from doing the most basic things and impacted on my life massively. I started to change my lifestyle and turned it around through better choices. It has been a long and hard journey but I've seen great things come as a result of it

Purple Club enjoys networking over polo

Distributor and supplier Purple Club members enjoyed a sunny afternoon at the Polo in the Park on 9 June at Hurlingham Park, Fulham, London.

Not knowing the rules was hardly a distraction, as most time was spent at the bar.

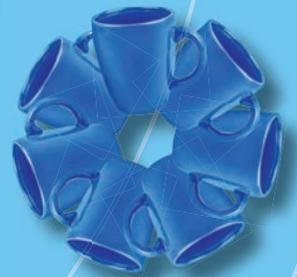
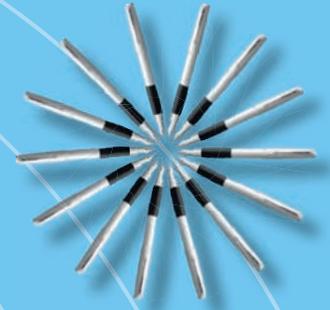
As always there were plenty of interesting industry discussions, and people also enjoyed getting to know each other better on a social level.

The next event will be the Purple Club Industry Summit on Tuesday 27 June 2017 at the Cricklade House Hotel & Spa.

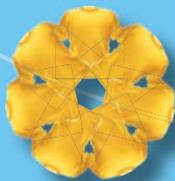
The Sourcing City Purple Club is open to any recognised professional distributor company, or industry supplier, whether they use the other services of Sourcing City or not. The Purple Club offers various benefits on the numerous services from Sourcing City. Also, all Purple Club Members profit from the additional benefits offered by ASI and PSI within the PromoAlliance. An on-going programme of new member benefits and initiatives will continually be developed to directly create opportunities for business.

For more information on the Purple Club, contact Jason or Liz on 01252 701034 - jasongrenham@sourcingcity.co.uk, liz@sourcingcity.co.uk.





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