



PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

JULY/AUGUST 2018



HOT THINGS

This summer's product media trends p22



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WHAT'S BEST
FOR YOUR
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WELCOME



Our main feature this month is covering the area of buying and selling promotional businesses. I've often been approached over the years to help distributors

and suppliers interested in acquiring or looking to sell their promotional business. The world is getting a lot smaller, so we are going to see more acquisitions particularly at the top end of the distributor network. We are increasingly seeing interest from large US operators looking to enter our market through acquisition. If you want to rapidly grow your business,

acquisition could well be the way, but getting the right company is critical.

One of the best days of my year is always the final of the BPMA Student Design Award. This is a super competition I launched more than eight years ago with Brunel University. This year we ran it exclusively with the university of the year – Nottingham Trent. I am always impressed by the professionalism and creativity these students bring to the competition with some truly fantastic designs. This brings me on to talk further about why our industry must get behind recruiting new graduate talent if it is to embrace the next generation of promotional merchandise specialists. This has been a

long-term aim of mine to support young people. We've covered recruitment challenges in previous issues, and will continue to look at this. I know when I talk to some of the top distributors they share my passion for an industry day similar to the Graduate Milk Round.

The sun shone for the BPMA golf day in June and what a beautiful course Burnham Beeches is. We do hope that this will be the start of an annual tournament in June. Thanks so much Crystal Galleries and Laser Crystal for some stunning trophies and to Clive Allcott for organising it.

Gordon Glenister,
director general of the BPMA

Product Media Magazine is available to the whole promotional merchandise industry. It is the official magazine of the British Promotional Merchandise Association (BPMA).



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Post-Brexit impact to be examined at BPMA event

The BPMA is bringing together an expert panel on the eve of Merchandise World to debate the impact of Brexit. Spearheading the event is director general of the Institute of Export & International Trade, Lesley Batchelor, who will share her valued insight into what may happen.

With Britain leaving the EU, whatever the outcome of the Brexit negotiations, business with traditional partners in Europe will never be quite the same. Companies may feel there is an incentive to explore new emerging markets.

From the already well established BRICS (Brazil, Russia, India, China and South Africa) to the less familiar MINTs (Mexico, Indonesia, Nigeria and Turkey), these markets present British companies with the prospect of a new generation of urban consumers wanting to improve their lifestyle and quality of life, as well as large national investment projects. These markets could offer the chance for British companies to pin their longer-term prospects to markets showing faster growth than Europe.

At the same, these same high-growth markets have a greater level of risk, and exporters need to build a risk management programme into their go-to-market strategies. Aside from political risk, such as regime change, social and political unrest or unseating of the head-of-state, there are less obvious risks such as economic volatility due to excessive dependence on extractives,

raw materials or commodities.

Many of these countries are ruled by authoritarian regimes, which can make sudden decisions on tariffs, quotas or foreign exchange which can dramatically affect terms of trade. Finally, there is the important issue of different cultures of business based on age-old traditions, and ethical norms which are very different from those of the UK. In particular, one of the highest risks for British companies is dealing with the corruption that is endemic at every level of society, business and government.

Batchelor will explore these issues, and more, through case studies from



some of the main emerging markets, role-playing, negotiation simulation, and a lively exchange of best practice, which will equip exporters to approach the new markets with renewed confidence.

She will be joined by two additional speakers and a suppliers' leaders debate will take place at the end. The event, which is sponsored by Moneycorp and Product Media, takes place at the new Farnborough Exhibition centre on 11 September from 1.30pm onwards and is free to BPMA members with a £25+VAT charge for non-members. For more information, register at bpma.co.uk.

THE BREXIT IMPACT

On 29 March 2019 the UK will leave the EU.

Here are some questions you may want to ask at the event?

1. I have European clients and suppliers. How will this affect my business?
2. What if there is currency fluctuation and the pound drops against the dollar?
3. How will lengthy border delays affect my lead times?
4. Might business confidence affect our industry?
5. Some have predicted a loss of UK exports of £4.5bn. Will our goods be less competitive?
6. Could we lose European tenders on the basis of Brexit?
7. Could Brexit be an opportunity to reach other non-European markets?
8. Might there be a reduction in foreign investment – some have predicted a 22% drop?
9. Vodafone has warned it could move its HQ out of the UK. Could other major players follow?
10. How will it affect staff requirements for those who have relied on overseas workers?

Lesmar transforms to become Prominate

Lesmar, the promotional products and branded merchandise company, is rebranding. The Luton-based business is steeped in history having been established in 1947 as the distribution arm for the popular children's toy the 'Magic Slate'. In 2011 it became a founder and major shareholder in, and exclusive UK licensee, of Prominate. Now 2018 sees it undergoing a transformation to become Prominate UK.

Mike Oxley, managing director, said:

"Prominate has grown exponentially with more than 70 offices worldwide and with Lesmar conducting significant revenues under Prominate we felt the need to strengthen the connection between the two organisations. It's time to open a new chapter for Lesmar."

He assures clients and suppliers they will remain the "same but different", adding, "the essence of the company and the way we run our operations will stay the same. Now under Prominate we will be providing global promotional

materials solutions, that are intelligently delivered but locally inspired."

Andy Ducksbury, sales director, added: "We will continue to provide engaging and creative full service solutions for diverse material requirements to bring our clients the most effective promotional material solutions."

The business will also continue to operate out of the same head office in Bedfordshire, under the same company registered details.



Record bookings for Merchandise World

Since the floorplan for January 2019's Merchandise World was released in June, 125 Exhibitors have already confirmed their booking, with many more on the reservation list still to contact. More suppliers are joining all the time and backing the show.

Meanwhile, the upcoming September Merchandise World at the brand new Farnborough Exhibition Centre is already looking to be a major event just before the peak selling period. Merchandise

World is exclusively for professional merchandise distributors and proving to be the place to be every January and September.

The show, which takes place on 12 September, will be preceded on the evening before by a networking event. The event is free but ticketed – apply for tickets at merchandise-world.co.uk.

Suppliers wishing to register for the show should contact the Merchandise World team on 0844 504 5006.

ALLWAG GOES TO THE EXTREME

Allwag Promotions' annual away day saw staff engaged in a series of challenging activities including walking bare foot over broken glass and hot coals at temperatures of 400°C.

The event, to encourage competitive spirit, also saw teams creating a film to promote some of Allwag's bestselling products, and complete an 'Ultimate Challenge' of more than 100 mini tasks.

Company director, Angela Wagstaff, said: "It's great to watch our amazing staff experience how it feels to achieve something when they're motivated by their team. The amount of support everyone has for each other is one of the reasons why our team is so strong."



AD Merchandise completes buyout

Old Trafford-based merchandise distributor AD Merchandise has successfully completed a partner buyout, giving Amo Singh full ownership.

Having grown the business to a turnover of £3.5 million alongside co-founder David Moodie, the deal comes as part of a planned restructure to unlock the company's next chapter of growth.

Singh and Moodie established AD Merchandise in October 2009 to develop a profitable business with solid systems and processes and robust, ethical management. Since then, the company has grown to 16 people, achieved ISO 9001 and 14001 certification, and become one of a select group of UK companies with BPMA Charter Status. A planned exit for Moodie was in the business plan, and the founders' commitment to upholding service, quality and environmental standards has enabled them to achieve this ahead of AD Merchandise's 10th anniversary.

"I'm thrilled at the completion of the deal and I know that Amo will continue to run the business to the high standards we set ourselves," said Moodie. "I'm looking forward to being able to contribute in my new role as chairman, and I wish Amo and the team all the success for the future."

Having taken full ownership of the company, Singh said he is excited about the future.

"My team and I can't wait to push on and make AD the best in our industry. We have plans to continue developing and empowering the team in a rewarding work environment, and this will be a catalyst for further success."

He added that the company hoped to create more jobs in the Old Trafford area where he grew up and would work closely with local suppliers, colleges and charities. The company is targeting UK-wide growth, looking to grow its sales, operations and procurement team over the coming months.



"I hope that we are able to maintain the high standard for which we are renowned and make a positive impact – not just in Old Trafford, but nationwide," said Singh.

Fluid adds capital event

Fluid Branding has added promotional merchandise show in London to its event schedule. The company has created The London Merchandise Show 2018, which will be held in The Stables Market in Camden.

The show will have a Cuban flavour, courtesy of venue Gabeto, and promises to offer up to the minute trends, advice and expert guidance. It will be an opportunity to see the latest product trends and to meet like-minded marketers in a relaxed, yet inspiring environment.

It follows a busy May for the team with teams exhibiting at two shows in Leeds and Rotterdam. Those wanting to attend the event on 12 September, should visit fluidbranding.co.uk for more details.



Corona joins the fight against marine plastic pollution

Mexican beer brand Corona and charity Parley for the Oceans created a sculpture, The 'Wave of Waste', in Old Street, London, to highlight marine plastic pollution.

With the use of single use plastics increasingly under the spotlight, the London installation included plastic collected by The Marine Conservation Society from Holywell beach, East Sussex. It featured Australian actor Chris Hemsworth (Marvel's Thor) surfing in a wave of plastic collected

in the UK. Similar installations also appeared in Melbourne, Santiago, Bogota, Santo Domingo and Lima, all made from plastic collected from local beaches to highlight World Oceans Day on 8 June.

Corona is also using promotional clothing, in the form of Hawaiian shirts featuring threads made from marine plastic pollution. The Parley Ocean Plastic is collected from the open ocean, remote islands, shorelines and coastal communities.



Lucozade and TBK win big at IPM awards



An innovative campaign using contactless technology to give Lucozade customers free travel on London Underground picked up the Grand Prix Award for TBK Group at this year's IPM Awards.

Lucozade was named as Brand Owner of the Year, after campaigns for sub-brands Lucozade Sport, Lucozade

Energy and Lucozade Zero collected five Gold awards, three Silvers, as well as the Grand Prix. TBK Group also took two more Silver trophies for the '£10 million Giveaway for Carphone Warehouse' campaign, helping it cement the title of Agency of the Year 2018.

Other agencies taking away multiple trophies were Savvy Marketing (five Golds and three Bronzes), ZEAL Creative (five Golds, two Silvers and four Bronzes), Leith Links (three Golds and two Silvers) and Brass (two Golds and a Bronze).

This year's winners, which were announced at the IPM's black-tie Awards Gala on 14th June at the London Hilton Park Lane, showcased and celebrated the best in creativity and effectiveness in the promotional marketing industry. The ceremony was compered by comedian Russell Kane.

Goldstar goes for growth

Goldstar is investing in more staff to continue its business growth after a successful first half of 2018.

The Dublin-based promotional writing instruments specialist is currently recruiting for a new field sales role for the South East of England and is creating an additional six new roles over the coming months that will take the company's total staff close to 40.

Colin Loughran, general manager of Goldstar Europe said: "We have an ambitious 10-year growth plan and are investing in additional experienced staff to achieve it and to maintain our reputation for first class customer service as we grow."

He added: "After a successful 2017, sales have continued to grow well so far this year across all our markets. This new position is to capitalise on the unfulfilled potential we see for our business in the UK."



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- High class branding ensures quality durable advertising, guaranteed to last the lifetime of our pens.
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Keep your phone close

Do you ever have that feeling that you don't have enough hands, or pockets? A new product, invented by a British team, aims to solve that issue.

Photographer Sam Fairbrother and her colleague, music promoter Geoff Barke were fed up with dropping their phones and cameras down loos at Glastonbury, and the like, so came up with this ingenious rubberised phone cradle that fits snugly round your phone and can be hung around your neck. The PhoneHug grips your phone securely and the lanyard is a robust cord that gives confidence that the phone is staying put.



The product is brought to the promotions market by Preseli and is great for festivals, camping, walking, and anyone who enjoys the outdoors. It provides the quick access to the phone that is essential for anyone who uses their smartphone for work or wants to keep their phone safe. Made of eco-friendly silicone rubber, it stretches and reverts back to its original shape, so when it's stretched to fit around the top and bottom of your phone it grips tightly. The tough loop at the bottom means you



can fit a carabiner, or any other kind of coupling device, or simply hang it up.

More than just a phone cover or phone holder, PhoneHug is ideal for use at exhibitions, meaning that your phone is both safe and accessible while you concentrate on talking to visitors.

The carabiner and lanyards are sold separately. An instruction leaflet can also be added into the individual packaging with a 1 colour print in 1 position at an additional cost.

The PM Verdict: It's gripping stuff.

New team to take Zagwear to the next level in Europe

Product-based marketing agency, Zagwear, is continuing to grow its UK and European presence with the appointment of Daniel Hill as senior account manager to lead the office with senior manager of global accounts, Charlotte Hollidge.

The US Top 50 promotional products distributor is strengthening its European presence, with Hill and Hollidge working closely with Zagwear's US offices to expand in the region. Ambitious plans are in place to service enterprise clients in the UK and EMEA. Developments include the launch of multiple programmes including creative, product design and procurement, ecommerce, warehousing/fulfilment and distribution throughout the UK and EMEA.

Daniel Hill said: "Zagwear is a merchandise player that is slightly under the radar in the UK at the moment but, working with Charlotte and the team, we aim to change that. I'm looking

forward to helping to steer and maximise our growth and presence in the UK and EMEA. We want to demonstrate to brands how Zagwear can help them deliver local and global solutions for their merchandise needs while driving down costs and creating efficiencies."

Charlotte Hollidge added: "Since joining Zagwear approximately two years ago, we have kickstarted the UK operations and it is now time to take things on to the next level. I am really looking forward to implementing the exciting plans that the company has in place for the UK and EMEA."

Toby Zacks, CEO, Zagwear, said the time is now right to build a higher profile in the UK and EMEA. "Our global clients are increasingly asking us to provide the same capabilities, level of service and quality that they get in the US, internationally. The world is becoming a smaller place for brands,



which provides a great opportunity for us to deliver the Zagwear proposition in growing markets."

He added: "In Dan and Charlotte we have two seasoned professionals with substantial experience in the UK promotional products sector."

Zagwear was founded in New York in 1995 and its clients include P&G, Disney, Google, BMW and Sony.



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NORTH AMERICAN TRADE BODIES COLLABORATE FOR MUTUAL BENEFIT

Canadian and US promotional products associations have announced a strategic relationship to deliver a membership solution to promotional products distributors and suppliers in the Canadian marketplace.

Promotional Product Professionals of Canada (PPPC), is working with Promotional Products Association International (PPAI), and technology provider SAGE. Through the deal PPPC's members will receive the industry's leading technology solutions, trade show opportunities, as well as education, networking opportunities, business savings benefits, and legislative initiatives.

"We've spent the last number of months listening to our members and hearing exactly what they were asking for," said Heidi Reimer-Epp, chair of the board of directors for PPPC. "From there, we formulated our three goals for this year: providing our members with proven technology solutions, enhancing the value of our membership, and hosting tradeshow that are worth attending."

Distributors can now receive membership support and powerful product research capabilities through PPPC membership. Suppliers will receive the full benefits of a SAGE Advantage Membership, which allows



them to verify their products, update their product and business information, and advertise across all SAGE platforms and on distributors' websites.

"This is exactly the partnership we've been looking for to help our members grow their businesses and strengthen the promotional products industry in Canada," said Jonathan Strauss, president and CEO of PPPC.

"Our members are telling us they need a technology solution that works, and we're excited to have a proven partner with SAGE. We're also looking forward to continuing to learn from all the success of PPAI and working together to grow our programs and services."

As part of this relationship, all new and renewing PPPC distributor members will receive a two-user subscription of SAGE Total Access, which offers a suite of product research, presentations, CRM, order management and virtual sampling

solutions. In addition, distributor members will receive a PPAI membership, providing access to educational resources, networking opportunities, legislative initiatives, and various business saving benefits.

SAGE has implemented French language customer presentations in the recently released SAGE Online 14 and is adding further French language support to many of its services.

Paul Bellantone, CAE, president and CEO of PPAI, said the relationship with PPPC represented the future of how not-for-profit organisations could collaborate together and with corporate businesses. "I think this is really representative of how organisations are not only looking forward to what their members need today, but what they need going forward. We think that this is an opportunity for us to marshal our resources together, to grow, and protect the industry in ways we haven't been able to do before."



SERVICE COMPANIES ARE TOP PROMO SPENDERS

Service providers accounted for 9.4% of the entire expenditure on promotional products in the US in 2017, according to a survey by the American industry association, PPAI (Promotional Products Association International).

Service providers, such as personnel and recruiting companies, advertising and PR agencies, consulting companies, market research firms and translation offices, were among the top buyers of promotional products in 2017.

They were followed in second and third place by the education (9.3%) and finance (8.1%) sectors. Other business areas that came under the top 10 branches of industries that frequently order promotional products included the manufacturing (8%), healthcare (7.1%), construction (6.1%), insurance (4.5%), technology (4.2%), non-profit making (4.1%) and agricultural (3.8%) sectors.

The Sales Volume Study was conducted in the spring of 2018 on

behalf of the PPAI and its members by the independent market research company, Relevant Insights. The classification of the industries that purchase promotional products was based on information provided by 23,564 American promotional products distributors, who participated in the survey. The industry association estimated the overall turnover of the US promotional products trade in 2017 to be \$23.3 billion (20bn).

ASK CLIVE

Printing effects can make branded clothing designs really stand out, says **Clive Allcott**



At first glance, the promotional clothing marketplace is running low on new special-effect prints as standard demands are mostly Pantone and logo-based. However, inks, fabrics, and printing processes are changing in response to retail trends. For example, customer requirements for PVC-free inks and increased use of polyester fabrics are affecting garment screen-printing significantly.

Demand for special-effect printing is rebounding, and most major retail brands have at least a few graphics each season that use specialty techniques. In the promotional clothing special-effect printing tends to be design driven which leads to a creative demand from the artwork team.

While they do cost more special effects give designs and logos a point

of difference and distinctive products often promote your client's brand better.

Photochromic ink

Photochromic, or UV-reactive inks, are almost transparent when viewed indoors but change to vivid colours in sunlight. Magical effects can be created with a print that effectively displays two different designs, although only a limited range of colours is available.

Foil printing

First, the garment is screen printed, using a special adhesive rather than ink, and cured (dried) in the normal way. A sheet of foil is then heat-pressed on to the image created by the adhesive. The foil sticks to the adhesive-printed areas and the excess is removed.

Foil printing gives the best shiny metallic printing effect. Bling at its best! However, because it's a two stage process, foil printing may not work quite as well for fine, detailed designs, and it's vulnerable to energetic washing.

Metallic inks

Producing a shimmery, sparkly effect, rather like metallic car paint, metallic screen printing is cheaper than foil printing, but doesn't have the same full shiny effect.

Glitter printing

Like foil printing and metallic inks, glitter inks can make your design sparkly and eye-catching. They're available in a variety of colours and will make the logo look dynamic.

Puff print

Puff prints are created by mixing a specially formulated base in with the ink. The base-ink mix expands as the print is cured through the heat tunnel, leaving a 3D texture.

Flock

Flock printing is again achieved by adding a special base to the ink, which gives the ink a furry, velvety texture as it cures through the heat tunnel.

Glow in the dark ink

Why not combine glow in the dark with a standard print so it highlights a particular part in the dark?

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MAKE IT YOUR BUSINESS

Most merchandise companies will consider buying or selling a business at some point. PM finds out what it takes

The most recent Sourcing City annual state of the nation Market Report 2017 showed that the promotional merchandise sector in the UK is now worth more than £1billion.

It also shows an industry that is changing structurally, with the market share of larger distributors increasing. In a dynamic industry such as promotional products, there is always a number of companies looking to do deals either by buying out competitors or selling up. Knowing when the time is right to consider a deal is crucial for any business.

The BPMA has produced a guide to successfully selling your company at maximum value and has produced

a step by step guide for businesses considering their options.

Businesses might consider a sale for a number of reasons, including a change of lifestyle, an inability or unwillingness to invest in the business, or the right offer coming along.

What's it worth?

Honesty is the best policy when it comes to selling. That means being upfront about the business. Getting to a value for a business that everyone is happy with is more of an art than a science – there is no foolproof formula and ultimately the value is what a buyer is prepared to pay, which will vary for many reasons.

Types of buyer

Buyers come in many shapes and forms, and each will have pros and cons. Whether you're talking to a direct competitor, a company from a related industry, or an overseas buyer, there are different considerations to take into account, and each will have their own motivations.

The type of buyer will have ramifications for issues such as finance, the gearing of the business going forward, and experience in the sector. The devil is in the detail, and this is no time to skimp on due diligence.

Valuation

The average price paid for a business is 6.8 times the adjusted net profit, however

THE ART OF THE DEAL

Jamie Marshall explains how he sizes up a deal, why he trusts his own instincts, and why he's never bought from a business broker

"We've acquired five companies and we have looked at many others. The process is very different for every potential acquisition.

You find that 80% of people believe their company is worth far more than it really is. Professional business sellers, accountants and other professionals band figures about like three to seven times profits plus assets or all sorts of other complicated multiples and sums.

But the only sum that matters is what is that business worth to you the buyer? What are you prepared to pay and how are you funding it?

There are not many buyers out there who are prepared to stump up the cash. I believe fully that if my gut feel is right, the numbers add up and I like the person selling then I will fund it.

There are two big points here. I must generally like, trust, or respect the person I am dealing with. I am still on very friendly terms with all the business owners I have bought from and this helps immensely with the whole process. Secondly, in our industry there are many poachers who want to acquire companies but want guarantees and earn outs, but basically there are no guarantees. You get a database, some goodwill, and sometimes staff.

Your job is to determine to the best of your ability whether you can make the right amount from the deal in the right timescale.

Be warned. There are not many bargains and like everything in life you have to work at it and it's not a way to transform your business.

I would suggest anyone who is considering acquiring a business firstly looks at their own business carefully and checks they have everything in order and working correctly, because if you haven't you will just add more problems to the ones you haven't yet solved.

For people looking to sell their business, consider what you actually want for it and consider what is it worth it to the buyer.

On both sides, seek advice. Yes, ask your accountant, but look for people who have bought and sold businesses. Ask your contacts for referrals and get as much info as possible. Accountants look at things in black and white, but buying a business isn't black and white. I have never purchased from a professional business seller as they overvalue everything. Also, accountants can wreck the deal.

There are many different deals to be done, so be creative - think what the seller actually wants and whether you can meet it. Ask loads of questions until you find out what would seal the deal.

Most acquisition conversations end on the first phone call. There is a massive gap between the two parties. Trust your instinct. You will know if it excites you.

It's not for the faint hearted. I have made mistakes, but I have learned from every one and it's been hard work. Would I do another one? No, but I'd do another 10! We are always interested in talking to companies about potential acquisitions."

Jamie Marshall is managing director, Premier Print & Promotions

the value of any business is only what someone will pay for it. Most business brokers will only source buyers within the 3-6 multiple range. The only buyers who will pay a premium above 6.8 are likely to be strategic purchasers.

Coming up with a value involves looking at a varied basket of factors (see box p20) and trying to weigh them up. Advisors will need access to accounts and financial information, as well as details of any skeletons that may have to be dealt with prior to a sale.

It is worth bearing in mind that all of this has to be carried out with a degree of anonymity so as not to alert competitors or unnerve clients or staff unduly.

Negotiations

Once a possible buyer has been found, things start to get interesting. You will trade information with potential buyers, all the time emphasising the commercial value of the deal.

Before any meetings take place, be sure to have explored key areas such as the buyer's background, their existing business holdings, and where your business might enhance theirs. Honesty and transparency are essential, and there is an element of likability in any deal, but at the end of the day, the buyers are buying your business, not you.

If there is more than one potential buyer, bear in mind that they may not all move at the same speed. A fast moving company may have tabled an offer while



Shake on it: Jamie Marshall (right) and Mark Wilson, MD of Blueprint Promotional Products, which Premier Print & Promotions acquired in 2017

WHAT TO CONSIDER WHEN VALUING A BUSINESS

- Industry sector
- Assumed level of profits
- Business size
- Sustainable earnings
- Track record
- Value of asset base/debt levels
- Growing market trend/demographics
- Cost of expansion (high/low investment required to create growth)
- Location
- Brand strength
- Customer loyalty (contracts)
- Cash flow
- Ability to finance
- Research and development
- Intellectual property
- Management and skilled staff
- Fad (the in thing)
- Market comparisons
- Level of risk in the business

others are still working through theirs. You need a strategy to deal with this, such as accepting an offer in principle with the caveat that you will inform other interested parties and invite them to respond.

It goes without saying that you should evaluate each offer in great detail in order to ensure you are getting the best possible deal. There are many different deal structures, from straight cash through to more complex instruments such as elevator deals. The one you choose will depend on what the seller wants from the deal and what the buyer is prepared to offer.

Finishing up

Once a deal is agreed and is acceptable, Head of Terms will be signed. The buyer will want to satisfy themselves that what they are purchasing is true and correct through a process of due diligence. Once this is complete, the final agreement upon which the business will be sold can be drawn up.

To complete, share transfers will be signed and exchanged and a variety of documents will also be required to be handed over to both buyer and seller. PM

For a copy of the BPMA's step-by-step guide to successfully selling your company for its maximum value, contact enquiries@bpma.co.uk

THE DEALMAKER

Being prepared to acquire a business needs a change of mindset. Jonathan Jay outlines what's required

Buying or selling a business is outside the normal skill set of even the most competent business people because it's not something that they do on a daily basis. So says Jonathan Jay of The Dealmaker's Academy, a businessman who sold his first business at 27, and has bought and sold multiple businesses since. The Academy runs courses providing advice on how to achieve higher levels of business success.

"Most people only sell at the point in the business where they want to retire. You get the odd person who sells their business in their twenties, but they are the exception," he says.

This is the worst time to sell as the gas may have gone out of the business, but it can be the best time to buy. "The strongest negotiating

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position is when you get an unsolicited offer at a time when you were not considering selling. Unfortunately, that doesn't happen very often."

However, acquiring a business is something that growing companies should always be alert too, he says. "It is the fastest way to grow a business. You can grow overnight to an extent that might otherwise take you five years to achieve. That's why acquisition is so attractive, because it speeds everything up and we're all time poor."

There is no perfect time to buy or sell, says Jay, who advises company bosses to develop a mindset to always be on the lookout for an opportunity that may present itself. His courses teach businesses how to structure a deal and de-risk the process.

Jay says that even a flagging business can be an attractive acquisition opportunity if you have a strategy to turn it around. "It's a bit like relationship advice. We're all better at giving it to others than recognising problems closer to home. Sometimes it's easy to spot that

a better functioning sales team, or a more competitive online offering is all it takes to boost a business that was on a downwards trajectory."

Every business has equal access to these sorts of opportunities but not everyone knows how to take advantage of them when they present themselves. "Business people need to learn that the best use of their time is not dealing with the day-to-day aspects of the business, but figuring out how to get the business from where it is to multiple times its revenue, quickly, and then figuring out how to sell it. You need to stop thinking like an operator and start thinking like an investor."

When it comes to selling a business, Jay says that companies have to realise that its value to a potential buyer is not the same as its value to them. "A buyer isn't interested in the 20 years of work you've put into it. It's like buying a house – you don't care about the wallpaper because you're going to change it. Sellers can concentrate on the wrong things. They can be delusional and have unrealistic expectations."

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PROMOTING IN THE SUN

With the outdoor calling, the rise of festival culture, and the World Cup just one of the sporting events to engage this year, PM takes a look at what merchandise is hot this summer

Summer is one of the busier periods for promotional merchandise. With companies looking to run staff events and fun days, brands promoting heavily for the holidays, and charities using the hopefully good weather to engage with the public, there's plenty going on and plenty of opportunities for merchandise to boost proceedings.

Malcolm Stephenson, director, Impression Europe, says: "The period June to August has always been a busier quarter than earlier

in the year. However, the weather is not necessarily the dominant reason for this. Admittedly we sell significant quantities of sunglasses, drinking bottles and beach balls during this period. But sales of our more perennial products such as note books, crayon sets, bottle openers, and ear phones remain strong."

Extremes in summer weather conditions result in higher sales of products for use on the beach and in the sun, says Stephenson, but a wet summer can be good news too with

demand for umbrellas and ponchos soaring.

The World Cup in Russia this year has also been a boon with Impression selling out of most of its football themed products, well in advance of the tournament.

Haydn Willetts, regional director UK & Ireland, Midocean Brands agrees about the football effect. "Large sporting events such as the World Cup always generate huge interest. In World Cup years we always place a few additional football related items in the collection. This year we have had to fly in



extra stock to accommodate demand on some items."

But it's not all footie merch. Hot new items for the summer are giant inflatables, such as flamingos and unicorns. "It's all about impressive colours and sizes," Willetts says. "They're also very popular in the retail environment and good fun for kids and adults alike."

He adds in ever popular beach-related items such as beach balls, bat and ball games, flying discs, and cooler bags. Midocean has also seen an increase in sales of travel sun screen.

Although technology items continue to boom with Bluetooth speakers and earphones sales rising dramatically as the unit cost has reduced, golden oldies can benefit from some restyling and new materials, he says, pointing to reversible umbrellas and brollies with extra light features. "The market is still on the move and working on new ways to increase the communication effects of tried and tested promo items," he adds.

Given the recent increase in awareness and press coverage of oceans plastic, one of the biggest trends in promotional merchandise is sustainability and re-usable plastics, according to SPS and PF Concept. With the warmer weather now here, their most popular line of products is drinkware, with a range of products available, whatever the budget.

At entry-level SPS offers the Baseline and Baseline Plus Sports Bottles. Made in the UK, these bottles are available in a wide range of colours, shapes and sizes, and SPS has recently dropped prices on this range.

More and more businesses are now choosing to buy British promotional merchandise. The H2O Active range of UK-made sports bottles feature a vibrant, glossy finish with mix and match colours and a colourful fruit infuser to make the daily water a bit tastier.

Another summer trend is the turn to stainless steel bottles. PF Concept offers a range of bottles with a stainless steel outer, which are becoming increasingly popular. The classy Vasa Bottle in particular is in high demand, thanks to its sleek design and copper vacuum insulation, designed to keep drinks cold for a massive 48 hours.

PF Concept has combined two trends with the new Ace Bluetooth Audio Sports Bottle. The bottle is made from hardwearing Tritan and has an integrated Bluetooth speaker – perfect for use when out and about. 



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in the £1m
distributors
category**



BPMA's Gordon Glenister



Compere Adam Bloom

PAGE

SALUTES MERCHANDISE WINNERS

Suppliers and distributors gathered for the annual catalogue group get together

The PAGE group hosted its annual conference, table top exhibition and awards dinner at Brandon Hall Hotel & Spa in Brandon, Coventry on 14 June 2018.

PAGE's Brian Hayward welcomed new and existing members to the conference

where he outlined the latest catalogue and other support facilities offered by the catalogue group. The conference was then followed by a table top exhibition where 44 featured suppliers showed off products that had been selected for the new catalogue.

In the evening, the awards dinner was

attended by around 150 dinner guests including the top UK business gift suppliers and distributors.

The awards evening opened with an introduction covering current market conditions by Hayward. Gordon Glenister, who is leaving the BPMA later in the year,



received a rapturous round of applause for his services to the industry and was asked to present the awards.

SUPPLIER AWARDS

Scores for supplier service and efficiency are taken from the PAGE monthly and annual surveys to determine the winners. Supplier silver awards were presented to Sarah Allison and Yvonne Blackhurst of the Bizz Badge Company; Ryan

Brown and Stephen Reeve of The Umbrella Company; Jules Adams of WCM&A, and David Kershner of Impression Europe. Charlotte New and Sophie Kelembeck received the 2018 Gold Supplier of the Year Award on behalf of The Pen Warehouse.

DISTRIBUTOR AWARDS

This year the distributors awards were split into three categories based on turnover and scored

by the suppliers, recognising their professionalism in the promotional products industry.

In the under £1 million category the Silver award went to Chris Witt of BH1 Promotions and the Gold was awarded to Blair Carroll of Boosters. Andrew Nash of Sussex Promotions was presented with the Silver Award in the £1-3m category with Claire Welch and Suzie Munday of Hambleside Merchandise Limited winning the Gold award.

Finally, in the over £3m turnover category the Silver award went to Lloyd Simpson of LSi, and the Gold Award was presented to Angela Wagstaff,

Alice Wakefield and Lisa Cooney of Allwag Promotions.

After dinner, the crowd was entertained by British comedian Adam Bloom.

The following day the networking continued with power turns, quad biking, axe throwing and a hilarious team building spider's web activity.

The winning team was made up of Ryan Brown of The Umbrella Company, Anthony Godfrey of Just A Drop, David Wilson of Preseli, Angela Andrews of Arrow Corporate Promotions, Andrew Calver of Calver, and Lee Thompson of The Leather Business. **PM**



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IN THE HOT SEAT

MICHAEL FRETER, PSI

Having just celebrated a decade at the centre of Europe's promotional products industry, **Michael Freter** knows a thing or two about merchandise

Q. What is PSI?
A. With more than 6,500 members, the Promotional Product Service Institute (PSI) is Europe's largest network of companies in the promotional products industry. Member companies include manufacturers, importers, distributors, consultants and agencies. For more than 50 years, the PSI has supported these members in a wide range of areas to help them successfully master daily business challenges. Key services include: access to Europe's most comprehensive promotional products trade show, electronic and in-person product research, various online services, a networking platform, professional training, and up-to-the-minute news. These services are essential in creating valuable market access and making companies more successful

Q. How long have you been at the helm of the organisation?

A. Last week I had my tenth anniversary as managing director at PSI.

Q. How do you see the future of the promotional merchandise industry over the next five to 10 years?

A. There is a huge structural change in the industry, which started a couple of years ago. The change is driven by the internet; a change of generations; a change in buying behaviour, and a 100% transparency of the market. Proven by industry figures, there is a consolidation with a decreasing number of distributors and a growing number of mergers.

The value chain from the past no longer exists. In five to 10 years we will have a number of huge suppliers delivering full service to buyers direct. Additionally, I see a good chance for smaller distributors providing specialisms and additional services in their region.

Q. You have recently become a dad, how are you coping with that? And how do you relax away from PSI?

A. It's wonderful challenge at my age. It keeps me agile and shows me again, that there is a wonderful world besides the business perspective. Relaxation for me means, spending time in the mountains with the family hiking, climbing or mountain biking.



Michael Freter CV

- **2008-present** – managing director, PSI
- **2005-2008** – general manager sales and marketing, Lexis Nexis Germany
- **1995-2001** – board member, IDG




A SWINGING SUCCESS

The BPMA's latest Golf Day was held on a gorgeous day in June at Burnham Beeches Golf Club in Buckinghamshire. Organised by BPMA director Clive Allcott, the day was judged a great success.

"The golfers who attended this year's event really enjoyed the sport and the sociability of the day, to the extent that we're going to make it an annual event

from now on," he said.

Teams competed for handsome trophies provided by Crystal Galleries and Laser Crystal, with the day split into morning and afternoon competitions before the prize giving later in the day. 

The event was sponsored by Crystal Galleries, Laser Crystal, Tomlinson Golf and Product Media magazine.

WHAT THEY SAID

A brilliantly organised day by Clive and Gordon. Great to catch up with suppliers and colleagues in a relaxed environment, and hopefully a permanent fixture in the calendar."
Andy Francis, ESM Branding

"A big thanks to Clive and the BPMA. It was one of the best organised and most enjoyable golf days I have had the pleasure to take part in. He even got the weather perfect."
Matt Pluckrose, Desktop Ideas

"I thought the BPMA golf day was a great success. A great setting, top class course and you even managed to arrange for perfect weather conditions. It was a really great to mix some business with pleasure. Well done to

the winners, and thanks for a very well organised event."

Chris Ashworth, My Cybergroup

"Just a quick thank you for yesterday. The golf day was really well organised. The dinner was excellent, as was the company. Thank you."
Louis Tsioupra, Ellenell Limited

"Great food, great atmosphere, brilliant day. I'm looking forward to next year when hopefully I'll be able to get my hands on one of the beautiful awards."
Brian Bent, BTC Group

"Thanks for yesterday it was a really enjoyable and very well organised day. A fantastic golf course, good company, great food and obviously the weather made it perfect."
Steve Gadd, Premier Impressions



THE RESULTS

Morning 9-hole scramble:

- 1st Desktop Ideas
- 2nd Screenworks
- 3rd Essential Embroidery

Afternoon 18-hole competition

- 1st Essential Embroidery – Dorian Tranter, Chris Keel, Sion Jones, Andy Francis
- 2nd Screenworks – Clive Allcott, Graeme Smith, John Moriarty, Nic Taylor
- 3rd Desktop Ideas – Matt Pluckrose, Chris Ashworth, Gary Cable, Frank Murphy
- Nearest the pin 3rd hole - Frank Murphy
- Nearest the pin 10th hole - Matt Pluckrose
- Nearest the pin 18th hole - Chris Ashworth
- Longest drive - Chris Ashworth



STAND OUT **MARKETING**



When it comes to marketing your business, be aware of the latest developments and how to best use them, says **Melissa Chevin**

Effective marketing is a moving target – and never more so in today's online environment. No sooner do you think you have your strategy all figured when boom – along comes a new trend or change which requires you to go back to the drawing board.

With that in mind, I've put together a list of five hot marketing trends that you should know about. Sadly, this won't protect you from tomorrow's changes, but it may just help you to stay one step ahead.

Interactive content

Forget those blogs. Well, don't forget them exactly. But interactive web experiences are about to grab their crown as a key conduit for engaging both prospective and existing customers. Expect mini-games, videos and quizzes to be in the vanguard of the search for more compelling customer engagement.

User-generated content

One thing consumers crave above all from brands is the stamp of authenticity. By curating and integrating positive user-generated content, you can find a sure route to consumers' hearts and wallets. A recent survey found that such authenticity was important to 86% of consumers when choosing which brands to support.

Voice search

Only a year ago, voice assistants such as Amazon Alexa and Apple's Siri were curiosities used only by the most dedicated nerds. Today, these devices have gone mainstream and their prominence in our daily lives can only increase. You need to make sure all the main voice search providers have the facts about your business, so they can provide accurate and useful answers to their users.

Chatbots

Chatbots are all the rage at the moment.

This software automatically responds to your customers' questions in an efficient, 'human' way. Chatbots are great for general engagement and particularly customer service. With the latest software, set up correctly, your customers will be hard put to know they're not speaking to something with a pulse.

Honest reviews

Your customers aren't mugs. With all the talk of 'fake news', consumers have never been so savvy, or cautious. Reviews on the likes of Google, Facebook and Yelp are key to building web traffic but it's important that they are honest and reliable. Customers will expect to see positive remarks about your products or services.

Melissa Chevin is consultant at Globefish Consulting and BPMA board member for marketing 

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TECH QUESTIONS

This month our resident technology expert **Matt Pluckrose** answers questions on how tech is influencing product media



Q What changes are you seeing currently in the promo tech market?

A The market is in a state of change with some products, such as power banks, reaching saturation and other new entrants slower to reach expected growth levels, such as wireless charging. The slowdown in number of new phones and devices being sold is certainly having an effect as the number of Apple users with access to this new technology is not at the levels predicted. We are seeing a distinct shift in clients promoting and adopting so called 'brand ambassador' style products with a USP rather than relying on a 'pile it high, sell it cheap' approach.



Q So where should distributors focus their attention to maximise their profits in promo tech?

A The area that seems to be on the up currently is charging cables and accessories that highlight the brand and provide a low cost and useful gadget or gift for the end user. Despite much choice on the market it seems this is becoming a hot area and if you can find a gadget to allow your client's logo to really shine, you can secure good volume orders.

Q Do you see any disturbance in the market in promo tech?

A I think for sure we will see more clients and their

end-user clients start asking more questions about the transparency of the supply chain for tech items. Compliance is key with tech, as badly designed or cheaply made products can severely damage a brand.

The need to keep both fully documented files on every product and audits on all manufacturing plants is something that a few clients request but currently not many. I still see our industry as full of suspicion when it comes to transparency which is a shame as true partnerships where both parties win, requires this in the current highly competitive market.

My opinion is a strategic advantage can be levied by dealers when they focus on this area and don't try to 'avoid' it unless asked. Why not make bold statements and claims about total compliance and then work with trusted and professional suppliers to deliver this every time.

Matt Pluckrose is managing director of Desktop Ideas

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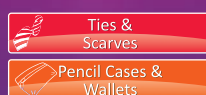
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THE GDPR PAYMENT MYTH

Some unscrupulous companies are using the implementation of GDPR as a way to delay payment. Don't let them fob you off, says **Mike Collins**



Hands up all those who's inbox and postal box is full of items relating to GDPR?

Everybody and anybody has a view on what needs to be done, what needs to be held and what can be done with the information we hold, and it's all becoming a bit of a fog.

"But what has GDPR got to do with effective debt recovery?" I hear you ask. A lot, when it comes to deciding what actions you can take against your customers.

The new regulations have created much confusion as

let us take a little time to clear some of the confusion as to what effect GDPR may have on effective invoice recovery.

There are six main 'bases' for holding data, these are:

- Consent
- Contract
- Legal obligation
- Vital interest
- Public tasks
- Legitimate interest

In our opinion, the GDPR revisions are best summarised as:


- You can continue to hold data. It's just that you can only hold what you need and use.
- You must have knowledge

that allows you to speak and converse with the other party.

Don't let the rogue debtors put you off with claims that "you cannot hold my data anymore" or, "you can't write to me without my consent". Simply explain that you have justification for having the information, that you are taking every necessary step to comply with the regulations (as long as you are) and that you have a contractual right to pursue monies for an unpaid account.

In summary, some people will use the new regulations as an excuse for delaying. Don't

let them! Invest a little time and effort understanding the regulations and once educated, adopt the mindset of... **Great**, I'm **Definitely** not being **Put** off **Recovering** my hard earned monies. Always remember, these monies are yours, just ask for it, you deserve it.

For further advice and guidance on not only how the new regulations may affect your credit control procedures but also any discussion with regards to risk and recovery in general, don't hesitate to contact us, your approved BPMA credit management provider. 

There is a common misconception that you cannot write to a person now without their consent. This is not necessarily true.

to whether you can continue to write to debtors asking for payment and what information you can include. There is a common misconception that you cannot write to a person now without their consent. This is not necessarily true.

As regular readers will know, we at AccountAssyst and Direct Route are all about education and passing on our knowledge of the industry to others. So,

of what data you hold, where it came from and why.

- You must take all necessary steps to protect the data. Remember it's not your data, you're just the custodian of it.

With this in mind, it is clear that you can continue to act in a reasonable and responsible manner, you just have to be mindful that you are taking every step to comply with the revised regulations.

You are entitled to hold the customer's information because there is a legitimate business interest in existence. Just make sure you only hold the data that you need and use.

You are entitled to chase a customer for the non-payment of an invoice, as there is a contractual agreement in place

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DESIGNS FOR LIFE

This year's BPMA student design award saw students from Nottingham Trent University tasked with devising a product that had an extended life cycle



This year's BPMA student design award has been won by Michael French of Nottingham Trent University (NTU), with a promotional product designed to exploit the burgeoning festival market.

French designed a portable branded seat which would be redeemed with purchase at events and could subsequently collapse back to flatpack and hung on a wall as a reminder of the event. His design was chosen as the winner following a day of presentations by students taking the product design course at NTU. The judging was held at the Birmingham offices of marketing agency Inner Workings, where a panel headed by Simon Dipple, Inner Workings' UK managing director sat through presentations and quizzed students on their designs.

The winner, who received a cash prize, said the inspiration came from sitting on wet muddy ground at his first festival. "I started off thinking about the promotional gifts

that are handed out at these events," he said. "I also have on my bedroom wall a number of posters from festivals I've attended, and this gave me the idea of a functional festival stool which could be then be taken home and used as a poster. This had the added advantage of meeting one of the brief's requirements of extending the product's life cycle thus extending the brand's exposure."


Dr Joseph Stewart, senior lecturer on the product design course at NTU, said: "The BPMA competition was hotly contested this year, with a broad range of superb work being submitted. As always, the lure of such a lucrative competition brought about excellent levels of engagement amongst all students."



He added: "It is an honour to have been offered the chance to bring the competition exclusively to NTU this year. This is testament to the high standard of work submitted to the competition in past years - coupled with a rich history of prize winners."

"Other products devised by students included a wristband

dog lead; a reusable carrier bag holder, and a bike buddy cupholder.

On winning the award, French said: "I am delighted and very proud to have won the BPMA student design award. I really enjoyed meeting the Inner Workings team and it was a great experience to be shown around their facility." 

THE 2018 STUDENT DESIGNERS

Michael French - winner
Shenese Newton - runner up
Joshua Wright - 2nd runner up

Chris Barnes
Jenny Grace
Megan Gillon
Oliver Williams



FROM WEBSTORE TO INTEGRATED ECOMMERCE

A webstore can be the first step towards seamless ebusiness and BPMA members can benefit from a package by The Full Works

BPMA members looking for something that sets them apart from the competition can make use of an exclusive member benefit in the shape of an ecommerce webstore solution provided by partner, The Full Works.

Rather than competing just on price, a webstore can improve customer service and provide more creative solutions for customers.

Businesses are freed up to offer a service rather than a product. Customers can:

- Control the use of their brand
- Increase buying power
- Develop the relevancy and creativity of products
- Improve the convenience of buying merchandise.

All this can be provided through

a unique online webstore that gives a retail experience with a corporate feel bringing buyers back time and time again on to a GDPR and PCI compliant platform.

The webstore automates much of what makes enquiries so time consuming. From buyer interaction and product information, to order progress and delivery, The Full Works' provides a complete package. A network of warehouse partners pick, pack and despatch the ordered products to give customers a complete solution.

This approach is enabling many businesses to build six-figure accounts by using their webstores to secure a long-term relationships with corporate customers. In addition, The Full Works' very own development team allows for more

"2018 will be the year of the webstore"
Gordon Glenister,
director general,
BPMA



than just a webstore and a move into fully integrated ecommerce. From integrating with procurement systems to enabling live feeds from trade supplier's product range, there is very little that isn't possible.

Verified BPMA members not only benefit from a reduced monthly subscription charge but also have time to experience the

webstore in action at no cost to themselves with the first month of the implemented contract completely free (for all new customers with implemented stores as of 1st July 2018).

Get in touch today on 0203 972 3222 or email info@thefullworks to discuss with the team about creating your demo.



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SUCCESS CELEBRATED

Graduates of the BPMA education programme were flying high when they received their hard-earned TPM certificates at The Royal Air Force Club

Graduates who attended a stately ceremony were awarded their certificates by BPMA head of education Daniela Arena and director general Gordon Glenister. The event took place in the Mayfair venue's Battle of Britain Suite.

Education is at the forefront of the BPMA strategy and many companies have embraced the opportunity to train their staff through the BPMA education programme,

with some including this in their staff induction and training process.

Commenting, Daniela Arena said: "I have got to know many of the learners. Those that succeed, even if they have to take the exam twice, have worked hard and it means a lot to them. Some study over the weekends which is a testament to their commitment and drive to succeed. I invigilate the exams. I've seen tears of joy, tears of sadness, I have seen frustration


when they have been just one question away from passing and I see that real sense of achievement when they have passed, which is why it is an honour and privilege to reward and give recognition for their achievement and commitment to their professional development."

Many of the graduates attending the celebration signed up to the fast track February programme.

The idea behind the fast track programme



is to help individuals create the time for learning and to deliver a hard-hitting educational punch.

The fast track programme allows learners to attend an introductory seminar, experience factory visits and log into the training portal to study content, before sitting an invigilated exam. Learners are still in control and have to be self-disciplined, but they have the flexibility to study at the office or at home in the evenings and benefit from industry specific training all within a short time frame but without jeopardising the quality of the learning. 

For more information about the education programme or to register, contact Daniela Arena on 0203 875 7879 or email education@bpma.co.uk.

WHAT THE ACHIEVERS SAID

"The course and qualification has given our customers verification that I know what I'm talking about, so my clients can trust in me and I can increase my client base."

Alex Brown, Outstanding Branding

"We are really impressed with the BPMA education programme and feel it's important to take up as much education that is available. The TPM certificate proves that you are qualified to do the job and you are

learning about the industry."
Lexi Gatte, Simoney

"If you have experience in the industry why would you not share it? I'm keen to share the insights of my daily routine and struggles. If it helps others overcome that then why would you not do it? A supplier needs to think like a distributor and a distributor needs to think like a supplier. Education is the way forward for the industry and to make sure this industry keeps thriving."

Ben Chamberlain, Orchard Melamine Products, one of the content contributors to the education programme

CONGRATULATIONS ALLWAG

Nine staff from Allwag Promotions passed their TPM exams in March 2018. Their achievements were recognised by Allwag and the BPMA at a special celebratory evening where the BPMA's head of education, Daniela Arena and director general, Gordon Glenister were invited to hand out the certificates.





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bpma.co.uk/membership/charter-status



YOUR BOARD, **YOUR TEAM**

The BPMA is powered by a team of committed board directors.

The BPMA is more than 50 years old, and like many membership organisations, its longevity and success is built on a team that combines a full-time secretariat and a board that pulls together the great and the good of the industry.

The BPMA's board is made up of a dozen industry players, who between them represent years of experience in promotional merchandise and its various associated services. The board is drawn from a broad range of the industry suppliers and distributors to ensure it represents its members faithfully. The board members give their time freely, and as such really are giving something back to the industry.

"BPMA Members may think

that what the board gets up to is a bit of a mystery," says BPMA chairman, Graeme Smith. "However, the fact is that they are a hard working bunch of individuals who have the interests of the industry at heart. Given the industry that we work in, they are also very approachable and responsive to the concerns of members. That's actually one of the key requirements a board director, so when you meet a director, it's important that you provide them with feedback on how the BPMA is doing. It's your association, and the directors are its eyes and ears."

So, what do directors actually do, and how can you become one?

Roles and responsibility

The BPMA board has four broad areas. Firstly, it

establishes the vision, mission and values of the organisation, to establish what it is for and what it needs to do. It reviews these on an ongoing basis.

It determines the BPMA's strategy, looking at present and future opportunities, threats and risks to the industry. It considers strategic options that need to be pursued and ensures that the BPMA's organisational structure and capabilities are up to the task of implementing these strategies.

Delegation is another important task of the board. Sub committees and task forces undertake particular activities and manage, monitor and evaluate the implementation of policies, strategies and action plans.

Overall, the board must exercise accountability to

members and be responsible to relevant stakeholders. This means finding out, and considering, the interests of BPMA members, and communicating effectively what it is doing on their behalf, as well as ensuring financial controls are in place.

Who's on the board?

The board is comprised of the chairman, currently Graeme Smith, who holds the post for two years, supported by a president and vice chairman. There is no maximum number of directors who can serve on the board, and directors are appointed by election of the membership.

The board is re-elected every year at the BPMA annual general meeting (AGM). There is no set term of office so directors can

stay on the board for as long as they are re-elected.

How committed are they?

Each board director is required to attend at least four board meetings over the course of the year to be eligible for re-election. Board meetings will be attended by the director general and occasionally members of the secretariat. Reports and updates will be presented by the sub-committees

together with a financial report or statement and will be discussed along with any issues of the day.

A quorum of five directors, including at least one of the chairman, vice-chairman or president, is required for a board meeting.

How do you become a board director?


There are two main ways. You can either express an interest to the director general

or chairman or be recruited pro-actively. This means that you may be approached and asked to join the board, based on the skills that the BPMA requires at any given time. Members should have at least five years industry experience and will be interviewed to check their suitability and experience.

What if you've never been a director before?

An induction programme is

in place to enable new directors to become familiar with their roles and responsibilities, and the way in which the BPMA operates. A would-be director can also attend a meeting before committing to their appointment.

The induction provides lots of useful information, resources and introductions. They are also assigned a mentor for their first year. 

WHY WE SERVE

Neal Beagles, Roantree

Why did you join?

Because I realised that if I wanted anything to change in our industry I needed to step up and help create that change.



How long you've been on the board?

Over 10 years.

What is your remit?

I am responsible for the events programme and our interaction with other European bodies and associations.

What have you found most interesting or challenging?

Learning to see and understand other perspectives on an issue.

Brian Hayward, Page Partnership

Why did you join?

I thought I could make a difference and thought that catalogue groups should be represented on the board.



How long you've been on the Board?

Two to three years.

What is your remit?

Officially, it's membership.

What have you found most interesting or challenging?

Working with a great bunch of people. I don't always agree with them but they all believe.

Clive Allcott, Screenworks

Why did you join?

I joined the BPMA to assist in its goal of becoming the 'Stamp to Trust', as the leading promotional body in the £1 billion pound UK and Ireland promotional products industry. With similar beliefs in education and innovation, I am confident of making a solid contribution to achieving the BPMA goals and objectives going forward.



How long you've been on the Board?

Eight months.

What is your remit?

Clothing sector.

What have you found most interesting or challenging?

The creation of the Branded Clothing Group, a collective of industry clothing experts from manufacturers, wholesalers and decorators, all with a similar goal to promote branded clothing.

Andrew Hill, Senator

Why did you join?

I was asked to. Actually, I could have said no but, then again, I couldn't. It was a volatile period where the direction of the industry was beginning to fragment. I saw the deep-

rooted commitment of the board, and knew I had to contribute.

How long you've been on the Board?

Well, after eight years I stood down, thinking it was the right thing to do - fresh blood and all that. Graeme and Angela convinced me otherwise, and after a year or two out, I rejoined last Autumn.

What is your remit?

I am passionate about raising standards within our particular niche of the advertising industry. It is vital for the mid- to long-term future of our discipline, that promotional products and their service providers receive the recognition they deserve in terms of marketing investment across the board. In many ways that can be quite challenging. Consequently, I am involved with conduct, compliance and the Charter programme, as well as the BPMA Supplier Group which was formed at the end of last year.



What have you found most interesting or challenging?

Seeing the BPMA go from strength to strength in the way it serves the industry. It has come a long way in the past 10-15 years and is now a recognisable symbol of best practice and aspirational achievement. Undoubtedly, our sector has benefitted enormously from its input.

Malcolm Garnett, Brandz

Why did you join?

I have nearly 30 years in promotional merchandise. With this wealth of experience, I felt that I had something of a unique perspective and wanted to share that and make a difference.



How long you've been on the Board?

I'm enjoying my second year on the Board

What is your remit?

I am responsible for end user engagement. To this end I have assembled a great team as a task force to investigate ways of engaging with clients. The remit is to reinforce the necessity, benefit and wisdom of only buying products from a BPMA member. Vehicles such as PPW (Promotional Products Week) have been very successful in the past and we are looking at new and innovative activity in the coming months.

What have you found most interesting or challenging?

So much! Giving back to this wonderful industry that has given me so much over that past three decades; being able to have some influence in shaping the way we move forward in ever-changing times and engaging with all levels of the industry. Simply put - making a difference!

You can find the full list of BPMA board members on bpma.co.uk



Opportunity: Field Sales Professional

Due to continued exponential growth, Goldstar is seeking a Field Sales Professional for the South East to complement our wonderful UK team.

The opportunity

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- You care passionately about your customers and you are fanatical about delivering extraordinary levels of customer service
- You are experienced, and you have well-established distributor relationships in the South of England
- You are ambitious and you will relish the challenge of helping to build the best trade-supplier business in Europe
- You are enthusiastic about product and you would like your voice and ideas to be heard - previous writing instrument experience, whilst not essential, is a definite plus

Next Steps

If you would like to work for a company who is growing like crazy, investing heavily for the future and passionate about becoming the very best in our customer's eyes, then please contact our recruitment team at: irjobs@pens.com or +353-42-9388500

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Goldstar, part of the global National Pen Group, is Europe's fastest growing Trade Supplier. Goldstar is famous for unbeatable value metal and full-colour writing instruments, combined with headache free all-inclusive pricing and an enthusiastic team who will do **whatever it takes** to delight their customers.





Event Merchandising achieves BPMA Charter status

The BPMA is delighted to announce that Event Merchandising has become its newest member to be awarded charter status. Event Merchandising joins the 44 charter members who represent the most respected and reputable companies within the industry. It is the ultimate in industry standards and promotes the highest level of business practice and customer service including:

- Quality assurance
- Product conformity
- Continuity of service and product
- Ethical and environmental values
- Financial security
- Trust and transparency

Daniela Arena, BPMA head of education & best practice said: "We are delighted to award Event Merchandising with our Charter Status. The BPMA Charter is the ultimate

symbol of safety of a quality supplier to the end-user. Our charter members have had to earn charter status and submit a series of documented evidence of customer service policies, complaints policies and an environmental policy among others. They are audited annually to ensure they are providing continuity and quality of supply. As a trade association, some end-users contact us as they prepare to go to tender. In this scenario we only recommend our charter members as it confers reliability, a minimum yet high standard of expectations, and provides peace of mind for the corporate buyer. This is not just another logo to add, this is a clearer differentiator for peers. Our members have earned this status and are exemplars of best practice."

The Charter Status is aimed at increasing the level of professionalism of both

distributors and suppliers, as it is becoming increasingly apparent that more end users are seeking to purchase campaign product through a recognised supply chain.

BPMA Charter members are perceived to add essential core values to the supply process, with creativity, safety and professionalism being implicit. Anecdotal evidence suggests that the BPMA Charter Status is working successfully in conferring trust and reliability in its holders.

For more information on the BPMA Charter status visit <https://www.bpma.co.uk/membership/charter-status/> or email Daniela Arena on daniela@bpma.co.uk.



BPMA members urged to shine at IPM COGS

BPMA members are being encouraged to enter this year's IPM COGS Awards, the celebration of the partners and agencies who make great campaigns happen.

Designed with service agencies in mind, the IPM COGS Awards encourage both members and non-members to show the world how their contributions have created world-class campaigns. Last year's event saw BPMA member Pro-Ad pick up two awards (pictured).

Pro-Ad won Gold for its work producing bespoke colour coated computer mice to celebrate the opening of AkzoNobel's new office in Amsterdam. It also received silver for an SSE Vulnerability Pack that put together 12,000 packs that would be used to support vulnerable customers that live in remote areas, in the occasion of a power cut during storms.

The IPM provides support and advice on putting together the most compelling awards entry. As well as an online handbook to aid the creation of entries, including tips from judges on how to win, there is a downloadable copy of an awards masterclass seminar that was held recently.

Gordon Glenister, director general of the BPMA, said: "The IPM COGS are a

fantastic opportunity to bang the drum for merchandise and show the impact that great product media can have on a marketing campaign. They can also be a great way of marketing your company if you win. You don't have to be a member of the IPM to enter, and there is lots of assistance available for those who want to."

This year's awards have two new

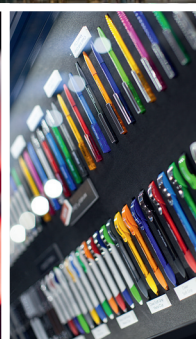
company of the year awards for The IPM COGS Breakthrough Company of the Year and The IPM COGS Service Agency of the Year. The awards are entered online at theipm.awardsplatform.com, and there is advice from the IPM team on 020 3848 0444 or awards@theipm.org.uk.

The closing date for entries is 19 July 2018.





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



BPMA CALENDAR

2018

19 July

Closing date for IPM COGS entries.
For more details contact 020 3848 0444 or awards@theipm.org.uk

11 September

The Brexit Impact, Farnborough

12 September

Merchandise World, Farnborough
For more information, contact info@merchadiseworld.co.uk

2019

8-10 January

PSI, Dusseldorf Germany

30-31 January

Merchandise World, NAEC, Stoneleigh

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Ten from two



sales director
B.Sanders



managing director
Sussex Promotions

What boxset are you watching and what's next?

I've just finished 13 Reasons Why - not sure it was a good move, with a daughter heading into her teenage years, but it makes you think. I have started Narcos... and I am addicted

Do you have a guilty pleasure?

Airport drinking at breakfast time

What was your first job in promotional merchandise and what did it teach you?

Working in the print department at Sanders. I learnt quickly about 4-colour process and Pantones, along with keeping customers, designers and our printers happy

Best piece of advice you've been given?

My mum still tells me to "sleep on it" if I have any dilemmas

What's the view from your office?

A really interesting wooden door

How do you relax outside of work?

Having fun with family and friends, which usually involves a pub or restaurant. A good laugh always makes me feel relaxed

Where would you like to be right now?

Watching England play cricket in the Caribbean

How do your colleagues describe you?

Professional, firm but fair, very approachable, with a slightly sarcastic sense of humour

What has been the toughest decision you've had to make, and how did you make it?

Probably having my dog put to sleep. I changed my mind at least 20 times while waiting for the vet to arrive. I made the final decision by doing the right thing for him

What's top of your bucket list?

Easy! A world cruise, being waited on every day, sounds like heaven

What boxset are you watching and what's next?

Suits. You'll have to ask my wife, what's next

Do you have a guilty pleasure?

Chocolate is my weakness

What was your first job in promotional merchandise and what did it teach you?

I'm still in my first job. Rome wasn't built in a day

Best piece of advice you've been given?

I'm not sure if it's advice or a mantra to live by, but we have one life, so live it

What's the view from your office?

The sea

How do you relax outside of work?

I'm not sure I relax, but I like endurance fitness challenges. In the past few years I've cycled from Land's End to John O'Groats, finished two Ironman long distance triathlons, two marathons and this year I'm attempting to swim Lake Windemere which is 11 miles or 17kms long

Where would you like to be right now?

In my campervan, lost in southern Europe with my wife

How do your colleagues describe you?

You'd have to ask them

What has been the toughest decision you've had to make, and how did you make it?

Making someone redundant. I followed the process but it was pretty upsetting

What's top of your bucket list?

To cycle from Dieppe to Nice in France

People

Senator Pens has appointed Claire Hutchinson to its accounts department with the role of key account manager. She brings 20 years of industry experience and knowledge to Senator, as well as a reputation in the stationery and promotional merchandise sectors.

Hutchinson said: "The heritage of the Senator brand in the UK speaks for itself in terms of consistent product and service innovation. The company has built very strong customer relationships right across the industry over the last 35 years, so with my knowledge of both the retail and promo sectors, I am looking forward to helping develop that business and to further build on the strong foundations already in place."

Andrew Hill, managing director, Senator, said Hutchinson's ability to react to market trends and convert insights into proven business-building strategies would be a service to distributors. She will be representing Senator at upcoming industry events.

The Harlow-based pen company has also beefed up its customer service department with the appointment of Ruth Perry and Iain Donald who join Senator as new customer service advisors.



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The entry deadline is **September 30, 2018**.

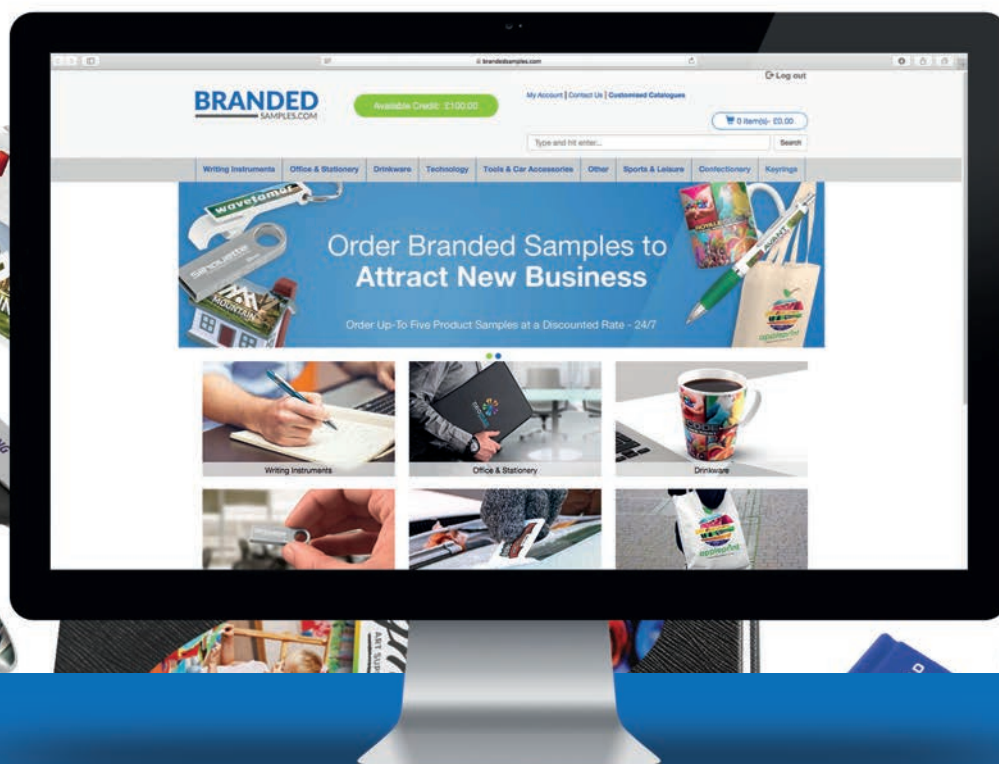
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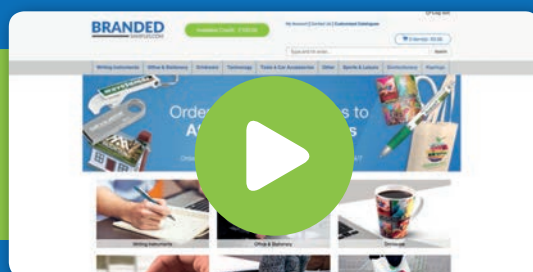
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