

THE BEST OF BRITISH

**HOW UK MANUFACTURERS
ARE SETTING THE PACE IN
THE PROMOTIONAL SECTOR**



P10 PSI REVIEW



P18 BPMA CONFERENCE SPEAKERS

P26 STUDENT DESIGN AWARD

P28 TECHNOLOGY TRENDS

THE NEW MAGAZINE FOR THE PROMOTIONAL INDUSTRY

senator.
Signature
COLLECTION

METAL PENS DESIGNED
EXCLUSIVELY FOR
BRAND PROMOTION.



SCRIVO

DELGADO

NAUTIC

SIGNER LINER

IMAGE

CARBON LINE

POINT

VERVE

NEW SPRING

All of our metal pens are supplied
with a senator® **ETA1 gift box**



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

senator®
Extramoredinary. Since 1920.



KERAMIKOS

CERAMICS

PLASTICS

GLASSWARE

No.1
Trade only
Promotional
Mug Supplier

NEW FULL COLOUR Dye Sublimation Mugs

NEW
MILLENNIUM
MUG
RANGE



- ✓ A low cost, high impact promotional product
- ✓ Bright, vibrant and sharp print quality
- ✓ Over 2,000 wash tests - Dishwasher safe

Call our friendly team today for more information on our new Millennium mug range

sales@keramikos.co.uk

Sales Team: 01773 522030

■■■■ mugsgalore.com



THERMALMATE

BOTTLES

FLASKS

DRINKWARE

**NEW AND
EXCLUSIVE**

THE UNIVERSAL PERFECT ALL YEAR ROUND

UK MANUFACTURED SPORTS BOTTLES

Available
in 10
colours

IDEAL FOR ANY
HOT OR COLD DRINK

A wide range of quality sports bottles



GLOW JOGGER



The new Glow Jogger from Thermal Mate has been specially manufactured so it glows in the dark.

BPA FREE
UK MANUFACTURED
MICROWAVE & DISHWASHER SAFE

E: sales@thermalmate.co.uk

T: 01773 522081

W: www.sportsbottlesgalore.co.uk

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

Welcome



Everyone seems rushed off their feet at the moment, which is great news for the industry, but it does create its own challenges in keeping up with demand, particularly where lead times are

decreasing all the time.

I was talking at a seminar in London recently and mentioned that we should be rewarding clients who will wait longer for a delivery, while those wanting it in less than three days should pay a premium. Many suppliers tell me that they still need a lot more clarity on the quote requests, and so when time is tight, this sort of issue

can cause even more delay.

For those distributors that are embarking on the mystery shopper exercise, thank you. Those of you that know me well will know I tirelessly aim to improve standards and build a credible image for our industry – but everyone needs to play their part in doing this. We will be releasing these findings in May at the bpma Conference.

I have to say I was hugely impressed by PSI this year. For those of you that have never been, it's probably the best promotional gift fair in the world. There is a real sense of creativity in the presentation of product, something we had already planned to bring to the new bpma Show in September. If you inspire the visitor, the show can have a real buzz and have a positive feel-good factor.

We have featured a look at UK manufacturing in this issue as this sector continues to grow, and it's very encouraging to see an increase in jobs, investment and new product technology.

It's very important that we build the merchandise brand to the end-user community, and I am pleased the bpma has continued to build on our end-user shows of Marketing Week Live and B2B Marketing Expo. I know a number of members will be exhibiting at both, and the bpma will be speaking at both events on the value of our discipline.

Gordon Glenister,
director general of the bpma

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

British Promotional Merchandise Association

Regus House 1010 Cambourne Business Park, Cambourne, Cambridge CB23 6DP
All phone enquiries: 01223 598488
www.productmediamagazine.co.uk
www.bpma.co.uk

Editorial

editor@productmediamagazine.co.uk

Advertising and Media Pack

advertising@productmediamagazine.co.uk

Circulation

circulation@productmediamagazine.co.uk

Editorial Services

ShielPorter Communications
shielporter.com

Design and Production

Idego media Ltd
idegomedia.co.uk

Printed by

Mailing Guy Ltd

Photography

istockphoto.com



Contents

04 News

A round-up of the latest activity from bpma members and the wider industry

10 PSI review

The bpma had a strong presence at the big industry event in Düsseldorf in January

17 Ask Clive

Essential's Clive Allcott on making the most of embroidery on promotional garments

18 Education

The bpma's 2016 training programme offers something for every level of skill and experience



20 bpma Conference

A stellar line-up of speakers is ready to inspire delegates at the must-attend bpma Conference in May

22 Manufacturing

Made in Britain is back in fashion, as a survey of Briman Group members shows

28 Galpeg profile

How the associate model is working for one long-established company

29 Technology in 2016

Matt Pluckrose of Desktop Ideas looks at what the year ahead holds

30 bpma news

bpma Student Design Awards, membership news, and dates for your diary

33 Expert Advice

Phil Morgan of SPS shares his ideas and experience of exporting

34 Ten from Two

Matt Lake of Scanglo and Neal Beagles of Roantree Incentive Marketing reveal all

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

 **Are you ready for the bpma show?**
register at www.thebpmashow.co.uk

Tougher new rules on Powerbank imports

New international shipping regulations have made it tougher to air freight Powerbanks and other devices that have lithium batteries, as well as adding to the cost of shipments.

A number of leading freight carriers from the airline industry are now strictly enforcing the International lithium battery regulations, which were technically mandatory from January 2015. Among other things, the rules stipulate how batteries should be packed, as well as prohibiting lithium metal batteries being shipped without equipment on passenger aircraft.

Dilip Nathwani from electronics supplier the Prime Time suggests that distributors should check with UK or European providers to ensure adequate stock levels before committing large orders with clients.

For more information see the International Battery regulations document at www.iata.org/lithiumbatteries.



New European Promotional Products Organisation planned

The agenda for a new pan-European organisation promotional products organisation was set out at a meeting at PSI in January.

A number of European trade associations were represented, including the bpma, 2FPCP of France, BAPP of Belgium and PPP of the Netherlands, along with the existing EPPA board including Gabriele Moese (Fyfar) of Spain & Portugal, Kjell Harbom of NAPA Scandinavia, Annette Scott of Promota and Ralf Samuel of GWW Germany.

Michel Van Bavel of BAPP, Neal Beagles of the bpma and Yann Riou of 2FPCP proposed a number of ideas for the new organisation, but welcomed feedback from the group. One proposed name is the European Product Media Association.

Also present at the meeting were representatives from

some of the largest suppliers in Europe, who asked a number of questions about how the group could be financed and represented. The presentation was based on a number of areas where collaboration could work including end-user research, legislation and product safety education,

CSR, and industry data.

Some of the existing members of EPPA have been dissatisfied with the way the organisation has operated, and want a fresh start. A further meeting has been set in March for those trade bodies that want to be part of the proposed new organisation.



Neal Beagles speaks at PSI on plans for a new Europe-wide organisation

Paper Innovation raise charity cash

A New Year's Eve raffle organised by Paper Innovation raised more than £400, with the money donated to local charity the Space Centre.

Paper Innovation CEO Steve Johnston donated the first prize of a week's holiday in a luxury



villa, along with supply of raffle tickets and promotional flyers. Ironically Steve sold the winning ticket to his fellow Preston North End senior walking footballer Fred Roberts.

Legendary former Preston star Alex Bruce presented the prize to the lucky winner. Fred said: "When I received the call I thought it was one of Steve's practical jokes, but when I saw Alex Bruce walk in I knew it was true".

The Space Centre provides specialist care for children and adults with a wide range of disabilities, and is an invaluable source of respite for thousands of families from the North-West and beyond.

Northern Flags back in the UK

Leeds based Northern Flags, the UK arm of Europe's largest printed fabrics supplier, Faber Vlaggen, has re-established its UK Print and Finishing operation after an eight year hiatus.

Northern Flags previously moved its production to the group's specialist digital and screen facilities in Poland and Thailand, to capitalise on lower production costs.

However, recent growth and the need for faster turnaround times prompted Northern Flags to invest in a local, wide-format facility.

SPS signs exclusive with Touch of Ginger

SPS has announced an exclusive new agreement with Touch Of Ginger.

The deal sees SPS become the exclusive supplier of the popular KitsUK range of lifestyle accessories for the promotional market, across the UK and Europe.

SPS CEO Phil Morgan said: "As a proud UK manufacturer, we're always looking for ways to extend our offering to the market, especially with products manufactured in Britain."

"Touch of Ginger has developed an excellent product range under the KitsUK brand. With such an innovative, high quality range, combined with the extensive distribution network of SPS, we're looking forward to a very successful future together."



Marketing Week Live - innovators assemble

2016 marks the fifth year of the partnership between the bpma and leading industry event Marketing Week Live.

The bpma will have a stand at the show, as well as delivering a presentation on the Brand Engagement & Innovation stage, which will be essential for any marketer who wants to understand the power of merchandise to better engage with prospects.

Hannah Redfern, exhibition manager with event owner Centaur Media said: "As ever we are delighted to support the bpma and the promotional merchandise industry. We're

particularly looking forward to once again hosting the Student Design Awards and seeing the fantastic inventions that these talented minds come up with."

A range of bpma members are exhibiting at the show, with stand options still available. "With over 5,000 marketers expected over the two days we're gearing ourselves up for another brilliant Marketing Week Live!" said the bpma's Gordon Glenister.

Marketing Week Live takes place April 27 and 28 at Olympia, London.
For more details see www.marketingweeklive.co.uk

PPD Awards celebrate success

Congratulations to the winners of the PPD awards, which were held at the end of January at the Ricoh Arena Coventry.

- Supplier of the year 2016: BTC Activewear
- Distributor of the year 2016: Dowlis Corporate Solutions
- Industry Unsung Hero: Steve Samuels. Steve was overwhelmingly voted the winner for his work to raise money for The Cystic Fibrosis Trust.
- Best place to work: LSi

The industry's next awards will be held on the 19th May as part of the bpma Business Awards in London. These are professionally judged and based on strict entry criteria. These awards are open to both suppliers and distributors. The categories are:

- Best Website of the Year
- Best Employer of the Year
- Best Account Manager/Director
- Best Catalogue of the year

Enter online
www.bpma.co.uk

Sad loss for Impamark

It is with regret we announce the recent passing of David Thurgood, founder of Impamark.

David started Impamark in 1969 in North West London, originally as a manufacturer of small leather goods. It moved to in Burnham-on-Crouch in 1975 and advanced into screen printing of garments, stickers, engraved metal and crystal products, and later printed ceramics and glassware.

Impamark now operates as



a business gift distributor from offices at Dammerwick Farm in Burnham. The company celebrated 40 years in Burnham in 2015, and its many successes including supplying souvenirs for the Royal Wedding in 1981 and commemorative gifts to mark the Queen's Diamond Jubilee in 2012.

We are sure that all David's friends and colleagues in the industry join the bpma in extending their sympathies to his family.

New look for Staffordshire Clipper

Leading wholesaler Staffordshire Clipper has a new proposition, new corporate identity and a new website.

The Staffordshire-based business presented its new look and feel at the PPE show, following a successful launch at PSI. The company wants to build on the 'Selling Together' principle, and plans to work even more closely with distributors in the UK.

Correction

An article in our last issue referred to Neil Cleere as the MD of Snap Products and The Pen Warehouse. To clarify, James Cleere is the MD of Snap Products.

Senator Pens appoints new Account Director

Senator Pens has announced the promotion of Nicola Durant to account director.

Previously senior account manager, Nicola will now oversee the UK/Ireland account management team and the development of core accounts. With extensive knowledge of the promotional industry garnered over 16 years, Nicola is well positioned to help drive the company's strategic development.

Nicola said: "It's fantastic to be part of such a respected brand which, at its core, exists solely for the promotional market. Senator's investment and innovation continues to amaze, and I am excited to be able to use my skills and experience to help shape the future."

Senator's UK managing

director Andrew Hill said: "Nicola is unquestionably perfect for this new, pivotal, role here at Senator, and I am thrilled that she has accepted the position. Her knowledge of the discipline and her passion for Senator are attributes from which the whole industry will benefit"

Right:
Nicola Durant,
account director



It's simple.

DURAGLAZE

doesn't fade...



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

...Ever.



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

Europe's premier promotional products manufacturer

Tel: +44 (0) 1553 818 818 | Email: sales@listawood.com | www.listawood.com

L I S T A W O O D
PROMOTIONAL PRODUCTS

View this magazine online
www.productmediamagazine.co.uk

Great Central Plastics scores with Dion's Dube Shakers

Great Central Plastics has teamed up with former football star Dion Dublin for its latest project, Dube Shakers.

Dion worked with Great Central Plastics, using the company's in-house product development service. He gave them the design to replicate and the task of playing around with different materials and contents to perfect the array of different musical sounds that the Dube Shakers offer.

The Dube Shakers are cube percussion instruments, launched by Dion himself.



Dion Dublin and Tony Phillips,
 managing director of Great
 Central Plastics

Available in vibrant, eye-catching colours, each offers a different sound when shaken.

Tony Phillips, managing director of Great Central Plastics, said: "This has been an exciting project for us to work on and we are extremely pleased, as is Dion Dublin, with the end result. The Dube Shakers really are an innovative creation, and seeing the passion when Dion plays is mesmerising."

Find out more about
 the Dube range at
www.thedube.com

Wild Thang achieves ISO 14001

Promotional merchandise specialist Wild Thang has started 2016 in the best way possible, by achieving ISO 14001:2004 Environmental Certification.

The Liverpool-based business expects the certification to provide assurance to clients and the supply chain of its drive and commitment to the environment and an ethical trading ethos.

Andrew Dwerryhouse, managing director, said: "Wild Thang is delighted to receive ISO 14001:2004 Environmental Certification. We're currently in our 20th year of business, and it has always been our philosophy to strive and seek constant improvement."



CALL US

for...

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



sales@desktopideas.com | www.d-vice.info



TOTALLY TOUCHABLE

EXPERIENCE HAPTIC ADVERTISING:

Let yourself be inspired by product worlds,
expert lectures and Best Practice examples.

MARCH 16TH, 2016 BONN, WCCB

HAPTICA[®]

THE EXPERIENCE OF HAPTIC ADVERTISING



NEW LOCATION World Conference Center Bonn (WCCB), Platz der Vereinten Nationen 2, 53113 Bonn, Germany

PROGRAMME 9.30 am - 6.00 pm Product presentations by promotional products suppliers

Lecture programme // Best Practice special show

Promotional Gift Award 2016 prize-giving ceremony // Exhibition of the winning products

6.00 - 9.00 pm Get-together

VISITORS Marketing decision makers // Executive Directors // Promotional products buyers

Promotional products distributors // Advertising agencies // Marketing services providers

ENTRANCE Free of charge, registration necessary

ORGANISER WA Media GmbH

REGISTRATION

www.haptica-live.de



Powered by

eppi

WA MEDIA

New marketing show supported by bpma

The bpma will be hosting an exhibition stand at the new B2B Marketing Expo.

Taking place on May 11 and 12 at ExCel, the high-profile event is expected to attract more than 6,000 B2B marketing professionals.

The bpma's Gordon Glenister will be speaking at the event alongside other leading experts, including the head of UK B2B

marketing at Google, the CEO of Saatchi Masius - part of the Saatchi & Saatchi network - and the head of Digital Strategy from Salesforce.

For more information on B2B Marketing Expo, contact Eddy Lawrance on 01872 218007, email eddy.lawrance@prysmgroupp.co.uk, or visit www.b2bmarketingexpo.co.uk.

B2B MARKETING EXPO

Gilt Edged staff raise funds for Action Medical Research

Staff at Gilt Edged Promotions have raised just over £2000 for children's charity Action Medical Research.

A series of events and challenges, which raised a total of £2008.50, included a coffee morning held at Gilt Edged offices in Moulton Park, Northampton. Other local businesses were invited for coffee, cakes, product demonstrations and networking, with money raised through a raffle and donations.

A challenging sponsored 'Plod' saw two intrepid teams walk throughout the night around Rutland Water, in what turned out to be one of the year's worst storms. Other fundraising activities included cake sales, a car boot sale and



staff fun days.

Clara Gill from Action Medical Research collected the cheque from Gilt Edged managing director Jonathan Cook and head of sales Natalie Eichmann.

Action Medical Research has teamed up with Great Ormond Street Hospital Children's Charity to jointly fund 13 different research projects. **For more information see www.action.org.uk/**

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

fleQs
promotional products



Find us on Sourcing City & Customer Focus

fleQs
promotional products

**NOTE
STIX**

bpma Accredited
British Promotional Merchandise Association

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

oldeani
promotions with purpose

Fly with me

Best-selling travel
adaptors, power
banks, bags and
travel accessories



New catalogue out now!

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





Germany's Got Talent finalists



Catwalk drives interest



Gordon Glenister spoke to PSI Manager director **Michael Freter** at the high profile show

As Europe's largest promotional products industry show, PSI 2016 in January saw an increase of 8% in visitors, and an increase in overseas visitors to the Düsseldorf event of 55%, the best result for over six years.

Show owner Reed Exhibitions recorded 932 exhibitors and 16,810 visitors. There were a number of initiatives at the show, some of which were brand new, and some of which extended previous successes.

PSI 2016

BUILDS ON SUCCESS





Left: Interactive clothing brands with meeting space

Below: Brand journey from Prodir



Interaction with Ancestors' feathers



PSI press briefing



Virtual presentations

Right: Lighting
extravaganza

Below: Ideas from
the design forum



Get Set... for a summer of sport!

Sunglasses

Bang Bang Sticks

Neoprene Bottle Holders

'Beerzuka' Trolley Coin

Luggage Tags

Keyrings

Sweatbands & Headbands

Shoe Bags

Wristbands

Dog Collars & Leads

Keyrings

Badges & Medals

Ties & Scarves

Wristbands

Pencil Cases & Wallets

Leisure

Umbrellas

Office & Conference

Technology Accessories

Lanyards

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

SUPPLIER OF THE YEAR 2015
TOP 10 WINNER

WINNER
SUPPLIER OF THE YEAR AWARD 2015
Promotions by professionals



Branded seating

Above: Large chairs
Left: Cool boxes accentuate products

► The PSI 1st was a great award to celebrate new products at the show. Suppliers have to sign an agreement that the products will not be released before the show, and this year the visitors voted to decide the winners.

The new Competence area was all about reinforcing the message of best practice, with talks delivered by a range of top speakers. These covered issues including intellectual property, legislation, product safety, and sustainability.



Print that gets you noticed

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



**2016
NEW YEAR
OFFER***
10% off Orders Over £500
in March -
Quote Product Code
'Mar2016'

* Price does not include VAT or delivery



Jadan-Press



@JadanPress

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





Above: Stylish seating

► The show also saw a trial of the online business matchmaking system, with a number of appointments made and, hopefully, deals done. PSI also launched its third generation Product Finder - "the quality of supplier data is the best yet," comments Michael Freter.

The show also saw a continuation of the Design Forum, which sees designers submit ideas with a view of the industry taking them into full manufacture. One pasta shaker product at a previous PSI eventually saw more than 20,000 units produced. The clothing sector has been helped by the Catwalk event giving it a key focus, while the popular GUSTO area gives visitors the chance to



Above: Clear messaging



Above: SPS waving the British flag
Left: Flavoured popcorn

kits UK

exclusively available from
highprofile



www.high-profile.co.uk



Premium
BRANDS BY SPS

www.spseu.com



Familiar faces from the UK



Presenting golf

clearing cloths
soft sleeves
travel slippers
travel pillows

Above: Great pods work well on bpma Pavilion



Showing Pantones on a garment



Above: Cool branded shoes

taste foods.

One of the event's biggest launches was the Industry Barometer, including respondents from many European countries – some 1500 companies in total responded.

While the industry is showing real positivity about revenue growth, the Barometer shows there are still concerns over compliance issues, including the Product Safety Act, the public sector, the pharmaceutical bans, and in some countries the impact of income tax on companies giving gifts. "The industry needs to embrace fair trade and transparency within the supply chain. It needs to continue to look to become more professional," says Freter.

Gordon Glenister's Q&A with Michael Freter:

What do you think of some of the exhibition booths at PSI?

"The creativity and presentation of product has been one of the best yet. We need to use shows to present product in a way that declutters and focuses on the product."

What's new for 2017?

"For the first time we are going to welcome end users to the PSI show, but with distributors on the Thursday, which will be the new last day." Recognising that this may be contentious, Freter has set up a working group of key suppliers and distributors from the German Association (GWW) to ask their opinions and gain their approval. He adds: "We have to educate end users to the value of promotional products, and PSI gives them a rare insight to see what's possible. There are no risks, just opportunities. The reality too is that just 41% of our supplier members are selling just to distributors."



Above: Popkakery - on bpma pavilion
Top: Inspiring china

► **What do you think about Vistaprint and potentially Amazon entering the market?**

"It was only a matter of time that these organisations enter our space, they have the infrastructure to manage fast and efficient service. The personalisation is a huge opportunity and whilst there are threats yet, there are also opportunities through online to reach a wider audience of those that have never bought promotional products before. More and more distributors have strong online presences."

Freter sums up that he sees PSI "as a key driver in bringing the whole European industry together rather than working against each other".

The bpma held its annual pavilion at PSI, helping UK suppliers develop their export strategy into Europe. Burex, 14 Trade Promotions, PopKakery, Trilogy Lasercraft, Foremost Magnets, Premier Sports were all part of the UK pavilion, while a number of other bpma members were spread around the show. The bpma was delighted to have awarded 14 UKTI grants of £1500, as well as also supporting members with a tailored translated German brochure, with added support from translators at the show. The bpma held an informal dinner on the Thursday to allow other exhibitors to network and build relationships, an approach which has worked well over the years. Gordon Glenister comments: "This was another great show, with excellent reaction from UK suppliers."



Above: The bpma stand
Below: UK suppliers enjoy bpma networking dinner at PSI



Above: Glenister and Freter



Above: Alex Turner from Listawood

Ask Clive

Clive Allcott, the Essential Branding guru, on embroidery.



Q: Why is Embroidery costed on stitch count rather than size?

To price embroidery just on size doesn't take into consideration the complexity of the logo and the material it has to be embroidered onto, therefore the only precise way is to quote by the stitch count, which is generated when digitising the image.

Q: What is the recommended minimum size for text on embroidery?

There is an industry standard which suggests that the minimum size should be 5mm in height per letter, since going below that will challenge the legibility of the text.

Q: Will embroidering a performance garment compromise the waterproofing?

Embroidering a waterproof garment is, by definition, putting thousands of holes through a water resistant membrane, strictly rendering the garment non-waterproof. However, scales of waterproofing are measured by the amount of water, in mm, which can be suspended above the fabric before water seeps through, and the thread of the embroidery will slow down any water that is entering the shell of the jacket, rendering it fit for most purposes. For those clients that require clothing for extreme conditions, heat-seal patches, waterproof sprays or other forms of branding should be discussed.

Q: What is Digitisation / Origination?

Digitising is the process of converting artwork into digital data that tells a computerised embroidery machine how to

move during the embroidery process. The digitiser will take into consideration the material of the garment, as this will influence the stitch style to be used. Stitches will sink into fabrics such as polar fleece and lay on the surface of denser fabrics such as nylon, therefore digitising is a careful process that requires time and experience to be performed correctly. A well digitised design will enhance your logo, so look for an embroiderer who provides quality digitising.

Q: Are all embroideries the same?

Embroidery is an adaptation of an image which has been digitised. However good this interpretation is, it can be affected by many things such as the speed that embroidery machines are run, needle change duration, commercial machinery, thread manufacturer and, of course, the experience and reputation of your embroiderer.

Q: What restrictions are there to Embroidery?

For me, embroidery offers the best way of decorating a garment as it oozes quality and often enhances the garment, but as with all branding methods it comes with restrictions. All embroideries need to be framed in one shape or another, and so items such as pockets, zips and seams may well make embroidery impossible. If in doubt, your embroiderer will advise.

I look forward to more of your clothing and embellishment questions. Happy selling!
Clive (The Essential Branding Guru)



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

www.productmediamagazine.co.uk

NEW CATALOGUE OUT NOW!

300 NEW PRODUCTS

WWW.YOURPROMO.CO



Stand of The Year 2016
#PPEXpo

CAROLEgroup

Order your copies now!
sales@carolegroup.com

0118 977 1424

YOURPROMOPRODUCT

Something for every learner at every level

The bpma education programme continues to go from strength to strength, with over 150 learners on the programme in 2016. The demand for a structured, industry-specific training programme that can be integrated into each business is rising, with education and training firmly on everyone's agenda. **Daniela Arena**, the bpma's professional development manager, gives an insight into the programme and what can be expected this year.



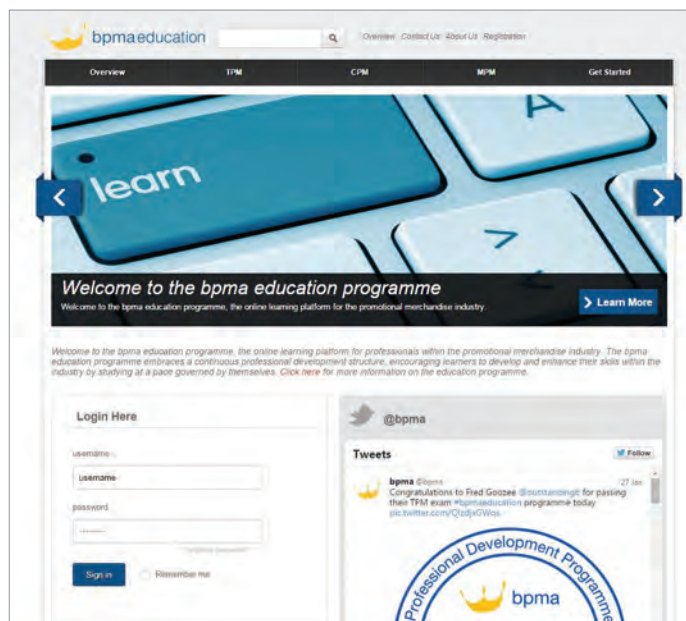
Q. Tell us more about the bpma education programme.

Our education programme is an online continuous professional development training tool with optional seminars and factory visits. As a trade body, we strongly believe that no matter how many years industry experience you may have, there is always more to learn.

Education and continuous professional development inspires individuals and business owners to achieve more. It is a training programme that can enhance and support a company's existing training and development programme, or be used as a standalone training tool.

Three courses are offered:

- Trained in Promotional Merchandise: The TPM Qualification is aimed at individuals with up to three years' industry specific experience. 85% of our learners start at this level and work their way up through the tiers. New staff embrace the learning opportunity, recognising their managers have invested in them and their development within the company.
- Certified in Promotional Merchandise: The CPM Qualification is aimed at individuals with between three and five years' industry specific experience.



The bpma online training portal

"no matter how many years industry experience you may have, there is always more to learn"

- Master in Promotional Merchandise: The MPM Qualification is aimed at individuals with five years or more industry specific experience. Some of our MPM learners are reaching the end of the qualification by working on a written dissertation. It has been a long development journey for them, but they are soon to reap the benefits and achieve personal and career goals.

Q. Who is the education programme targeted at?

It has been created to suit every employee, in any size company,

whether they are a supplier or distributor business. With over 70 videos, there is something in the education programme for everyone to benefit from. Managers can use this constantly evolving programme as a training and development tool, and some are already using it as part of their staff induction process. The bpma training team can offer guidance on how to integrate this programme within your business.

Q. How does the education programme work?

Each tiered qualification has a credit goal. Credits are obtained by studying a series of mandatory and elective video content, which is enhanced by pdf material. The learner must gain 80% in the subject-related quiz to be awarded credits.

TPM Mandatory Content

(10 credits per topic):

- An introduction to the industry
- Screen Printing
- Decoration Overview
- Artwork & Origination
- The Trade Association
- What is Customer Service?

Demonstrations of the online platform can be given - contact Daniela Arena at the bpma for details: Daniela@bpma.co.uk or call 0777 5938709.



Above: Members can include bpma training in their induction programme

TPM Mandatory Content

(8 credits per topic):

- Catalogues
- Online Sourcing
- Introduction to Sales Networking
- Clothing & Textiles
- Recycled Products
- Plastics
- Silverware
- Ceramics
- Confectionery
- Crystal & Glassware
- Pad Printing
- Transfer Printing
- Engraving
- Embroidery
- Embossing & Resin Doming

Credits can be accrued by attending bpma-led seminars and events, organised factory visits and the bpma Education Day too. Once the credit goal has been achieved, they are eligible to sit the exams.

Q. Can you give us an insight into the depth and breadth of content?

The education programme offers 14 subject categories. Categories include Customer Service, Decoration, HR / Legal, Ethics, Marketing and Product Compliance. Within each subject

“The bpma will support the learners and ensure they are fully prepared for the exam.”

category you can expect to find anything from 3 - 12 related videos varying from 5 - 35 minutes.

There are over 70 videos to study from, offering over 20 hours of online video content. Learners are expected to accrue 125 credits by studying mandatory content and a selection of suggested and/or elective content of their choice. Our TPM course content comprises of:

Q. What are the costs?

This is a cost-effective training tool which allows business owners to enrol their staff as part of an ongoing development and training programme. It also attracts individuals within the industry who wish to further their skills independently. A Trained in Promotional Merchandise (TPM)

qualification can be gained for £150+vat and completed within 3 - 6 months. Access is renewed on an annual basis.

Q. How will delegates be expected to study online?

Regardless of which course they are working towards, each learner is expected to study a series of mandatory content. The course is then tailored to the individual, who is required to select content to suit their needs and business. Most managers allow their staff to study at work, allocating one hour a week, but many of our driven learners prefer to study in the evenings and weekend when there is less interruption.

Q. What can delegates expect once they have registered?

Once registered, delegates will have access to a clear, current and easy to navigate online platform. Content is categorised into TPM, CPM and MPM Mandatory and suggested content and also within one of the 14 subject categories. Videos have been created to be visual and engaging, and to offer an alternative learning method.

Under each category, there are related written downloadable documents for those that like to study in the more traditional manner. They will be encouraged to attend a free bpma education programme introductory seminar for group tasks and industry-specific training. Our next session starts on Friday April 15.

Is there an exam?

Each level has its own exam. The exam process is the first of its kind in the UK. Timed multiple choice questions exams are invigilated by webcam. An exam can be taken at a time and place to suit each learner. Our exam invigilators will be checking that no papers or persons are near to help during the exam and watch while they take the exam. This enhances the industry qualifications weight and credibility. Should anyone fail, there will, of course, be opportunities to sit the exam again.

CPM and MPM levels also have a written exam to take

Elective content includes 40+ videos across TPM, CPM & MPM levels and credit weighting:

- Business Management
- Customer Service
- Decoration
- Ethics
- Finance
- HR/Legal
- Industry Fundamentals
- Marketing
- Product Compliance
- Product Information
- Purchasing (Procurement)
- Sales
- Sales Management
- Web, Systems & Data
- bpma education day 2013
- bpma education day 2014
- bpma education day 2015
- bpma conference 2014

under the same strict exam conditions. When learners are successful and have passed they are invited to celebratory event and will be awarded with letters and a logo to use after their name. The bpma team will support the learners through this and ensure they are fully prepared for the exam.

What is new for 2016?

New content is currently being developed and will be released throughout 2016. Learners can expect to see new product categories, an introduction and in depth content on legislations and directives to be available within the next few months.

Anyone interested in progressing their skills we encourage them to visit education.bpma.co.uk and sign up. **Demonstrations of the online platform can be given - contact Daniela Arena at the bpma for details: Daniela@bpma.co.uk or call 0777 5938709.**

Top speakers line up for bpma Conference

A great line-up of speakers is set to spark debate at the **bpma Conference** in May. Now in its third year, the conference has established itself as an essential forum for promotional professionals to be inspired to improve their performance and achieve business growth.

Bringing a broad range of experience and inspiration to delegates, the speakers include:



John Blaskey - Live Marketing as a strategy to grow your organisation

If you aim to grow your organisation by initiating and developing long term relationships, then a Live Marketing strategy is essential. John Blaskey's masterclass examines the options available to get face-to-face with crucial prospects in a practical and measurable way. It challenges current thinking and demonstrates through case histories a range of options which deliver proven and powerful results.

Chris Brindley - Customer service strategies

Chris believes customer service is now the true differential on which consumers decide whether to do business with an organisation or not, yet most companies still do not



“If you aim to grow your organisation by initiating and developing long term relationships, then a Live Marketing strategy is essential.”

John Blaskey's masterclass

understand what their customers and prospects really experience. Delegates will learn how truly customer-centric organisations think from the customer to influence the balance sheet, and not the other way round.

Patrick Joiner - So what do buyers really think of sales people?

The former chief executive of the Institute of Sales & Marketing Management shares the results of his company

TACK International's research study into key behavioural shifts and differing opinions of modern commercial buyers in this engaging and insightful presentation.

Philip Calvert - Social media

Social Media entrepreneur Philip Calvert reveals how businesses that truly understand social media are discovering a powerful new way to make valuable new connections, find new customers and gain

How will the bpma annual conference help you and your Business?

- Discover rich insights on how to better meet your customer's needs both now and in the future
- Back by popular demand – Peter Hill from Mark Holt Accountants
- Choice of eight interactive workshops and seminars
- One to one meetings with more 20 industry and business experts offering bespoke advice specific to your business needs
- Second wave of bpma Industry Mystery Shopper Research findings released
- Opportunity to engage in roundtable discussions and interactive sessions that generate ideas & debate
- A great opportunity to network with industry peers: customers, suppliers and service partners
- Delegates earn 20 credits towards the bpma education programme.

significantly greater visibility online. He reveals proven techniques and strategies which will transform your approach to using Social Media forever.



For more details, see www.bpma.co.uk/events/bpma-annual-conference



Kevin Byrne – entrepreneur

Checkatrade founder Kevin Byrne is the keynote speaker. Leading entrepreneur Byrne built his company from scratch with no investment to a turnover close to £15m employing over 240 people. Kevin is an authoritative voice on honest, reputable trading and is keen to share the secrets of his business success with entrepreneurs



Jamie McDonald

and teams. He will share key business lessons on how he developed one of Britain's leading household brands, with 25% of UK households using his company's services, on cornerstones of honesty and reputation.

Jamie McDonald - Adventureman

In an inspirational, fast paced talk Jamie will take delegates

on an adventure of highs and lows, sharing his story as just an 'ordinary' guy. Having spent much of the first nine years of his life in hospital, as a result of suffering from a rare spinal condition, Jamie has spent many years giving back through phenomenal feats of emotional and physical endurance. From cycling marathons to a run across Canada, Jamie speaks right from the heart and shows

the long lasting rewards of never giving up, embracing adversity and finding your inner superhero.

The bpma Annual Conference will be held at the Orbiter Conference Centre, Park Inn by Radisson Hotel, London Heathrow Airport on May 19 2016.

Along with the speaker programme, there is the opportunity to engage in roundtable discussions and the popular supplier & distributor interactive sessions, generate ideas and debate as well as providing a great opportunity to network.

The evening will see the bpma Business Awards Dinner, including an inspirational keynote speaker and the announcement of award winners and finalists in the four bpma Business Awards. For more details, see www.bpma.co.uk/events/bpma-annual-conference



PF Concept



NEW FOR 2016

EXHIBITION & DISPLAYS COLLECTION



- FULLY DECORATED FROM 5 WORKING DAYS
- TABLE THROWS & RUNNERS
- RETRACTABLE BANNERS
- SAIL SIGNS
- FLOOR DISPLAYS
- SIGNAGE

For more information please contact our sales team:
enquiries@pfconcept.co.uk
 +44 (0) 1933 673 111

UK Manufacturing is thriving and rapidly expanding

A survey of some of the UK's promotional gift manufacturers has shown real optimism in the sector.



To gauge the health of manufacturing in the sector, the bpma has taken soundings from members of the recently formed Briman Group, made up of UK manufacturers, to get a view of the state of the market from the sharp end. All the businesses surveyed showed growth, ranging from a modest 1% through to an impressive 40%, with the sector averaging out at 11% overall.

The bpma survey showed that companies are investing heavily in a range of new technology and printing equipment. These include Orchard Melamine, which has expanded its capacity and has a new investment strategy planned for 2016.



BS Sanders' export stand

B S Sanders has invested in new technology, in the form of computers and printers, and new machinery in the shape of moulding machines, while Coronation Rock has invested over £300k and is currently aiming to get BRC standard and SALSA in place.

Over the past 12 months, CHX has invested heavily in improving print quality, with the acquisition of a large flatbed digital printer. Great Central Plastics has a new tooling centre as well as a super-efficient electric moulding machine, amounting to a total investment of £63K.

Meanwhile, First Editions has invested more than £500k in machinery alone in the past two years, most recently with a digital printer for water bottles and protein shakers. Badger Design has bought a flatbed digital machine and laser cutter, both machines for acrylic magnets which can be cut to any size or shape within A2.

WCMA has continued to develop their online personalised



Left: Lollipop from Coronation Rock



Above: Star Wars keyring produced by CHX

Why back British manufacturers?

- Quick turnaround times
- High quality products
- Small minimum order capacity
- Supporting the UK economy and jobs
- No language or communication challenges
- Quality control standards often higher
- Good after sales service
- Flexibility and able to react quickly
- Credit accounts rather than upfront payments
- Security of ongoing supply
- Reduced environmental impact – i.e. not using airfreight
- No nasty surprises if exchange rate changes
- No custom issues or import duty

Below: Bafta placemat from Orchard Melamine



The main aims of the bpma Briman group are to:

- Help sell/promote UK manufactured products
- Share best practice
- Explore marketing opportunities
- Holds biannual networking events with relevant speakers
- Explore discounted/combined/shared freight rates
- Share knowledge of available grants etc.
- Produce a potential mini online or paper flyer catalogue
- Use the logo and group name on company literature and emails



name badge ordering at www.badgenames.co.uk and has recently added an online version of its labelling software for reusable name badge and card holder inserts, complementing the free downloadable versions for PC and Mac at www.u-badge.co.uk.

"Both these IT solutions have been developed completely in-house, and have proved incredibly popular with distributors as they make life much easier," said Simon Adam of WCMA. "For example, badgenames.co.uk has already processed well over 330,000 name badge orders for distributors, who know exactly what is going on with their customers' orders but do not need to get bogged down in the administration." The business launched two new end-user websites in January - www.britishmadebadges.co.uk and www.britishmademerchandise.co.uk.

Last year also saw the acquisition by WCMA of a third routing machine for sheet metals and plastics with the latest



Above: Water bottle designs from First Editions



Above: Acrylic magnet from Badger designs



Lanyards - with no hanging around!

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

sales@uklanyardmakers.co.uk

01483 200768

www.uklanyardmakers.co.uk

CHX | Products

**BRAND NEW
TROLLEY COIN KEYRINGS**
Made in the UK



For more information
call or email:
01208 813813
sales@chxproducts.co.uk



Above: Metal clutch pin from WCMA

Below: Foremost Frame Magnets



Above: Americano cup from SPS EU



CASE STUDY

Great Central Plastics

Further proving that UK manufacturing can be quick, efficient and reliable, Great Central Plastic stepped in to help international company Flourish Marketing when it was let down by a supplier in China.

As an export order for Australia, Great Central Plastics were given the task of producing a small first aid box for pharmacies, working from a 3D fabricated model that Flourish provided.

The boxes were designed to contain EpiPens, used in case of an allergic reaction or anaphylactic shock, as well as swabs and antiseptic wipes. Along with large branding areas to display safety instructions, the boxes needed to be vibrant in colour, to ensure they are easy to find in emergency situations.

GCP's tooling department created tools to produce the functional and durable product. The complex and multi-part assembly design of the product demonstrates the diversity of the company's expertise.

Great Central Plastics will also be appearing in an upcoming documentary for the Discovery Channel.

The crew wanted to film tooling, moulding and printing, all on one site, with a focus on the use of recycled materials and products made from waste. The documentary will be shown later this year.

investment costs are also high due to its specialism in bespoke tooling.

TRENDS

Orchard Melamine has seen a significant switch from Far East

model being camera controlled for increased precision. On print equipment, they are about to purchase a fourth flatbed inkjet printer and are planning to purchase two more digital printers, as well as automated bagging equipment this year.

Badges Ltd, trading as Enterprise Products, has invested in mill and lathe equipment to bring manufacturing back to the UK, and finds that customers increasingly ask for UK-made products. Foremost Magnets has purchased more than over £200k worth of plant in the last year. This includes a second digital press, a third and fourth laminator, a third platen press, a PUR binder and a saddle-stitcher.

SPS EU has invested around £115k in new tooling, including one for the launch of new products, and another to increase production capacity for the successful Americano Thermal mug. The company has also invested a further £60k at its Ultimate Promotional Paper Products business to increase print capacity to meet demand, while at the High Profile plastics manufacturing division,



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



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

CALL NOW

www.crystalgalleries.co.uk

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

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



View this magazine online
www.productmediamagazine.co.uk



EpiPen boxes
by Great Central
Plastics (see
page 25)

sourcing to demand for British Made goods. Simon Adam from WCMA commented: "Bespoke shapes are becoming more and more important, rather than decorated standard shapes/sizes, and many distributors have said that their customers are insisting on British-made. This is not only about lead times, but also about good quality and quantity orders as well."

Tony Phillips from Great Central Plastics said: "We are still getting rush orders to replace faulty goods from the Far East."

Orchard Melamine manufactures the BAFTA award ceremony tablemats each year, with different nominated films used. It is great to see a big organisation supporting British manufactured goods. Rumour has it actors are even seen scurrying away with a handful of mats under their arms after each

"We are still getting rush orders to replace faulty goods from the Far East."

ceremony has finished.

Last year CHX Products had the great opportunity to manufacture the Red Noses for Comic Relief. Andy Knight of CHX Products said: "The charity chose CHX Products because of the fact that we are a UK manufacturer, and using recycled plastic both of which were important to the brand and shows how important UK manufacturing is to the promotional industry."

CHX produced a Christmas miracle for premiums provider Tomato Source, manufacturing 100,000 keyrings depicting characters from the new Star Wars film in just a couple of weeks, for delivery in the first week of January. Tomato Source knew that only a UK manufacturer would be able to meet the incredibly tight deadline without compromising on quality or print reproduction.

Sophie Howes, director at Tomato Source, said: "CHX went beyond the call of duty, to ensure our goods were produced to spec and delivered on time as promised."

There are clearly many more opportunities. If you are interested in joining the Briman group, and your UK manufacturing exceeds 50% of your total turnover, then please contact Mark Alderson of First Editions, 0121 706 7630, mark@firsteditionsLtd.com.

Are you ready for The bpma Show?

- ✓ Find new products
- ✓ Spend quality time with key bpma suppliers
- ✓ Redeem bpma trade supplier vouchers
- ✓ See new exciting promotional product designs from leading universities
- ✓ Network with industrial professionals

WHEN

On the September 14th 2016

WHERE



SILVERSTONE

Central England location



THE
bpma
SHOW

THE WING, SILVERSTONE
14 SEPTEMBER 2016
www.thebpmashow.co.uk

Register Now

Briman Group inaugural meeting

The newly-formed Briman group has held its first meeting, setting out its stall as the group gears up to represent bpma UK manufacturing supplier members, and to champion UK manufacturing at home and internationally.

The inaugural meeting, held at the offices of Croner in Hinckley on February 17, was chaired and facilitated by Gordon Glenister of the bpma, although the group's direction was very much driven by the members.

A number of key initiatives were discussed, including setting up a new website as well as an education programme encouraging distributors to support British manufacturers. There will also be a special feature at the new bpma Show to support the Briman group.

Among the members



attending was Mark Alderson of First Editions, who said: "I am really pleased with the enthusiasm among my fellow manufacturers to work together to promote the Briman Group.

"We discussed some really exciting ideas during the meeting and I am looking

Above: Companies represented at the inaugural Briman Group meeting included Ancestors of Dover, WMC&A, First Editions, Great Central Plastics, B Sanders, CHX Products, Trilogy Lasercraft and Orchard Melamine.

forward to seeing these flourish. I am very optimistic for the future of the group and British manufactured promotional products."

The group is keen to reach out to more manufacturers whose turnover is 50% or more in the UK. Mark Alderson's contact details are on page 26.

Thermalmate: proud British manufacturer of Promotional Sports Bottles

One manufacturer living up to British manufacturing's reputation for quality and innovation is Thermalmate.

Thermalmate's best-selling range of promotional sports bottles, manufactured in Britain includes the best-selling finger grip bottle in 300ml, 500ml and 750ml sizes, as well as a new 1litre large capacity bottle. Also on offer are a Jogger bottle, recycled biodegradable bottle and a large Teardrop bottle, all available in a wide range of colours.

Paul Lawrence, director at Thermalmate, says: "Manufacturing in Britain has many advantages both for ourselves and our customers. These include quick turnaround, flexibility and quality control. All our bottles are BPA free and are manufactured to the highest quality."

Thermalmate has also introduced a range of new and



The Glow Jogger

exclusive sports bottles. The new UK manufactured Glow Jogger is a unique bottle that, as the name suggests, glow in the dark. This is particularly useful for anyone using the Glow Jogger whilst out exercising at night.

All sports bottles can accommodate three types of



Unique lid design

cap; valve cap, push/pull cap and a new flip & clip cap. This is an opportunity to mix and match lid colours to make a promotional sports bottle stand out from the crowd.

The runaway success for Thermalmate has been the introduction of the Universal. This exclusive, UK manufactured

product is lightweight, durable and reusable, making it ideal for use whilst on the move or at the desk. The double wall design keeps the drink hot or cold whilst remaining comfortable to hold.

A key feature is the unique lid design, which has two specially-featured holes that allow users to drink directly from the cap, or use the straw supplied.

Lawrence adds: "Supporting British manufacturing has always been a keystone in the success of Thermalmate. This has helped us grow at a rapid pace and continually support our customers by offering the best promotional products at an attractive price."

For more information, call 01773 522081, email sales@thermalmate.co.uk or visit www.sportsbottlesgalore.co.uk



Associate Programme means everyone's a winner

Paul Green of Galpeg talks to Product Media about the progress of the company's Associate Programme

Paul Green, the UK distributor entrepreneur behind the Galpeg Associate Programme, now has 20 people involved. Galpeg was founded by Paul's father Gerry in 1975, and in 1985 Paul started a new promotional gift business under the Galpeg brand. From an early age, he saw the merits of having back office support.

In the USA, there are approximately 5,000 promotional product distributors working in some form of affiliate programme. Why? Because so many have concluded that an affiliate structure provides the best opportunity to grow a business and at the same time achieve a better work/life balance.

Having celebrated the 40th anniversary of Galpeg last year, Green has experienced more than once something that will be familiar to many businesses - namely, the need to reinvent in order to survive. Green set up the Associate Programme on the back of the credit crunch in 2009, when a lot of sales people and business owners were losing their jobs or going into receivership. However, it was really only in 2012 that the programme started to grow.

In this model Galpeg and the associates share profits, with associates receiving up to 65%, depending on the amount of profit they generate. Given that Galpeg is taking the financial risk, and provides full back office and cash flow support to the associate, it is understandable that the associate programme continues to grow.

The associates provide their own pre-sale support, while the post-sale is managed by Galpeg. Associates have their own brand identity and are free to leave at any time.



Galpeg's associate programme offers strong support



Galpeg has created an associate community

Interestingly, only one has left, and that was to go back into retail and set up a shop. Why this high success rate? "Well, because we provide more than just back office support, we provide a real community and exchange of ideas to improve business performance," says Green.

He is passionate about seeing the associates succeed, and now provides niche product websites, developed by Galpeg, so associates can benefit from leads generated through campaigns on the sites. Green made a key decision early on to focus entirely on supporting the associates and not run a parallel business in competition, which he believed would ruin the ethos

of the programme.

Associates have also shared exhibition platforms together. Last year Green helped one associate improve his profit margin by 10%, and another source a very specialised item that has resulted in a substantial ongoing order.

So what happens when things go wrong? "We have had some associates who haven't worked out," Green explains, "so more attention is now taken over the selection process - this is essential, as one bad apple could reflect badly on the rest."

And what do the associates think? Wesley Dabbs from Aurora Merchandise says: "I am now entering my sixth year as a Galpeg associate,

possibly one of the best moves of my life. It has given me good earning potential and excellent buying power for my client base, enabling me to be more competitive and win more business. I work alongside a great team of people who are totally 100% committed to the programme."

Richard Andrews of Promotional Works says: "I have found everyone at Galpeg to be trustworthy and approachable, and I have made good friends along the way. The support and experience of everyone at Galpeg means that although I steer my own ship, I never feel like I am working alone."

"Professionally; Paul and his experienced team are the best in the business. Personally; they are supportive and great fun. Being a Galpeg associate has literally changed my life - within two years of joining I was able to buy my first house! I have no reservations in recommending the Galpeg Associate Programme to anyone in a similar position to myself."

Theo Bell of Merchandise Europe says: "The support and resources at my disposal allow me to manage major brands, nationally and internationally and develop original and very technical product designs that would have been otherwise unachievable."

As for the suppliers, Haydn Willets, UK sales manager for Mid Ocean Brands, says of the programme: "We have the advantage of dealing with a strong group of highly motivated and experienced sales people running their own businesses, but we can have confidence in the support that is provided by the administration team at Galpeg for the associates and also in the financial security of the Galpeg company."

View this magazine online
www.productmediamagazine.co.uk

Top Technology Trends for 2016

In a fast moving world, there are plenty of opportunities for those able to keep up with technology developments, says **Matt Pluckrose** of Desktop Ideas

Technology has never been changing so fast - just five or six years ago there were no iPads or tablets, and nine years ago no iPhone. I've outlined a few technology trends which are expected to change the way we work, rest and play - and promote - this year.

1. 3-D PRINTING
 3D printing is gaining momentum. It is the process of making solid objects of three dimensional nature from digital files. Designers build virtual models in Computer Aided Design (CAD) files with the help of a 3D scanner. We could be designing and making promotional products on demand

2. ARTIFICIAL INTELLIGENCE (AI) TRENDS
 Undeniably, robots are miles away from matching the natural human intelligence level, but what we've seen in recent years shows that may soon have artificial people. At this rate of advancement, how quickly robotics and artificial intelligence will progress remains anyone's guess.

3. UPCOMING TECHNOLOGY - VIRTUAL REALITY
 With this upcoming technology, users are provided with a 360-degree video environment and are able to view video and gaming content like they were a "part of it". A VR headset is mounted on to a digital device such as a smartphone, and strapped around the head to cover the eyes. This is currently very exciting for our market, so one to watch.



Virtual reality has big potential

4. AUGMENTED REALITY
 AR enhances what the user sees via 3D Smart Glasses. The digital information is enhanced into a real world context while virtual reality creates immersive digital worlds in front of our eyes, behaving in ways that mimic real world analogues

5. INTERNET OF THINGS
 A number of developments are expected to take place in the next 12 months in this fast changing field, as gadget manufacturers continue to increase the production of wireless IP-based devices.

6. WEARABLE TECHNOLOGY OF THE FUTURE
 It started with smart Bluetooth Wristbands, followed by a more advanced generation of devices equipped with additional sensors and functionalities such as GPS connection and some smartwatch capabilities. Thanks to market demand, more reliable major IT companies such as Apple, Google and Microsoft have entered the market.

7. SMART DRONES
 Although the use of drones for commercial purposes is yet to be legalised in many countries, we are now seeing drones enter the promotional market and they will get smarter and more prevalent as time moves on.

8. WIRELESS CHARGING TECHNOLOGY
 Using magnetism to transmit electricity, wireless charging pads can be used to charge smartphones, headsets, tablets, portable power banks and cameras. The promotional challenge will be whether Apple chooses to adopt a compatible wireless charging solution for iPhone 7.

"technology trends are expected to change the way we work, rest and play - and promote."

9. 5G NETWORK
 If 4G was fast, 5G will be faster. The new 5G network is already being tested by Ericsson, Huawei and other renowned IT companies. Verizon is among the few companies who have confirmed they will offer the new network later in 2017, but smaller mobile service providers are expected to capitalise on the opportunity.

10. DIGITAL PERSONAL ASSISTANTS
 From smart cars to robots, everything is going smarter with machine learning. Apple's Siri, Microsoft's Cortana, Google Now and other Digital Personal Assistants are becoming smarter each day. It's only a matter of time till voice control and app conversations replace the old school menus and forms.



The Internet of things puts everyday objects online

11. BLUETOOTH POWERED BEACONS
 Bluetooth beacons are being installed in locations such as hotels, shopping malls, offices, hospitals and recreational points, detecting nearby smartwatch and smartphone users and opening up opportunities for digital marketing. With a projected increase in the number of suppliers in 2016, cheaper alternatives may become more accessible.



The bpma job board can be found at www.bpma.co.uk/jobs/promotional-merchandise-industry-job-board

AD Merchandise wins bpma Charter status

Distributor AD Merchandise has been awarded bpma Charter status, with more than 50 members in total now holding this prestigious accolade.

David Moodie, AD director, said: "The bpma has provided AD Merchandise with great support from day one, and achieving Charter Distributor status really strengthens our supplier relationships, and gives our customers that added confidence."

New appointments strengthen bpma team

Several key appointments have boosted the bpma as the organisation continues to expand its support for members.

With the inaugural bpma Show taking place in September, Steve Lindsey of Lincoln West will act as event director on an outsourced partner basis. Steve brings

more than 13 years of trade show experience, both in the UK and internationally, to the role.

Steve began his trade show career in the private sector, working alongside UK Trade & Investment, Overseas British Embassies and Trade Associations delivering UK Pavilions internationally, taking

hundreds of British exhibitors each year to trade shows throughout Europe, Africa, Asia, Middle East and North America.

Strengthening the core bpma team, Sharon Szudrawski has joined as secretariat office manager and Serena Ford as event and membership co-ordinator. Both are based at the Cambridge head office.



Steve Lindsey



Sharon Szudrawski



Serena Ford

Dates for the diary

April 2016

27 - 28 Marketing Week Live



Above: Marketing Week Live

May 2016

11 -12 B2B Marketing Expo, Excel

19 bpma Conference, Park Inn, Heathrow

September 2016

13 bpma Education Day, Whittlebury Hall, Whittlebury, Towcester, Northants

14 The bpma Show, The Wing, Silvertone, Towcester, Northants

14 The bpma Annual Awards Dinner 2016, Whittlebury Hall, Whittlebury, Towcester, Northants



bpma to commission Distributor – Supplier survey

The bpma is commissioning the industry's biggest ever Distributor – Supplier survey, as part of its continuing aim to improve industry standards and professionalism.

The extensive research into the relationship between suppliers and distributors joins the second stage of the mystery shopper survey as part of the bpma drive to raise standards.

The detailed piece of work

will be launched at the bpma Conference on May 19. Facts International, who ran the Mystery Shopper project, commented: "We are delighted to be working with the bpma again, and the organisation is to be commended on wanting to help improve and raise the bar in the promotional gift industry. Nowhere else in the industry has a survey like this been conducted."

bpma Job board

The bpma Job board is a free advertising site for members, with plenty of activity currently by businesses looking to recruit sales staff.

Roles currently on offer include sales agents, sales co-ordinators, head of procurement, production manager, and key accounts manager. The board can be found at www.bpma.co.uk/jobs/promotional-merchandise-industry-job-board



Forward-looking designer wins bpma Award

Student designer **Asher Erskine** highlights the project that won him the 2015 bpma Design Innovation Award

I'm currently in my second year studying Product Design at Nottingham Trent University, working on a range of exciting live briefs with various companies. Last year, I got my first insight into the process, when we were tasked to design the promotional product of the future as part of the bpma Design Innovation Award.

Through hours of sketching and prototyping, I designed a pair of flat-pack folding binoculars. The assembly and the wide range of branding opportunities saw the design awarded first place at the 2015 competition.

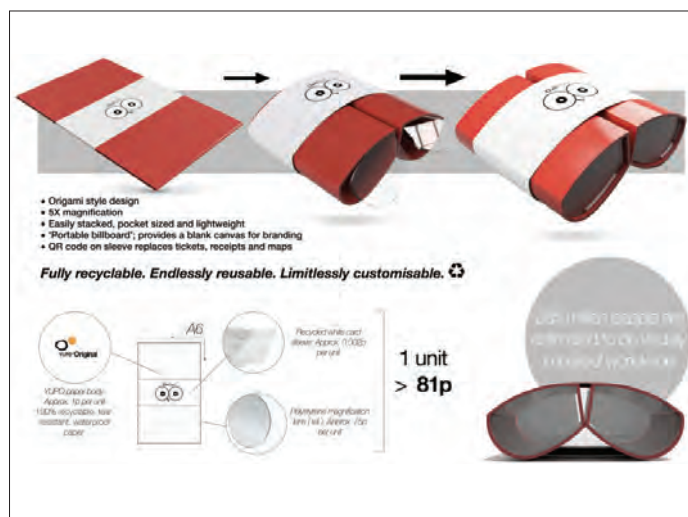
The inspiration came from the realisation that paper is one of the most successful and versatile materials used by companies and brands to promote themselves. This, coupled with the desire to design something pocket-sized, led to creation of a fun, easy-to-use pair of folding binoculars.

Called the OwlSee, the binoculars are manufactured using Yupo, a synthetic paper that is as easy to print and recycle as normal paper, but is tear-proof and waterproof, making it very long lasting and durable. Thanks to the added bonus of folding completely flat, the OwlSee can be branded with company logos and colours, and distributed as easily as a flyer or business card.

The body of the product is designed to replace paper promotional material, such as maps and posters. With a QR code on the sleeve, the product

can also replace entry tickets. For example, imagine walking into London Zoo, and being handed an OwlSee that replaces the map and ticket. This can be folded open in seconds and used to have a closer look at all of the animals and activities. The versatility of the product enables it to be used for a huge range of events and experiences.

The competition was held at the Museum of Brands in London, a truly exciting place for anyone with an interest in design to spend a day. Speaking to the judges was an opportunity to get across all of the hard work that had gone into the project, and explain the potential of the product in a way that presentation boards couldn't do alone.



Above: The winning design for the OwlSee



Above: The bpma Student Design Award finalists



Above: The judges with the winner and runner-up

It was a wonderful chance to meet and share thoughts with a group of industry professionals, working in a field that motivates me to design and inspires innovation. It was great to have a handful of other students from NTU with me, representing the university and our course.

With Design Week showing an interest in the competition and judging, it was a privilege to see my work featured on the website.

- More of Asher's work can be seen online at www.ashererskin.com.
- Runner-up was Nathan Hulman also from Nottingham Trent with the Meshi business card, which works on the traditional oriental way of sharing business cards. Second runner-up was Isobel Scott with "Well-Ease", a silicon case shaped like a pair of wellies for sun cream and hand sanitiser, targeting the festival market.
- The bpma Student Design Competition is sponsored by Corporate Creations, Inner Workings, Marketing Week Live, and Matrix APA, and supported by Design Week magazine. Designs will be seen at the new bpma show in September and at Marketing Week Live in April.



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

More companies join the bpma

The bpma had great feedback at its latest new member seminar. Companies that have signed up since the start of the year are

Promo Solved; ETC Branding; Sailflags; Fanela; Printed 4 You; Party Plastics and Carpet Print Europe.



New faces: Attendees at the latest bpma new member seminar

Linked in

The bpma LinkedIn forum

Should we compile a SCAMS warning list for members?

As the LinkedIn group has regularly been a place to find out about industry scams, Richard Mack asks: Could the bpma provide a list of well-known scams for members, as more and more companies are getting caught up and financially burnt?

Richard Mack

Do we learn?

Jamie Marshall asks: With the recent liquidations of certain distributors, who have simply set up again under new names, why are suppliers supporting them? Join this very lively debate as suppliers and distributors share their ten penneth.

Jamie Marshall

A fantastic week in the Promotional Merchandise Industry

National Promotional Products Week
12th-16th September

The bpma Education Day
13th September

The bpma Show
14th September

The bpma Annual Awards 2016
14th September



THE WING, SILVERSTONE
14 SEPTEMBER 2016
www.thebpmashow.co.uk

Register Now



British Promotional Gift Suppliers seek overseas opportunities

Phil Morgan, the CEO of SPS, sees fertile ground for British exporters



In the run up to the 2015 General Election, parliamentarians launched a manifesto calling for their successors in government to take the “necessary steps” to ensure the UK becomes a global leader in manufacturing.

Currently, only 20% of UK SMEs are involved in exports, compared to a 25% EU average, according to barclayscorporate.com, with the UK ranking 11th globally for manufacturing.

While the figures don't promise a return to domination over global markets, they do show a fertile landscape of opportunities in EU and BRIC markets. The government proposes to double UK exports by 2020, with ongoing initiatives like UK Export Finance (UKEF) providing a foothold.

It seems British manufacturing even commands a premium – with ‘Made In Britain’ labels gaining a much higher price than other attributions. The same Barclays-commissioned report by the Centre for Economics and Business Research shows that at least 50% of respondents in all countries perceived the quality of British goods to be “good” or “very good”.

It is worth noting that promotional products have a mantle to carry here. Whether that's to bolster brand awareness or thank public sector staff, promotional products are the calling cards of quality that saturate every industry.

SPS has benefited from consistent growth and profitability over 25 years, with 10 years of exporting ‘Made in Britain’ quality products. We invest continually in new technology and processes. What's more, this self-investment is also a vote of confidence in the British economy and workforce; providing a platform



for training and R&D to take place, while acting as a spokesperson in global markets.

As CEO of a British manufacturer, I have a lot of tales of the ‘dos’ and ‘don'ts’ when it comes to exporting your products. First and foremost, it's important to know where you're going, for one thing. It may sound obvious, but select the priority countries you want to target, rather than going after ‘Europe’ as a whole.

Local representatives with local knowledge and expertise

are absolutely worth the investment – whether through partnerships or employment. Good translations, carried out by native speakers with relevant experience will also make a massive difference, and help to avoid potential offensive or embarrassing translations!

The investment in marketing and maintaining relationships should not be underestimated. It can take a lot of time, trial and error before things click and you start making progress. There is a wealth of support

available, however, to help companies manage. Chambers of Commerce, UKTI and, of course, the bpma, all offer a wealth of guidance

Most of all, as a promotional products manufacturer in Britain, we should be outward facing ambassadors for British industry as a whole. Quality is paramount.

The climate is improving and support is in place to help SMEs take advantage of the Brand Britain USP. Use it with pride.



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

Ten from two



Matt Lake

Director, Scanglo

What are you reading at the minute?

My Time by Bradley Wiggins.

What's on your iPod?

Everything from the Stones via Reggae-Dub through to Gregorian Chant.

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

Be good to others, because sh*t happens and either way they will thank you for being nice - one day.

Cappuccino or Latte?

Latte.

What makes you feel warm and fluffy?

Making a cup of tea in my 1971 VW camper van.

Best place in the world?

Isle of Gigha, Scotland.

If you could change one thing?

It's an impossible question to answer, but I suppose I would like to slow the pace of change because I feel we are fast forwarding - or is that just a sign of getting old?

How would you like to be remembered?

As an outdoorsman who could turn his hand to most things. That would be cool in an ever-changing world where many people can't change a plug.

What are you proudest of?

My two daughters, Georgina & Iona.

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

Losing my mum when I turned 16. Looking back, the months before and after were just a blur. In the late 70s there was little support so neighbours and family were everything. One neighbour would give me a really long hug when we met in the street - nothing said, just a long hug. I still remember those hugs and they were more important than I could ever have imagined.



Neal Beagles

Managing director, Roantree Incentive Marketing

What are you reading at the minute?

Moriarty by Anthony Horowitz.

What's on your iPod?

Rod Stewart, the Beatles and ELO and lots of stuff from the 70s.

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

Be nice to people on the way up, you may meet them on the way down.

Cappuccino or Latte?

Cappuccino.

What makes you feel warm and fluffy?

Being with my family

Best place in the world?

South of France.

If you could change one thing?

I wish I'd gone to university - for the social life of course!

How would you like to be remembered?

As someone who enjoys a good laugh.

What are you proudest of?

My son.

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

My father passing away one month after my son was born. I got through it by keeping busy.

"Be nice to people on the way up, you may meet them on the way down."

New star at Goldstar



Derick Hudson has joined the Goldstar Europe team as marketing manager. Based in Goldstar's European head office in Ireland,

Hudson brings over 20 years' experience to Europe's fastest growing personalised promotional products company.

Having previously succeeded in high profile marketing positions in Batchelors, Boyne Valley Group, Newworld Brand, Bank of Ireland, The Irish Dairy Board, among others, Hudson is eager to help take Goldstar to a higher level within the industry.

Malcolm's move



Malcolm Garnett has moved to Promo Trade Co, the latest step in a career spanning 26 years. He says: "After a number of years in

the industry, I decided that I should put to use my experience for the benefit of a supplier.

"Promo Trade Co have grown significantly and have carved a position as a major supplier, and working with them means I can get involved and contribute to their continued growth."

Sanjay Bhalla, MD at Promo Trade Co adds: "We regard Malcolm joining us as a significant part of our longer term commitment and investment into servicing distributors."

Martyn joins Foremost



Martyn Wood is the latest recruit to Foremost Magnets, as the business prepares for its tenth birthday.

Martyn becomes the company's first exclusive national sales executive, and has joined at an exciting time, as Foremost continues to stamp its authority as the UK's leading trade only supplier of flexible fridge magnets.

COTTON SHOPPERS

FROM SNAP PRODUCTS

KINGSBRIDGE 50z COTTON TOTE BAG

FROM
£0.45



TOP TOTE BAG

ASHBURTON 100z COTTON TOTE BAG

HIT TOTE BAG

BERKLEY 70z COTTON TOTE BAG



- 3 Day Lead Time
- Extensive Colour Range
- Spot Colour Printing
- Direct to Garment Digital Printing
- Digital Transfer Printing



Pioneers in Digital Printing

Snap Products, Unit 7, Redan Hill Estate, Redan Road, Aldershot, Hampshire, GU12 4SJ

T: 01252 796860 E: sales@snapproducts.co.uk W: www.snapproducts.co.uk

Prices shown are for a 1 colour print only.

Albion Ballpen & Albion Grip Ballpen

From just £0.11

- Best selling ballpens
- Available with Full Colour Digital Wrap
- Only £0.11 including 1 colour print
- Screens only £10.00
- 24-hour express service

8 Different Colours Available



Don't forget to request your FREE sample.

CALL US TODAY ON 01252 400270 OR EMAIL sales@pens.co.uk

Price include spot colour print to one position only. FREE 24-hour express lead time commences from receipt of approved artwork and order acknowledgement. We must receive your order before 12pm on the working day prior to your required despatch date. Carriage and VAT are charged as extra.



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

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