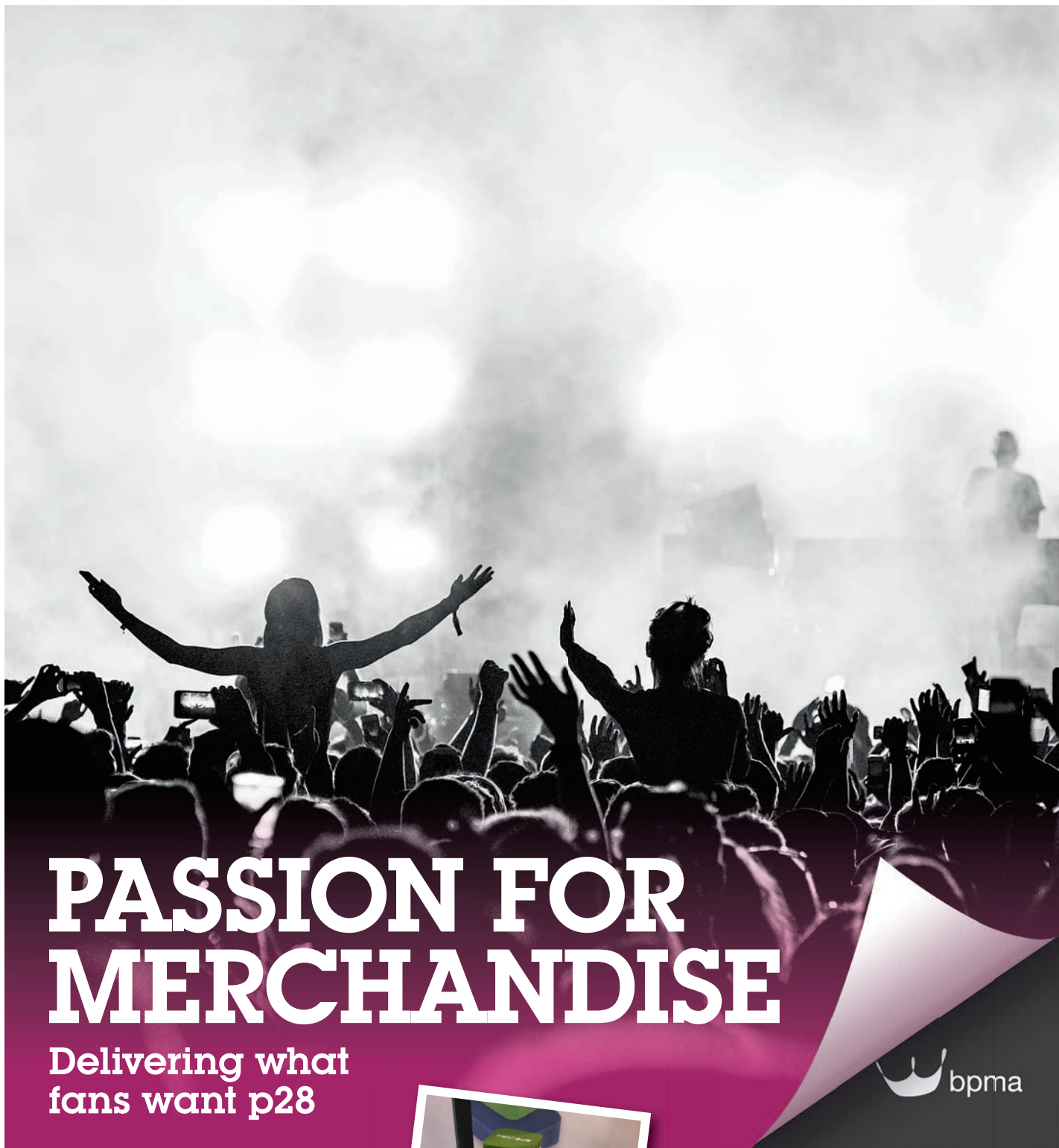




PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

MAY/JUNE 2017



PASSION FOR MERCHANDISE

Delivering what fans want p28



**DISCOUNT
BLUES?**
FIND A NEW
WAY **P18**



PAPER WEIGHT
WHAT ARE TEST
CERTIFICATES WORTH? **P20**

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HAPTICA LIVE REPORT **P22**



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Garry Holland and Clive Allcott answer the questions

WELCOME



We've now triggered article 50 so let's see what's going to happen over the coming months. I've covered this in a piece in the magazine, this issue, but actually, unless a major bombshell happens, I am reasonably confident that Brand UK, will do okay. UK investment and the stock market are at record levels at present, and I have seen many adverts supporting GREAT BRITAIN by UK Trade & Investment which is fabulous.

On writing this, we've just completed the last of our six regional events, with some truly great content from those in attendance, who really did participate in solving some

of our industry challenges. I am very keen on the industry service level standard, really promoting best practice and helping the industry move forward.

The newly-launched Merchandise World 2018 is gathering momentum and we will be bringing some really novel ideas to this event. We've been very busy really promoting the BPMA brand at major end user events, and we will continue to promote the 'Look for the badge' initiative. I urge as many of you to trade with your fellow BPMA members as much as possible. The reaction has been very positive. Although, I have to say, it amazes me that some exhibitors at Marketing Week Live and b2b Marketing think it was acceptable to rock up to a marketing show

with just a pop up banner with little or no engagement and no branded clothing. I am really proud of the merchandise specialists that exhibited – they really made an effort on their stands. As an industry, we have to make exhibiting a lot more exciting and engaging for the visitor. I visited Haptica in Bonn in March – what an amazing show this is. Check out the review on p22.

Back home, there's plenty to look forward to. Soon we will be launching a new BPMA website and new educational programme. Article 50 or not, things are moving forward.

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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Printkick keeps it simple with online focus



Gift Selection, a promotional products distributor for more than 30 years, is rebranding as Printkick, and developing its e-commerce capability in line with customer demands.

Inder Brar, managing director, Printkick said: "We are excited about our brand change which reflects our commitment to continual innovation, especially with regards to our online presence. The promotional products market is on the cusp of technological disruption, and Printkick is our vehicle to respond to rapidly evolving end customer demands."

He added: "Year-on-year growth and changing end customer demands were a major factor in the rebranding. Today's millennial buyers demand a different experience to a traditional B2B selling style. We need to keep one step ahead of customers, competing against the likes of Amazon for a retail-like experience."

Printkick and its sister websites, currently in development, are designed to provide customers with a flexible, powerful and simple e-commerce platform to order branded merchandise. A new strapline, 'Branding Made Simple' reflects this.

Its focus on e-commerce as the future of promotional merchandise will provide a flexible, design-led solution to end user customers, it claims.

Traditional off the shelf systems struggle to cope with the volume and complexity of data involved in creating personalised items. This, coupled with a lack of consolidated technology, including punch-in systems for orders, means that email is still the preferred method of order input. This can lead to double keying and inefficiencies.

This data challenge is both an obstacle and an opportunity. Printkick believes that suppliers with unique products and print processes will win out in the long term.

Merchandise World 2018 names the venue and date

Merchandise World is delighted to announce where and when the next Merchandise World will take place after this September's inaugural event, MW17.

MW18 will be held at The Wing, Silverstone Circuit, on Wednesday 31st January and Thursday 1st February 2018.

With MW17 taking place at Stoneleigh, Warwickshire this September 2017, and again in September 2018 at Silverstone, invites will go out to around 400 professional distributor companies, employing more than 2,000 sales people and spending more than £600m. All BPMA members, Sourcing City customers, Purple Club and Catalogue Group members are invited free to Merchandise World.

So far, 145 Exhibitors have booked for MW17 at Stoneleigh, with more expected. A further 72 exhibitors have reserved for MW18 at Silverstone. These include, Carole Group, Listawood, PF Concept, Senator Pens, SPS, Juniper Trading, Mid Ocean Brands, Prime Time, Umbrella Company, Fanela, Prodir, Sweet People, and United Brands.

On the distributor side, 150 companies have already said they are coming and 535 visitors have already registered.

Professional distributor planning to come to Merchandise World can register at merchadiseworld.co.uk.

Merchandise WORLD

Exhibition | Appointments | Networking

A BPMA & Sourcing City Event

BPMA Merchandisers play in IPM football tournament

The BPMA took part in the IPM (Institute of Promotional Marketing) annual football tournament on 20th April at the Play on Sports ground in Whitechapel. More than 14 teams, many from the top sales promotion agencies, took part but the BPMA 'Merchandisers' couldn't beat the onslaught of the worthy victors of The Marketing Store. The BPMA provided branded IPM/BPMA footballs kindly supplied by Brightways and the smart T-shirts by Screenworks.

The BPMA will be running a joint webinar with the IPM on the 5th May to promote the importance of compliance and working with BPMA members.



Cross launches the world's first trackable pen

Lost pens and misplaced mobile phones might just be a thing of the past, after a revolutionary new product was revealed by Cross Pens.

The Cross Peerless Trackr works when paired with an app that uses Bluetooth and Crowd Locate technology to keep people in touch with their writing tools while on the move.

If the pen falls from the pocket or is left in a meeting, the device can alert the owner to its last known location using the Trackr app.

When the pen's Bluetooth connection is disconnected from its paired mobile phone, Trackr's Crowd Locate community will automatically start searching for the pen. If one of the millions of Trackr app users walks by a missing pen while

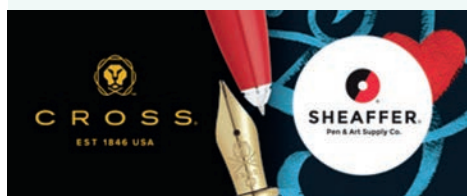
running the app, the owner receives a confidential update with the pen's last known location.

The pen can even help people find their misplaced mobile phones. Following a simple button press on the cap, the pen can alert people to their device's whereabouts, even when left in silent mode.

Available in both carbon black and quartz blue, the Peerless Trackr is powered by two replaceable CR1220 batteries.

Nicola Shepherd, marketing director, EMEA at AT Cross, said: "Pens often assume sentimental value and are highly valued. Not only this, but they are a highly personal and important style accessory. With this in mind, we think that the Peerless Trackr will be one of our most successful products, as it clearly addresses a consumer need and will resonate with a great number of people."

Cross has also unveiled an accompanying pen pouch that features a Trackr bravo device, to hold valuables and stationery essentials.



New sales and marketing director for Essential Embroidery

Essential Embroidery Design has announced that account manager of the year, Dorian Tranter, has joined the company, as sales and marketing director to help it continue its growth.

The 20-year-old company has recently invested heavily in new machinery, processes and technology to ensure it continues to be known as a leader in the sector.

Tranter said: "I am looking forward to getting started on this fantastic opportunity for me. I have known Essential's managing director, George Georgiou for many years and his passion for perfection is inspiring. He is always striving for new techniques and ways to make what we do at Essential different. We have a great team in the office and the factory and I want to work closely with our customers to ensure they get the best service and solutions for their clients."

Georgiou added: "It's great to have Dorian on board. He has a fresh outlook on the industry and his enthusiasm rubs off on

everyone around him. We have some big targets for the coming year and, I know that Dorian is definitely the right man for the job."



Outstanding Branding gains recycling standard

Outstanding Branding was awarded the Silver Standard Rating in global recycling efforts from UK sustainability auditor, First Mile. It places the company among the top 20% in the UK who participate in recycling programmes.

In 2016, Outstanding Branding recycled 1.65 tonnes of material in four streams and had an overall recycling rate of 100%, placing it within a few points of achieving the Gold Standard in 2017.

Sarah Penn, CEO, Outstanding Branding, said: "We believe in a world where you can recycle everything, from office waste to food and at Outstanding Branding, we think it's our responsibility to equip our team with opportunities to have a favourable impact on the environment."

First Mile works with more than 14,000 businesses and recycles 66% of all materials it collects, which compares to an average recycling rate of just 33% in London.



Dublin office for Fluid Branding

Following recently opening its first European office, in Amsterdam, merchandise distributor Fluid Branding has opened a second, in Dublin, Ireland.

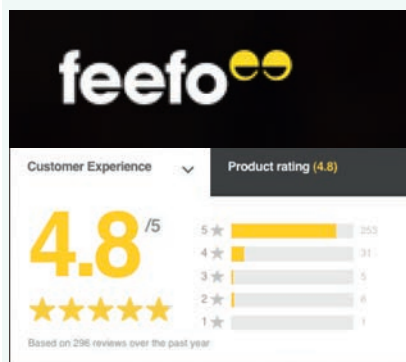
Heading up the new office is sales director, Damien Doyle, who was previously head of sports science at League One's MK Dons. He said: "I'm delighted to be joining Fluid Branding at this exciting time. I'm ready for a fresh challenge in a new industry. I'm originally from Ireland so it feels right to be returning home."

Miles Lovegrove, managing director said: "We identified the need to service our existing clients and to further grow our portfolio across Europe, so after our opening in Amsterdam in January, we'd been looking at the options for our next logical step, Dublin is perfect and the location of our new office at Dublin Airport couldn't be better."

The firm's commitment to excellence in customer service was reflected with a Feefo Gold Trusted Merchant Award in March 2017. To achieve the award, it maintained a Feefo service review rating of between 4.5 and 5.0 Stars in 2016.



Doyle: happy to be heading home



How will article 50 affect the UK promotional merchandise industry?

BPMA director general, Gordon Glenister, assesses its impact

On the 29th March, Theresa May had the UK government's mandate to trigger article 50 to leave the European Union. So how it will it affect the UK promotional industry? The short answer is that it's still too early to tell.

This country has experience in dealing with challenging times, and often will defy the experts. Certainly, some were expecting Armageddon after the referendum result, but it didn't materialise. Some large companies are planning for the impact and considering having small satellite offices in Europe, but there doesn't appear to be a widespread exodus yet.

One of the biggest challenges will be a volatile currency which may make it difficult to plan and predict. This might be a good time to buy forward currency to at least protect pricing and profit. There is a huge amount to negotiate and the UK government is trying to get a good deal. Meanwhile the Europeans don't want to make it look like a deal is better for those outside as this may cause contagion and others will look to follow.

It's also not in the UK's interest to have a weakened EU. Top of the list will be the status of EU and British nationals. There are a number of UK businesses that employ staff from the European Union, and some of them have clearly expressed concern hence the reason why this is so important. I would have thought all existing residents will be OK, but there will be a future date set where border controls may be in place.

A lot of imported goods flow quickly and efficiently through our borders. Clearly if every cargo was checked, this would create enormous delays for both imported and exported goods, particularly if we were forced to move our border from France to the UK. If there are tariffs imposed, technology is advancing so quickly that I am sure

this problem would be overcome. I also think some of the major industries of pharmaceutical, finance and automotive will have separate agreements.

The biggest worry would be if there was a loss of consumer confidence, which in turn affected marketing spend. This hasn't happened yet, in fact Brand UK has never been in a better place - the 'Made in the UK' kitemark has great respect the world over.

In fact, it might be that British made promotional goods grow further. A weaker pound has made many UK goods much more competitive, a view that came out in conversations from European distributors at the PSI show in January.

Examples of Volatility GBR/EUR 6 month

- High 1.1944; low 1.1054
- 7.73% volatility
- When buying euros with £500,000 this translated to a difference of €44,500 between the six month high and low.

Market Movements GBP/USD 6 month

- High 1.3385; low 1.2049
- 10.5% volatility
- When buying euros with £500,000 this translated to a difference of €66,800 between the six month high and low.

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HOME FROM HOME

Staff spend a large chunk of their lives in their working environment, so making it pleasant for them and visitors, is a worthwhile investment, says **Andrew Hill**

Q. What, in your view, constitutes a good place to work?

A. It's all in the eye of the beholder of course. There is no typical working environment in our industry, resulting in many and varied experiences. Rarely hamstrung by location, we can witness everything from the proverbial shed in the garden right through to well-furnished offices in city centres, and everything in-between.

Arguably, those fortunate to work from home have the best of all worlds, as they work in an environment entirely of their own creation. However, there are several arguments against the home office. One is the permanent temptation of distraction; another is the perception that they can be interrupted at any time to pursue a 'more important' matter. The main one quoted to me though is the lack of human contact, a natural requirement for many of us.

Q. Do Senator employees have a good environment to work in?

A. Well, we are lucky that the UK building in which we are housed was designed and built from scratch. During the process of design, our architects were briefed on providing a pleasant work area for all employees starting, funnily enough, with the outside. The land we eventually chose to build on is next to a golf course which means that two sides of our building overlook an area replete with a view of the changing seasons. In the spring, summer and



autumn, our HQ based staff can sit outside and enjoy their break periods surrounded by nature's colours. Perfect!

Q. What considerations did you have to make for the inside?

A. Work flow was the main factor in deciding where to place the key areas within the building. Offering us complete functionality, Senator House (a.k.a. Pen City) has been built with the customer featuring in every aspect of what we have created. Everything slots into place like the proverbial well-oiled machine and allows us to provide a service to our customers which is entirely process-driven, backed with the knowledge that we are fully compliant.

Q. Are your processes the same then for all the

markets you supply?

A. Senator is an organisation with only one route to market. We are entirely trade-specific - a global policy - and therefore the focus is entirely on the promotional products market. This trading platform helped enormously with the overall design of the building and meant we had no 'what if?' decisions to make. This also enabled us to factor-in growth requirements - particularly for machinery - which doesn't impact on personal space and has, subsequently, proven to be great planning.


Q. A purpose-built operation is rare for our industry. What are the upsides for your staff and customers?

A. Well, it's all very contemporary. From lighting to ambient temperatures to

rest areas, we like to think we have a well-cared-for and happy crew. This is, perhaps, reflected in the relatively low staff turnover we enjoy, coupled with the amount of collectively organised charity fund raising our staff are involved in. This feel-good factor also extends to what we produce. Our teams are all individually responsible, resulting in what we understand to be the lowest level of returns in the industry.

Our customers love to visit us. At this moment, we are preparing for a visit of 18 people who will have the full Senator Experience. We were named a 'Centre of Excellence' by our German parent a couple of years back, and this relates to the number of overseas visitors.

Q. What can other companies in our discipline learn from all this?

A. It's simply about people. We all know that sound relationships are a key element within the promotional industry but, in turn, we all share an obligation to ensure that our own people are never taken for granted. Whether it be a small office or a large factory, people come first every time. It isn't necessary to spend a fortune on making people's working lives more pleasant. It's relatively easy to start the process, just set up a staff forum and take it from there... 

Andrew Hill is MD of Senator Pens in the UK



POLAR

NEW

MORE QUALITY. MORE COMPETITIVELY PRICED.

Luxe for Less; the **Polar** retractable ballpen range combines German production quality with a stylish European design, all at a favourable price.





BlueFish heads north with new Leeds base

Promotional distributor, BlueFish Promotional Merchandise, is expanding with a new northern office in central Leeds.

Based in Princes Park adjacent to Leeds station, the office will allow BlueFish to service its growing portfolio of clients in the North of England and Scotland. The Leeds office is in addition to the office based at Galpeg in North London where the production and accounts functions will continue to be performed.

Co-owner, Russ Platt, said: "We are really looking forward to making the most of this well-needed expansion. We have a wide range of clients spanning the whole of the UK so it makes complete sense for us to open the office here. It will enable us to give customers in the North an even better on-demand service than we already offer them."

His co-owner, Paul Green, of Galpeg, added: "The office location could not be better for us or our clients; we are right in the heart of the vibrant business hub of central Leeds with superb transport links by road and rail right on the doorstep."

Made to measure merchandise

Award winning distributor, The Brand Room, (previously Face to Face), has launched 'My Brand Room', a print on demand service offering a selection of products, many of which are not yet available in the merchandise industry.



**Kicking off:
trainers are
one option
from The
Brand Room**

Managing director, Mitul Patel, said the aim is to potentially offer 4,000 products for personalisation although this will take time. "I'm starting it off small and then adding more product sections as

we go along - anything from cushions, stretched canvas prints, photo frames,

bedding, golf, glassware to crazy stuff like branded wooden doors, house signs from slate, licensed Disney and premiership football items too."

The company has been working on the new proposition since the beginning of the year. It will offer a no minimum order service, so customers will be able to order a single item of products such as quality, bespoke, high-top trainers shoes, from an Italian factory.

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IN TOUCH WITH MILLENNIALS

Millennials ranked promotional products the most effective advertising channel to provide an incentive to action, says **Moumita Das**

In 2016, PPAI conducted a consumer study as part of the Get In Touch! campaign, a \$1.5 million industry branding initiative to leverage the promotional products industry as a key player in the overall advertising domain.

For marketers, Millennials are the most important generation to come along in the past 100 years. The oldest Millennials are reaching the age of 35, and beginning to make life-changing purchases.

PPAI's 2017 Consumer Study: Mapping Out the Modern Consumer looked at how advertisers can leverage the benefits of promotional products advertising.

Ad blocking generation

Results point to a growing trend for Millennials to avoid ads. They are making decisions in everyday life revolving around whether they will be interrupted by unwanted distractions. They are paying for services such as Netflix and Spotify to watch television or listen to music. In fact, a recent Facebook study reported a 25% decrease in Millennial users in 2014, with unwanted tracking and advertisements named as the root cause.

Advertising redefined

Consumers are no longer enjoying their advertising experiences. They want advertising that is more resonant, relevant and easier with which to engage. Millennials prefer messages that will capture their attention, making a case for why they should care, in the most efficient way possible. Actively engaging Millennial consumers and influencing their thoughts can be a daunting task; however, promotional products provide an opportunity to make it easier for the brand-consumer relationship to grow stronger.

While other advertising channels simply communicate a message or reinforce branding, promotional products also play a functional role within the consumer lifestyle. Promotional products allow brands to directly affect Millennial lives by seamlessly

integrating into everyday routine.

Because of their ability to be used in everyday routine, promotional products allow consumers to absorb the content at the pace and time they choose. Not surprisingly, Millennials ranked promotional products as the most effective advertising channel to provide an incentive to act.

In advertising, the term 'effective frequency' is used to describe the number of times a consumer must be exposed to branding or an advertising message before the marketer gets the desired response.

"Effective frequency might mean that a single advertising exposure is able to influence the purchase of a brand," notes John Philip Jones, an American advertising professor and author.

One thing stands true: messages are more effective when repeated, and every day, Millennials are in contact with promotional products. The average Millennial is most likely to walk around with a promotional product everywhere they go, subsequently

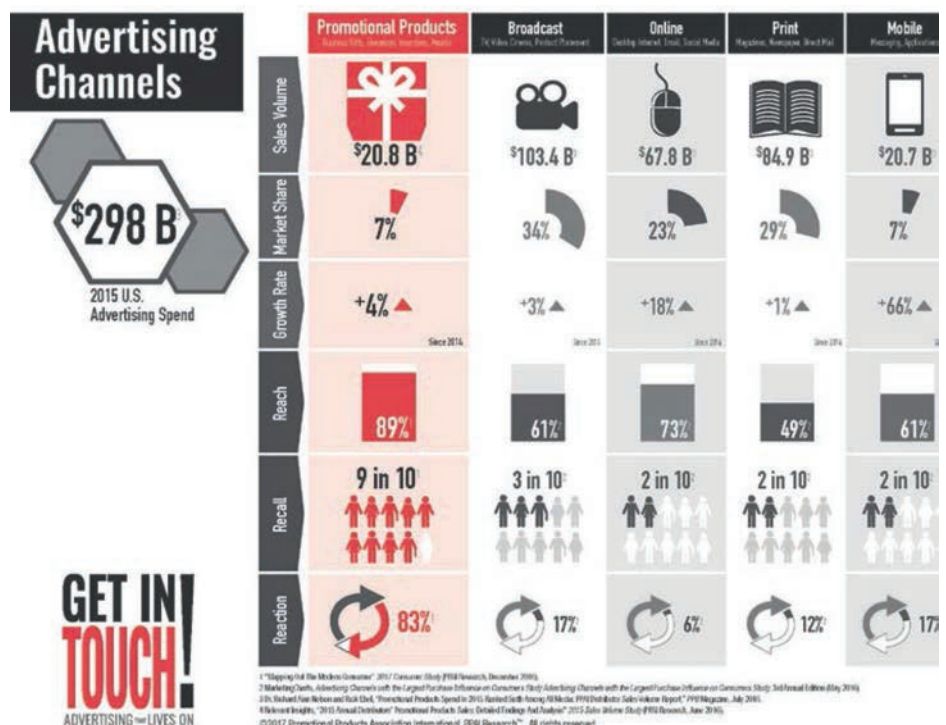
expanding a brand's reach.

Two in three Millennials will wear or carry a promotional product daily. Millennial men are more likely to store promotional products in the vehicle or bedroom, whereas women are more apt to keep items in the kitchen or bathroom.

Millennials are hungry to live out their passions, and the brands that can satisfy their appetites will reap the reward for years to come. Promotional products provide the best tool to leverage brand reach, drive recall and fiercely resonate to engage the best reaction among Millennial consumers relative to any other advertising channel.

PPAI's Get In Touch! campaign competitively positions promotional products as the only advertising medium with the ability to target audiences by putting brands in their hands like no other medium can. For more information, visit ppai.org/getintouch.

Moumita Das is PPAI Market Research Coordinator



IF THE HAT FITS

As promotional headwear specialist **Sharon Lee** reaches its 70th year, **Gordon Glenister** finds out how the business is staying relevant today

Trade supplier Sharon Lee, has just reached its milestone birthday of 70 years. I went down to meet the team in March and was really impressed by the dedication they all have to support the company.

The company originally started selling novelty hats to tourists in a Southend-on-Sea shop which was started by present managing director, Toby Pache's grandfather Woolf Davis. The name, Sharon Lee, originated from Woolf's daughter, Toby's mother. Toby's father Graham took over the business in 1973 until 2009.

There have been many challenges along the way and the recession of 2009 nearly sunk the business.

"In the early days, there were just six people working here," says Toby. "Two in sales, two in the warehouse, and two in accounts and all the embroidery was outsourced. Now there are 29 including three apprentices, two of whom have been promoted."

Many of the current team have been there for some time - some as long as 25 years. The business now has two production shifts 7am-1pm and 1pm-7pm and works to a three-week production.

When Toby took over, he had to reset the business model and decided to bring production in house, focus on marketing, and working with key customers. Over the past five years he has invested heavily in



this which has paid dividends.

Sharon Lee now has seven 8-head Tajima embroidery machines and a 12-head is on order, as well as a rhinestone direct to garment. Toby is expecting to see turnover grow by 27% this year.

"Most of the growth has come from bespoke ranges which now account for more than 50% of the business, 40% embroidered stock, and just 10% plain. We've seen a real trend in High Street quality and fashion," he says.

"In the sports arena, fabrics like bamboo have grown in interest. We've also supported our customers with accessory kits like gloves and scarves

Education of customers is critical. Sharon Lee welcomes distributors and embroiderers to the factory and provides engaging videos on its processes

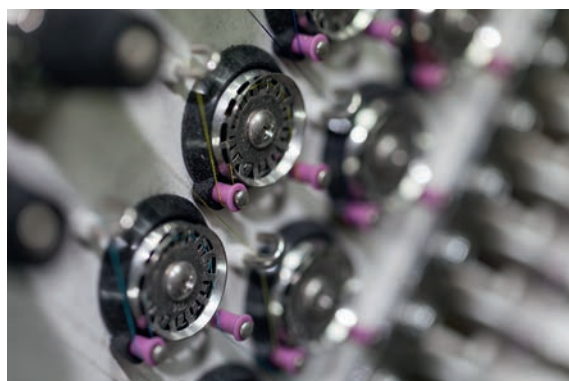
too," he adds. "Baseball caps account for around 75% and knitted around 25%."

Sharon Lee has also developed some sizeable business in the licensed sector and brands like Disney have given factory quality inspections.

Toby sees education of his customers as critical. Sharon

Lee welcomes distributors and embroiderers to the Essex factory and provides engaging videos on the manufacturing and branding processes.

Asked why he does what he does, he answers, "I love it! I absolutely love it! The team are so different, it's not a chore in any way." **PM**





- ✓ An unrivalled range of stocked headwear products.
- ✓ Large selection of UK branding techniques – including 3D embroidery, Applique and now Rhinestones.
- ✓ In-house production made up of 68 x heads of embroidery, using state of the art Tajima AR Machines, plus a single head sampling machine for fast response.
- ✓ A new GEMFIX direct to garment Rhinestone machine.
- ✓ Creative design service available in-house.
- ✓ Fully bespoke “offshore” service with a limitless range of fabrics and branding techniques.
- ✓ A range of bespoke services available including “Express” and our very own “Stripped Back” bulk production.
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ASK CLIVE

Confusion about organic textiles shouldn't blind you to their uses, says **Clive Allcott**



Q : Branded clothing has seen an increase in demand for organic and certified clothing. What is the difference between organic and conventional cotton?

Organic cotton is grown using methods and materials that have a low impact on the environment. Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilisers, and build biologically diverse agriculture. Third-party



SO HOW DO THEY DIFFER?		
	ORGANIC	CONVENTIONAL
Whitening	Safe peroxide is used	Chlorine bleaching creates toxic by-products, which are released into the environment
Dyeing	Low-impact fibre-reactive or natural dyes	High temperature, heavy metals and sulphur
Fair trade	Social criteria, including living wages	Possible child or forced labour. Facilities may be unsafe
Marketing	Positive story to differentiate you from your competitors	Potential for negative image
Price	Initial cost more expensive. Long-term advantages: priceless	Initially cheaper. Impact on environment: devastating

certification organisations verify that organic producers use only allowed methods and materials. Organic cotton is grown without the use of toxic and persistent pesticides and synthetic fertilisers. In addition, regulations prohibit the use of genetically engineered seed for organic farming meaning that all cotton

sold as organic in Europe must meet strict regulations covering how the cotton is grown.

How do I know if it's organic?

Unlike food, textile products don't have to be certified to be described as organic. A product claiming to be organic might



only contain a small percentage of organic cotton or may be made of organic cotton but dyed using toxic chemicals which would never be allowed in certified organic products.

The use of any organic cotton is a great first step, but to be sure a product really is organic from field to finished product, look out for the Global Organic Textile Standard (GOTS) symbol as well as the OEKO-Tex symbol.

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LISTAWOOD
PROMOTIONAL PRODUCTS

Four new faces as Impamark goes for growth in the UK and Spain

Impamark has announced recent additions to the sales teams of its UK and Spanish sales offices.

Ian Richards and Rebecca Thick have taken up positions at the Burnham-on-Crouch headquarters, while Denise Sanders and Rory Crisp have joined sales and emarketing in Spain.

Nicky Crisp, managing director, Impamark, said: "I am thrilled to have some fantastic additions to our staff. As an established merchandise distributor with over 45 years' experience, to have this great opportunity to continue to drive the business forward, is both exciting and challenging. Our recent move to the Advantage catalogue group is another positive step for the company, and will enable us to further our growth within the industry."

Training sessions from CEG

Luxury metal gifts supplier Corporate Executive Gifts (CEG) is taking bookings for its latest educational workshops to improve distributor knowledge of its products and laser engraving. The company has been running the sessions since 2014 at its North Watford showroom. Sessions can accommodate up to 12 delegates and cover a range presentation and examples of bespoke production; an overview of deluxe boxes with laser cut inner foam for gift sets, and a hands-on masterclass in laser engraving. Workshops can be tailored to the experience of delegates, from those new to the industry, to updates for the stalwarts. Bookings are now being taken from April onwards. Call Trish Curtis on 01923 852330 for details.

Cheers to Micromarketing

Promotional product agency Micromarketing is sponsoring The Round Table's 6th Annual Witney Beer Festival on April 29th. The event takes place in Witney's Grade 1 listed St Mary's Church.

Over the past five years, £31,015 has been raised for good causes locally. This year the festival aims to break its record for a single year and raise £15,000 for charities and worthy causes in West Oxfordshire.

WAPP runners aid local college

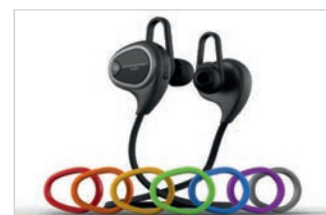
We are promotional products (WAPP) staff took part in a half marathon to fundraise for Derwen College, Shropshire, which provides support and education for young adults with mental disabilities.

The running team, consisting of Joshua, Dean and Adam, from WAPP, hope to raise at least £1,000, which will go to help repair the college's swimming pool in its 90th year.

WAPP supplied branded running garments for the Derwen College team for the race, which started and finished at the British Ironworks Centre.



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DON'T TEACH CUSTOMERS BAD HABITS

It's easier to cave in to requests for discounts, but think about the alternatives, says **Peter Hill**



Pat your dog on the head and give him a treat when he returns the stick you threw, and he will very quickly associate that behaviour with a positive reaction and reward, and repeat it. If barking at the postman results in a cross look and a sharp tap on the nose, then he will learn not to do it.

Customers, and for that matter suppliers and employees, often behave in the same way. So, if we reward customers for the wrong things, they repeat this behaviour.

When your customer asks for a discount and you respond by taking off 10%, you are training them that 'challenging' the price receives a reward.

It's worse than that, because caving in too easily with a 10% discount not only encourages them to keep asking, and perhaps push to 15% or 20%, but can make them think you were trying to 'rip them off' with an inflated price in the first place.

So how do we change this behaviour? What can you say in response to the discount request?

How about this response?

"No. Our prices are carefully calculated to be fair on our customers." The use of the word fair makes it less money focussed, and research shows most respond that they felt they had to ask.

There are other answers beside a straightforward capitulation.

"I can't do 10% but I can do 8.73%". A very specific number on the headline price or the discount you give, makes it

much more believable, and acceptable, to customers.

"I can't give a discount, but I can give you 10% more quantity." Giving £100 discount costs you £100, but giving £100 worth of extra goods probably only costs you £40 or £50.

"I can only give 10% discount if you pay up front, increase the order value to £x, or collect." The 'reward' is not just for asking, but for improving the deal for you.

All these options avoid simply rewarding the customer for challenging the price.

Basic human behaviour means we all seek to avoid pain and pursue pleasure. Discounts are given too easily because we want to avoid the 'pain' of defending prices or having to haggle over details. If we are well prepared for the challenge, and have other ways to make the customer happy, then the customer can be retrained into better behaviour.

Most people will broadly do what you ask of them, if you satisfy three steps.

They need to know 'why'. "If we keep giving big discounts, our profits will fall and the business cannot invest in people, technology and buildings to keep growing."

There needs to be consequence (pain) for non-compliance from sales staff. "Giving discounts without discussing alternatives, will get a written warning." Discounts can still be given, but only after other options are discussed.

There should be reward (pleasure) for getting a better deal. "The salesperson with the lowest average discount will receive a cash bonus."

If you want to retrain you customers, employees or suppliers, consider what behaviour you want to change. Answer the why question, and address the pleasure and pain issues. You may be amazed at how compliant people can be if handled properly. **PM**

Peter Hill is a director of chartered accountants and business advisers, Mark Holt & Co

Caving in easily with a discount encourages customers to ask for more



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Look for the **Badge**.



For a list of BPMA Members please visit **www.bpma.co.uk**

TESTING TIMES

With almost a third of test certificates from China inaccurate or fraudulent, **Mark Oliver** advises on how to sort the fakes from the genuine article

We live in an increasingly litigious and competitive marketing environment with businesses understandably trying to maximise income and minimise outgoings. A fake test certificate costs approximately RMB 3,000 (£330) against RMB 12,000 (£1,300) for a genuine one. It should therefore come as no surprise that it has been estimated that 30% of test certification allegedly coming from China is either inaccurate, misleading or fraudulent.

On a positive note, these figures show the majority of test house certification can be relied upon but clearly there is a risk. As a BPMA member we want you to have justified confidence in your test certification and products so any regulatory issues can be avoided as well as civil claims that could arise. As an SME, your available time resources will be limited but accepting everything at face value is not recommended best practice. To show due diligence, a few checks are always required.

Practical steps

- How much time should you spend checking certification? We would say that needs to be based on the risk and consequences of something going wrong, both as a reputational risk and also any potential personal injury.
- Always ask for copies of the test certification and if possible make compliance with the relevant EU/UK legislative requirements part of your contractual agreement.
- Is the test house accredited by a third party, such as UKAS or a similar body?
- Does the certificate relate to that product? Check product identification codes.
- How old is the certificate? While testing certificates have no time limits (unless specified) production methods and materials will change over time.
- Due to issues with fake certification the larger test houses run a free online checking service - just enter your certificate number. Alternatively, for those not listed email the test house directly.

Mark Oliver is Cambridgeshire Trading Standards business hub manager

Would you accept this?

- Always be wary of test houses you have never heard of, despite the quality of the documentation and artwork.
- Fake documents are often scanned, always ask for a pdf version to be sent for your records.
- Does the certificate show signs of tampering?
- Is the supplying company's name and address on the certificate?
- Is there a phone number - does it work?
- Is there an email contact - do they reply?
- Is your supplier aware of the regulatory requirements?
- Use Google to get any available details on the test house or feedback.
- If you regularly import these products you could consider having your own screen test/full report completed.

If any of the above create doubts about authenticity seek further reassurance or consider walking away. If financial loss is potentially involved, speak to us and we will make further enquiries with our Primary Authority Partner.

Please let us know of both your good and bad experiences with test house certification and we can use the information to populate an information web page for the benefit of all members.



BPMA members should have justified confidence in test certification and products so any regulatory issues can be avoided as well as civil claims that could arise. Accepting everything at face value is not recommended best practice.

Test house contacts

Intertek: www.intertek.com/business-assurance/certificate-validation/
 Rheinland: www.certipedia.com/search/companies_with_certified_products
 TUV: www.tuev-sued.de/product-testing/certificates

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TOUCHED BY ADVERTISING

This year's Haptica exhibition brought a growing area of marketing practice and merchandise to life in Bonn



Haptica live brought many facets of haptic advertising together in one day



The show collected creative campaigns from around the world



For the uninitiated, haptic advertising looks to appeal to all the senses, particularly touch. Haptica live, now in its fifth year, took place at the World Conference Center Bonn in March, bringing together as many of the facets of haptic advertising in one day, as possible.

This year saw a new attendance record of 175 suppliers, up from 142 suppliers last year, presenting their novelties and trends to the audience. They ranged from grills by Weber-Stephen, porcelain creations by Seltmann Weiden or sound systems of JBL by Harman, as well as regional specialties from the farmyard shop or Fair Trade items from all over the globe. Classics such as ballpoint pens, ties and calendars or niche products like incense smokers and envelopes made of cotton, were all available to the visitors from marketing and buying departments, advertising agencies and the promotional product trade.

Visitor numbers were also up by around a third at 1,946 compared with 1,494 last year. It was particularly busy in the morning, with the rush of visitors slowing down in the afternoon. In addition to product presentations at the stands of the exhibitors, there was a well-attended lecture programme, during which speakers from the marketing sector outlined their experiences in dealing with haptic advertising.

The chief editor of Yps, Christian Kallenberg, set off on a cult journey back in time to triops and catapults to underline the significance of on-packs for the success of the magazine. Recruiting

measures with the aid of haptic advertising were also part and parcel of the lectures of Nico Rose of Bertelsmann, Andrea Pflanz from East Saxon Sparkasse Dresden, and Ronny Ullrich of Cromatics. Katrin Schütterle from goDentis talked about 'Health Care with the Aid of Gamification and Haptic Anchors'. Finally, Peter Schönberger, the executive director of Cologne ice-hockey team, the Kölner Haie reported on the great significance that merchandising has for the ice-hockey club from the cathedral city.

The media team of Haptica organisers, WA, had collected 20 creative examples of campaigns from all over the world for the established Best Practice Special Show. These included the smallest rinsing bottle in the world, a ballpoint pen made out of old bullet cartridges for Reports Without Limits and a masons' calendar that had to be smashed out from under a coat of cement. All underlined the creative potential that haptic advertising holds.

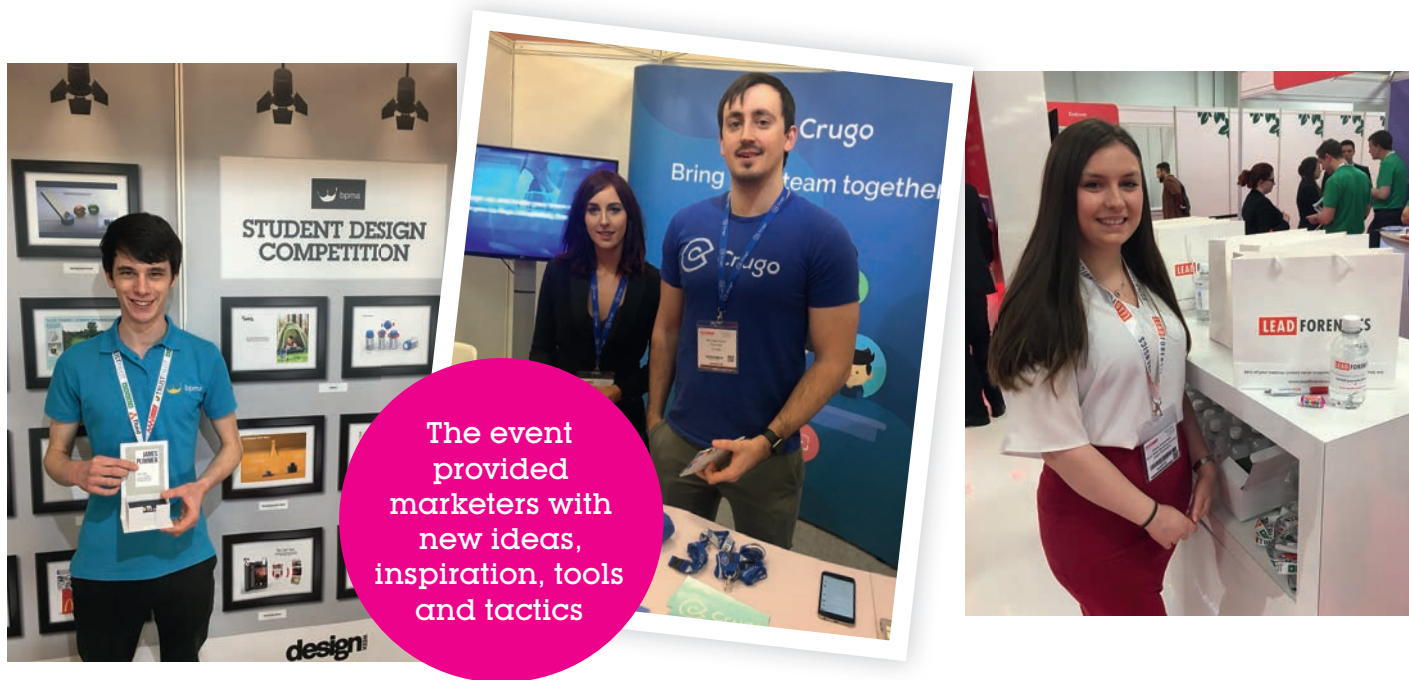
Equally inspiring was the exhibition of the 49 award winners of the Promotional Gift Award 2017. The conclusion of the event saw winners receiving their trophies at a special awards ceremony.

Other elements of this year's show included a Facebook photo campaign, branded ice-lollies and the issue of a new free fact brochure, Facts-to-go, as well as the results of a survey about promotional products.

Haptica live '18 will be staged on March 21, 2018 at the WCCB.



MARKETING WEEK LIVE HITS THE TARGET



50 REASONS YOU SHOULD BE A BPMA MEMBER





The ninth Marketing Week Live took place on 8-9 March, with organisers praising the event as a huge success. More than 5,500 marketers descended on Olympia London for two action-packed days meeting leading suppliers, networking with industry experts and listening to case study presentations from leading brands.

BPMA members in attendance included, Touch of Ginger, Roantree, Innovation 1st, Fluid Branding, Prodir/Premec, Essential, Wing Lee, Limelight, Moleskin, Prime Group, Whisk Hampers, and Orb.

Fluid Branding was a sponsor of the event and its logo was highly visible throughout the exhibition by way of the official bags and lanyards distributed to all attendees.

Matt Franks, CEO, Fluid Branding

said: "It was a great couple of days. We saw some fantastic quality visitors come to our stand and we took lots of enquiries. We've already helped some brand-new clients with merchandise solutions. It's been a real success for us."

Headline speakers included Oscar and BAFTA-winning director Asif Kapadia, racing driver Nic Hamilton and Snow Patrol's Jonny Quinn. Event manager, Hannah Redfern, said: "The quality of content, not only from our brand speakers, but from exhibitors and sponsors took a noticeable jump. We're seeing fewer sales pitches, with suppliers really focusing on delivering tangible takeaways that visitors can apply immediately to their marketing campaigns."

Marketing Week Live will return to Olympia on the 7-8 June, 2018.



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B2B MARKETING EXPO SET TO EXPAND IN 2018

B2B Marketing Expo took place on 28-29 March at Excel in London. The event combined with Sales Expo, and next year will have an additional two halls to allow for Tech and B2C.



Many of the seminars were packed to the rafters. Gordon Glenister was speaking later on the second day, and Mo Yusuff, managing director, Club Row, presented on the first day. The BPMA continued to educate and engage with end user buyers with its photo mug presentation. It also conducted some extensive research which will be combined with that taken at Marketing Week Live and launched ahead of Promotional Products Week.





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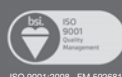
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FIGHTING FOR THE FANS' HEARTS

Event Merchandising has been involved in the world of wrestling for more than 20 years. With the sport set to make a high-profile comeback on ITV as World of Sport Wrestling, Event Merchandising MD, **Jeremy Goldsmith** interviewed wrestling star and the show's producer, **Jeff Jarrett**, about the importance of merchandise for fans of the sport

How important is branded merchandise to your sport or brand?

Merchandise in the world of professional wrestling is very important. It helps promote not just our brand, but our roster as well and gives us further brand exposure by fans wearing the product, dressing their bedrooms and playing with the accessories. It's a way a wrestling fan can express to the world that they are passionate about the sport.

Ever since the late 80s when Event Merchandising started the trend in Europe, wrestling product has been loved by fans. It is also an important additional revenue stream.

How did you select what to have?

A T-shirt is usually the first thing to get made with the designs based on our popular superstars. It can be a selection of clothing either with a logo, slogan of one of our guys or girls with some awesome artwork that appeals to our fanbase. We then have an endless selection of items including souvenir programmes, replica belts, posters, signed photos, wall banners, caps, beanies, and many more. The world of wrestling even introduced the foam hand to the UK audience.

What's the most popular item?

It will always be the T-Shirts – they're a staple of professional wrestling. Then there's replica belts, if they haven't already sold out.

What do your fans like most?

Our fans are collectors of everything wrestling related and they will let you know on social media for sure. Again, T-shirts are always a big seller. Fans love limited edition items and signed product like a Louisville baseball bat, replica title belts, action figures, framed signed posters, calendars, guitars or even worn ring gear or tees from our talent.

It has huge sentimental value and fans love to decorate their houses with all the items on their walls and show them off to friends and family. It's really cool to see the impact professional wrestling has on people that way. We get a huge demographic of fans, both male and female. One of our best customers was the Sultan of Brunei's son.



"We keep in mind we have a lot of families and young adults who like to buy from live events and in the store. We have something for everybody"

Do they buy most at events or online?

Sales at an event, can be huge, with queues around the block. What's great about our online stores is that we can operate 24/7, where we can expand the range and sell throughout the year.

Do your fans share what they have bought on social media?

Absolutely! Because of weekly TV, fans will see who's wearing what merchandise in the first few rows and then that catches on and then they decide "that's what I want" and then they are tweeting and talking about it on social media and going on to tnaeurostore.com to see if its available. They are so passionate about



everything we do from inside the ring and outside of it.

Do you wear or use your own branded merchandise?

Of course. I think our wrestlers do, even more so now. A lot of the talent wear their t-shirts on TV, at signings and at live events. They even promote it on social media – it's great promotion for our brand and product.

How do you know what price points to charge?

We make sure to keep it line with retail prices. We keep in mind we have a lot of families and young adults who like to buy from live events and in the store, and prices can obviously vary depending on the product. We have something for everybody in the store and constantly have bundles and packages available.

What's the mix of free merchandise you use to raise your profile versus saleable?

Surprisingly, not that much thanks to our constant pushes on our social media platforms, but we do like to work with our TV partners and wrestling podcasts or wrestling magazines when we are about to release a new product. So, we do offer product as prizes. It helps us raise awareness of the new releases through these mediums and our fans like that.




How do you select what's going to be in your collection for this year and next?

The landscape changes constantly in professional wrestling. We have a good idea of what to produce for the tours or the store, but it's all based on which wrestlers are on our roster and are popular among our fans and how well they respond to them.

We know guys like a Kurt Angle, Sting, Hulk Hogan or The Hardys will be popular, because they have been around for years

and had success all over the world. When looking to create merchandise for new talent, we need to develop their brands and personas over a certain period.

For example, if a popular catchphrase catches on, we get this printed up on a T-shirt. If one of the masked superstars has an awesome mask, we replicate that because kids love it. One of the best-selling catch phrases we ever sold was for Steve Austin – it simply read Austin 3:16. 

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MORE THAN JUST SUPPLIERS

Distributors should take full advantage of the manufacturing, branding and marketing knowledge of their suppliers, says **Phil Morgan**



When it comes to the responsibilities of a supplier, it's basically just a case of creating and sourcing products then supplying them, right? It's up to the distributor to figure out how to market and sell the products, right? Actually, I think that we suppliers have more to do than that.

When you think about it, suppliers and manufacturers are the ones who create the products. We're generally the ones who have had the bright idea about a product or range, invest in the market research and product development, and ultimately, we spotted the gap in the market.

If we have all this information, yet don't pass it on to the distributor, how can we expect them to sell our products? For me, it comes down to education and marketing, which is a big focus for the team at SPS.

As distributors, you are essentially the end-user salesforce for our product range, so it's up to us to equip you for the job. Here are a few tips of how to do this. If you're

a supplier, are you doing this? If you're a distributor, challenge your suppliers to help you in these areas.

Education sessions

Most people have heard of our Branding Bootcamp, and the results from it are very impressive. By taking the time to invite distributors to our site, train them on products and processes, and even get them involved in printing, we're helping to fill in the knowledge gaps when it comes to our product range. But it doesn't stop there...

Marketing toolkit

I believe in making our distributors' lives as easy as possible when it comes to selling our products. That's why we supply loads of free marketing support – direct mail ideas, email marketing, skin sites, and so on. If you're not pushing your products, why should your distributors?

Help to grow the end-user market

As suppliers, we can help to grow this market by increasing awareness among end-users. Plenty of suppliers, like SPS, are trade only, but that doesn't stop us working to increase awareness of promotional products, which will in turn lead to more sales for distributors. There are so many opportunities for suppliers and distributors to work in partnership – are you taking advantage of these?

There's plenty for distributors to do too. Your supplier-base is on-hand to help you grow the market by educating and selling to end-users, so talk to your suppliers about what you need. Spend the time to build a thorough marketing plan alongside your core suppliers. At SPS, we already know the key dates for launching new and themed collections, so get in touch with your suppliers and sync your plans.

In this industry, it's all about the partnership between distributors and suppliers, with massive opportunities available for those who do this well.

Phil Morgan is managing director of SPS

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TRAINED IN PROMOTIONAL MERCHANDISE

BPMA training is flexible enough to help anyone become better at their job, no matter their experience, says Daniela Arena



It is so nice to see and hear that education and training remains firmly on everyone's agenda for 2017. The demand for a flexible industry specific training programme that can be integrated into each business is rising steadily from both suppliers and distributors.

The BPMA's education programme offers a blended learning approach that allows members to use the cost-effective training tool as a replacement, or an add on, to their staff training and development programmes.

A majority of the learners enrolled on the education programme begin on

the Trained in Promotional Merchandise (TPM Course). It is primarily targeted to those who have 0-3 years' industry experience but some have been in the industry longer and want to start at the entry level course and work their way to higher levels such as the CPM (Certified in Promotional Merchandise).

The TPM course starts with an optional, free half-day introductory seminar in London. These run in May, July and October. The 12-month online study is supplemented by optional supplier factory visits. The mandatory content is online with access to video and

pdf content covering 14 subjects.

This setup allows managers and learners to select a training plan and range of study topics that will enhance each individual's skill set, knowledge and development within the industry. Learners can register and begin their studies at any time. Once online, delegates select a piece of content, watch the video, read accompanying pdf content, take the quiz and gain 80% or more in the quiz to be awarded credits. Once the credit number has been achieved the learner can sit the exam.

Academy graduate, Bethann Coleman from Hambleside Business Gifts, said



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the programme is flexible and can be tailored to individual needs. "No matter which level you are at, you have access to all content to help expand your working knowledge and the quiz section allows you to monitor your progress. The online system is simple to use and encourages you to reach your targets and achieve your goals."

Bethann is now working towards her Master in Promotional Merchandise qualification (MPM), the highest level of course available within the education programme.

Another learner, Sooz Holmes (TPM) from Essential Promotions said: "I started working for Essential Promotions with no experience in the promotional merchandise industry. Along with the expertise of my colleagues I found the BPMA education programme an excellent starting point to develop my knowledge. Being able to tailor the programme module by module is great as you can develop in the areas that are the most relevant to your experience and role. I would highly recommend this for any new starters within the industry and I'm looking forward to completing the CPM level."

The BPMA will be launching a new education platform very soon – contact daniela@bpma.co.uk or more information and to get your team signed up. 

Pellacraft Four achieve BPMA accreditations



Four employees of Mansfield-based business gifts and promotional merchandise company, Pellacraft, have gained BPMA qualifications.

Pellacraft has taken advantage of the three BPMA courses. So far, four team members have passed the accreditation, with the hope that more will be encouraged to follow.

Rebecca Coles (marketing), and Shantelle Hall and Louise Henshaw (sales) have all completed the Trained in Professional Merchandise (TPM) qualification for individuals with up to three years of industry experience.

Abbi Walkman completed her Certified in Promotional Merchandise (CPM) qualification, which is aimed at individuals who have three to five years' industry experience.

Having now earned their qualifications, the staff can better understand the needs of Pellacraft customers and advise on what promotional merchandise will work in different situations.

Sam Pella, director at Pellacraft said: "The educational programmes are a fantastic way to learn the fundamental aspects of the promotional industry. Our business has grown significantly over the past 12 months, and this further proves that we are committed to continuously developing and providing our customers with the best possible service."

To discuss the opportunities further please contact Daniela Arena on daniela@bpma.co.uk.



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A POWERFUL CASE

Power banks are popular, but low quality versions are a blight. Choose wisely, says **Matt Pluckrose**



Portable lithium batteries or 'power banks' have become the must have promotional tech gadget over the past two years. The global market is forecast to grow to \$18 billion by 2020.

While delivering good branding and an increasingly affordable price, they do bring with their own dangers. When made poorly, they are a fire and public health risk, with airlines designating them 'dangerous goods' and imposing a ban.

Power banks are subject to the same compliance requirements as many other electrical items and need CE, Reach and RoHS. They also need battery reports to allow them on to cargo aircraft and dangerous goods handling rules must be followed. However, low quality models have found their way on to the market, and brands such as EE and Samsung have suffered damaging publicity in relation to power packs. Other companies have been affected and will no longer use them.

So, what should you look for?

World-renowned American testing facility

United Laboratories (UL) has developed a specific testing accreditation for power banks – UL 2056. This certification now means that manufacturers and importers can demonstrate that their power banks meet the stringent testing.

With a glut of power banks, price competition becomes the norm, which results in manufacturers cutting corners, compromising product quality. UL 2056 covers products including mains power or portable USB chargers. The output of the devices must be a safe voltage and the instant high-energy must also be within the safety limits.

Key tests for power banks include electrical, mechanical and verification testing. To comply with UL 2056, specific requirements include: failure of a single component will not cause explosion or fires; the material must be fire resistant, and product labels and instructions must be clear.

Power banks will remain in high demand over the coming 18 months, until gadget manufacturers enhance their built-in batteries,

or until wireless charging emerges – watch this space. Until then our industry must look more at quality and compliance, and less at how cheap power banks can be bought and sold for if we are to safeguard both consumer and brand health.

Matt Pluckrose is managing director of Desktop Ideas



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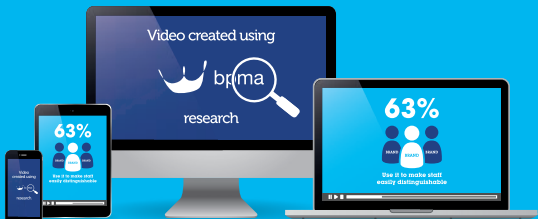
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DEAL, OR NO DEAL?

Spent time finding out who you are dealing with before advancing credit, says **Mike Collins**



When opportunity knocks, do you really know who's at the door?

Many people believe the key to good credit control is being paid on time. It isn't! The key to successful credit control is reducing your exposure and risk before you even do any work.

As regular readers know, we at AccountAssyst like to make our pieces both lively and informative, while passing you the hints and tips you should incorporate into your existing credit control processes.

Today's tip is about establishing whether you are supplying Thomas, Richard or Harold?

Rule 2 of effective credit control is know who you're dealing with.

As we will always advise, even if a new prospect is a referral from a trusted contact, or indeed even if the prospect has a reputation from being in the industry for a while, you should always make your own mind up on the decision as to whether to create a new credit account for a customer.

Get yourself a comprehensive account opening form and, more importantly, use it.

A good credit account application form should include the bare minimum of:

- Confirmation as to whether the company is limited, a partnership or a sole trader.
- Contact information, such as people's names and alternative contacts.
- Invoice accounting address so that you invoice correctly first time and every time.
- Official third party information, such as registered office numbers, VAT numbers etc.
- Home address for matters of partnerships and individuals.
- Fellow business owners for references.

In today's modern business world, there is a general consensus on the need for good data and information so the greatest hardship you will face is the little bit of time it takes to complete the process.

Most companies accept account opening as an established practice and will provide what you need. However, should you meet resistance, maybe ask the question why? What do they have to hide?


It is said that knowledge is power, and never is this more

pertinent than when you are gambling with your own money. Being forewarned is being forearmed so use this knowledge to your advantage.

If you know the customer is a rogue or charlatan before dealing with them, then common sense says you're not going to supply them and therefore you're not going to be taken for a ride.

As industry leaders for the past 10 years, our experience tells us that the investment in a little bit of time here and now is so much smaller than the additional time it will take you to pursue a bad debt when one of your customers goes rogue.

So don't delay, start to build your accurate and robust

account opening process today. BPMA members get in touch to activate your free start up benefit. 

DO IT NOW

For your complimentary account opening paperwork, simply email enquiries@accountassyst.com and list in the subject line, BPMA Benefit Account Opening Process.

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BPMA regional events take a lead in product compliance

The BPMA held a series of regional events in March and April to bring members together to cover a series of industry issues. Gordon Glenister discussed how distributors and suppliers could work better together to create the perfect partnership relationship.

Evidence was shown that some distributors will actively work with suppliers because of their reliability and service even if they are more expensive than other suppliers. Also, those suppliers that have excellent compliance documentation were seen to be favoured by some at the event.

Certainly, where large corporates are involved, requiring complex data, distributors will work with those suppliers that can support this. Some distributors, like Outstanding Branding, have now developed their own web channels and involved suppliers to support. Others make use of their suppliers on visits to help close deals and answer end user questions. Some distributors run their own trade shows and it was interesting to get the mix of feedback from suppliers. This was

because some distributors make a lot more effort to get visitors to the event than others.

Many suppliers will support an event because they value the relationship more than doing the event. Feedback and questions raised included whether table top events involving live branding experiences could work. The mugshot event at PA Promotions worked well and inspired Gordon to do this at the two national end user events. The SPS bootcamp was universally praised as a great way of educating distributors.

Each of the events had various guest speakers. Epsom was hosted by Huw Jones (pictured) from the UK government enforcement agency on compliance. He talked extensively about the role played by importers, manufacturers and distributors. Businesses understand that good regulation leads to confidence, reduced risks, prosperity and growth.

"We are very keen to help the BPMA in educating members in this area," he said, and reminded delegates of the cost of getting it wrong. (see Consequences slide below)

Also discussed was the development of an industry wide standard on BPMA service, ranging from the start of an enquiry through to delivery of product. Suppliers and distributors discussed this suggesting improvements and amendments.

Director general of the BPMA, Gordon Glenister, led the discussion and commented afterwards: "When you buy from a BPMA member, I want it to mean that there is a level of great service that a buyer can expect."



Top frustrations distributors have with suppliers

- Supplier selling direct to the end user
- Staff product knowledge not always up to scratch
- Lack of communication if there are problems with orders
- Not offering alternatives
- Lack of creativity
- Paying for samples
- Lack of flexibility
- Print quality issues
- Compliance knowledge
- Supporting online traders
- Selling to previously bust businesses
- Not having a dedicated representative

Top frustrations suppliers have with distributors

- Lack of information on quote requests
- Little loyalty – some shop around for pennies
- Big orders get sent to overseas suppliers
- Many paying over 60 days and some 120+
- Suppliers are doing more and more in the process including marketing, but getting less of the margin
- Compliance knowledge
- So many orders late and chasing artwork

Department for Business, Energy & Industrial Strategy

Consequences

Remediation order
Recovery of expenses
Compliance notice
Enforcement notice
Recall notice

£5,000 penalty per non-compliant product

Regulatory Delivery

27

What we love
most about our work?

Well, that's really the amazing fact that you just let us be ourselves so that you can be yourselves. Because you are the ones who give our writing instruments their individual face – your face. And you do that because you find yourselves in what we are and what we do.

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

Be true to yourself.



BPMA CALENDAR

4 May

Licensing Essentials Course Spring Fling Networking Party, Lords Cricket Ground

16 May

Promotional Showcase, Village Hotel, Cardiff

17 May

Promotional Showcase, Leonardo Hotel, Heathrow

6 June

Promotional Showcase, Holiday Inn, High Wycombe

7 June

Promotional Showcase, Village Hotel, Elstree

22 June

BPMA Scottish Summer Dinner, The Corinthian, Glasgow

11 July

Promotional Showcase, Brighton & Hove Albion FC

12 July

Promotional Showcase, Guildford Harbour Hotel

19-20 September

Merchandise World, NAEC, Stoneleigh

19 September

BPMA Awards, Chesford Grange

10 October

Promotional Showcase, Marriott Hotel, Leicester

11 October

Promotional Showcase, Village Hotel, Solihull

19-20 September

Merchandise World, NAEC, Stoneleigh

1 February 2018

Merchandise World, The Wing, Silverstone



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Applications are sought from candidates living in the South East of England who have a minimum of three years work experience in promotional merchandise, ideally gained in a Trade Supplier background.

We are interested to receive CV's from both experienced Sales People and those looking to take their first steps from an internal to external Account Management.

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MI Promotions ceases trading

Heartlands Business Gifts has acquired some of the assets from MI Promotions, and will be managing all outstanding orders that are currently active with MI Promotions. Heartlands Business Gifts will also be assuming responsibility for its customers to offer continued services and support. Heartlands is also taking on three embroidery machines from MI Promotions.

Photo mug investigation

Since our investigation into claims made by certain companies over dishwasher safe mug products, BPMA has been contacted by James Penn, CEO, Orca Coating. He has assured the BPMA that its products do meet dishwasher safe requirements, and has supplied relevant test reports, which are available online at Productmediamagazine.co.uk.

NEW BPMA CLOTHING ANIMATION RELEASED

Following on from the success of the first BPMA 'The power of promotional products' animation video, a follow up clothing version has since been launched. The version now enables BPMA distributors to have their own personalised video for just £99+VAT. If you would like to take up this offer, contact the BPMA.



BPMA ramps up its 'Look for the badge' campaign

The BPMA used the recent end user shows to remind buyers and distributors to 'only buy from BPMA members'. The Pen Warehouse kindly sponsored a pen and USB pack to give to end users. The campaign will on social media





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

Ten from two



Garry Holland

managing director,
Innovation 1st



Clive Allcott

commercial director
Screenworks

What are you reading at the minute?

The Chimp Paradox - The Mind Management Programme for Confidence, Success and Happiness

What's on your iPod?

Ed Sheeran! And lots of 90s indie bands including Blur, Oasis and Pulp

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

Don't be afraid to make mistakes (as long as you learn from them) and always be grateful for what you have

Cappuccino or Latte?

Latte - six-a-day usually

What makes you feel warm and fluffy?

A movie, Match of the Day and a cuppa tea with carrot cake

Best place in the world?

Barbados

If you could change one thing?

The road infrastructure in SW London, I'm not a fan of traffic

How would you like to be remembered?

As someone who was always trying to do the right thing

What are you proudest of?

The business Ian (my business partner) and I have built

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

The early days in the business were tough, going from a well-paid job in the City to starting your own thing with no guaranteed salary. However, having strong people around, and belief in what you're doing got me through the tough times

What are you reading at the minute?

Behind the Lions, Playing Rugby for the British & Irish Lions by David S. Barnes, Nick Cain, Stephen Jones, and Tom English

What's on your iPod?

I'm really enjoying Izzy Bizu, but always have the great sounds from Tamla Motown for those long trips

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

If opportunity doesn't knock, build a door

Cappuccino or Latte?

Cappuccino in the morning but tea thereafter

What makes you feel warm and fluffy?

Drinking two large gin and tonics by the barbeque on a summer day with my better half, as she describes herself

Best place in the world?

Angkor Wat Temple in, Cambodia. It's an amazing place of tranquillity considering the history

If you could change one thing?

The West Bromwich Albion manager, Tony Pulis

How would you like to be remembered?

A glass half-full person

What are you proudest of?

My three children, Katie, William and James

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

There have been many hard moments, but I have no regrets. Everything happens to you for a reason. The hard times that you go through build character, making you a stronger person

MOVERS & SHAKERS

Gossage joins USB2U

USB and technology supplier USB2U has appointed Andy Gossage as its new trade business development manager. He brings more than 20 years' management experience across the technology and retail industry and plans to help further growth in the trade sector.

Gossage said: "I'm thrilled to have joined the team at USB2U during this exciting period of growth and I've already been impressed by its can-do attitude. I'm looking forward to developing the trade sector and continuing to uphold the fantastic level of customer focus USB2U already maintains."

Founded in 2002, USB2U is one of the longest established suppliers of customised and printed USB memory sticks and other branded technology products in the UK.

USB2U recently announced a partnership with international technology company Pixika, making it the exclusive supplier of all PXK design promotional technology products in the UK.

CHX gets Max

Plastic products manufacturer, CHX Products, has appointed experienced manager, Max Rutland as business development manager.

Rutland said he was looking forward to developing CHX's business in line with its ethos of producing quality, cost effective promotional products rapidly.

CHX Products products are designed, manufactured and digitally printed in-house in the heart of Cornwall.

Bye Dave!

After four years representing Shugon Bags as UK sales and marketing manager, Dave Jeanes has decided to call it a day.

"This was my second period with Shugon and it was a case of getting the brand known again in the UK after they decided to close the offices and put everything with BTC Activewear," he said. "Thanks to everyone who I have known for years and those that I have made new acquaintances with. Time for some tennis and wine - cheers."



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