

## DON'T FORGET THE *Summer* MERCHANDISE



The A to Z of seasonal  
options **P16**



### BREAKING THE RULES

ABIDUR RAHMAN  
DOES IT HIS WAY  
**P11 >**



**FUELLED BY MERCHANDISE**  
HOW SHELL USES PRODUCT  
MEDIA **P30**

**THE £1BN BUSINESS**  
LATEST RESEARCH ON OUR  
SECTOR **P20**

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## WELCOME



With Summer around the corner we have a feature on the hottest seasonal products to bring your clients' campaigns to life. When selecting the right products, however, our industry needs to be aware of all the relevant compliance around the products we sell, and their responsibilities. BPMA members will have seen our recent compliance communication about travel adaptors. We plan to bring you more information regarding compliance over the coming months helping to educate the industry regarding the latest legislation, along with the inevitable impact due to leaving the EU.

The BPMA has exhibited at Marketing

Week Live and B2B Marketing Expo to reach out to the end user audience, where I delivered a keynote presentation demonstrating how premiums and merchandise help brands grow, even in this digital world. I remain confident that merchandise will continue to grow in popularity as brands look for marketing ideas that 'cut through the noise'. The conversations the team and I had with merchandise buyers throughout both shows were insightful, with many asking about sustainability, compliance and Brexit. Buyers also completed questionnaires to aid our end user research and identify trends compared with previous years.

In addition to the research carried out at the shows, we will soon be embarking on the largest research project to date which will deliver

compelling content for our industry to help enhance our message about the value of our medium/discipline. Look out for our communications or get in touch if you'd like to discuss some research ideas.

As an industry we need to ensure we are keeping up with the current trends, communicating in the right channels and using the right messaging to engage with the new generation of marketers, so the NextGen group was set up. Find out more on page 43.

We are now settled into our new office in Fetcham and look forward to hosting events here in the near future and welcoming members to the new home of the BPMA.

**Jon Birrell**  
BPMA CEO

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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## Management buy-out of Hambleside Merchandise

Hambleside Merchandise directors, Suzie Munday and Jennie Scott have bought the business from parent company Grinterley Limited. The pair have been employed by the company for 15 years, achieving directorships in 2014.

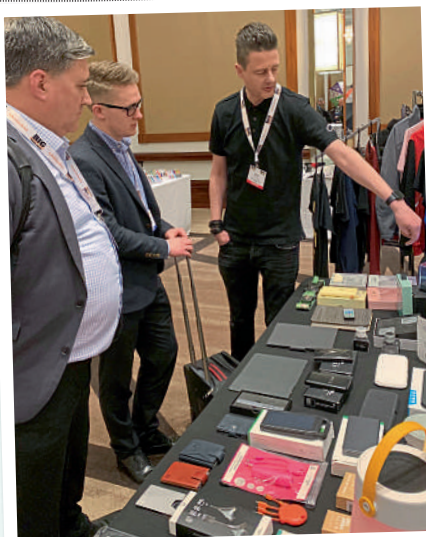
The company, which originally supplied diaries to the UK market, has been part of the Hambleside Group of companies since 1975. Over the years its product range has developed with the assistance of the PAGE Partnership and a network of suppliers.

Munday and Scott have driven the company forward embracing technology and promoting a customer-centric ethos. They have more than 40 years' experience distributing promotional merchandise, corporate incentives and branded clothing to clients in the UK and overseas.

Hambleside Merchandise is a BPMA Charter member, SEDEX registered, certified with BS EN ISO9001:2015 quality standards and committed to improving the customer experience when procuring merchandise for brand promotion.

Suzie Munday, sales and marketing director, said: "This is a very exciting time for us all at Hambleside. We have an excellent team and owe our success to their hard work and dedication. Each and every one of them is a true advocate of our brand, delivering excellent standards of customer service to our client base."

Jennie Scott, finance director, added: "We are in a strong position to take Hambleside Merchandise forward with confidence, setting our sights on further growth and great things to come."



## New event takes merchandise on tour

More than 50 distributors attended the first The BIG Promotional Trade Show event at the Crowne Plaza Hotel in Glasgow, before the show moved around venues in the UK and Ireland.

Following Glasgow's show in early March, the event toured Dublin, Manchester and Heathrow. Visitors to the shows saw a range of products and services displayed at convenient locations, meeting suppliers in a relaxed atmosphere.

Gerry Thomas for The BIG Promotional Trade Show said: "We were delighted with the turn out from the Scottish distributors. It was great to see so many friendly faces. It is always a pleasure to come to Glasgow and to be able to host an event in a city where the visitors to the show feel passionately about the products they sell and are proud that so many suppliers have made

the effort to come and see them."

Exhibitor Andy Larter from Sourcing Machine said the show proved to be worthwhile, with a steady stream of distributors. "We have already won new business from attending and are looking forward to the next one."

Stuart Ross, managing director, from visitor Ross Promotional Products said the show provided a good mix of trusted industry suppliers showcasing a wide range of products. "Definitely worth taking the time out of the office to visit."

The show returns to Manchester on 3 September at Manchester United, Old Trafford, before exhibiting on 26 September at The Village Hotel, Elstree. The autumn shows will take on a different approach to accommodate seasonal needs and focus on new products.

## CEG Collection unveils rebrand and focused websites

Corporate Executive Gifts has re-branded as CEG Collection and launched two new websites for trade and end user customers.

The trade website is [cegcollection.com](http://cegcollection.com), while end-users can visit [ourexeccollection.com](http://ourexeccollection.com) to view the range of distinctive metal products. More than 20 new products and gift boxes were launched at Merchandise World Stoneleigh 2019 and can be found on the new website.

Trade distributors gain 24-7 log in access to standard price breaks and full product specifications, downloadable images and templates, as well as a next day samples request option. Information and images can also be found on the increasingly popular gift

and inner foam packaging unique service.

Marketing director, Trish Curtis, said the end user site aimed to provide inspiration when a product brief is vague. "This URL is named with the primary intent for distributors to take ownership and present 'ourexeccollection' to the end customer, showcasing immediately the extensive range and making it easy to quickly browse together, select products."

She added: "The re-brand as CEG Collection is to better convey the appeal of the range to diverse audiences and the affordability to all buyers, with the fresh design reinforcing the contemporary look and feel of our high quality metal products."



# Bold look for charity



Outstanding Branding client experience manager, Fred Goozee took the bold step of cutting off his signature long locks, for two fantastic causes.

Generous donations and support from Fare Umbrellas allowed Goozee to raise more than £3,000 for Children with Cancer UK. Additionally, his 16 inches of cut hair was sent to The Little Princess Trust where it will be made into a wig and provided free of charge to a child who has lost their hair due to cancer treatment.

"It means a lot to me to be able to support these amazing charities," said Goozee, who is a member of the new NextGen group. "It's something I've wanted to do for a long time, and to finally be able to provide hair for a wig for a child with cancer, is the most incredible feeling."

Outstanding Branding CEO, Sarah Penn, added: "My late brother suffered from cancer as a child, so these are naturally both causes close to my heart. I am extremely proud to have people in #teamOB who are prepared to make sacrifices, put other people first, and make a difference."

## Obituary: Harvey Jeal 18 Aug 1950 24 Mar 2019

Harvey would have been 69 this year. A very early death for a guy who gave so much. He will be missed by so many especially by his close-knit family.

A genuine trade supplier, his company Evolve was a regular exhibitor at trade exhibitions and an enthusiastic and loyal member of Promotional Showcase. But that was only part of this man.

He was also a Scout leader, trainer and organiser of a paragliding group, a petrol head and a hands-on DIY man.

Born in Wimbledon, he left school at an early age for an engineering apprenticeship, then joined Sainsbury's as a greengrocery manager. He spent three years in the US with Heather before returning and joining Conway Print, which became Evolve.

As one of his daughters said: "Dad was a mixture of Alan Sugar and Del Boy."

*Thoughts by Gerry Thomas*

## PF Concept creates new paper and apparel offerings

PF Concept has launched its own paper manufacturing facility in Blackpool to add a new self-produced promotional paper range to its portfolio of made in UK products with competitive pricing and fast delivery.

The company's varied product collection now includes a wide range of paper products, from sticky notes, notebooks and desk calendars to notepads, block-mates and combi notes. For all items a large selection of decoration possibilities is available.

Orders can be processed immediately and completely independently without any involvement of third parties. This makes a big difference in terms of speed and leads to faster deliveries.

Pieter Boonekamp, senior vice president sales & marketing Europe, PF Concept, said the move meant the company was no longer just a supplier. "We make our own products now and can sell them directly to our customers. With this we are taking a unique path in



the industry. A great advantage because we can provide more efficient and faster service and less expensive products."

The company has also introduced its Superheroes concept to apparel promising it is the fastest and easiest way to order a branded T-shirt or cap without hassle or delay.

Superheroes offers two-day printing on up to 250 items from a Polish factory equipped with specially customised machines. The caps and T-shirts are available in 20 colours and a range of sizes up to 5XL.





## Robson takes on new design brief

EverythingBranded has appointed Pierce Robson as its new head of design.

Robson, who joined the company as a graphic designer in early 2017, will focus on making the design process easier for all parties, by altering and improving elements of the procedure and how EverythingBranded deals with requested work.

Paul Rowlett, CEO and founder of EverythingBranded, said: "We're thrilled to have Pierce as our head of design - a truly deserved internal promotion. His experience and knowledge of design will benefit EverythingBranded enormously. We can't always promote

from within, but we are dedicated to helping our employees grow and achieve their full potential within the company whenever we can."

Robson said: "I'm grateful that I have been given the opportunity to become head of design in a company that continues to grow year on year. It's a really exciting time to be part of this company. It's also a great feeling to work for a company who nurtures its staff and wants to see you progress with them."

The Leicester business prides itself on its in-house design team which works closely with clients to create print ready quality artwork.



## Award and audit success for leather company

Contemporary Leather, the wholly owned subsidiary of trade-only supplier, The Leather Business, has won an export award.

The business picked up the award, which is sponsored by the Indian Government and Indian Leather Council for exports of up to £2.8 million in 2017-18.

Chairman, Jon Thorp, managing director Sriram Rangaswamy, and general manager Rajeevan RJK were presented with the award. Thorp praised the managers and workers for their dedication and hard work, with the workforce treated to a special celebratory lunch as thanks.

The award capped a period in which Contemporary Leather has also passed audits for SA8000 and SMETA Pillar 4 for a further 12 months.

## Printkick release free to use colour matching tool

Printkick has released a free to use image colour matching tool for the promotional merchandise industry.

The tool allows customers to map the closest Pantone of any point on a digital image. The simple three-step process

saves time and effort for distributors.

While many middle and large-sized customers have Pantone references

included in their vector artwork, smaller customers or charities often send basic raster files which then need to be vectorised and converted into Pantone references.

This conversion usually takes place in the artwork studio, with back and forth between customer and studio to decide the correct colour. Customers can visually inspect matches and choose the closest Pantone reference to their input colour.

Pantones cannot be replicated on-screen with 100% certainty due to differences in screen settings, so the online colour matching tool is a quick and easy method for customers who don't have Pantone references.



## Goldstar uses global footprint to slash delivery times

Goldstar is using its international capabilities to help customers who need global reach achieve a faster delivery time.

The Dublin-based company can deliver stylish engraved metal pens or creatively branding printed pens around the world in just a few days.

An order placed by a distributor in Europe for a customer's office in Dallas would see the Goldstar Europe team send an order to Goldstar US in California. Almost all the same pens are in stock and all the same first-class printing and engraving capabilities are available. Once the order is ready, it's just a local delivery, saving time and money.

With exclusive manufacturing and sales facilities in Tennessee, Mexico and Ireland, Goldstar is well equipped to deliver across the world.





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# Safety first

Important information regarding travel adaptors is now available



The BPMA wants to make its members aware of the different standards relating to travel adaptors and to ensure the whole supply chain is managing each other's expectations as well as those of the end users.

Transparency within supply is paramount for electricals, in particular travel adaptors, to ensure the products supplied meet the latest standards and the expectations of clients. Up until recently travel adaptors have not had specific standards but with the introduction of BS8546 that has all changed.

There is a European standard as well as the British standard (BS8546: 2016). As we are still within Europe, many people will produce to the European standard as it's easier and cheaper, but still legal. As a British standard, it is voluntary, however as the European standard previously used was non-specific and not really applicable, under General Product Safety enforcement in the UK, companies are expecting compliance to the British standard and have been recalling products that don't comply... and there have been recalls.

The Charge Worx International travel adaptor, was recalled last year due to a risk of fire or electric shock if the product was

misused. It also does not show the correct markings of meet required specifications. The adaptor had been sold in GAME stores and online.

Assumptions will cause problems so knowledge and transparency is key, and it's important that you understand the risk, even if EU compliant.

Be sure to ask questions of your suppliers advises Malcolm Fritschy of Oldeani, and don't be afraid to ask to see evidence of compliance.

"We've invested considerable time and effort into launching the new Explorer USB travel plug to ensure it applies with the latest British Standard the BS8546," he says.

All manufacturers supplying to the new standards have strict manufacturing requirements which they must meet. "By purchasing only products that comply to BS8546 you can be confident that you are in turn supplying a fully tested travel adaptor with increased safety for your clients," Fritschy adds.

## Knowledge is power

**Debbie Willsmer, managing director, Willsmer Wagg, explains why standards matter**



We have been aware of the British Safety standard BS 8546:2016 for travel adaptors since January 2018, but have found it very difficult to purchase a BS compliant adaptor at a reasonable price from the promotional merchandise supply chain. We have been surprised at how many UK importers have not been aware of the British Standard for travel adaptors, but it is really great that suppliers are now taking notice, and several compliant travel adaptors are now available, although at a higher cost. We hope in the future that all the UK importers will introduce compliant adaptors at a more competitive price point.

We always educate our customers and sent an emailer out to all our clients highlighting the British Safety Standards compliance last summer, although we have rarely been asked for BS compliant adaptors. Whenever we receive an enquiry for travel adaptors, we are very clear on quotations about what we are supplying, providing a compliance information sheet and suggesting that clients purchase a compliant adaptor if budget allows. The last thing we would want is an accident involving fire or electrocution, which would not only be a terrible tragedy but also be very damaging to our client's brand reputation – we all remember the EE powerbank recall.

However, the compliant adaptors available so far have been cost-prohibitive and there is not much choice, so many clients are choosing to keep to non-BS-compliant adaptors due to budget or style. It is about having knowledge, and sharing this with our clients, to ensure that they understand what they are buying.

## Key questions for distributors and suppliers

### Distributors

- What are your clients really asking for?
- Are you quoting/delivering on their expectations?
- What questions are you asking suppliers?

### Suppliers

- Which standard are you producing to?
- Is this on the quote?
- Can you provide evidence of this?
- Are the products correctly marked?

For additional details, go to [bsigroup.com](http://bsigroup.com) and [electricalsafetyfirst.org.uk](http://electricalsafetyfirst.org.uk).





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## IN THE HOT SEAT

ABIDUR RAHMAN,  
BOUNCE CREATIVE DESIGNS

**A**bidur Rahman registered his business Bounce Creative Designs when he graduated from university. In that respect he's like many of the entrepreneurial figures who drive the promotional merchandise sector.

However, Rahman, and his company take a different approach to some of the more established businesses in the sector. It's an approach that was born out of necessity. On applying for his first few jobs in merchandise, he was knocked back due to a lack of sales experience.

"I couldn't understand why there was a focus on this one area of the business when there are so many other important aspects to it," he says.

#### Digital first

To this day, he doesn't undertake cold calling or email blasting of prospects. Instead, Bounce's approach is based on understanding the fundamentals of web-based SEO marketing combined with a customer service approach that empowers each of his small number of staff to handle enquiries from start to finish.

"They don't just get a job role in art, sales or credit control. They come in and learn the whole business. It is very hands-on and gives everyone a great understanding of business and it's just a better way of operating I think."

Because staff are dedicated to one job and don't pass it on to somebody else, there is less chance of the requirements of an order being lost in translation, he says. The strengths and weaknesses of the team become complimentary. If one person is good at design, he supports the others. Someone else may be stronger on accounts.

A crucial part of the approach sees staff really trying to understand what a client is after, and Bounce's ability to deliver it – there's no point firing off a quote for a mug that isn't in stock if a job needs to be fulfilled quickly.

Rahman mentors everyone on fundamental business practices. "This is why I have a 23-year-old who has been working with me for one year practically running the business. This is our culture and philosophy – to take charge and control of the business as a whole as opposed to simple day to day roles."



#### Client connection

Design is another key part of the equation. All employees are trained to produce quality visuals of products that allow it to get an order right first time more of the time. If it doesn't fit the bill there is an ability to pivot quickly and come up with something that is more on brief.

"Some people do just want a quick price quote but we'd rather work with people who value our creative input," he says.

Rahman's way into the industry, and his own background, have informed his approach to recruitment. As well as training as a national standard weightlifter, he studied as an architect, designed catwalk shows at London College of Fashion, and studied 3D product design. Looking at the industry, he sees too many people who have a narrower perspective.

At a recent industry event, he was struck by the number of 20-year-old businesses that had a set way of doing things. Although successful in their own right, past models do not guarantee future success in the digital age, he says. For that reason, he has become involved with the BPMA's new group NextGen, which will be used to channel the thoughts of younger people in the

industry, helping it to evolve. Rahman has been involved in the early stages, although he is anxious that he, as a youthful-looking 39-year-old is not seen as a spokesman. The young people will speak for themselves, he says.


#### Future proofing

"Younger people want experience and they want to feel part of something. You must allow them to take ownership."

The first focus groups are being held to allow young people to talk about what they think matters and ultimately drive change. In doing so, he hopes that awareness of the sector can be raised.

"People still don't know about the merchandise industry until they fall into it. Young people aspire to work at Facebook, but they don't know that you could be working in an industry that produces all the cool merchandise for Facebook."

He is also still keen to learn. "Bounce is growing quite fast, but I don't have a magic wand. This is still a new industry for me," he says.

His drive to empower youth remains a key belief. He got his 12-year-old daughter, Sofiya Yates Rahman, to take his picture for this piece. Practise what you preach. 



# ASK CLIVE

Everyone loves to feel part of an event, and promotional clothing makes it happen, says **Clive Allcott**



Major events through the year present an opportunity to supply branded clothing to customers. Proactively presenting is always a great way to reap extra sales. Why not present a bespoke cycle shirt or a range of rugby wear for the upcoming World Cup or approach schools and colleges with leavers hoodies.

With summer on the horizon you can capitalise on the array of live music festivals around the country. T-shirts, waterproof ponchos and even sleeping bags all have branding opportunities.

#### UK music festivals

T-shirts, hoodies, ponchos and drinks bottles are options for these events.

- Glastonbury, Worthy Farm
- Creamfields, Daresbury
- Lovebox, London
- Camp Bestival, East Lulworth

- Latitude Festival 2019, Southwold
- Download Festival 2019, Derby

#### Opportunities through the year.

##### MAY

#### Cricket World Cup

England take on South Africa at the Oval in the opening match of the 10-team, 50-over showpiece throughout England and Wales (30 May). (T-shirts, cricket wear, caps, hoodies)

##### JUNE

#### Women's World Cup

France take on South Korea in Paris in the opening game of the 24-team tournament, which was last won by the USA. England will meet Scotland in their first match two days later (7 June). (T-shirts, football shirts)

#### Tour de France – 6-28 June.

(Cycle tops, T-shirts, cycle wear, caps)

Pride in London, Soho and Trafalgar Square – 6 June.

(T-shirts, caps, sweat bands)

##### JULY

#### Wimbledon

Wimbledon begins with new rules. Tiebreaks will be played at 12-12 in the final set. (1 July). (Towels, tennis wear, water bottles, caps)

##### AUGUST

#### Results Day

GCSE results (22 August) and A-level results. Universities announce the results for 2019 academic year (15 August). (Hoodies, T-shirts, caps)

#### Ashes Test

Ashes Test series: Cricket – England v Australia (1 Aug-16 Sept). (Caps, T-shirts,)

##### SEPTEMBER

#### Rugby World Cup

Japan, the host, faces Russia in the opening match of the 20-team tournament, with New Zealand or Ireland the bookies' favourites (22 September). (Bespoke rugby shirts, caps, bags)

#### Road World Championships,

Cycling – Yorkshire (21-29 Sept). (Cycle wear, caps, T-shirts) Contact your clothing supplier and see what products are available to present to your customer.

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# Kalfany opts for exclusive deal for UK

Europe's largest supplier and manufacturer of branded candies, Kalfany, has partnered with UK confectionery supplier, The Sweet People, in an exclusive agreement.

These two well-known suppliers of branded confectionery have signed a deal to bring more branded confectionery to the UK's promotional merchandise market. The Sweet People has become the official UK and Ireland partner to Kalfany.

Joining The Sweet People's much-loved range of confectionery will be Kalfany's fruit gums, foiled chocolate characters, Advent calendars and many more.

"We are delighted to be working with Kalfany," said Mandy Hastie, managing director at The Sweet People. "These new products complement ours perfectly and this partnership allows us to offer a real one-stop-shop for branded confectionery in the UK and Ireland."

This isn't the first time The Sweet People has been chosen as exclusive supplier for well-known confectionery brands. The company has focused on achieving exceptional levels of quality and food safety over the past few years, which has been recognised by manufacturers looking to work with premium partners.



"We continuously subject ourselves to tough audits to be the very best at what we do, so it's wonderful when others in our industry, like Kalfany, appreciate that effort and commitment to quality," added Hastie. "Their ethos is very similar to ours and their products reflect that. We're very excited to be able to offer

even more confectionery and chocolates to our distributors and their clients."

Patrik Kaiser, export sales manager at Kalfany, said: "We are proud to join forces with The Sweet People. Together, we can now offer the entire range of promotional sweets at a high service level to our UK distributors via just one local channel."



Lanyards



Keyrings



Badges & Medals



Ties & Scarves



Wristbands



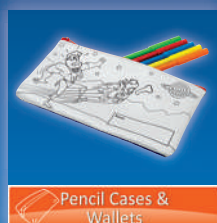
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# A-Z OF SUMMER MERCHANDISE

What's cool for a blazing summer of engagement?  
Product Media finds out

It's sometimes thought that summer can be a time for merchandise sales to dip, and while there are categories that are less appropriate in the blaze of a barbecue summer, the slack is picked up by other products.

Sourcing City's annual Promotional

Merchandise Industry Market Report reveals that the level of enquiries it receives is actually remarkably stable across the year. There is still plenty of business to be done for summer.

Brands still need to promote to their customers, companies have ample

opportunity to engage with their staff, and organisations need to keep suppliers informed and incentivised. In short, there is still a big job for merchandise to do. So, what's available for end users, and how can they make best use of it?

**A** **AIR FRESHENERS**  
People spend an average of nine hours a week in their cars, and in the heat of summer, that can be time when things get a bit fragrant. Promotional air fresheners are a cheap and cheerful way to ensure that a brand is associated with the sweet smell of success rather than the whiff of disappointment.



## Balls

**B** Summer is all about getting outdoors and playing games, whether it's a post work knockabout with colleagues, or a full sporting event to enthuse customers, partners, or colleagues. 14 Promotions can supply a variety of footballs from those suitable for promotional use right through to match standard. Get ready for kick off.

## C Cooler Bags

Nothing says summer like blowing the froth off a few tinnies or pouring an ice cold glass of something fizzy. Keeping drinks chilled is an essential element of ensuring the success of a summer event. From hard-sided beer chillers to individual picnic-sized lunch bags, there is plenty of choice, and they can all be branded.

## Deck Chairs

Summer wouldn't be complete without the sight of hot and bothered Brits wrestling with temporary seating. Once they're up, they look great, and branded they provide a huge advertising space at festivals and events. Specialist providers can also provide directors chairs, bean bags and windbreaks in corporate designs.

## D

## ELECTRICAL ITEMS

**E** These days we go nowhere without our phones, MP3s, tablets and Fitbits, and all of those gadgets are quickly drained of juice. Stay on top of your energy requirements with a handy powerbank tucked away, ready to reenergise your tech. Even better, opt for a solar charger and let the sun do its bit.

## FANS

**F** It's not always possible to get out and enjoy the summer sun – there's still work to be done – but that doesn't mean you can't stay cool. There are some great USB fans to plug into your laptop or even your iPhone to create a breeze. Desktop Ideas supplies a powerful 3W speaker and fan, plus a popular lightweight phone version for on-the-go cooling.





## Hats

The sun isn't so kind to those with a thinning thatch, so cover of some description is advised. Thankfully, there are loads of stylish headgear options to choose from. Essex hat specialist, Sharon Lee, recently celebrated five years since bringing embroidery back in-house. The company can now offer high quality, flat or 3D embroidery all under one roof.

# H

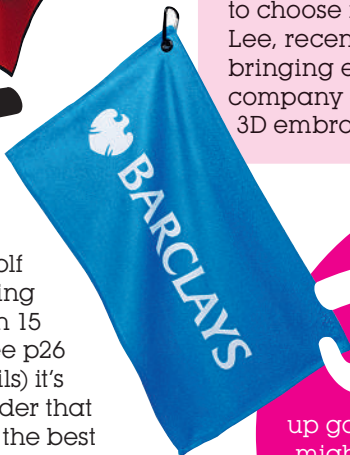
## Ice Cream

Beat the heat with a tasty treat. Rossi's Ice Cream has made great inroads into the merchandise arena in recent years, including picking up best edible product award at Merchandise World. Its pots can be completely branded and the company can even offer branded serving trikes or vans for a complete brand experience.



## GOLF

With the BPMA golf day taking place on 15 May, (see p26 for details) it's a reminder that some of the best deals are still done on the fairways. TKG Europe offers a complete range of branded golfing merchandise from balls to beanies. Its latest investment in print technology gives it the ability to produce high quality print golf towels to make brands really stand out.



## JAPAN

The Far East is hosting the 2019 Rugby World Cup. Okay, it actually starts in September, but build up games will be in the summer and might be as close as many punters get to the live action. Mini rugby balls can be used for teambuilding games of touch rugby, or sooth your nerves with stress relieving squeeze balls from Snap Products.



## LIP BALM

Dry lips are no-one's idea of a great summer. Bio Laboratories has come up with a new 100% organic vegan lip balm, certified according to NATRUE. Formulated with olive oil, jojoba oil and carnauba wax from organic farming it helps the lips stay smooth and prevents delicate skin from being dehydrated. Lip-smacking, high quality shea butter from a fair trade project gives additional intensive care.

# L

## KOOZIES

Our Australian friends have the right idea with these Neoprene drink holders which stop your hand making your beer or soda warm. Insulated from your body heat, the drink stays cool from first to last sip. They come in a ton of colours and can be branded, so they look cool too.

# K

## Mineral Water

Branded water is a convenient way of getting your message out to a thirsty audience. Specialist Justadrop can now offer cartoned alternatives to plastic bottles, enabling brands to present an eco-friendly message to the world.

# M

## NIGHT TIME

Despite the longer nights, it still gets dark, so it's important to be seen, especially if you are a cyclist getting in some summer miles. With the UCI World Championships in Yorkshire in September, our two-wheeled brethren will be out in force. Scanglo specialises in reflective items which can ensure cyclists stay safe.

# N



## Outdoors

Don't be cooped up in summer – take your business out into the great outdoors. Whether it's eating alfresco, teambuilding games, or holding a meeting in the park rather than the meeting room, the fresh air brings a new level of stimulation to proceedings.

# O

## POPCORN

Popcorn is the new crisps and The Sweet People can supply both sweet and salted varieties in retro striped candy bags. Each pack is filled with 20g of popped corn and can be branded with a semi-gloss sticker on the bag.

# P





## QUALITY

Just because a campaign is only for the summer doesn't mean you should neglect the value equation. Skimping on merchandise may seem like a good idea, but if the result is a poor product that people remember for the wrong reasons, then it's a wasted opportunity. Working with a BPMA member helps ensure a quality solution.



## Rain

In the words of Baden Powell, you have to 'be prepared' for a British summer. Usually that means hoping for the best while prepping for the worst. Snap Products has a range of digitally printed umbrellas to promote a brand whatever the weather. Dye sublimation printing ensures branding that will weather the storm.



## T-shirt

Who could forget the ultimate summer accessory. The humble T-shirt never goes out of style, and there is a style to suit every man jack of us, as *Product Media* clothing guru, Clive Allcott reminded us last month. They're colourful, cost effective, and everyone loves them. What's not to like?



## USB

Don't forget your data. Whatever time of year, backing up work is always important, so enjoy the season relaxed in the knowledge that your sales Powerpoints are safe and at hand.



## SELFIE STICK

No team gathering is complete without a shot of all in attendance.

Where once there was always somebody who didn't get into shot because they were the photographer, now everyone can say 'cheese'. Coke thought they were a great idea – it gave away one million of them in a consumer promotion.

## Merchandise fraudster Duncan Johnson sentenced

A fraudster who has preyed on the merchandise industry for years has been jailed for four years and nine months after repaying a tax fraud debt with money stolen in another scam.

Duncan Johnson, a director of distributor business, Blindside Marketing admitted a £107,000 tax fraud. Sentencing was postponed for six months to allow him to repay but HM Revenue and Customs investigators discovered Johnson, 57, of Teigh, Oakham, was raising the money by stealing £583,806 from businesses by taking online payments for assorted merchandise that was never dispatched.

The BPMA has received complaints about Blindside and Johnson over the years and had its BPMA membership removed in 2015 following a contravention of the BPMA Code of Conduct.

He admitted the second fraud at Leicester Crown Court in June 2018. Confiscation proceedings to recover the stolen money have begun.

The BPMA wants to hear about any potential scams or fraudulent activity members might be aware of. This will enable us to alert members, reducing the impact to businesses and helping with investigations where required.



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## VEGETATION

Even those with the least green fingers can have a crack at growing something during the summer. Whether it's a desktop garden or a few plants outside of the office, horticulture is good for the soul. It's also a way to communicate a message with Sow Easy seeds products. Look out for the green shoots.



## Water Bottles

Remaining hydrated during warmer weather is crucial and there is no better tool to aid this than a promotional sports bottle. Used in a multitude of places these are a great item to gain large brand exposure. First Editions even produces a biodegradable version.



## yo-yo

Business can be up and down (you can see where this metaphor is going) so why not embrace the cyclical nature of commerce with a branded version of this evergreen toy.

## Zip It

In the relaxed days of summer, it can be easy to let your guard down, but security shouldn't be an afterthought. Don't let an opportunist thief ruin your day. Xindao's award-winning Bobby backpack is one way of foiling the felons. Its many security features ensure your possessions stay safe.

## eXtra Mile

Last summer's testing conditions demonstrated how far suppliers will go to ensure that their distributor clients receive a quality service. Some switched to cooler night shifts to ensure that work could be achieved to tight deadlines, without discomforting staff. Maybe it's time to send them some choc ices.

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# MAKING THE CASE



Two major end user shows provided the BPMA with an opportunity to promote the effectiveness of merchandise in marketing

The BPMA was flying the flag for promotional merchandise at Marketing Week Live on 6-7 March and also the B2B Marketing Expo on 27-28 March. These shows saw end user audiences in their thousands attend to gain insights into how they can more effectively market their companies.

Research was conducted by the BPMA at both shows, generating more than 200 completed surveys. The information gathered will be used to understand end user challenges and will also be compared to previous years' results to identify new trends.

## Merchandise power

On the second day, the BPMA's CEO Jon Birrell was on the main stage delivering his keynote speaker talk on how brands grow when they use premiums. Following a brief introduction to the BPMA, Jon gave the delegates a history of promotional products followed by a look at how our audiences are evolving and industry research.

## Proof points

Some case studies were highlighted from brands such as Compare the Market and Coca-Cola backed up by jaw dropping statistics from their merchandise driven campaigns. This was followed by Top Tips on how to use merchandise effectively, actively encouraging the delegates to go



away and consider the cost per impression by estimating how long their target market would engage with each 'touch point' compared to the mug example that Jon gave.

The presentation was judged a success by Birrell, with the help of some cuddly toys to reward audience participation!

**Discover more details at [marketingweeklive.co.uk](http://marketingweeklive.co.uk)**







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# STRONG AND STABLE

Sourcing City's latest state of the nation paints a robust picture of the UK and Ireland promotional merchandise sector

**D**espite global economic negativity, for the ninth year in succession there has been a strong and continual growth in the UK & Ireland promotional merchandise market. The industry has a value more than £1.1 billion and grew by £93m in 2018.

Indeed, the past two years have seen acquisitions by two major USA distributor companies; BDA and Geiger. It will be interesting to see if this activity continues with more acquisitions of UK distributors by overseas companies in 2019.

Market growth in 2018 represented 11.3%, putting the industry substantially beyond the billion-pound mark to £1.118m. By comparison, last year saw a growth of £58m or 7.7% on 2016.

## More companies

In 2018 the total market contained 2,236 professional distributor companies. This is an increase of 159 new distributor companies on the 2,077 from 2017. Almost all of the new distributor companies have a turnover of less than £500k at present.

A significant trend is that professional distributors with a turnover in excess of £500k are growing faster than smaller distributors. The market share of large distributors has once again increased, and the number of £1m+ distributors has increased in 2018.

These larger distributors have a significantly disproportionate share of the entire market – 21.5% of total market. Fastest growth, however, is coming from £5-10m distributors, with 16.7% growth in the past year.

## Prosperous environment

In the past, the trend has shown that when a growth of distributor companies is experienced in one year, it is often followed with a year of a net loss of distributors. This has not been the

case in 2017-18, indeed the growth of new distributors has been significantly more than any of the past years. New companies often find it hardest to survive, but it appears that the strength of the UK market is ripe for new companies to prosper.

Under £500k turnover distributors represent 84% of all distributor companies, yet only account for 24.9% of the entire market spend. There are 1,886 of these distributors. In 2017 it was 83% of all distributor companies and 25.4% of the entire market spend, so the average size of smaller companies is getting slightly smaller.

## The big getting bigger

Just 350 distributor companies dominate more than 75% of the entire market spend. The largest of these – 152 distributor companies with a turnover more than £1m – have grown their share again. They account for £692m of the entire market, or 62%. This is a growth of £75m in one year, and representing an additional 2% of the entire market spend.

Regionally, the South of England remains by far the largest region and has a total end-user market spend of more than £605m, up from £539m in 2017. It accounts for more than 54% of the entire market spend.

The number of suppliers in the UK & Ireland marketplace again increased in 2018. In 2018, 77 new suppliers entered the market (compared to 52 in 2017, and a decline of 21 in 2016). This growth was believed to be related to suppliers looking at the promotional merchandise marketplace as a new market for their products. There were 2,034 suppliers in 2018.


At the other end of the funnel, the number of companies ceasing trading has dropped over the past two years, with 26 distributors and 13 suppliers ceasing trading last year.

## Top 20 Product Groups by £ Market Value

2018			
	Product Group	£ Market Value	% Market Value
1	Bags	£178,911,356	14.0%
2	Pens & Pencils	£113,463,637	8.9%
3	Plastic Giveaways	£92,075,634	7.2%
4	Mugs	£77,545,317	6.1%
5	Sports Bottles	£71,184,683	5.6%
6	USB Accessories	£61,465,925	4.8%
7	Confectionery	£57,542,052	4.5%
8	Mobile Phone Accessories	£36,571,626	2.9%
9	Clothing	£36,380,349	2.8%
10	Paper Pads	£32,025,429	2.5%
11	Keyrings	£31,778,924	2.5%
12	Stress Products	£27,810,600	2.2%
13	Towels & Textiles	£22,570,687	1.8%
14	Catering Plates & Glasses	£22,008,979	1.7%
15	Games & Puzzles	£21,652,019	1.7%
16	Diaries & Calendars	£20,679,470	1.6%
17	Toiletries	£17,760,475	1.4%
18	Badges	£16,825,642	1.3%
19	Coasters	£15,652,386	1.2%
20	Glassware	£15,413,964	1.2%

In 2018 acquisitions or mergers were relatively quiet in the market with the year seeing activity involving three distributor and seven supplier companies.

One perceived threat to the industry has not been as great as expected. In 2016, the Vistaprint web presence increased massively and the company reported impressive sales figures. However, during 2017 it was felt that Vistaprint had not had an effect on the core professional distributor market. This position has continued throughout 2018 and there is little vocal concern from established distributors at present.

**The Promotional Merchandise Industry Market Report 2018 was produced by Sourcing City and is available to Purple Club members** 

NUMBER OF DISTRIBUTORS BY SIZE					
	£1m+	£500k to £1m	£250k to £500k	Under £250k	TOTAL
2018	152	198	579	1,307	2,236
2017	145	197	553	1,182	2,077
2016	147	196	529	1,103	1,975
2015	140	201	516	1,117	1,974
2014	136	201	511	1,133	1,981
2013	134	201	490	1,080	1,905
2012	135	205	478	1,135	1,953



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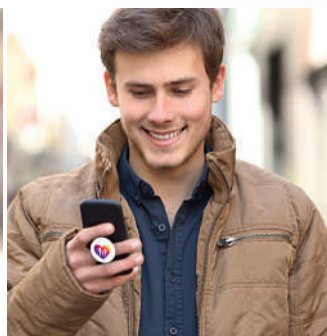


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# BPMA GOLF DAY

**Are you a budding Golfer?**

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**Date:** Wednesday 15th May 2019

**Venue:** Burnham Beeches Golf Club, Green Lane, Burnham, Slough, Bucks, SL1 8EG

[www.bbhc.co.uk](http://www.bbhc.co.uk)

## Format

- AM: Meet for coffee / tea and bacon butties
- AM: 9 hole scramble
- Lunch: Sandwiches and fries
- PM: 18 hole stableford better ball competition
- 3 course evening meal with awards
- Prizes for winners AM and PM, nearest the pins, longest drive plus lots more
- Hotel accommodation locally available



## > Contact

**Daniela@bpma.co.uk for full details**

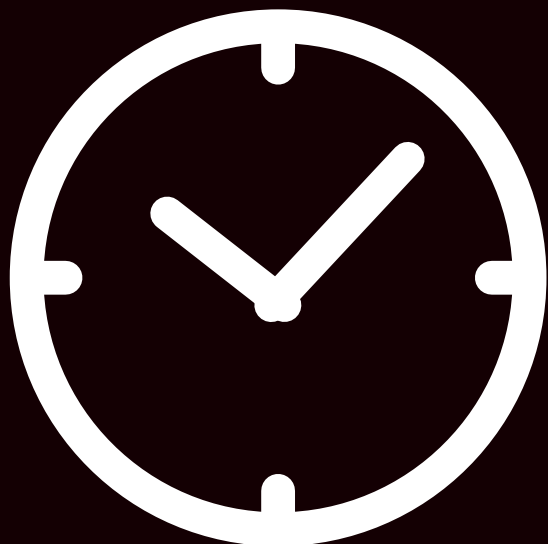
BPMA member **£130** per person

Non BPMA member **£155** per person

(4 people in a team)







# TIME TO ACT

Mental health is increasingly a business issue, as well as a personal one, says BPMA chairman **Angela Wagstaff**

**W**ith Gen Y and Gen X actively seeking 'balance' in life and potentially having more than one income stream, core interest or mixture of roles, it's a natural conclusion that increased stress and expectations will become heightened.

Many of us admit to excessive device use, linked to the expectation of being always 'on' and responsive. This is just one example of stress being exerted on workers, but what is next? Rejection of the ease of communication or learning ways to not flip out at 11pm when you get another urgent email from a demanding client or co-worker?

Studies point to a clear recognition that we need to listen, care and act when it comes to the way we conduct our lives whether at work or at home.

This is why the BPMA has chosen MIND as its charity for the next two years. As Chairman, I wanted to choose a charity that would positively impact people's lives and make a real difference. It needed to be a charity that was national for all our members and be close to many within our industry. I recently had cause to look into what help there is and MIND was both supportive and accessible.

We want to raise awareness of the importance of wellbeing and how to cope with mental health issues for our members, and we want to raise money for the charity.

## Close to home

Our industry has become so fast-paced that day-to-day pressures can take their toll without us realising.

From speaking to my colleagues and their staff, mental health affects many individuals at varying degrees.

Many of us grew up in a culture where we were expected to "pull yourself together" or "just get on with it", and we did, or so we thought. Now that I have two teenage daughters, I've had a change of perspective and understand the importance of looking after mental health. I'm amazed how many young people struggle with social anxieties and pressures which make it difficult for them to apply for jobs, go out in large groups or even have the confidence to talk to colleagues.

It's more common than we realise and sometimes it's the daftest little things that can trigger anxiety and depression. Those that don't understand it laugh it off which results in those struggling to close up and become more insular. Sometimes the sufferer doesn't even know they are struggling.

## Work change

The workplace is changing and we need to change the way we support our employees too. We want to help members to create working environments where staff at all levels can talk openly and freely about how they feel, where they feel listened to and respected. Sometimes making a few small changes to the working day can make all the difference. That's why I find myself encouraging lunchtime walks or walking meetings among other things.

## BPMA initiatives

We are in the process of creating a programme of Mental Health Awareness days in both the north and south of the UK. It is hoped to bring members together to share in a practical day of thought provoking learning, enabling us to understand legal and physiological implications, as well as creative ways to encourage and support employees.

Many of our members have been affected by mental health challenges and in some cases their businesses have suffered. I am keen to hear from members willing to share their stories to help others. I've been amazed at how many have already said they are willing to take part and share their thoughts and stories at our awareness days as they feel this is a really proactive step the BPMA is taking.

Every business will need to have a mental health first aider in years to come and so it makes sense to start training line managers now.

**Contact Daniela Arena on [daniela.arena@bpma.co.uk](mailto:daniela.arena@bpma.co.uk) to find out more about the Awareness and Training day.**

## Mental health facts

- Mental illness is the largest burden of disease in the UK. (The Royal College of Psychiatrists).
- 1 in 4 UK adults will experience a mental health issue per year.
- Mental health issues account for 91 million lost working days per year in the UK costing £30 billion.
- University students are three times more likely to suffer from poor mental health.
- 10% of children aged 5-16 have a diagnosable condition.
- 50% of all mental health problems are established by the age of 14 and 75% by 24.

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# TAXING TIMES

Is the drive to 'make tax digital' actually making tax complicated?

**Mike Collins** explains how software can take the strain



**T**he HMRC's Making Tax Digital initiative means that many businesses were required to keep records digitally from this April. We get the point that HMRC runs a fairly antiquated process of determining tax by asking people to declare how much they've invoiced. But by insisting that most businesses now integrate an electronic accounts package into their day to day workings, has HMRC just complicated the issue?

The move prompts several questions:  
**Which package do we choose?**  
**Which is compatible?**  
**Which one works best for our needs?**

After running Direct Route as a successful debt recovery business for more than 20 years, we've encountered many different accounts packages and feel suited to pass our opinions about which accounts systems work best and why.

## Which system?

There are many different accounting systems such as Harvest, Kashflow, Wave and so on. Some are new, some old, but all are unique and all fulfil a purpose. However,

for the sake of ease, we shall discuss the big three providers: Sage, Quickbooks and Xero.

In our opinion, a good accounts package should complete the minimum of three things:

- Be able to raise daily invoices, to either one or a number of clients in a run, with the ability to then be able to email the original invoices and then copies thereafter. This allows the essential process of billing to occur without delay.
- Create a statement of accounts for an individual client, with no barriers as to the dates, values or numbers of transactions, which again can be emailed. This gives you the ability to remind customers of their complete balance and so encourage ledger clearance.
- Raise management information reports, highlighting what monies are owed by a particular client with a view to pursuing and recovering your outstanding monies. This allows you to manage your aged debt list and thereafter, your cash flow.

With regards to 'the big three', Sage is generally considered to be the originator and has a well-established name within the accounting industry. Sage is working constantly to improve its 'user friendliness' and is launching various models to stay 'in vogue'. In our opinion Sage is great if you have a good grasp of accounts but if you are an accountancy novice then it may not be the best introduction to accounting software.

## Pros and cons

Quickbooks has also been around for a while and was the pioneer in the low cost, static, computer-based package. It was a little slow in developing the on-line element of accounting but its advertising presence has increased dramatically over the last few years. In our opinion, although Quickbooks is nearly there with the customer 'interface experience' there is still work to be done on usability and business 'add-ons'.

In our opinion Xero is the best starter package for a business looking to gain control of its accounts and credit control function. Whereas Sage suits accountancy people with a grasp of business, the opposite is the

case with Xero. We believe it suits business people who need to gain a better understanding of their accounts. Because of this, its functionality and its suite of business add-ons, we believe that Xero suits the masses more.

Please feel free to contact Direct Route, the BPMA's long-established debt collection partner, should you require any advice, support or assistance in any area related to this article.

Don't hesitate to telephone 01274 223190 to activate your free Credit Management Consultancy and your BPMA Membership benefit package and start taking advantage today.

**Mike Collins is managing director, Account Assyst**



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# FUELLED BY MERCHANDISE



Shell turned to a promotional media approach when it needed to boost sales and awareness of a key product. The result was an award-winning campaign

**F**uel company Shell wanted to create a promotional campaign that would help drive repeat purchases of its Shell V-Power product in key markets.

Bespoke merchandise company, Innovation 1st worked closely with partners to create a range of VEX space explorers and roll out a series of marketing and promotional initiatives to support the campaign.

Following the brief from Shell, Innovation 1st exclusively created the VEX Space Explorers promotional campaign, which features the popular snap together toys. The campaign was first launched in July 2017 in Indonesia

before being rolled out in China in March 2018.

The campaign was judged Marketing Campaign of the Year at the BPMA Awards. Garry Holland, chief revenue officer of Innovation 1st, said: "We are so pleased and honoured to have won the Distributor Marketing Campaign of the Year Award. We take pride in our creativity and the ability to deliver campaigns that achieve results so to win this particular award is extremely special. It is amazing to receive such recognition by the industry as we enter our 10th year. This is testament to the great work and dedication from all of our team."

## OBJECTIVES

The VEX Explorer campaign has several objectives. Firstly it aimed to drive repeat purchases of Shell V-Power in key markets. By creating an integrated marketing campaign, it promoted a range of bespoke products that catered to the younger generation. Finally, the push would reinforce Shell as a thought leader in innovation through a STEM programme.

## OUTCOME

Innovation 1st worked closely with VEX robotics to develop a range of toys exclusively for Shell. Every toy and its product packaging were branded with Shell branding. A comprehensive marketing and promotional campaign covered advertising, promotion, online, mobile app, gaming and merchandising. Innovation 1st created an extensive B2B toolkit covering promotional video, as well as forecourt and digital assets. There was also a mobile companion app to extend gameplay and engagement plus drive repeat purchase.







# TIME FOR ACTION



When the customer calls, you have to ensure that you have the right response, says **Melissa Chevin**

**S**o, you're sitting at your desk when a notification 'ping' attracts your attention. It's an enquiry generated through your website.

Now, subject to what else is on your plate at that particular moment, it might be tempting to 'park' it and get back to them later.

But that would be a big mistake. The clock is ticking.

## The golden hour

A recent report by Harvard Business Review (which looked at 1.25 million leads across 28 B2C and 13 B2B companies) found that those operations which responded to such queries within an hour of receiving them were seven times more likely to have meaningful conversations with key decision-makers as a result.

Given that statistic, it's clear that responding to such leads quickly is of the utmost importance – so what are your options?

Absolutely the best form of contact is a personal one. A real human responding to another. For the sake of efficiency and consistency, it might be best to delegate this task to a designated member of your team. Doing so will hopefully mean the person responding has the opportunity to evaluate the enquiry properly and come back with a timely, friendly, meaningful and relevant response.

## Hey human

Depending on the size of your business, the above arrangement may not always be possible. In fact, chances are, there will be times when there won't be anyone at all to immediately field such enquiries.

Clearly, this is where automated responses play an important role. However, these too need to have the human touch, with strong personalisation.

To achieve either of the above outcomes, it's crucial to have the right tools in place so that you have as much relevant information as possible about the prospect. You could segment customers by the information they have provided in the enquiry form or by their past purchase behaviour. A more sophisticated approach would be to trigger tailored emails and notifications based on the pages they have visited on your website or how they have interacted with specific email campaigns or posts across your social media channels.

Speed is of the essence – but you have to make your response count, too.

**Melissa Chevin is BPMA board director and marketing consultant with GF Consulting and can be reached at [mchevin@gf-consult.co.uk](mailto:mchevin@gf-consult.co.uk)**

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# BODY OF PROOF

Individual biometric data could open the way to more secure and convenient technological options, but it's not foolproof, says **Matt Pluckrose**



**B**iometrics determines the measurable characteristics of living organisms, such as DNA or facial recognition.

With Apple's Face ID, infrared lighting is used to retrieve a good image of a person's face to unlock a smartphone



or tablet. Biometric authentication has now been included in the General Data Protection Regulation (GDPR).

The use of biometrics has grown enormously over the past years. You can unlock your smartphone by using your fingerprint and you are able to go through customs at the airport by scanning your eye.

William Herschel used handprints in 1858 to identify employees. However, it was only in the early 80s that the relation with technology was acknowledged with security applications for mainframe computers.

We are increasingly aware of how useful biometric authentication can be used to bypass remembering codes or passwords. The blink of an eye can provide access. Governments already use biometric information for passports. It is not an issue-free solution. If

something happens to your eye, you will not simply 'get' a new one. Fingerprints are everywhere and could be hacked from your iPhone.

In China, people have been able to unlock each other's iPhones by means of Face ID, which apparently is not able to make a good distinction of Chinese facial features.

A security option is to hash biometric characteristics, which means you use one-way encryption. For example, a fingerprint is adapted by technology and can be printed like a barcode, making it harder to copy the fingerprint. However, at the moment the technology is not exact.

In future, biometrics will be more commonplace and that includes impacting on merchandise. It could pay to investigate its potential now.

**Matt Pluckrose is managing director of Desktop Ideas** 

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# THE SWEET SPOT

**Mandy Hastie** explains how an online revamp is all about serving the user

**Q What made you decide it was time for a new website?**

Our old website was nearly six years old. It was dated, very slow and not particularly user friendly. The objective for the new site was improved speed and we wanted to give the distributors an online experience that was easy, efficient and fun.

From the minute they visit the site, every aspect of the site has been designed around the user experience.

**Q What new features will customers find most useful?**

When they enter the 'Distributor Zone' customers can produce instant quotes, upload artwork and order unlimited branded samples. They can download product images and templates all

with the support of a live chat line.

Using the site for these requests is significantly faster than by email and it gives the distributor total control and a record of their activity. The homepage will also feature new product ranges which is particularly important for confectionery, which has four important seasonal product launches every year: Christmas, Valentine's Day, Easter and Halloween.

**Q How important is it to give distributors some control through their own zone?**

Each user can view their account and see a record of all of their activity on the site including quotes, sample requests and downloads. They can also see how many points they have been rewarded individually or by company. At the end of the year the distributor will be given the choice of how they would like to receive their rewards.

**Q Why have you launched a loyalty programme?**

We wanted to reward our customers for

using the site and build customer loyalty.

Not only will they earn points every time they use The Sweet People website, they will also get advanced notice of new products, seasonal launches, special offers and the occasional spot prizes.

**Mandy Hastie is managing director of The Sweet People**



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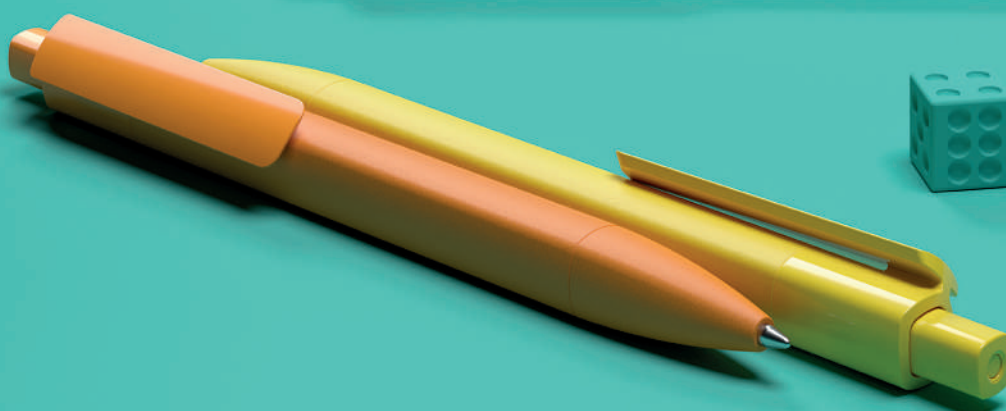
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# ONCE BITTEN, FOREVER SMITTEN

Edible merchandise is a big favourite with clients and British manufacturers have a sweet touch, says **Mark Alderson**

**H**istorically, British confectioneries were hand-made luxury items available only to the wealthy. The Industrial Revolution brought about many technological advances, lowering prices for refined sugar and allowing for factory produced sweets, confectionery and ice cream. Now, British-made treats form an integral part of many promotional campaigns.

Edible promotional merchandise invariably has a positive impact on recipients. A tasty business gift seldom lasts long but the feel good factor created leaves an enduring memory. Combine this with the brand exposure generated by linking it to a social media campaign, and the end user brand awareness and engagement can be huge.

The uses of edible promotional products

are diverse. They work well in a selection of situations including exhibitions, product launches, new store openings, corporate functions, and as a customer reward. Andrew Poar, MD of Eat My Logo, shared the experiences of a client's product launch. "Our campaign went better than we ever could have expected. The treats made our clients feel appreciated and has raised the level of goodwill between us."

## Frozen assets

Promotional branded tubs of ice cream are a unique British product and are an excellent way of engaging with customers across a wide sector of industries. Colin Gray, MD at Rossi Ice Cream said: "We are constantly amazed by the

diversity and range of companies which have used these as a promotional tool. They vary from large multinationals to individuals – we have even produced products for pop stars."

There is nothing more British than the tea break. The Sweet People has amplified this British classic by creating a British Made Bus Tin, containing tea bags and chocolate treats. Mandy Hastie said: "The London Bus, full of sweet indulgences has been in our range since 2012 when it was introduced to promote Olympic themed campaigns and it has been a continual pleaser ever since."

Once again British manufacturers demonstrate that their promotional products help keep customers sweet.

**Mark Alderson is chairman of the Briman Group. **

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Don't let a lack of personal development hold back your staff and your business. The BPMA education programme provides the perfect training platform for merchandise businesses, says **Daniela Arena**

**A**lmost everyone who runs a company knows that people are the most important asset to a business. Properly run organisations place a great deal of emphasis on recruiting and the interview process in order to build their talent base. Unfortunately, often the investment in people stops there and with time the business is left with a dissatisfied under-performing team.

Quite often exit interviews highlight that after economics, primary reasons why people leave are because of the lack of guidance, career development and feedback they receive from managers. Many leave because they aren't learning anything and aren't stimulated – companies just aren't investing in their employees.

### Positive reinforcement

And of course, we all know that staff talk, so if one member of the team feels this way many will know about it and many will feel the same way too. Do you want to run a team who feels this way? A training and development programme can address this head on. Investing in training creates a supportive workplace and a team who feels valued; in this environment they feel motivated and ready for a challenge. Do you want to work with a team who feels this way?

Recruiting replacement staff is expensive and time consuming and disruptive to the team dynamics. It is much better to train



and retain your best people in the first place.

### Personal growth

Raising industry standards and best practice through education and training remains at the heart of the BPMA. It seeks to encourage industry learning and professional development to enhance skills of all individuals working in the industry.

As the industry trade association, we always encourage our members to continually develop themselves and their employees. The biggest inhibitor to training staff is the perception that it will take too much time. We understand that training staff can be time consuming for managers and that a training course might delay the completion of a project important to the business.

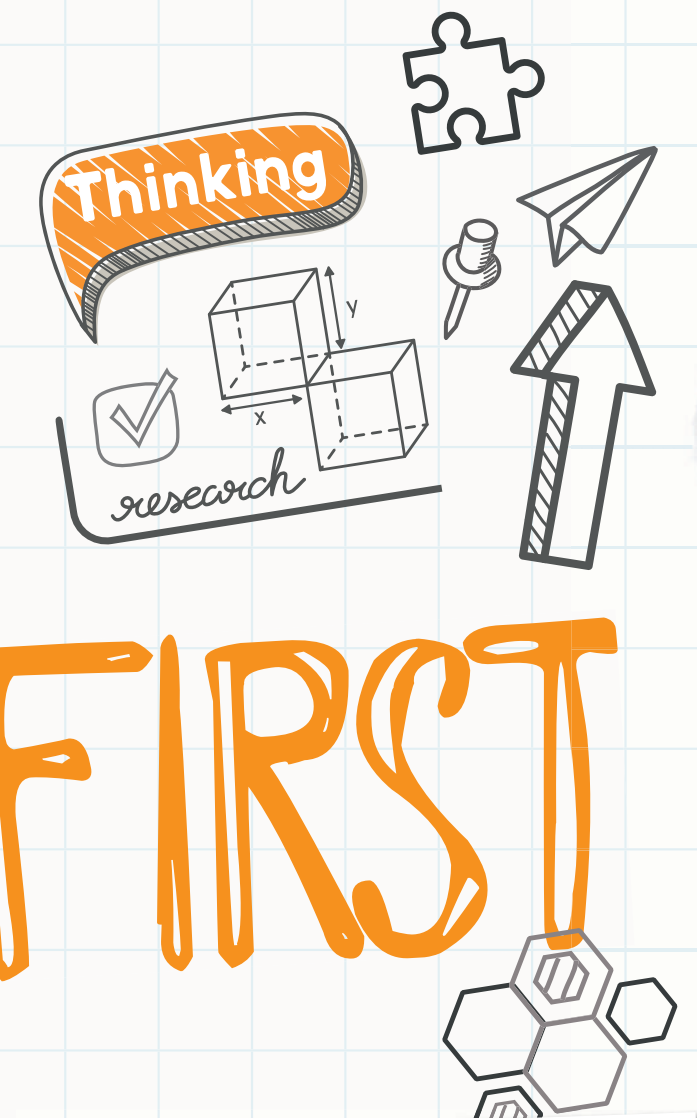
### Tailored learning

The BPMA education programme offers members nothing but an outstanding value for money, industry specific training platform. It has been set up to allow managers to save time and to allow flexibility of study where staff can study at the office and study at home too, without jeopardising the quality of the learning.

With more than 70 pieces of content available over a range of subject categories including industry fundamentals, product, decoration, product compliance, customer service, sales, marketing, finance, sales management, business management, HR & legal, ethics, purchasing and procurement, and web software and data, there really is content for everyone.







## CALLING FOR CONTENT

Help the BPMA to make the next education programme the most informative ever by providing content that keeps the industry bang up to date. Suppliers get involved!

The BPMA is your trade association. One of the key strands of our raison d'être is education.

As you are no doubt aware, we have in place a robust, well used and innovative education programme that has been written for the industry by the industry.

The BPMA executive team will be working on new content in 2019. We welcome input from members with specific areas of knowledge and expertise who would like to contribute and support the programme. It is vital the content of this programme is continuously checked, validated and updated.

### Industry expertise

We are now calling for new content and would like experts in their field, whether a supplier or distributor to come

forward and contribute to the established industry education programme to help maintain the high standards we have set for the benefit of our members in general and our industry at large. We are particularly interested in content for new on trend product categories, personalisation and new branding applications, sales team training and social media.


If you are an expert in these areas or would like to contribute to the only industry training programme by working with the BPMA to write new, relevant inspiring content then we would love to hear from you. Suppliers, if you have video content from your factories or would like us to video your products being branded, then please get in touch too.

To discuss the opportunities further please contact Daniela Arena on [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk)



### Get involved

We have content for new entrants to the industry, those who would like a refresher or would like specific training on branding applications or product compliance. It can be used as part of an induction programme or a development tool to aid promotion. Many BPMA members are signed up to the programme where all staff are studying. We have more than 100 learners on the programme right now.

You can get your team involved today. Visit [education.bpma.co.uk](http://education.bpma.co.uk) for details or contact [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk) for more information. 

**Above:**  
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# FEELING GOOD

The seventh edition of Haptica Live displayed the variety of options and uses for product media

Look & Feel was the motto of HAPTICA live '19 in Bonn, Germany. There was plenty to look at and feel for the 1,840 visitors (up slightly on the 1,803 last year) of the seventh edition of the show. The 198 exhibitors (193 in 2018) presented novelties, bestsellers and highlights of their product portfolios. Brand-name companies, famous specialists, global players with full ranges, niche suppliers and trendy start-ups were in attendance. Products ranged from the classic, such as textiles, writing instruments, drinkware, electronic gadgets, cuddly toys or sweets, as well as totally new ideas. These included edible coffee mugs,

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personalisable sneakers or foldable seat cubes, notebooks whose pages can be written on again after being microwaved, or chocolate that helps plant trees. The trend towards sustainability was recognised with a newly published Green Guide by show organisers, WA Media.

Inspiration was delivered through 17 international cases which exhibited in the Best Practice Show, illustrating the creative potential of haptic advertising. From the Matryoshka doll, which vividly demonstrated the phases of a transgender child, through to the lolly that simultaneously serves the purpose



of winning over stem cell samples in the fight against leukaemia.

The 44 award winners of the Promotional Gift Award 2019 were presented in an open format for the first time, which enabled the visitors to actually try them out and experience their haptic qualities.

The feel-good atmosphere was enhanced by small comforts such as a coffee bike and the Haptica ice lounge, the possibility to take the leading role in a flipbook, and many prize draws by exhibitors. Overall, the quality of the visitors seems to have improved further. The event has evidently succeeded in giving the visitors from the marketing

and procurement departments, agencies and the promotional products trade the feeling for the power of haptic advertising.

The Haptica event allows promotional products users to register directly for the event, without needing to be invited by a distributor. Around two thirds of the visitors are end users, the remaining third are distributors. The quota of first-time visitors was 55%.

The next edition of the Haptica live is scheduled to take place on March 18, 2020 once again at the WCCB.



## Flying high in Bonn

James Clephan and Dave House, inventors of the BalloonGrip, collected B-Loony's Promotional Gift Award at Haptica Live. It was the only UK company to receive an award.

James Clephan said: "We feel very honoured to receive this prestigious award for the paperboard BalloonGrip which will help to save literally thousands of tons of single use plastic balloon sticks from landfill. Now rubber balloons, which are

plastic free, can be enjoyed without any damage to the environment."

Answering the urgent need for an alternative to single use plastic balloon sticks (soon to be banned by the EU), the BalloonGrip is made from sustainable and recyclable raw materials. The balloon holder is made from engineered paperboard, designed to securely hold an inflated natural rubber balloon. Easily assembled for high volume balloon



giveaways and suitable for both children and adults, the BalloonGrip comes in either white, natural wood effect or three colourful party designs.

## STRESSED BALLS



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## Looking to the NextGen

A new industry group is helping the younger members of the merchandise industry chart its future, says Jon Birrell

As an industry we need to ensure we are keeping up with the current trends, communicating in the right channels and using the right messaging to engage with the new generation of marketers, so the NextGen group was set up.

Recently a group of like-minded industry professionals gathered for the first Promo Meets networking event in London. Many companies around the table were celebrating key milestones and proud to say their businesses were twenty, if not thirty years old. It is great to see so many merchandise suppliers and distributors doing well, however there were comments about the future generations of the industry.

We discussed what the group around the table would look like twenty years from now, with the new intake of staff into our industry in a very different economic climate and a world where the so called 'Millennial' generation communicates and engages in a new



and diverse way. After all, it was only 12 years ago when the first iPhone was launched and social media kicked off.

One of the action points from this meeting was to reach out to the younger merchandise professionals to find out their views, challenges and perceptions of our industry. In April, the first NextGen meeting took place at the Great Connaught Rooms in London. We were pleased to have a 50:50 split across suppliers and distributors.

We covered a number of topics in the first meeting including training, the best way to get our message out to clients, preferred event formats and what our industry could do better. We gathered very useful insights and plan to deep dive into relevant topics at the next meeting, which will lead to actions and content creation to share with the industry to drive our message forward and aid recruitment into our industry.

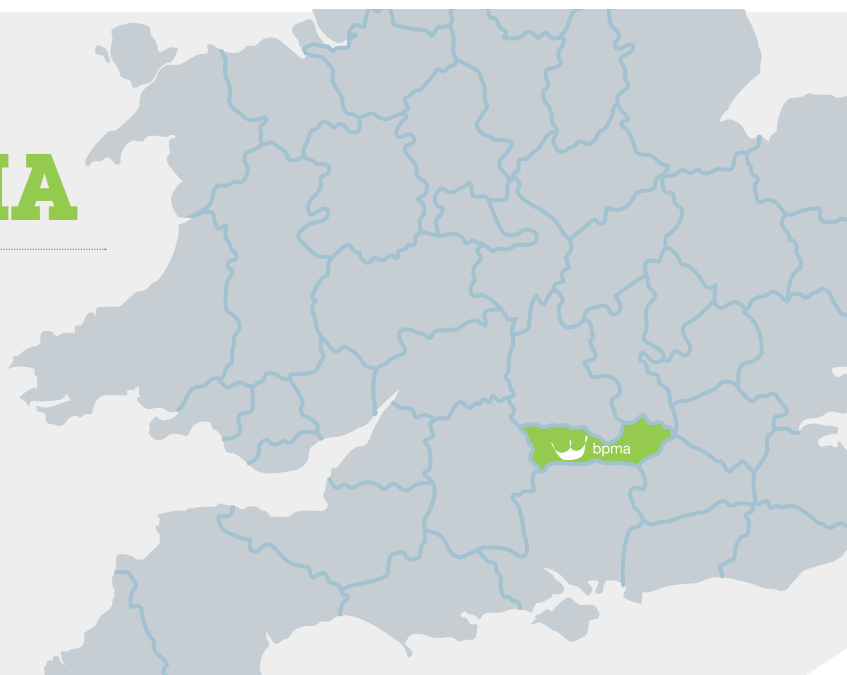
**Jon Birrell, CEO, BPMA**

## New home for the BPMA

Please note that the BPMA, has moved to a new home. We are now based at Fetcham Park in Surrey where we are growing the new executive team to service the membership needs and deliver the BPMA's strategic objectives. We'll introduce the new team in the next issue.

Unlike the previous office outside Cambridge, Fetcham Park gives the BPMA the ability to host events, meetings and seminars on site for our members. There is also free parking on site for our guests.

Please ensure all further correspondences are sent to BPMA, Fetcham Park House, Lower Road, Leatherhead, Surrey KT22 9HD. Tel. 01372 371183







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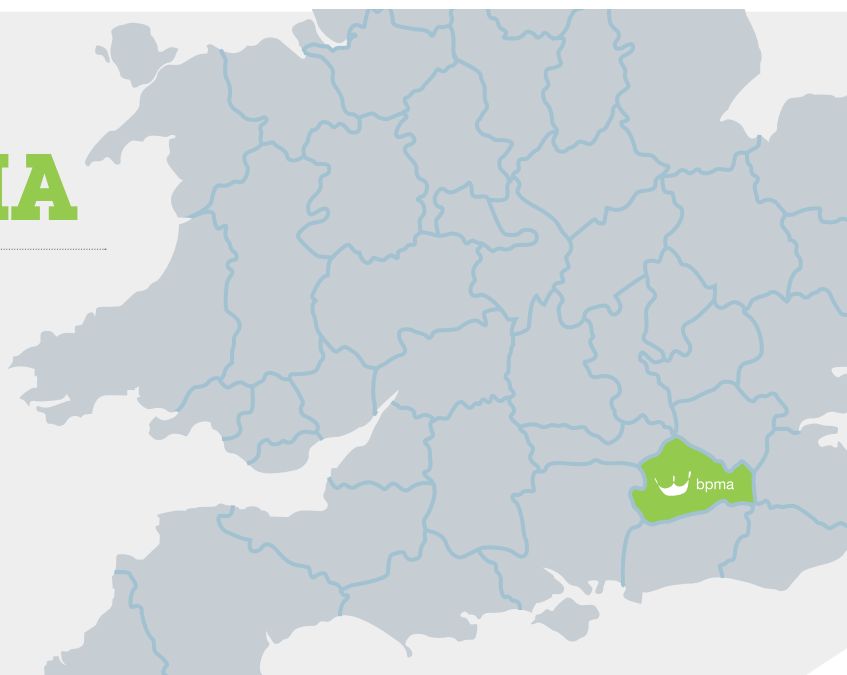
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## Obituary: Paul Persey

The founder of garment business PenCarrie passed away recently

Industry pioneer, inspirational leader, entrepreneur, dynamic businessman, true gentleman, cherished friend and family man. Just some of the words used to describe Paul Persey, co-founder of PenCarrie, who sadly passed away earlier this year after a three-year fight with cancer.

Paul has been an integral part of the promotional garment industry, not just in the UK, but across Europe for almost 30 years.

His interest and passion for the industry began when he started his career as a trainee with C&A. With a foundation of knowledge from The London School of Economics, Paul worked there for a few years, picking up a wealth of knowledge on the retail industry. He went on to establish several of his own retail premises selling garments with wife Caroline.

After moving to Devon with his family, Paul moved from retail to manufacture, establishing his own manufacturing facilities in both Devon and Cornwall,

specialising in babywear, polo shirts, rugby shirts and sweats.

A link with the Russell Corporation led to the opportunity to distribute its range of products. In 1991, in rented premises in Exeter, Paul, his sister-in-law Penny and Caroline (hence the company name), took the opportunity to establish PenCarrie as a garment distributor.

In March 2010, PenCarrie acquired Swindon-based garment distributor UKL and merged the two businesses together. Nicci, Paul's eldest daughter, joined the business in 2013, by which time an external managing director had been appointed, and working alongside her dad and the management team, led the business to its most successful position to date.

Nicci's sisters Clare and Sarah, as co-directors have been PenCarrie's major shareholders for several years and will continue to provide their guidance and support.

Paul truly valued the people that worked for him, as to him, they were



part of the PenCarrie family and were treated as such. PenCarrie parties over the years have become known for their fun, dancing and family focus, with staff partners all invited to join.

Paul was a lover of many things and, in particular, rugby. A frequent visitor to Twickenham, he was also a season ticket holder at Exeter. He was at his happiest with a few pints of his favourite brew, Tribute, discussing the merits of a game.

Paul's family legacy is continued with his loving wife Caroline, three daughters, Nicci, Sarah and Clare, of whom he was extremely proud, and his four beautiful grandchildren. A true giant in our industry, he will be sorely missed, dearly remembered and most of all leave a legacy to the industry that will live on for years to come.

**Paul Persey – 23rd January 1948 – 25th February 2019**

## Young opens a new chapter on her career

Liz Young, supplier services director at Sourcing City, the BPMA's partner in Merchandise World, is taking on a new position.

Those closest to Liz know her passion for the environment, animals and well-being. After 10 great years Liz has achieved much and now feels that she wants a new challenge and to pursue her passion of working in a specific role that is doing something positive to help the environment. Her new role is outside of the industry and one where she will head up a division of an established company that saves books from landfill and resells them back to new readers.

David Long, founder and CEO of Sourcing City said: "After such a long-time, it is with a heavy heart we see Liz move on. At the same time, I am pleased that she is following her passion. On a personal note, we are good friends and we will remain so socially, and we will even be running together in two



upcoming 10k runs. I have no doubt her new company will benefit greatly from her skills and I warmly thank her for helping us to put Sourcing City as the clear market leader in our field within the industry."

Liz said: "I have loved my 10 years at Sourcing City and I am really proud of everything I have achieved with the company. I know I will miss my many friends in the SC team, the industry and the great people I deal with in it. I am also grateful for David's support in this change and happy that we will remain firm friends."

Liz will be in post place until 21 May, so she will have plenty of time to catch up with her friends in the trade. An announcement on Liz's successor is expected soon.





## New BPMA members

Company Name	Business Type
A & G Studios Ltd T/A Fylde Promotional Merchandise	Distributor
Aztex Enterprises Ltd	Trade Exclusive Supplier
Baby PB Ltd T/A BabyUSB	Multichannel Supplier
Badge Base Ltd	Multichannel Supplier
Castelli (Diaries) Ltd	Multichannel Supplier
Kingly Ltd	Trade Exclusive Supplier
NPC Print Ltd	Distributor
Rainbow Office Supplies Ltd	Distributor
Reflex Blue Packaging Ltd	Distributor
Tiger Global	Multichannel Supplier
TP European Solutions Ltd	Trade Exclusive Supplier

## BPMA CALENDAR

### 2019

**15 May**

**BPMA Golf Day, Burnham Beeches Golf Club**

**June**

**BPMA Mental Health Awareness Day  
Date and venue TBC**

**11 September**

**Merchandise World, Stadium MK, Milton Keynes**

**October**

**BPMA Compliance Day  
Date and venue TBC**

### 2020

**12-13 February**

**Merchandise World, Ricoh Arena, Coventry**




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# BPMA CHARTER

## THE ULTIMATE IN INDUSTRY STANDARDS.

The BPMA Charter Status is designed to both develop and, subsequently, achieve the highest standards within our specific niche of the promotional marketing discipline.

BPMA Charter members are perceived to add essential core values to the supply process, with creativity, safety and professionalism being implicit.

## WHAT DOES THE BPMA CHARTER STATUS REPRESENT?

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## Ten from two



Andrew Poor

Director,  
**Eat My Logo**

**What boxset are you watching and what's next?**

Game of Thrones. I am late into it and halfway through series 2. That should keep me busy for a while

**Do you have a guilty pleasure?**

I am a big fan of the band Marillion. As I write this, I am in Holland with 3,000 other fans from all over the world for a Marillion festival

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

Launching Eat My Logo in August 2014 was my first job in the PM industry, so building this business with my wife, Ruth, has taught us all we know so far

**Best piece of advice you've been given?**

Don't dwell on the past you cannot change. Keep positive and enjoy what is happening now

**What's the view from your office?**

There is only an internal window into my sales office where my fab team of Meg, Amy and Daniel deal with all of our customers

**How do you relax outside of work?**

I love playing tennis and play as much as I can each week

**Where would you like to be right now?**

If I was not at the Marillion festival, I'd love to be back in Venice with my wife. We had a brilliant honeymoon there

**How do your colleagues describe you?**

As being passionate about what we do and working hard to make sure we deliver the best products and experience. A lot of our team are young, so I suppose they see me as a bit of an old man at 51

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

Giving up my old career to start Eat My Logo. I'd had a great career in corporate telecoms so it was a drastic change of direction. It was made easier as Ruth and I took the opportunity as a team

**What's top of your bucket list?**

A date with Kylie Minogue!



Andrew Dwerryhouse

Managing Director,  
**Wild Thang**

**What boxset are you watching and what's next?**

I don't have a lot of time for TV but love the Peaky Blinders so will look forward to next season

**Do you have a guilty pleasure?**

I love clothes and getting dressed up in nice sharp suits. For those who know me that will be no big surprise

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

Wild Thang was my first and hopefully last job in the industry. In 23 years, I have learned to never stop learning, stand out from the crowd, and strive to go above and beyond. In this day and age, average won't cut it

**Best piece of advice you've been given?**

From my Dad: "Whatever you do, you should do it to the highest standard." I have hopefully taken that stance throughout my career

**What's the view from your office?**

A busy road – at least we have natural light. Over the next six months I hope that will improve as we are about to undertake a very exciting redevelopment

**How do you relax outside of work?**

I absolutely love all things sport and outdoors, from running or cycling to hitting the dance floor. I love pushing my physical limits but as I'm nursing a calf injury maybe I don't know what they are

**Where would you like to be right now?**

On the slopes in the Alps

**How do your colleagues describe you?**

Hopefully a decent guy who is reliable, respectful and good to his word. A positive person and probably a bit crazy in a good way

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

Letting someone go from your employment is the toughest. Being in business, it's down to me to lead by example and make tough decisions

**What's top of your bucket list?**

Some kind of extreme sport or adventure, so watch this space

## People



### Expansion at GeigerBTC

Laura Brannan has taken on the role of supplier relationship manager at GeigerBTC and will be working closely with Jason Darbyshire, who joined the company as marketing director in 2018.

Brannan brings more than six years' experience in the promotional merchandise industry, having previously worked at Marke Creative Marketing. Her role will focus on building and maintaining stronger supplier relationships for GeigerBTC.

Brannan said, "I look forward to building collaborative relationships with our suppliers so that GeigerBTC becomes a company which, through its practices, positions itself to receive the best access to ideas, resources and innovations from its suppliers, and that will ensure that we continue to offer the best service to our clients."

A further ten staff have joined the apparel company since its successful merger with Geiger to create GeigerBTC last year.

In that time, the company has hired Anna Turchenko as marketing executive, Chloe Churchward as digital print technician, Chloe French as account coordinator, Lily Fawcett, Millie Beswick, Olivia Steven and Rebecca Wheeler as production coordinators, Nicole Cashman as account manager, Rebecca Duffy and Tiffany O'Neil as merchandise programme coordinators.





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