

NEW LOOK



Merchandise WORLD

THE BEST OF **BOTH WORLDS**

New show fits the bill p4



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WELCOME



I am truly delighted with the response the BPMA has had over the September events, particularly the BPMA Show. So much work goes into managing these events, especially when it was a busy period

for members. So I want to say a huge thank you to everyone that supported the BPMA. I still believe in showcasing products in the right way and when I saw some of the creativity of the supplier stands, it reconfirmed why the industry needs shell scheme and free build style events.

It was also the first time we trialled the idea of allowing end users to attend accompanied by distributors. Those that did participate said their clients really loved

it and were inspired by what they saw. I have recently been contacted by one of the Galpeg associate group who told me that one of his one of his customers who attended had placed two large orders on the back of attending. The industry at large seems to be fairly buoyant following numerous conversations I have been having with members. Given the challenges with currency fluctuations people still want to buy promotional merchandise.

On the back of the successful Sourcing City marketplace offering a completely different format to the BPMA Show, the industry can now look forward to one of the most eagerly awaited events of 2017 – a joint BPMA and Sourcing City show delivering the best of both worlds.

I want to say another thank you to all

of you who helped make Promotional Products Week a success, particularly to Mike Pape (Ravensden) for supplying hundreds of 'Ellie' the elephants to our members, and to our generous donors, and in particular Andy Thorne from Outstanding Branding for bidding at the Awards auction. It's so nice to see companies recognised at the BPMA awards and this year a special mention has to be said for David Kershner, one of the industry unsung heroes who is passionate about what he believes in. Well done for winning Personality of the Year. During the night and the week, we managed to exceed our £10,000 target for the charity Pancreatic Cancer UK.

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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Product Media now online

Product Media magazine now has its own dedicated website – www.productmediamagazine.co.uk. The site contains regularly updated news and content from the world of product media and merchandise. Readers can also download past issues of the magazine.

Previously the magazine was accessed through the BPMA website.



BPMA warns of price increases as pound weakens

Further to a meeting of leading industry suppliers that was held recently, the BPMA has been asked to advise its membership, in relation to the pressure that suppliers of imported goods paid in US dollars, are facing.

While the majority of professional suppliers have so far resisted publishing new price lists, with the hope of addressing this in January, it is now apparent that they are no longer in a position to sustain existing prices. Distributors should be aware that there are price increases on the way, and should show a level of understanding of the necessity to do so.

The BPMA works with chosen provider Moneycorp for competitive exchange rates. You can read its detailed commentary on the effects of the dollar rates on Product Media's website www.productmediamagazine.co.uk.

Merchandise WORLD

Exhibition | Appointments | Networking

A BPMA & Sourcing City Event

New trade show promises to unite the industry

The BPMA and Sourcing City are delighted to announce the creation of Merchandise World.

Merchandise World, their new jointly owned event, has been formed by bringing together The BPMA Show and Sourcing City Marketplace. It will take place on 19-20 September, 2017 at NAEC Stoneleigh, Warwickshire.

The BPMA will independently run the prestigious BPMA Annual Awards Dinner on the evening of 19 September 2017, with Promotional Products Week running a week or two later, enabling BPMA members to proactively promote products discovered at Merchandise World.

Merchandise World is unique in having two key elements, bringing the best of both worlds. The product exhibition stands will ensure that all invited visitors can see the latest and hottest products from the industry's top suppliers, while business VIPs will also be able to have focused and meaningful conversations by appointment in the 'conversation pods' which have been seen at Sourcing City Marketplace for the past six years.

It is anticipated that around 200 suppliers will attend Merchandise World, each focused on delivering a valuable experience for all of the team members and management from the invited professional distributors.

To ensure that the exhibition stands and conversation pods are sold on an even and fair basis, no sales or reservations will be taken before 15 November when previous BPMA Show and Sourcing City Marketplace exhibitors will have priority in booking

prime spaces. Standard space and new exhibitors will be able to make bookings on subsequent days.

The opportunity for distributors to optionally invite end-user customers to one of the days of the new two-day show, as trialled at the BPMA Show 2016, is also being considered.

Matt Franks, BPMA chairman said: "Sourcing City and the BPMA have a proven track record in delivering high quality events to our industry, and we're thrilled to be working together to raise the bar even higher. We know what it takes to deliver maximum value to both suppliers and distributors, particularly in retaining a focus on the quality and professionalism of those attending this exciting new event."

David Long, chairman and founder of Sourcing City added: "We are delighted to be equal partners in Merchandise World with the BPMA, and our team are excited to be working with top industry distributors and suppliers delivering them both a great experience at Merchandise World, and more importantly an event that will bring true value to their businesses."

Sourcing City has been contracted to deliver the management and organisation of Merchandise World, supported by the BPMA Secretariat. The event owners, BPMA and Sourcing City will work closely together to create the strategy for the event.

The popular BPMA Education Day will continue in a new format earlier in the year. These dates, along with the new dates for Promotional Products Week will be announced in due course.

Successful final SC Marketplace

The final Sourcing City Marketplace went out on a high in September. The event ran on Wednesday 21st and Thursday 22nd September 2016 at the FIVE Show Centre, Farnborough, and was attended by

around 90 suppliers. With VIPs from major distributor companies attending, more than 1,265 appointments were achieved, as well as informal meetings during the run-around sessions.



Screenworks celebrates a quarter century

Screenworks hosted its 25th Anniversary party on 29 September at the trendy Bat & Ball Ping-Pong bar in Stratford. Attending were more than 150 customers, along with key suppliers and Screenworks' staff.

The event was a huge success and reinforced the amazing year that Screenworks has had. Duncan Gilmour, managing director, Screenworks said: "It is such a big milestone for the business and it was lovely to spend time relaxing with customers and building on the special relationship that already exists. It was also a great opportunity to say thank you to all my staff for their on-going dedication to the business. We all look forward to the next 25."



Fluid Branding awards at Newmarket

Fluid Branding ran another one of its highly successful exhibitions at Newmarket racecourse on 28 September. It had 101 attendees on the day, which has generated 500 enquiries. BPMA director general, Gordon Glenister, helped complete the evening awards and also presented the keynote at the show.



Those celebrating winning included:

Deadline Champion 2016

The Laltex Group

Quickest Response Team 2016

The Umbrella Company

Best Visuals 2016

The Bizz Badge Company

Best Eshot 2016

Adpads

Product of The Year 2016

Desktop Ideas for the
Smartphone Fan

**Account Manager of The
Year 2016**

Ryan Brown

Supplier of The Year 2016

PF Concept

Personality of The Year 2016

Dave Kershner





Double recognition for ASL at IPM Cogs

ASL was a double winner at the recent IPM Cogs awards, held at the Renaissance St Pancras, London on 23 September.

The company picked up Gold in the Promotional Merchandise category for The Magic Bow. It also picked up the Bronze in the category for its Lipton Bauble.

ASL staff Lu Harris (left) and Stuart Keen (right) were present at the event to collect the trophies.

The IPM Cogs recognise the efforts of supplier companies in making sure that promotional marketing campaigns happen.

SPS launches StixToGo in the UK and Europe

SPS has secured a licensing agreement with StixToGo to manufacture and supply its innovative hot drinks cup accessory to the UK and European promotional market, as part of its Americano range.

StixToGo is a simple yet effective 'stopper' used in take-out coffee cups, to eliminate splashes and spills. It snaps firmly into the sipping hole of a lid, and will also retain 40% more heat in the mug. Available in more than 30,000 stores worldwide, the StixToGo brand is now available for the promotional market in the UK and Europe, through SPS.

SPS sales and marketing director, Diane Anderton, explains more about this addition to the product range: "SPS is already very well-known when it comes to UK-made promotional drinkware. Our Americano family of products continues to be a huge success and we're always looking for new ways to develop our product offering and add further value. This new addition to the



range will bring something innovative to the market, which we're sure will be very well-received."



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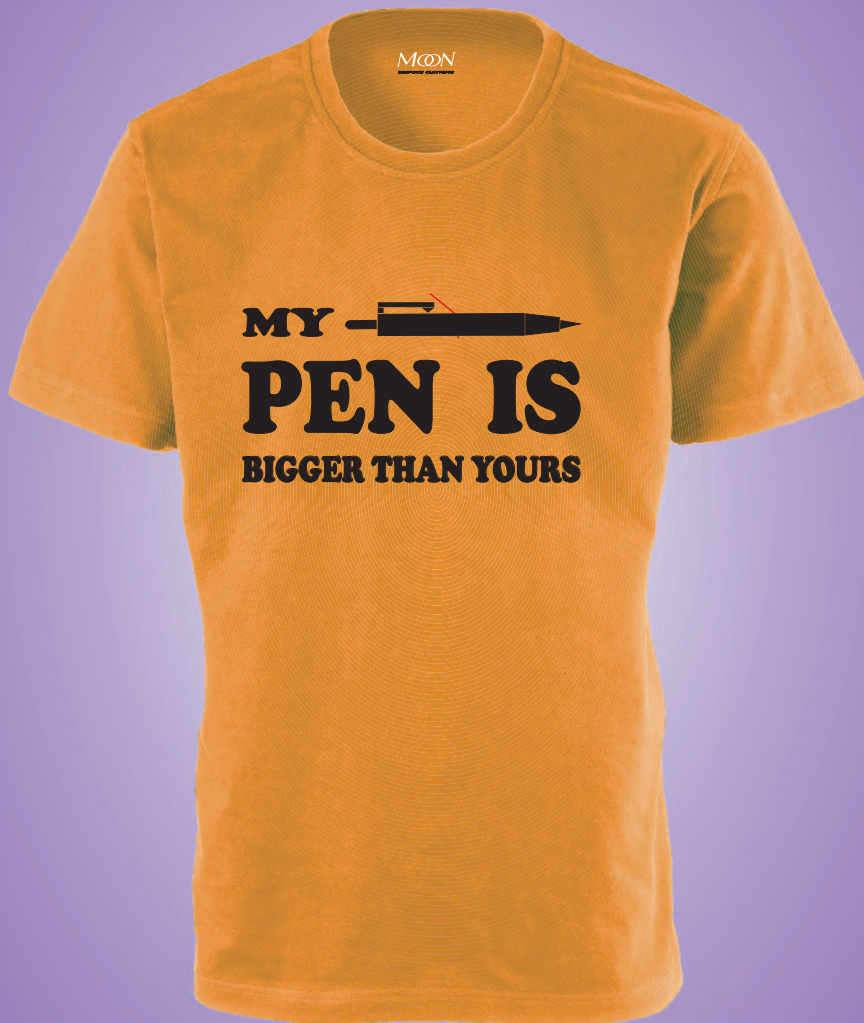
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Ignite race day remains a favourite

The Ignite Group returned to Warwick Racecourse on 29 September for its annual exhibition and race day.

Another record turnout of 42 supplier companies brought 54 people and 40 distributors. The weather was once again kind, even if not quite on a par with the previous year's balmy heatwave. It should be noted that as the racing calendar returns to an October event next year.

The day started with Ignite's exhibition in the marquee followed by a hot buffet lunch in the Kingmaker suite overlooking the

winning post. The wines and beer flowed all afternoon and the party continued on into Warwick until well past dark.

Richard Pettinger from Ignite said: "I am indebted to our suppliers for their continued outstanding support and to our distributor members who travel long distances to be there. We had members from as far afield as Edinburgh and Cornwall. It is most rewarding to have this fantastic support for the group."

Ignite will return to Warwick on 5 October 2017.

The talk trackside

"The Ignite Group exhibition and race day at Warwick Racecourse is always an excellent event and this year was again thoroughly enjoyable. It's a perfect mix of business and leisure starting with an exhibition in the morning to talk through products and ideas with distributors, followed by a fine buffet lunch. The afternoon's racing then generally presents the opportunity to lose money, although remarkably this year I left with more cash in my wallet than at the start."

Andy Goffin, sales and marketing director, CHX Products

"The exhibition was excellent and what was so good was that you could talk about all the catalogue products in detail. I think it is the only exhibition I have been to where I was the last to leave the suppliers in the marquee. Everyone I spoke to said it was their favourite function of the year and the suppliers echoed this."

Martin Applewhite, director, Applewhite Corporate Merchandise

"Many thanks once more for what is my, and many others, favourite day in the promo calendar. You certainly know how to look after guests and it was great catching up with old friends and to make new acquaintances with new distributors."

Andrew Langley, managing director, Juniper Trading

"There was a great turnout from suppliers and some great conversations were had at the exhibition in the morning, followed up with a few drinks in the afternoon. Thanks Richard for a very enjoyable day."

Neal Beagles, managing director, Roantree Incentive Marketing

"Just wanted to drop you a line to say thank you once again for an amazing day yesterday. As always, put together extremely well, and a most enjoyable day for all. It's always a challenge to keep replicating a successful event but every year the launch delivers and is certainly a date in the diary I look forward to."

Jason Grenham, sales director, Sourcing City



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THE SWEET PEOPLE

Liquid Lens rebrands as The Sweet People

After 18 years as Liquid Lens, the company that specialises in confectionery merchandise is changing its name to The Sweet People.

Distributors for Liquid Lens have already seen the gradual branding change that began earlier this year, but from 1 October, 2016 the new name, look and domain, www.TheSweetPeople.com, are in place.

"We now completely specialise in sweets so the name change makes a lot more sense to our customers," said Mandy Hastie, sales and marketing director, The Sweet People. "We will also be expanding into Europe next year so felt we needed a name that really reflected what the company is today."

The company's range is unchanged and the new name echoes a focus on branded gourmet confectionery products. As the only BPMA Charter supplier of confectionery merchandise in the UK, the company has introduced many new options to cater for all tastes and dietary requirements.

As a celebration of the new name, the company is offering every PM reader a free 10g bag of Goody Good Stuff sweets from its 'free from' range. Made with real fruit juices and natural colours, the gums are gluten free, dairy free and suitable for those on vegetarian, vegan, halal and kosher diets.

Readers can claim their sweets by going to www.TheSweetPeople.com



Allwag conjures up charity evening

Allwag Promotions was delighted to host a unique event to personally thank their key suppliers for supporting them over the past year. A Magical Night with Allwag Promotions was attended by 85 people at the Lion Inn, Chelmsford, where they were stunned and amazed by the talented Nick Crown. The evening also raised £1,025 in aid of the Teenage Cancer Trust, thanks to the generosity of everyone that attended.



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Listawood's cup winner has the winning formula

Having been overwhelmingly voted the best product using 'The Winning Formula' logo created especially for the inaugural BPMA Show at Silverstone in September, Listawood's straight sided stackable mugs are now available with a chrome holder for three mugs.

After considering the clean, sleek lines of The Winning Formula design, Listawood decided that keeping it simple would be the key to successful use of the graphics. Clever use of its unique, in house spray-coating line combined with the TruColour direct print technique enabled Listawood to create simple, yet stunning designs.

Commenting on its success, MD, Alex Turner said: "We wanted to take the opportunity to showcase some of our unique production processes. We're thrilled

that this use of several innovative techniques produced the winning entry."

The mugs can also be printed by dye-sublimation in full colour, and when combined with their 2,000 cycle dishwasher proof, patent protected Duraglaze coating, will last a lifetime.

"Listawood decided that keeping it simple would be the key to successful use of the graphics"



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US-made merchandise boosted by presidential campaign

With the US presidential election on 8 November, a new president will soon be in place in the White House.

One interesting aspect of the main campaign between Hillary Clinton and Donald Trump was the role of merchandise. Always an important aspect in grass roots campaigning, merchandise has arguably become of even greater importance due to the relative decline in the role of traditional TV advertising.

In fact, a recent report claimed that Trump was spending more on merchandise to give away at rallies than he was on staff running his campaign. Turning supporters into walking billboards has clearly been a strategy with Trump allegedly spending \$1.8 million on merchandise in July, compared with \$921,000 on staff. With the businessman not having the same level of advertising support as his rival, merchandise has

helped boost his campaign profile.

After early run-ins with the media on whether his now iconic 'Make America Great Again' baseball cap was really made in America, a US manufacturer, Cali-Fame, has emerged as the manufacturer. Another US company, Louisiana's Ace Specialties has been supplying T-shirts, mugs, stickers, and hats.

Meanwhile, the Clinton campaign has emphasised the 'Made in America' and union printed nature of its own merchandise. It has teamed with a number of fashion designers, such as Marc Jacobs and Diane von Furstenberg for a limited edition 'Made for History' range of designer T-shirts.

With the relative decline of US manufacturing, this has become a political hot potato, so whoever ends up in the White House, US manufacturers have benefitted from the long-running campaign.



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EDUCATION DAY DELIVERS GLOBAL VOICES



Billion dollar man: Marty Lott

The BPMA held its 4th Annual Education Day and was enthusiastically welcomed by members of the association – more than 90% of attendees felt that it had exceeded their expectations. Around 140 attended the event on 13 September at Whittlebury Hall, close to Silverstone where the BPMA show was held on the following day.

Thirteen leading speakers gave the audience a huge choice from within the industry and externally. Gordon Glenister, director general of the BPMA, who put on the event, commented: "I have always sought some of the finest speakers around to really help inspire our members. When you run a business, so often you can miss out on some of the great

ideas from other industries."

Marty Lott, talked about the importance of apparel to the gift distributor sector. His company, Sanmar, turns over in excess of \$1bn and is one of the most highly regarded suppliers in America, where clothing has a much higher percentage of the distributor market than in the UK. Other well-known professional speakers included Nigel Risner, Steve Clarke, Andy Hanselman, Grant Leboff, Peter Hill, Murray Cowell, Mark Blackmore and Robert Craven. The day was rounded off by keynote speakers from Promotional Products Association International (PPAI), the US's BPMA counterpart. CEO Paul Bellantone and president Tom Goos from Image Source gave a transatlantic perspective. **PPM**



Class act: Education Day delivered



Counterparts: BPMA meets PPAI

What the delegates said

"Most relevant, interesting and humorous – very enjoyable and interactive."

Suzanne Hart, Premier Promotional

"More than exceeded my expectations. I learnt a lot."

Bronte Creary, Fluid Branding

"Excellent. Well done!"

Paul Green, Galpeg

"Way exceeded my expectations."

Lisa Bann, Brand Addition

DON'T STAGNATE, INNOVATE

How does the UK promotional industry keep innovating and what we can we learn from other industries, asks **Diane Anderton**



There's one question I am always asked every time I meet with a customer, whether at an event, site visit or meeting: "What's new?"

The pressure on promotional product suppliers to keep on innovating and introducing new products and processes has never been greater, as distributors seek to increase the appeal of promotional products to end users.

But I don't see the need for innovation as a problem or hassle. For me, it's one of the things I love about this industry. After more than twenty years working with all things promo, I love that we can still find bright new ideas to bring to the market.

So what does it mean to innovate? The Oxford Dictionary defines it as "make changes in something established, especially by introducing new methods, ideas, or products". Now that can be taken quite loosely in our market, as taking the idea of a promotional product and adjusting the function, shape, style or colour. But for me, it's important to get down to specifics. What's the next step for the promotional pen? Where do we go next in promotional drinkware? What will be the next big tech gadget?

The first place I would suggest anybody looks for completely new ideas is retail. What are the big trends there? Not all retail trends will translate to the promotional market, but some do and can be hugely successful. In drinkware especially, we've been inspired by the trend for healthy drinks and fruit-infused water, which led to us launching a fruit-infuser for our water bottles.



This is a great example of innovation, because it involves adding something to an existing product to add value, while combining inspiration from the retail market. Some other trends won't translate quite so well, perhaps the product is amazing, but where would you add a logo?

I have a checklist for new product ideas:

- Can we make it?
- Can we make it better?
- What options can we offer for

colour, print and packaging?

- Can we price competitively?
- Is it a fad?
- Can I instantly think of five customers who would buy this?

As a supplier and manufacturer, one of the other great sources of innovation comes from our distributors, and I want to encourage you to keep on challenging your suppliers. What is it your customers want that you just can't find? Tell us and we can probably make it. And for suppliers, talk to your

distributors, bring them products that they can sell and everybody will be happy.

In the long run, a lot of innovation simply comes down to gut instinct. Sometimes you just know that a product is going to fly. And that comes with experience, research and a passion for all things new - if you have those characteristics, then just keep on dreaming and creating. If you haven't, it's time to find them.

Diane Anderton, is sales and marketing director, SPS

33

"Just the right size and an excellent show."
John Godfrey, Just a Drop



Exhibitors were kept busy



Personal contact was key

"I wanted to say, 'well done BPMA'. It was a well organised day and this is now to be our show of choice of course."
Geoff Newman, Status PM

BPMA SHOW CREATES THE WINNING FORMULA





"Yesterday's BPMA Show was FANTASTIC - the best promo show we have attended for years. It was well organised, a great location, a good size, and above all, it had top quality, well-screened visitors."

Tim Cadel, Festive Promotions



Open for business

The BPMA held its inaugural show at Silverstone on 14 September to great feedback from visitors and exhibitors alike. The one-day members' show attracted almost 400 distributor visitors from the promotional gift industry with many of the larger promotional gift distributors sending almost their entire sales teams. The BPMA decided also to trial the idea of distributors inviting their customers along. Around 20 end user buyers attended and were denoted by their own different coloured lanyards.

There were a number of visitor attractions including the Winning Formula supplier product competition, a launch

of the newly formed BRIMAN group, the Innovation Alley showcasing student product designs, the branding zone featuring a number of different branding techniques, and a Christmas tree feature supported by Festive Promotions and other leading suppliers. In addition, the Tech Zone had some great cool products from Sony.

Matt Franks, chairman of the BPMA, said: "I am absolutely thrilled with the feedback from our members, having been aware of the months of planning that went into our Education Day, the BPMA show and awards. Given the announcement relating to the Sourcing City collaboration (see story on page 4) I am looking forward to an even greater event in 2017."

"Just wanted to say a quick well done on a fantastic two days and nights. A brilliantly well-organised and executed education day, trade show and awards dinner."

Paul Beirne, BTC Group



Backing Britain: Briman's Jamie Gray and Gordon Glenister

"I genuinely thought this would be a 'suck it and see' venture for us and was not prepared for the overwhelming success that it was. We were busy all day, seeing the right people and having meaningful and relevant conversations."

Malcolm Garnett, Promo Trade

"We were rushed off our feet. It was great to see so many clients come along to the first show. We were really impressed by the volume of visitors to the show. There was a real buzz and the venue was great - light, airy and well laid out."

Malcolm Fritschy, managing director, Oldeani



Networking at the show



Products displayed the Winning Formula logo



"Well done on a great show and evening event. Excellent show, well-attended with quality exhibitors and distributors. There was a great buzz which was great to see following Brexit. The show was well laid out in an excellent venue and location."

Diane Jaggard, Encore Catalogue group



Another satisfied visitor



On your bike... at Silverstone

The show raised funds for Pancreatic Cancer UK

"I just wanted to say how absolutely brilliant the BPMA show was. We were really pleasantly surprised (as of course we did not know what to expect from a brand new show at just how well organised the whole day was, and what a lovely venue."

Sue Moth, B Sanders badges



So much to see



Branding techniques on display



"We took one of our key accounts to the event as I was very keen to show them the range and variety of products that are available. It is simply not possible for me to present every product to them as there are literally thousands in the marketplace. Our clients loved the show and found loads of new ideas for their future marketing as well as gaining an understanding of the different print techniques on display, which was really useful. There were three or four specific products that they totally fell in love with, and they have subsequently already placed a good-sized order with me for two of them. It's also worth noting that the client felt very special to have been asked to the show, which came as a nice surprise to me. I know some distributors are reticent about introducing clients to the supply chain, but for us it worked, and worked an absolute treat in fact."

Russ Platt, Bluefish Promotions



Gordon Glenister and Matt Frank prepare to greet arrivals

AWARDS NIGHT RECOGNISES AND GIVES BACK



The BPMA presented the new look BPMA awards event at Whittlebury Hall,

following the BPMA Show at Silverstone. Around 250 guests from the promotional merchandise industry got together for a great evening of fun, networking and recognition. The evening was compered by director general Gordon Glenister.

A big part of the event involved the Promotional Products Week chosen charity, Pancreatic Cancer UK. A lively quiz and a charity auction managed to raise £5,989 for the charity. Pushpinder Hill from PCUK commented: "We

are thrilled to bits and hope the BPMA can reach its goal of £10,000 by the end of the week."

The winner of the auction Andy Thorne had a poignant reason for supporting having lost his father to the disease.

He said: "Pancreatic Cancer is an awful disease. Seven years ago I watched it first-hand destroy my Dad until it took his life at 63. I was going to do a sky dive this year to raise funds but my plans got stopped when I busted my leg. So winning the auction was my way of remembering my hero and great man, who I miss every day and wished could see the success of Outstanding Branding. Anyone near me last night would have seen my tears, it was emotional as it brought back all the memories and sadness." PM



Personality of the Year Award, sponsored by Brunel Trade Services

WINNER: David Kershner, Impression Europe

Pictured: David Kershner, Impression Europe with Sue Tugman, Brunel Trade Services

Distributor of the Year Award £5million plus, sponsored by Senator

WINNER: Dowlis

Pictured: David Lynn, Dowlis with Andrew Hill, Senator



Distributor of the Year Award up to £2 - £5 million, Sponsored by Listawood

WINNER: Allwag Promotions

Pictured: Angela Wagstaff, Allwag Promotions with Sim Shalom, Listawood



Innovative Product of the Year Award, sponsored by Prime Group

WINNER: Robot App, Xindao

Pictured: Paul Maye, Xindao with Claire Handford, Prime Group



Supplier Unsung Hero of the Year Award sponsored by RT Promotions

WINNER: Pat Carr, Senator

Pictured: Pat Carr, Senator with Richard Mack, RT Promotions



Supplier of the Year Award £2million plus, Sponsored by Brand Addition

WINNER: SPS

Pictured: Diane Anderton, SPS with Chris Lee, Brand Addition



Distributor of the Year Award £500k - £2million, Sponsored by SPS

WINNER: Willmsmer Wagg

Pictured: Debbie Willmsmer, Willmsmer Wagg with Phil Morgan, SPS



BPMA Professional Development Student of the Year Award

WINNER: Vicki Crosby, Fluid Branding

Pictured: Vicki Crosby with Daniela Arena, BPMA



Distributor of the Year Award up to £500k, Sponsored by Listawood

WINNER: Face 2 Face

Pictured: Mitul Patel, Face 2 Face with Alex Turner, Listawood



Marketing Campaign of the Year Award, sponsored by Marketing Week Live

WINNER: Fluid Branding

Pictured: Gemma Richards and Miles Lovegrove, Fluid Branding with Graeme Smith, Cyan Group

Service Partner of the Year Award, sponsored by Product Media Magazine

WINNER: Sourcing City

Pictured: Liz Young, Sourcing City with Stuart Derrick, Product Media Magazine

Supplier of the Year Award up to £2million, Sponsored by BTC Group

WINNER: WCM&A

Pictured: Jules Adam, WCM&A with Jon Birrell, BTC Group





XINDAO CELEBRATES 30 YEARS IN THE INDUSTRY

Dutch based giant Xindao celebrates 30 years in the promotional gift industry this January. The company employs more than 300 people, 60 in Shanghai, 150 in Romania and 90 in Holland, with a further 20 representatives in different countries.

The company's founders came up with the name from the Chinese words Xin and Dao meaning 'new' 'direction'. PM asked CEO Albert van Der Veen (pictured) what have been some of the reasons why Xindao has stood the test of time.

"We position ourselves more as a high end gift company rather than an everyday promotional gifts supplier. Powerbanks a year ago were the thing everyone wanted, now important as they are, they are

not as trendy as Bluetooth. We are seeing more companies want to echo the quality of retail products.

Xindao likes to see itself as a trendsetter, not a follower, but that comes with responsibility to create and find new products all the time. Products out in January can be second generation by the summer such is the pace of change. Our stock position is better than ever, we have some 1,700 SKUs and 12 product categories. This is a long way from the founders' original product line of tape measures.

Xindao remains fast growing and from 2010-14 we doubled our turnover, quite some achievement given the challenges in the marketplace. The company now has a turnover of almost €50 million,

"It would be very easy to make a quick buck and look at high volume potential products but we believe in searching out new and exciting products"

with France being the most important market, followed by Germany and the Benelux. The UK stands as fifth in rankings.

We have a strong company culture and that includes the products we select. It would be very easy to make a quick buck and look at high volume potential products but we believe in searching out new and exciting products which is why we now launch products

every month online and not just at the traditional January fairs.

Having a clear identity as a supplier is very important. We don't compromise on quality and we have a state of the art printing factory in Romania.

With the 30th anniversary of Xindao, the company is planning a very special staff Christmas party all over Europe on the 19th December."

Happy Birthday Xindao! 



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HAPPY PEOPLE SELL

It's easy to put off staff training until another day, but investing in developing your people need not impede daily operations, and pays back quickly, says **Daniela Arena**



Almost 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.

A happy workforce is a productive workforce, or better phrased by Nev Williams' from the BBC's *The Call Centre* "happy people sell". It is a catchy phrase that we would all agree with.

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. 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 which feels this way? A training and development programme can address this head on. Investing in training creates a supportive workplace and a team that feels valued. In this environment they feel motivated and ready for a challenge. Do you want to work with a team that feels this way?

Recruiting replacement staff is expensive, time consuming and disruptive to the team dynamics. It is much better to train and retain your best people in the first place.



Employee satisfaction isn't the only reason why you should train your staff:

Address weaknesses – a training programme is a prime opportunity to strengthen skills that each employee needs improvement on. It will allow you to expand the knowledge base and skill set to a higher level within the team too.

Improve employee performance – the training will build the employees' confidence – because they have a stronger understanding of the industry, they are more likely to push themselves too. If the team know what they are doing and are properly trained within the discipline, productivity will increase.

Enhance company image – training your team can give you a genuine competitive advantage over your competition. You can be better than your competitors if your staff are better. Continuous training gives you employees who are on top of industry

standards and product regulations that help drive the business into being a leader and a strong competitor within 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-

"The biggest inhibitor to training staff is the perception that it will take too much time."

consuming for managers and that a training course might delay the completion of a project important to the business.

The BPMA education programme 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. 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. More than 140 learners are on the programme right now. You can get your team involved today. **Visit education.bpma.co.uk for details or contact daniela@bpma for more information.**

HERE'S WHY YOU SHOULD TRAIN YOUR STAFF...

The BPMA would like to congratulate Emily Hillman from Impamark for passing her TPM exam on the education programme. Here's what Emily has to say: "I started studying for the TPM when I began my apprenticeship with Impamark. It has taken me 18 months to complete. When revising for the TPM Exam I found the videos and the documents very useful. I was able to watch the videos then print out the documents, giving me something to revise from and work on. The TPM exam was very straight forward, from logging in, to

taking the exam. By studying, and then taking the TPM exam, my industry knowledge has increased enormously, making it much easier to do my job, as I now understand the various printing processes available. This was further supported by the two supplier days that I attended at Senator Pens and Listawood where I was able to see printing processes in action.

Overall I feel that the education programme has benefited me enormously, and I now feel much more confident in my work here at Impamark."


Gordon Glenister comments "I am delighted with Emily's



Emily Hillman

"I now feel much more confident in my work here at Impamark"

success, her journey on the programme is similar to that of others who are studying too. This is why we invest in the education programme,

to support staff in member companies to progress and develop, to give them the confidence to give it their all and be the best they can be." 



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PROMOTIONAL PRODUCTS WEEK RAISES MORE THAN £11,000 FOR PANCREATIC CANCER UK

This year's PPW, the fourth, was different and formed part of a whole week of activity by the BPMA.

The new look BPMA show was the main event, and saw PPW teaming up with a major charity in the form of Pancreatic Cancer UK.

Promotional Products Week's main purpose is to raise the profile of our industry as well as creating some excitement within it. A number of members got involved. Outstanding Branding launched its own OBTV channel, which has already reached more than 5,000 views. Photographs of Ellie the Elephant, the BPMA's Promotional Products Week mascot, were also taken in various locations across the Capital, including Tower Bridge, Hays Galleria and a supermarket shelf, to name a few.

Meanwhile, Clara the Cow hit the streets of London once again to draw attention to the PPWeek cause, handing out branded bags of chocolate eggs. The BPMA also ran a Twitter and Facebook programme to highlight the event.

Director general, Gordon Glenister, took Ellie to Spain, and featured many photos en route, including at the airport, and even sunbathing, showing the value of promotional branded beach towels. She was even spotted boarding Eurostar.

Keniz Budhabhai, marketing and communications co-ordinator, Brand Addition explained how the company took Ellie the Elephant on work experience. "We shared the ins and outs of the business, everything from creative

designs, ICT, customer service and finance to warehousing, compliance and sales. Ellie learnt how Brand Addition works collectively as a team to service a global market. All of Ellie's adventures were shared on Facebook and Twitter."

BTC also joined in the PPW fun and said: "Team BTC thoroughly enjoyed blowing our trumpet during PPW, coupled with an impressive awareness campaign focussing on the benefits of promotional products and the ROI they can

generate. Looking forward to PPW2017!"

Overall activities raised in excess of £11,000 for Pancreatic Cancer UK. The charity expressed its gratitude to BPMA members. 



Above: the tweet booth and PPW mascot Ellie raised funds





THANKYOU!

Guests of Sourcing City Marketplace, Mo Yusuff, Sourcing City, Wild Thang, Pellacraft Ltd, The Umbrella Company, John Griffiths, Graham, Lorraine, Rachael, James, Angela Wagstaff - Allwag Promotions, Coventry Silvercraft, Big ideas of Sheffield, Charles Law, Limelight Publicity, Serena Ford, Lloyd Simpson, Anthony - Justadrop, Zest Promotional, Malcolm Garnett, Orange Promotions Ltd, Creative X, Extravaganza, The Sweet People @Liquid Lens, Sarah - Wild Thang, Hayley Wells, Andy Thorne, Ruth Jeffrey, Polly Turnbull, Sara Callanan - Elevator Promotions, Essential Promotions, Richard - Best Badges Ltd, Blueprint Promotional Products, Oxford Cartographers, Preseli, Everythingbranded.co.uk, Impression Europe, John Godfrey, Stress Planet, Outstanding Branding, Procurement International, Leisi, Tim, Malcolm Fritschy, Michael Papé - Ravensden, Baljeet Phillips - Great Central Plastics, Viv Blumfield - Abbeygate, Cathy Anderson - Adpads, Senator Pens and all anonymous donations!

BOOK SPEAKS VOLUMES ON PROMO POWER

Club Row Creations director **Mo Yusuff** promises to dispel the myths about promotional products in his new book *Promo Power Supremacy*.

"Ill probably make other suppliers spit blood for saying this, but people in this industry who endorse the myth that you need to buy promotional products to create brand awareness are talking total B.S.," says Club Row Creation's Mo Yusuff.

Aware of the fact that most promotional products fail miserably and over the years seeing customer after customer waste their money, he decided to do something about it. In his book, he shares everything he's learnt (the hard way) over the past 29 years to help



people realise the true power of promotional products when combined with creative and ground-breaking marketing campaigns.

Since its release, readers have come out to share rave reviews about the book and Mo's tried,

tested and proven strategies. Vicky Fraser said: "This book is just the first step on that journey, and I wish he'd written it years ago."

Starting with the 7 Reasons Why Most Promotional Products Fail Miserably, and How to Fix That, the book is packed full of useful and practical stuff to help avoid the pitfalls of promo marketing. Chapter 2 will be a revelation to most business owners.

Mo's also included a chapter about how he and other businesses have successfully used lumpy mail and promotional products to get

real, tangible results. There are a bunch of good ideas in there for us to swipe and adapt.

He also goes in-depth regarding how to create and run a whole marketing system, including where the real profits lie, and how to dig them out.

The book aims to be an aid to anybody who runs their own business. It claims to be no nonsense, no fads, and no thinly disguised sales pitches. Instead, it promises lots of valuable, timeless, practical stuff that can put to work straightaway.

Read more at:
www.promopower-supremacy.co.uk



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Ask Clive

Staff Uniforms: an opportunity to sell



Over the last few editions of Product Media we have discussed general workwear and highlighted promotional clothing. This month's article is focused on branded clothing as a work uniform. What a perfect opportunity to enter the clothing market - every day you make contact with a company branded person. Why not become the supplier of those uniforms?

Promotional clothing can be used in a variety of ways, each with distinct benefits to the end user. If your customer requires a uniform, then you should emphasise certain benefits when presenting.

- It creates a professional-looking atmosphere.
- Uniforms make your staff instantly recognisable and identifiable.
- Offering a selected range of clothing can benefit the customer as a further expansion to the theme of their business. For example, sports tops for gymnasium staff, Oxford shirts for office staff and polo shirts for retail stores.

If your client uses promotional clothing to identify their employees at a trade show, convention, seminar, or other professional gathering, reaffirm the benefits that branded clothing will enjoy in these work arenas.

Quality branded clothing showcases a professional image for your company. Visitors to a trade show will be able to recognise your staff even away from the stand. A slogan on

the garment could provide a conversation starter that's centred on their business and services.

When your customer is choosing promotional clothing for their company, it's important to give the garments a lot of thought. There is no point in just printing the logo on the back of a T-shirt or embroidery to the arm of a polo shirt without taking time to consider the options. The clothing needs to be well suited to both the company and the purpose of the product.

When you're presenting promotional clothing, there are a few questions you should ask your client.

Will this clothing item be worn daily or occasionally? Company uniforms for daily wear need to be durable and easy to clean. There is little point in recommending product that then needs to be dry cleaned.

What image do they want their company to present? If it's edgy and trendy, a T-shirt with graffiti-style lettering, bright colours, and modern artwork may work very well, however if they want to present a more professional image, it might be a case of a simple logo and a neutral-coloured shirt.

What colours and designs are associated with the company? If the logo features black, yellow, and red, then look at a range of clothing that incorporates those colours. It will benefit your client with association to the brand, something that they have worked so hard to build.

Happy selling, Clive (The Essential Branding Guru)

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CREDIT WHERE IT'S DUE

New companies can slip through standard credit reporting mechanisms. Vigilance requires a more robust approach, says **Mike Collins**



Being in credit management never ceases to amaze. A new collection challenge or scam is but one phone call away.

Two months ago I had not heard of Merchandise Specialists Limited of 75 Shelton Street, Covent Garden, London, WC2H 9JG (Registered Number 10171356). The names of the sole appointed director Adam White or former director Alison Parkes also meant nothing.

Indeed, why would I or anybody else ever have heard of these parties? The company itself was only formed on 10 May 2016 and the directors don't appear to have previous appointments - that is, if the named directors actually do exist.

So why has the above company and named directors come to prominence for promotional goods suppliers?

In short, Merchandise Specialists Limited seemingly set up to scam the industry. It began by brazenly plagiarising, almost verbatim, a leading distributor's website and in doing so sought to pass itself off as an established, reputable and major distributor. It almost beggars belief that they thought they might get away with it.

In reality though it was only the hawk-like diligence of a leading supplier's accounting resource, which must surely be applauded for raising the alarm so quickly, that stopped Merchandise Specialists Limited in their tracks. Quite where this might have ended without such speedy action is anybody's guess.

Without labouring the point let's just say that Merchandise Specialists is most definitely an additional brand the industry can do without. Feel free to do



"Extra effort and diligence in credit management is ultimately rewarded in reduced losses"

your own website comparison as, at the time of writing, it is still live.

So where are we going with this and what's the relevance to credit reporting?

Robust flexible credit management is paramount in today's ever changing world. Getting your systems right is crucial, and if you don't, then be prepared to pay for it at some stage.

Unfortunately, the sales focused promotional goods industry continues to be all too slow to embrace many important financial safety resources available, often relying on inadequate outdated credit reports alone to make significant decisions. If this is you, then consider the following.

Almost every credit reporting provider out there would and does, as standard practice, award new companies such as Merchandise Specialists Limited a goodwill start-up credit limit of

£500 to £1,000. It is a somewhat questionable policy, particularly when we factor in the nature of this particular scam.

Such perceived irresponsibility from credit reporting companies is not helpful, but who really is the most irresponsible party? Those that produce reports and sell data or those that make significant credit decisions based on credit reports alone? You get out what you put in and extra effort and diligence in credit management is ultimately rewarded in reduced losses or even the utopia of a zero write-off.

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Compliance

BETTER SAFE THAN SORRY

Compliance and product safety are becoming business critical issue for promotional companies. **Andrew Hill** explains why it matters and how the BPMA can help



Q Why are big brands becoming more focused on compliance and product safety?

A. With brand equity at stake, buyers and marketers are well aware of the potential damage to a brand through bad publicity driven by the media. With promotional products being 'brand ambassadors' as such, it is becoming more important that the products are in alignment with the brand's own values, hence the need for the confidence that safety and compliance can bring to the process.

Q. Does the promotions industry have a good enough knowledge about product safety? How can it be improved?

A. Most suppliers are aware of the dynamics of the products which they offer to the market. Some have the safety and compliance angle completely covered and promote this with confidence, often providing certification as and when

required. Others prefer to look the other way or say they were not aware that a product was non-compliant when challenged. The majority seem to sit somewhere in the middle, which suggests there is a future need for a pull-push (distributor/supplier/distributor) process if safety is to climb up the business agenda.

Q. How can distributors and end users be sure that they are buying compliant products?

A. They should ask, and be specific. Often, a distributor, or even an end user, will not know exactly what it is that they want (i.e. the nature of the compliance request). This largely is the result of a box-ticking exercise and suppliers then have to try to get to the bottom of it. However, the fact that there is a box to be ticked in the first place indicates that industry is becoming more demanding. It will not be too long before those boxes contain more elaborate information, as many of the larger brands do already.

Q. Why should more companies consider the BPMA charter status?


A. It is really important to 'get with the programme' if companies within our discipline want to look at their longer term prospects and develop their business in an area which is growing dramatically. The charter is not easy to achieve but does reflect confidence and surety right through the supply chain, bringing with it not only gravitas but also rewards in terms of new business gains.

Q. What is the cost of non-compliance in your eyes?

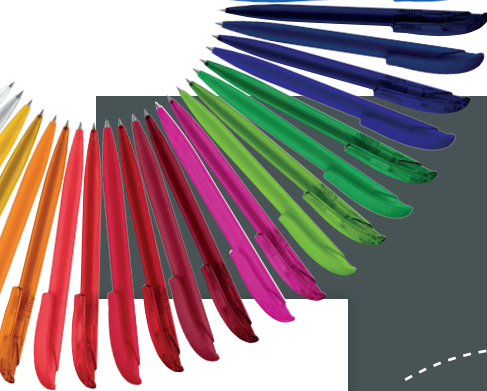
A. If the industry is to significantly grow then it is essential that all areas of safety and compliance are adhered to. The actual cost of not doing so is that brands will not consider promotional products as being a satisfactory medium for their marketing spend. One bad non-compliance experience could signal the end of expenditure going into seven figures, allied to a perpetual perception of the industry as

being merely 'trinkets and trash'. It really isn't worth it?

Q. Some EU regulations are difficult to understand, so the BPMA is creating a guide to product safety next year. Do you think this is a good thing?

A. Product safety is, really, common sense writ large. EU regulations are often considered ridiculous but they are becoming more commonplace in brand purchasing programmes, to the extent that our industry needs to be aware of the consequences of non-compliance. It is difficult to say how long it will be before all suppliers have to 'sit up and take notice' or run the risk of losing business. Being in a position to do something about it sooner rather than later is, clearly, the better line of approach. 

Andrew Hill is the MD of Senator Pens in the UK and an advocate of driving a greater awareness of the industry by raising of standards in the supply chain.



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Warning: fraudulent distributor

An extremely important advisory for suppliers was issued recently to BPMA Account Assyst subscribers as a part of the BPMA Credit Management Service.

This particular advisory highlights many of the reasons why having the most robust credit management systems in place and access to the important data that generates early warning alerts is absolutely vital to industry suppliers of

all size and standing.

If as a supplier you have yet to activate your free BPMA Credit Management benefit with Account Assyst then it is strongly recommended you do so by ringing 01274 223190, and quickly in your own interests. This benefit has been put in place and invested in by the BPMA to help you to avoid bad debt and rogue distributors, so if you do not use it then you will be losing out.



BPMA Christmas Lunch moves to a great new venue

The BPMA is back with vengeance at the New Connaught Rooms, London, close to Covent Garden. The event, on 16 December has been running for more than 20 years, and is seen as a traditional end of the promotional merchandise season. The lunch is supported by a number of key partners, notably PSI as headline sponsor. The new chair chooses the charity for the next year and this year it will be the Alzheimer's Society. A fun and exciting afternoon will be guaranteed.

For more information, contact serena@bpma.co.uk

Important Supplier Advisory from BPMA Credit Management

- Distributor of Major Concern – First Circulated 26 August 2016

Do Not Supply:

Merchandise Specialists Limited

71-75 Shelton Street, Covent Garden, London, WC2H 9JG

Telephone Number 0844 8844 590

www.merchandisespecialists.com

Company Registered Number – 10171356 (incorporated 10 May 2016)

Sole appointed director and shareholder, Adam White, declared as born May 1992, with a directorial service address of the trading company.

Reason for Advisory:

Distributor is a scam set up. It has blatantly copied a leading distributor's website verbatim and applications for credit have been reported by a number of diligent suppliers.

It is considered highly unlikely that any company that supplies this organisation will ever get paid.

Summary of Advisory:

DO NOT SUPPLY OR EXTEND CREDIT UNDER ANY CIRCUMSTANCES

Other additional information:

The company was formed with two appointed directors, Adam White and Alison Parkes on 10 May 2006 with each holding 100 of 200 issued shares. Alison Parkes has subsequently had her appointment terminated on 15th July 2016 and she is no longer an acting director.

The original registered office was 71-75 Shelton Street as is the case currently. Note that on 22 June 2016

the company registered office address and also the directorial service address for Mr Adam White were both changed to 115 Lincoln Way, Daventry, NN11 4SU and then on the same day changed again to Vicarage, Mill Road, Milton Keynes, MK2 2LD (this latter address throughout being the directorial service address listed for Alison Parkes).

On 22 June 2016, Adam White also changed his service address to Vicarage, Mill Road, Milton Keynes, MK2 2LD before subsequently returning it to 71-75 Shelton Street at the same time as the registered office on 19 July 2016 where they both now presently remain.

115 Lincoln Way, Daventry, NN11 4SU is a residential address owned by an individual who appears to have no obvious link to either Alan White or Alison Parkes.

Vicarage, Mill Road, Milton Keynes, MK2 2LD is not a validly identifiable address.

On 2 August 2016, the 100 shares originally owned by Alison Parkes were transferred to Adam White leaving him in 100% control of the company.

...also, beware of Blindside Marketing

As well as Merchandise Specialists, the BPMA has learned about instances of poor practice from this company. It urges not to offer credit or trade with either of them. One distributor has recently been caught for more than £60,000. Yet another reason why you should work with BPMA suppliers.

Shake up at new BPMA board

A number of high profile members have taken up roles on the BPMA, while others step down. Matt Franks takes over the role of president from Neal Beagles, while new chair Graeme Smith takes over as chairman.

Newcomers are:

**Tracey Bowen, PF Concept
Malcolm Garnett, Promotrade
Andrew Kouroushi, Stormtech**
Stepping down are:
**Matt Pluckrose, Desktop Ideas
Andy Knight, CHX
Jean Francois Chodecki, Corporate Creations**



BPMA CALENDAR

2 November 2016

BPMA AGM

Doubletree, Hilton Westminster,
London

16 December 2016

BPMA Christmas Lunch

Grand Connaught Rooms,
London

10-12 January 2017

PSI 2017

Messe Dusseldorf,
Germany

8-9 March 2017

Marketing Week Live

Olympia,
London

28-29 March 2017

**B2B Marketing Expo Live,
2017**

Excel,
London

19-20 September 2017

Merchandise World

NAEC Stonleigh,
Warwickshire

PLUS

BPMA regional events are set for
a return in the Spring of 2017 with
an exciting new look and feel. The
BPMA team are looking at all sorts
of ways to network and educate the
membership.



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www.thesweetpeople.com

New members join the BPMA

Since June 2016, the following companies have become members:

| Company | Business Type |
|-------------------------------|--------------------------|
| UK Bags Elite Ltd | Distributor |
| Roberts & Dore Ltd | Trade exclusive supplier |
| Cybergroup (UK) Ltd | Distributor |
| Elastoform UK Ltd | Trade exclusive supplier |
| Ram Branding | Trade exclusive supplier |
| Giant Deckchairs | Multichannel supplier |
| Timba Print Ltd | Distributor |
| eTrader Websites Ltd | Service provider |
| Trade Lanyards Ltd | Trade exclusive supplier |
| Simoney Badges Ltd | Distributor |
| Crisp Branding | Distributor |
| Augusta Golf Products | Trade exclusive supplier |
| Zippy Promos | Distributor |
| Lensen Toppoint BV | Trade exclusive supplier |
| 14 Promotions (Trade) Ltd | Trade exclusive supplier |
| Logobugs Plus Ltd | Trade exclusive supplier |
| Aardvark Promotions Ltd | Distributor |
| KPMG LLP | Service Provider |
| Forest Promotions Ltd | Distributor |
| Blue Pear International Ltd | Multichannel Supplier |
| Ged Ward Promotional Products | Distributor |

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50 Reasons
why you should
belong to the BPMA



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#50reasons

01. BPMA logo gives credibility to your company
02. Dedicated leading industry Education Programme
03. Specialist training workshops
04. Professional BPMA members trade show
05. Inspiring Education day with top speakers
06. Product Media magazine
07. Your company profile displayed on our website
08. Latest news posts from the industry
09. Trade suppliers directory
10. Free job advertisement board
11. BPMA member certificates
12. Charter status much like an industry ISO
13. Lobby through the board, or parliament
14. Free member orientation seminar for new and existing members
15. Free advice on industry and business issues
16. Chargeable half/full day consultancy with Director General
17. Free legal helpline
18. Leads potential from exhibitions or inbound enquiries
19. Free terms of business and employee contracts
20. Access to top quality industry research
21. Links with other trade bodies in the marketing community to promote your brand
22. Speaker support at distributor end user shows
23. Code of conduct supported with a complaints service
24. Voucher booklet supported by trade suppliers
25. Regional events bringing members together
26. Social events for all BPMA members
27. Specifically designed industry conference
28. Most prestigious industry awards
29. Online case study library
30. Pinterest board dedicated to great promotional products
31. Closed LinkedIn group to allow members to share ideas/issues
32. Promotional Products Week to help drive end user engagement
33. Discounted fees for exhibitions and shows
34. Grants for UK exhibitors at PSI Germany (£1500) and special entry for visitors
35. Credit management service including 100 free credit checking reports
36. Free debt collection service up to £3000 and 2% over
37. 5% discount off Intertek factory audits and product consultancy services
38. Translation service through 101 Translations
39. Free advice on international trade through our membership with Insitute of Export
40. Preferential rates on foreign exchange to hedge against currency fluctuations
41. Free pension advice with Creative Benefits
42. Blog opportunities on the BPMA website
43. Reduced rates on courier and fulfilment services with Transworld
44. Special rates on Insurance with Bluefin
45. Special rates on artwork with Creative Addition
46. Special advice on accountancy partners
47. Preferential rates with Zoom Answercall
48. Worldwide referrals through our connections with international associations
49. Dedicated secretariat of professionals and non-exec Board
50. Because it's the right thing to do - The BPMA is run by its members for its members. Join now www.bpma.co.uk

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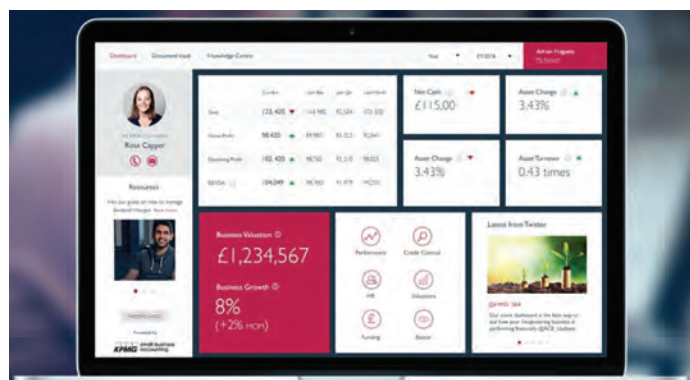
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PSI

10th – 12th January
Düsseldorf 2017

The Leading European Trade Show of the Promotional Product Industry



Exclusive for PSI distributors: Show your customers the PSI on Thursday. Starting from 1st September 2016 only as visitor registered PSI distributors can invite their industry customer.

 Reed Exhibitions

www.psi-messe.com/tickets

SALES DRIVE

Car merchandise accessories is moving away from fluffy dice and into the tech sphere, says **Matt Pluckrose**



Over the past 10 years, consumer technology has changed beyond recognition. You only need to look in any public place at the number of people concentrating on a smart phone or tablet.

One area that has lagged somewhat behind until now is the automotive industry. Things are changing now though, and rapidly. A recent piece of research has identified a few key areas which are about to burst on to our driveways.

Electrification – Tesla has led the way on electric vehicles and has now been followed by major manufacturers offering either hybrid or all electric vehicles. The global need to



reduce greenhouse gases will make electric motoring the norm within 15 years industry leaders predict. The technology which is holding this back currently is battery life and this is

quickly being upgraded.

Connectivity – staying connected whether for work or leisure is becoming a must for many drivers. A recent Autotrader study found that

gadgets and technology are now more important than colour to most buyers.

Autonomous driving – being led by global giants such as Google and companies such as Uber, it has been predicted that once technological and regulatory issues are resolved, up to 15 per cent of new vehicles could be autonomous within 15 years.

So what does this mean for our market? It's simple! Manufacturers, accessory firms, and those associated with motoring will want to accessorise the new smart motorist with products to promote their brand and logo in and around the new smart car. **PM**



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Ten from two



Malcolm Fritschy

Managing director
Oldeani



Linda Lucas

Managing director
Lucas Promotions

What are you reading at the minute?

The Beastly Beatitudes of Balthazar B is a 1968 novel by Irish American writer JP Donleavy

What's on your iPod?

Blues and classic

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

Enjoy life - tough times can be hard but they will pass

Cappuccino or Latte?

Flat white (sorry) or the milky coffee the girls in the office make

What makes you feel warm and fluffy?

Being a surrogate father to three dogs and six alpacas

Best place in the world?

In the mountains with not a soul in sight

If you could change one thing?

These questions

How would you like to be remembered?

The man from the company whose name you can't spell

What are you proudest of?

You have to fight through some bad days to earn the best day of your life. Climbing Mount Toubkal's 13,671 feet after being told I may never walk again put a smile on my face

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

I've been through some dark times but have come out smiling

What are you reading at the minute?

Just finished The Girl in the Spider's Web which is the follow up to the Stieg Larsson's trilogy

What's on your iPod?

I love my music and I have a wide selection from Emeli Sande to Barry White

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

Never burn bridges and treat everyone the way you would like to be treated

Cappuccino or Latte?

Definitely Cappuccino - need more coffee, less milk to get me through my busy days

What makes you feel warm and fluffy?

A good film, chocolate and a large glass of wine in front of a fire with my husband

Best place in the world?

We have an office in China so I am very lucky to visit there a couple of times a year. It's a beautiful country with such a diverse culture

If you could change one thing?

I'm lucky but I don't have any regrets. As a great man once said: "I did it my way."

How would you like to be remembered?

First and foremost, as the best mum, wife, sister and friend. Professionally, as someone with integrity

What are you proudest of?

My three sons

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

I lost my wonderful mum and I miss her every day. She taught me so much and I get through it by living the way she brought me up

MOVERS & SHAKERS



Listawood French expansion

European manufacturer Listawood has appointed Hervé Argenson as business development manager for the company's new French office, just outside Paris, France. Argenson joins Listawood's team of business development managers throughout Europe and will develop its presence in the French market.

Previously working for Les Specialistes supplier Adelaide, Argenson has more than 10 years' experience in the promotional merchandise industry. He will be supporting Listawood's increasing number of French distributors.

"We are pleased to welcome Hervé to the Listawood team," said Alex Turner, Listawood managing director. "Our new Paris office will provide a stronger platform for us to support and develop the business with our distribution partners in France."

Argenson said he was looking forward to his new role. "I am especially impressed with their highly competitive ceramics offering which in addition to the extremely popular traditional lines includes many innovative and unique products manufactured in their 7,000 square metre, state of the art factory."

BPMA CHRISTMAS LUNCH 2016

FRIDAY 16th DECEMBER

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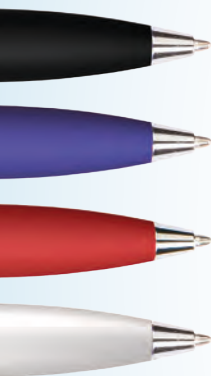
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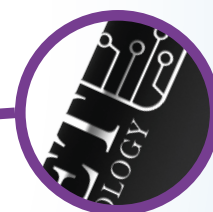
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