



## Shock mystery shopper findings at bpma conference P14

**P09** GET SET FOR PROMOTIONAL PRODUCTS WEEK

**P11** SPOTLIGHT ON TRAINED IN PROMOTIONAL MERCHANDISE

**P12** ADVANTAGE AWARDS AND LAUNCH DINNER

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## Welcome



What a conference! I am delighted that so many members attended the London event particularly as it's still a busy time for everyone. The findings of the mystery shopper were enlightening

and not necessarily for all the right reasons. As you know, I am a passionate advocate of the promotional merchandise industry, banging the drum everywhere about our discipline and the bpma membership, but I was particularly disappointed to find some instances of poor service interaction with our professional researchers. We need to address these issues as an industry if we are to stay ahead of the curve. The general lack of knowledge on compliance all through the supply chain is worrying, particularly as more and more big brands

are becoming more demanding in this area.

For me the number-one question that any distributor should ask, when confronted with an inbound enquiry, is: "What is this being used for and who is the target audience?" And not the budget, the quantity or the deadline – these are all important questions but not the most important. Fundamentally the more we know about our customers, the more we will be able to provide solid solutions.

Our survey findings from Marketing Week Live and TFM&A showed that marketers felt the customer experience with some distributors was very "transactional", not feeling that there was a need to build a long-lasting relationship – in other words a "quote machine". This is the first time the bpma has asked marketers what they don't like about promotional merchandise so it was interesting to hear their comments. Obviously there are loads of great responses we had about cool merchandise

and how it's being used in campaigns and we will be sharing that with members ahead of Promotional Products Week in a specially prepared infographic.

Our members will have seen the latest version of the bpma Service Level guidelines and we would really like our members to aspire to working to such standards. I have been speaking to distributors and suppliers recently about raising standards and have discussed creating a Minimum Requirement template for members to have as a guide to ensure quotes are professionally prepared. Many suppliers have expressed concern at the growing number of purchase orders and quote requests with key information missing, causing bottlenecks in the response times. So watch this space on that one.

**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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## Contents

### 10 Membership pays

Mandy Hastie, managing director of Liquid Lens, on the financial benefits of bpma membership

### 11 bpma education

The bpma education programme and the Professional Development Student of the Year award winner

### 12 Take Advantage

Report on the 15th Advantage Catalogue awards and launch dinner with a hat-trick for Outstanding Branding

### 14 bpma Conference

Shock survey results are a highlight of a packed day at the bpma Annual Conference

### 19 Competition

Win a top-notch gift with Senator Pens with our monthly challenge

### 20 People

The latest appointments news including SPS, Evolve Branding and Goldstar Europe

### 22 New USB generation

Matt Pluckrose, managing director of Desktop Ideas, on the new USB-C ports

### 24 bpma news

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

### 27 People

Ten from two with Diane Anderton of SPS and Jason Markwick of Arcadia plus Skuttlebutt

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## TPC CEO named business woman of the year

Vicki Swinden, CEO of The Print Company, has been named Business Woman of the Year in the Warrington Business Awards.

Pictured right, she received her award at a ceremony at Lymm Rugby Club, organised by the area's three networking organisations, Business Breakfast Group, Pro Warrington and Warrington First.

Accepting it on behalf of her team, Vicki said: "I work in a male-dominated industry where business practice has occasionally been referred to as 'dyed in the wool'. I'm proud to run a disruptive company where, ultimately, we do what we do a little bit differently to ensure the development of our staff which has a fabulous knock-on effect throughout our product and service offering.

"It's vital that women are recognised in the business arena and I will continue to advocate for all women in business, to strive for and promote equality in earnings and inspire the next generation of women."

She also thanked Adele Carr Financial Services which sponsored the award.

# Fluid Branding acquires Falcon Promotions

Fluid Branding has acquired Falcon Print and Promotions, combining forces to grow the two businesses.

Having built a successful merchandise business over the last 28 years, Falcon owners Paul Peachey and Les Wright felt the time was right for change. Fluid Branding's experience and resource in digital marketing, creative services and systems development will enable Falcon to grow its existing customer base while retaining the high levels of customer satisfaction that Falcon is known for.

Matt Franks, CEO of Fluid Branding, said: "Falcon Promotions was built around an acute focus on customer service. The majority of clients and staff within the business have been loyal to the company for many years. This is something we'll ensure stays central to the future of the business."

The highly successful Falcon Promotions End User show, run at Newmarket racecourse each October, will continue, as will the Supplier Golf Day preceding



Matt Franks, Paul Peachey, Les Wright and Miles Lovegrove

it. Paul will stay with Falcon Promotions in a management capacity for the foreseeable future while Les is retiring from the industry after the acquisition.

Paul said: "This is a really exciting development for the Falcon team. We took our time to find the right company to take the business forward and look after both our staff and our clients. Fluid have an excellent reputation, along with the technical knowledge and systems that can really drive

the business on."

The combined resources will allow Fluid to improve its own offering through increased economies of scale. Fluid, which Matt runs with managing director Miles Lovegrove, has seen significant year-on-year organic growth for the past three years, with a combined staff of 48, and 2015/16 revenue is forecast at about £10m. Its management team continue to seek opportunities to further scale the organisation.

## Business continuity award for Ark-H Handling

Ark-H Handling, a leading handling and fulfilment provider, has won a national award for its business continuity strategies.

It collected the top award for Business Continuity/Resilience Strategy through Partnership, part of CIR Magazine's Business Continuity Awards, recognising business continuity programmes in partnership with external suppliers, covering overall philosophy, the use of innovation and successful implementation

across the company.

Gillian Sweetman, quality manager at Ark-H, said: "We were thrilled to be shortlisted last year but we did not think we had a chance this year, up against competition from companies like Google, Securitas, The Post Office and SpecSavers amongst others."

Ark-H Handling was among the first in its industry to achieve ISO:22301 accreditation for business continuity, working with

consultants Cambridge Risk. Raj Sudra, operations director at Ark-H, said: "Effective business continuity planning is vital for our peace of mind and that of all our stakeholders. Whilst we hope we never have to invoke the plans, the very fact that they are in place, tried, tested and approved by BSI, demonstrates that the business has the resilience to continue to deliver exemplary service even in the most challenging of situations."



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## Pencom joins Promotional Showcase

Pencom is the latest company to join Promotional Showcase, filling the specialist pen supplier spot with its range of metal pens and prestigious Klio Eterna pens.

It has become part of the extensive array of promotional merchandise profiled by the group of leading suppliers at the events throughout the UK.

Andrew Williams, who runs Pencom with Amber Houghton, said: "Amber and I are delighted to be part of such a well-respected group of suppliers and have already enjoyed some great shows at some fantastic venues, seeing old friends and meeting new contacts alike.

"You can really tell the venues are carefully selected with both suppliers and distributors in mind."

# Speedbird celebrates 10th anniversary

Speedbird Promotions in Suffolk has won a contract to supply one of the UK's leading transport and logistics companies as it celebrates its 10th anniversary.

Maritime Transport, based in Felixstowe in Suffolk, selected Speedbird and its manufacturing partner Tekno to replicate its blue and white livery on a range of DAF XF Euro 6 and Scania R-Series Streamline model trucks, accompanied by curtainside and 40ft container trailers.

Speedbird's managing director, Ben Lord, said: "Maritime was always a company I wanted to see in our portfolio as it is one of the great names in the British transport scene, and especially being a local, Suffolk-based success story as well."

Ten years ago, Ben turned his hobby and enthusiasm for model trucks into one of the UK's



leading suppliers of scale model vehicles after completing his A-Levels.

"The last ten years have literally flown by," he said. "Although I had a vision and goals of what I wanted Speedbird to achieve, we've managed to surpass that by not only providing our high-quality, intricately detailed

models to leading brands in the UK transport scene including Eddie Stobart, Scania and WH Malcolm to name a few, we've expanded our product portfolio beyond our initial business concept working with our Dutch manufacturing partners, Tekno, by also producing a range of promotional-based model vehicles direct from China."



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Liverpool-based Wild Thang raised its profile after being chosen as headline sponsor of the International Mersey River Festival.

It carried out street, programme and website branding and social media and gave away more than 1,000 balloons and mint cards over the event weekend in June. It also designed a range of River Festival merchandise that sold out during the visit of Cunard's "Three Queens", the Queen

Elizabeth, Queen Victoria and Queen Mary 2 cruise ships.

Managing director Andrew Derryhouse said: "The whole of the mayoral and culture team have made sure we had as much publicity as possible and really did maximise the opportunity."

It is part of Wild Thang's commitment to corporate social values and comes out of its participation in the 100 Club set up by Liverpool mayor Joe Anderson to harness business support for the festival.

## Bright Ideas acquires Business Gift Company

After 26 successful years, The Business Gift Company (TBGC) has been acquired by Bright Ideas Business Gifts.

TBGC owner Keith Rowe felt the time was right to pursue other interests and believes that Bright Ideas' wealth of experience and complementary services will enable the business to continue to develop while retaining its high levels of customer satisfaction.

Bright Ideas CEO Richard Gardiner, who heads the business with Tim Farnfield, said: "TBGC has developed in recent years by being client focused and taking considerable pride in understanding the commercial objectives of their customers. The majority of clients have been working with the company for many years. This client-centric

culture will remain at the heart of the business."

Keith will continue with TBGC in a consultancy capacity for the foreseeable future. He said: "This is a really exciting development for TBGC. We are delighted that we have found such a suitable company to take the business forward."

"Bright Ideas are long-standing bpma members, have an excellent reputation within the market place, and are committed to the business and the development of long-standing customer relationships."

The combined resources will allow Bright Ideas to improve its own offering through increased economies of scale. The management team will continue to seek suitable opportunities to further develop the organisation.



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# Frontline Image wins in BTC activewear promotion

Frontline Image has become the second winner in a VIP promotion run by clothing specialists Gildan and BTC activewear.

Matthew Mackay, sales director at Frontline Image, went to The Open in St Andrews in July with a guest with his prize of two VIP tickets. They had access to an exclusive private garden with

putting green and free wine, beer and snacks alongside other VIP benefits.

Matthew was presented with the prize by Carole Tighe, BTC activewear sales manager (South West). He said: "As a keen golfer, I am delighted to receive this prize from BTC activewear and Gildan. We have been successfully working with BTC activewear for many

years now and continue to grow our business relationship."

Gildan and BTC activewear have been running the promotional campaign since April. The first winner was Tim Rahill from Involution Limited who received two VIP tickets to Ascot. He described his VIP experience as "thoroughly enjoyable and a great way to unwind".



**A team from Dunelm Glass** took part in this year's Foundation of Light cycle challenge, the Ride of Remembrance, covering over 320 miles from Brussels to Paris to commemorate the 70th anniversary of World War Two travelling through key landmarks in the conflict. This year's challenge is set to have raised over £90,000 for the foundation which uses sport to change the lives of children and their families.

## New member for Ignite

The Merchandise House, based in West Sussex, has joined the Ignite group of distributors. It was set up last year by Tanya Cooper who is well known to many suppliers from her work with Sourcing City and, prior to that, Promota.

Richard Pettinger from Ignite said: "It is a great pleasure to welcome The Merchandise House to our group. I have known Tanya for many years and have no doubt that her in-depth industry knowledge will enable her new company to flourish. We hope that we can assist and be part of that success."

Tanya added: "I feel very honoured to become part of the Ignite group as the calibre of the group is second to none. The catalogue is very impressive and oozes quality and style – I am proud to have my logo sitting on a high-quality catalogue such as this. The support Ignite have already given is great and I look forward to working with Richard and all the supporting suppliers for many years to come."

  
**PROMOTIONAL  
 PRODUCTS WEEK**  
 14th - 18th September 2015

## Get set for Promotional Products Week!

Promotional Products Week (PPW) takes place from September 14 to 18, showcasing promotional merchandise at its best and highlighting its essential role in the marketing mix.

Lots of distributors and suppliers are getting involved, and here are the bpma's tips for making the most of the opportunity:

- Take photos of promotional products or clothing in action, which is the main theme this year, and send them into the bpma. The bpma will post them on its Pinterest board with recognition for the top 50
- Email an infographic of the end user research, which the bpma will provide, to your customer and prospect base
- Run a promotional product-related competition or promotion in September
- Attend a local networking event and try to give a speech/short presentation
- Encourage the whole office to wear a certain colour of clothing, ideally a t-shirt or polo shirt, for charity
- Give branded products away during the week at key locations
- Make a short educational or fun video with the whole team involved
- Arrange a PR stunt and maybe use oversized products
- Run an interview with bpma director general Gordon Glenister on your website

**Deutsche Messe AG and Reed Exhibitions Deutschland GmbH** have agreed that PSI Promotion World will not continue for the time being. The inaugural three-day event last year was held as part of the Hanover Fair and attended by 10,200 visitors, while this year's event with CeBIT had 9,815 interested visitors. With 92 firms taking part last year and 96 this year, they said participation of exhibitors was too low for a sustainably profitable event.

**Outstanding Branding has donated copies of The Great War 100 infographics book to schools** in the SE1 area of London in the Books for Schools initiative run by the book's author Scott Addington to inspire and educate a younger generation about an important part of our history. Sarah Penn, managing director of Outstanding Branding, said: "We are continually trying our best to find new ways of giving something back to our community when we can, and the Books for Schools initiative has allowed us to do this perfectly."

# The hidden financial benefits of bpma membership

**Mandy Hastie**, managing director of Liquid Lens and part of the membership committee at the bpma



**While the core benefits of bpma membership are well known such as enhanced reputation, professional development and business opportunities, not everyone knows about the hidden support and discounted services they can take advantage of as a member.**

When you become a bpma member, you become part of a supportive group, one that can offer expert advice, specialist services and financial support when you need it most, but there's an added benefit too....

Over the years we've forged relationships with experts in

many fields to bring you the very best in legal, financial, business and health and safety and, through negotiation and our reputation, these services are available to our members at very preferential rates.

## What does this mean for you?

It means that if you need help with credit control, difficult debt collection, mediation, payroll, pensions or VAT, our financial partners can guide you or manage it for you at a highly discounted rate.

It means that if you need legal advice on employment

law, commercial law or health and safety law, you can take advantage of our free legal counselling service – instead of paying hundreds of pounds to a solicitor.

It means you can benefit from one-to-one advice from our director general in a confidential meeting to get first-hand, expert advice on lead generation, marketing, pricing, product launches, social media exhibiting and staffing – saving yourself hundreds of pounds in consultancy fees.

## Save money

From product testing to advice

on international trade, our list of affiliate partners continues to grow – as does our list of benefits for our members.

It's a big perk of membership with the bpma. Not only does it give you added peace of mind that you're part of an exclusive group looking out for your interests, it can save you a great deal of money each year.

Next time you need to outsource a business service to turn to an expert, refer to the bpma Affiliate Partners list first.

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## Louise's story

**Louise de Silva** from Outstanding Branding is this year's bpma Professional Development Student of the Year award winner.



**Louise joined Outstanding Branding in February as production manager from a background in retail, working in buying and product development within children's wear. She enrolled on the Trained in Promotional Merchandise course within the education programme in February and achieved an impressive 100% in the exam in April.**

"Louise worked so hard at her TPM exam, so I was thrilled to hear she's achieved 100% given that she was new to the industry and therefore had a whole host of new skills and knowledge to pick up at the same time. To have devoted so much energy to the course is very impressive," says Sarah Penn, managing director of Outstanding Branding, "so to hear she had been awarded student of the year was the icing on the cake to me, a real recognition of all that effort and hard work."

Louise tells Product Media Magazine her success story and offers advice to those studying on the education programme.

### How did you find working in a new role and studying at the same time?

Starting in a new role is always challenging especially being new to the promotional merchandise industry. I found that studying for the TPM exam gave me an opportunity to quickly learn all about the industry and really helped me to settle in to my new role.

### What challenges did you face and how did you overcome them?

The most challenging part of studying while working in a new role was fitting in time to study. I studied on my commute to work and kept my revision notes with me so that if I had any free time I could use it to prepare for the exam.

### What aspects of the education programme did you enjoy the most?

Definitely learning about all of the different methods of branding products. I had been to visit some of our suppliers to see a lot of the processes first hand so it was great to learn more about what is involved.

### How have you been able to apply your knowledge learnt on the programme to your role?

I use the knowledge learnt on the programme every day. Part of my role includes checking orders before they are processed by the production department so it is here that the knowledge about print processes, artwork etc is invaluable.

### How did you study and revise for the TPM exam?

I used a few different ways to prepare for the exam. Firstly I watched the videos on the online platform, printed out the revision notes and highlighted the most important sections, then I wrote out my own revision notes to study from. Finally I answered the quiz questions online. Most of the time I needed quite a few attempts at the quiz before I passed and received the credits.

### Tell us about the exam – did you enjoy it?

I felt quite nervous before the exam but once I started answering the questions I started to relax. I was so surprised when I heard that I'd got 100% in the exam. My main focus had been to pass – I never dreamed that I would do so well.

### What is your advice for anyone new to the industry?

I really feel that the TPM exam is the best way for someone to

learn all about the promotional merchandise industry and my advice would be to go for it. It's a sure-fire way to learn all of the important theoretical knowledge and once you have completed the exam it makes you feel so much more confident in your role.

### Do you have any tips for the learners on the programme?

My main tip is to start early and print the revision notes straight away then you can revise during train journeys, or in your lunch hour. I found revising in lots of small chunks like this much

preferable to spending a whole weekend studying.

Daniela Arena, bpma professional development manager, adds: "Louise really embraced the education programme. She has used this to enhance and accelerate her knowledge and understanding in her new role. I look forward to supporting Louise through her Certified in Promotional Merchandise qualification (CPM) within the education programme."

**For more information on the education programme or to arrange a demo, contact [daniela@bpma.co.uk](mailto:daniela@bpma.co.uk).**

## Congratulations!

The bpma would like to congratulate the following individuals on the bpma education programme who passed their exams during June & July 2015.

Name	Company	Level
Chloe Wrench	Liquid Lens	TPM
Dianne Claveria	Club Row Creations	TPM
James Leggett	Outstanding Branding	TPM
Kelly Saunders	Premier Office & Print Supplies	TPM
Kirsty Scrivener	Liquid Lens	TPM
Laura Stears	Liquid Lens	TPM
Lois O'Hara	Liquid Lens	TPM
Mo Yusuff	Club Row Creations	TPM
Niklas Heed Ollas	Outstanding Branding	TPM
Nicola Haylett	Premier Office & Print Supplies	TPM
Shirley Varney	Premier Office & Print Supplies	TPM
Sooz Holmes	Essential Promotions	TPM

The bpma education programme consists of 3 levels

**TPM** - Trained in Promotional Merchandise

**CPM** - Certified in Promotional Merchandise

**MPM** - Master in Promotional Merchandise



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Debbie Willsmer collecting on behalf of Kerry Dennison



Richard Andrews



Cathy Anderson

## Outstanding Branding make it a hat trick

**Outstanding Branding made it a hat trick of awards this year when they took the top prize of Group Member of the Year at the 15th Advantage Catalogue awards and launch dinner.**

Andy Thorne and Sarah Penn took to the floor to thank all the suppliers who had voted for their company, with Andy commenting: "To get the continued backing and support from our supply chain is very humbling. This is our third award in seven months and really does pay testament to a brilliant team we have at Outstanding Branding coupled with truly remarkable suppliers."

Reaction from the 120-strong audience at Sopwell House Hotel and Country Club in St Albans, Hertfordshire, showed clearly this was a hugely popular outcome.

Outstanding Branding was closely followed by two Highly Commended positions: Stay Sourced, the most consistently awarded company in the group, and last year's winners, Willsmer Wagg.

Commended positions went to EMC Advertising Gifts and Pinfold Promotions, both first-time winners.

Best Use of Advantage Website was awarded to Richard Andrews of Promotional Works.

Catalogue Cover of the Year was awarded to Mesh Promotional Solutions.

A new category, the Rising Star award, was won by Kerry Dennison of Willsmer Wagg. This award is designed to reward a member of staff who has made a huge impact to their company over the past 12 months, and is nominated by a director of the company.

In the Group Supplier of the Year sector, Adco Products was outright winner and its award was received by a surprised and delighted Cathy Anderson.

Highly Commended positions went to Adproducts and The Pen Warehouse. The Commended position was shared with Bagco and Liquid Lens picking up the awards.

Day two of the event started with the members meeting where Advantage director Lawrence Angelow presented the new 2015/16 catalogue. This was followed by the ever-popular product showcase with 42 key suppliers exhibiting throughout the day.

Reflecting on a hectic couple of days, Lawrence said: "We have had brilliant feedback again this year from members and suppliers on both the new catalogue and the event. It was great to see so many people having a good time in a relaxed



Above: Andy Thorne and Sarah Penn

but professional format, which has always been our ethos.

"There was lots of positive networking and meaningful conversations taking place, which I think also goes to show that the industry is upbeat right now."



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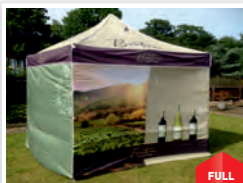
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# bpma Annual Conference

Shock survey results are a highlight of a packed day

**T**he second bpma Annual Conference, "Future Proof Your Business", has been hailed a success, with many of the sessions filled to capacity.

More than 220 delegates, experts and speakers defied strikes and traffic chaos to attend the event at the Park Inn Heathrow on July 9, with many staying on for the bpma Annual Business Awards Dinner the same evening.

The proceedings were opened by chairman of the bpma, Matt Franks, who called for support of an independent association that could prioritise its core values and help grow and expand the industry and the use of promotional merchandise as part of the general marketing mix.

Facts International released the findings of a bpma-commissioned survey that revealed, among other things, the results of their distributor mystery shopper survey which caused a stir among those present. Highlights of the study revealed that many distributors need to more proactively engage with customers, question them, understand them and take the time to offer alternatives.

As reported in more detail on page 17, it pointed to a gap between the want and need for creativity from marketers and the response from distributors. The survey found that 72% of marketers have been unhappy with promotional merchandise they had purchased and their providers.

Delegates who attended had the chance to book one-to-one sessions with a selection of experts who were there to offer valuable advice in a multitude of industry fields from PR to pensions and legislation to product safety.

With 12 seminars being offered during the morning to delegates, many sessions were oversubscribed, with slots on search engine optimisation (SEO), LinkedIn and Vistaprint being standing room only.

Nigel Bailey, event director for bpma, commented: "This has been a fantastic day for the industry, and the comments and appreciation we have received about the depth and quality of the event we have delivered has been amazing.

"We will be running a similar event in 2016, although we will be looking as always to improve the offering in every way that we can.

"My especial thanks go out to the delegates, speakers and experts, many of whom faced difficult journeys to be at the conference, and also to team bpma for pulling together and creating such a great event."

Attendees found the conference extremely valuable. Mick Humphries of TC Group commented: "Many thanks once again for a really inspiring conference. It is very evident that you and the team put an enormous amount of effort in to the event which is very much appreciated. The bpma is certainly a credit and valuable asset to our industry."

Andy Thorne of Outstanding Branding added: "Huge well done and thank you for a cracking conference and awards."

The bpma Annual Business Awards Dinner was attended by over 120 people. Keynote speaker Philip Hesketh delivered a lively, amusing and thought-provoking session which was extremely well received by the audience.

Four awards were presented. Website of the Year, sponsored by Business Growth Service, was won by Fluid Branding while Newcomer of the Year, sponsored by PSI, was won by Corporate Creations. Employer





of the Year, sponsored by SVM, went to Matrix APA.

Professional Development Student of the Year sponsored by the bpma education programme was won by Louise de Silva from Outstanding Branding after achieving 100% in her TPM examination. See page 11 for an interview with her.

Jean-Francois Chodecki of Corporate Creations said: "A big thank you for a wonderful evening capped by Corporate Creations winning the Newcomer of the Year award. You'll never know how proud and honoured I am. Looking forward to working with you closely to improve the promotional industry."

Gordon Glenister, director general of the bpma, commented: "We are delighted with the overwhelming positive response from both delegates and experts who attended the conference."

The bpma would like to thank Cyan Group, PSI, SVM, Pinpoint, BTC activewear, The Carole Group, Marketing Answers and Solutions, Business Growth Service, Chili Concepts, Liquid Lens, 741 Awards and Just a Drop for supporting the conference and awards.



Left: Gordon Glenister, Harry Zalk of Matrix APA and Daniel Nugent of sponsor SVM



Left: Gordon Glenister, Jean-Francois Chodecki of Corporate Creations and Michael Freter of sponsor PSI





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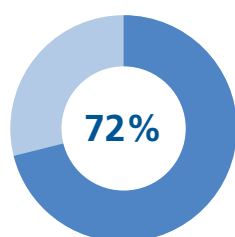
# Industry Mystery Shopper Findings

Here is a summary of the findings from the very first industry mystery shopping research conducted by Facts International on behalf of the bpma.

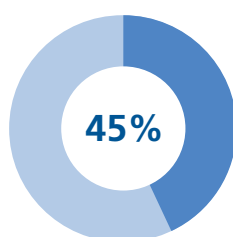
## A full report will be revealed in Issue 3 of Product Media Magazine

### BUYERS' NEEDS

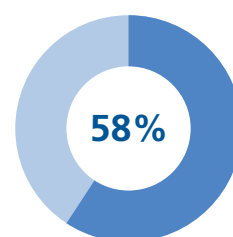
Marketers said the following about promotional merchandise products and providers



*“I have been unhappy with product quality”*



*“I have returned to a previous supplier”*



*“It’s hard to find something different”*

### DISTRIBUTOR SERVICE STANDARDS

#### TELEPHONE RESPONSE

73%

Answered calls with three rings

#### EMAIL RESPONSE

66%

Sent a response

#### DATA COLLECTION

Details collected from customers

Customer name

86%

Company name

69%

Email address

81%

Telephone number

43%

#### QUOTATIONS

Core details provided in quotes

Total cost

68%

Delivery cost

62%

Delivery time

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Reference to compliance

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Offered a better alternative

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## news

# Tap into grant for upgrading broadband

Your business can get a connection voucher of up to £3,000 for faster, better broadband through the Government's Broadband Connection Voucher Scheme.

Businesses within the promotional merchandise industry are eligible for the grant after the Government extended its Connection Voucher Scheme to 50 cities across the UK with £40m of funding. The scheme is managed by Broadband Delivery UK (BDUK), a unit within the Department for Culture, Media and Sport.

The scheme allows SME businesses to apply for grants of up to £3,000 each to cover the costs of installing faster and better broadband. So far, more than 25,000 businesses have received grants.

Digital Economy Minister Ed Vaizey said: "Businesses need to be properly equipped for all the challenges of the digital

world in which we live and I urge all eligible businesses to apply as soon as possible to make sure they don't miss out on the fantastic offer. The grant, in the form of a voucher, is part of the government's broadband transformation across the nation, helping cities to create and attract new jobs and investment, and making the UK the best place in the world to do business."

Benefits include quicker communication and faster file-sharing, increasing profits by offering a better service to customers, reducing software and hardware costs by being more able to switch to online data storage, and enhancing the ability of online video conferencing and cloud-based information sharing.

The scheme is available until March 31, 2016. Visit [www.conectionvouchers.co.uk](http://www.conectionvouchers.co.uk) or email [enquiries@bpma.co.uk](mailto:enquiries@bpma.co.uk).

# Substances added to rules on hazardous substances

Four phthalate plasticisers have been classified as Priority 1 Substances and added to the existing six substances restricted by EU Directive 2002/95/EC on the Restriction of Hazardous Substances (RoHS).

The four phthalates are Bis (2-ethylhexyl) Phthalate (DEHP), Butyl Benzyl Phthalate (BBP), Dibutyl Phthalate (DBP) and Diisobutyl Phthalate (DIBP). They join lead, mercury, cadmium, Hexavalent Chromium, Polybrominated Biphenyls (PBB) and Polybrominated Diphenyl Ethers (PBDE).

RoHS limits these substances to 0.1% or 1,000ppm (except for cadmium, which is limited to 0.01% or 100ppm) by weight of homogenous material. Restrictions on the four new

substances will be phased in from July 22, 2019.

The long run-in period is designed to allow suppliers and manufacturers time to identify if the substances are present in homogenous materials at excessive levels and to make necessary changes without causing an impact on production or products.

As with other RoHS-restricted substances, these substances could be found in a wide range of promotional products, particularly those that include wiring and cabling.

For details, contact the bpma or our product safety partners, Intertek, and speak to Robert Hinchcliffe on 0116 263 9609 or email [robert.hinchcliffe@intertek.com](mailto:robert.hinchcliffe@intertek.com).



# Senator 'bags' Cherylee from fashion world

Senator's newest recruit, account manager Cherylee Green, comes from the world of sexy fashion accessories – cool UK-designed leather handbags to be precise.

As the UK & Ireland sales manager for fast-growing outfit Smith & Canova for the past 10 years, she has a significant amount of experience when it comes to channel marketing. "This is something we consider essential," said Senator managing director, Andrew Hill. "Our customers deserve the best, and Cherylee certainly knows what she's doing, having played a pivotal role in helping drive Smith & Canova through a substantial growth period."

Cherylee added: "Although I only knew a little about the promotional industry, I was flattered when Senator



approached me as their reputation precedes them – even on the retail side."

Cherylee's unusual name will certainly stand out in our industry. "It's a French derivative actually," she explains, "although it's fair to say my Yorkshire roots wouldn't give the game away!"

## COMPETITION TIME

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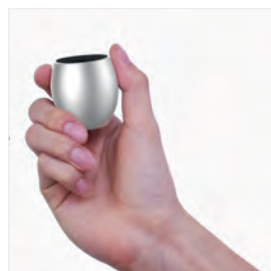
Email your answers to [marketing@senatorpens.co.uk](mailto:marketing@senatorpens.co.uk) by 25th September quoting "BPMA SEPT COMPETITION" in the subject header. The winner will be notified by email the following day.

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## Goldstar recruits new fields sales manager

Rachel Ross (pictured) has joined Goldstar Europe as fields sales manager, responsible for sales management and revenue growth in the north and west of the UK.

She brings years of industry experience and strong relationships within the UK promotional customer base. She previously worked for Senator Pens, Bic Graphic, PF Concept and, for a short while, as a multi-line agent.

Goldstar general manager Colin Loughran said: "It is important for us to find the right person to support the Goldstar ethos. The list of attributes included experience and hardworking but more importantly we wanted someone that is liked and respected in the industry. We're thrilled to have Rachel as part of the team."

She added: "Mutual respect and kindness are very important to me and I pride myself on



forging strong relationships and working partnerships with both colleagues and customers. I love this industry and am so happy and excited to be part of the Goldstar adventure. I was immediately struck by how friendly and fun-loving everyone was and I am thankful to be part of such a dynamic, creative and hard-working team."

Rachel is currently based in Scotland but will be relocating back to England in the near future.

## Well-known face joins Evolve Branding

Lui Notarnicola, a well-known figure in the promotional products industry, has joined the sales team of Evolve Branding as national account manager.

He previously worked at Doves Clothing, Booth Bros, and Fairway Identity, and brings with him a wealth of knowledge and expertise spanning over 24 years.

An authority in all aspects of decorated garments and accessories, Lui will be responsible for developing the future growth of Evolve Branding where managing

director, Harvey Jeal, has recently invested in additional improved printing resources.

"We are very pleased to welcome Lui on board," Harvey said. "He has all the attributes to make a huge success of this role and he has our full support."

Other new recruits at Evolve Branding include Natalie Wyatt, responsible for taking care of the company's ISO systems and accreditations, and Joanne Purdy who will be providing the necessary additional sales administrative role.



## SPS strengthens European sales team

SPS has welcomed Rebecca Hilton to its European sales team in a move that will further strengthen the company's European operations. In the

last 12 months, SPS has taken massive strides across Europe with the launches of SPS France, SPS Deutschland and SPS Holland.

Rebecca joins the company as European development co-ordinator, based in Blackpool, and brings a wealth of experience from working in the European Parliament in Brussels for six years as well as living in France, Italy, Switzerland and Denmark. Fluent in French, Italian, Spanish and Danish, she is also learning Hebrew.

She said: "I'm really excited to join SPS as it's such a dynamic and ambitious company. The team are incredibly passionate about the products and service provided, so I'm very proud to join such a professional group of people. I'm looking forward to helping our SPS brand expand further across Europe."



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## Government funding for PSI exhibitors

After a six-month bidding process through UK Trade and Investment (UKTI), the bpma has secured funding status which enables it to offer individual grants of £1,500 for UK promotional merchandise industry companies exhibiting at the PSI show in Dusseldorf in January 2016.

The grants can be set against the cost of exhibition space, stand costs including design, construction and stand dressing and relevant marketing collateral.

Through the UKTI's Tradeshow Access Programme fund (TAP), the bpma has been able to distribute more than 60 grants to suppliers looking to either export or to grow their export sales who have exhibited at PSI since 2011.

Nigel Bailey, event director for bpma, said: "Companies need to invest time and money in preparing an export strategy in order to succeed. These grants offer great financial support and provide an opportunity to those

wishing to begin or expand their export business growth at PSI.

"We are committed to supporting UK suppliers and manufacturers in the export process and the PSI show is the single best opportunity in the promotional calendar for this to happen."

The bpma is enhancing its support at PSI for 2016 by hosting a cost-effective pavilion package enabling UK exhibitors to participate for as little as €3,344. With the current exchange rates and the grants available, the bpma UK Pavilion offers excellent value for money and a great opportunity to companies to get their products in front of the thousands of distributors who will be attending the show.

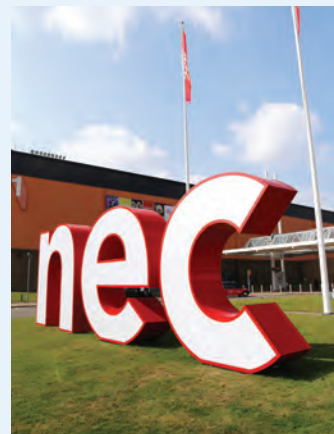
The bpma will also be working closely with exhibitors to offer consolidated freight and further cost-saving benefits, support with marketing and networking opportunities at the show. For more details, contact the bpma.

## IPIA outlines innovative plans for The Print Show

The Independent Print Industries Association (IPIA) has revealed it is to use its significant presence at the inaugural edition of The Print Show to help its members from across the UK gain valuable exposure.

Taking place at Birmingham NEC from October 13 to 15, The Print Show will give printing companies the chance to view some of the latest technology on offer. They will gain access to a plethora of useful information that could help them expand their business into new markets.


The IPIA has taken a substantial-size stand to help its members showcase themselves to visitors. This will be done through the use of individual pods within the stand where each firm will be represented and have




the chance to showcase their talents.

Chief executive Marian Stefani said: "Businesses need to share information, educate and inform their owners, directors, staff and ultimately customers".

Visit [www.theprintshow.co.uk](http://www.theprintshow.co.uk) or [www.ipia.org.uk](http://www.ipia.org.uk).



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# Standardisation at last?

**Matt Pluckrose**, managing director of Desktop Ideas, on the new USB-C ports

We have all got used to changes in the cables and connectors that power and connect our devices to power and our data hosts. Just when they seemed to make sense to us, all the major tech companies have found a new standard which hopefully can bring standardisation over time. This new standard is known as USB-C and its design features reversible, symmetrical ends so there is no longer a wrong way to insert a cable into a port. But the significance of this is far more significant than that for laptops, tablet and smartphone users. The new connector technology means we should see quicker charging of gadgets, faster transfer of data and, as the design is somewhat smaller than its ancestors, slimmer devices.

USB-A was the original design. The Type-A connector was the one that plugs into a computer – into, not surprisingly, a Type-A port. Most host devices such as desktops, laptops and games consoles have these. USB-B is the connector that is on the other end and usually this plugs into a peripheral, such as a printer, phone or external hard drive. The port that a Type-B connector plugs into is called a Type-B port.

Over the last few years we have seen the Mini-B USB get smaller and this is what was found on smaller and older portable devices. This type of port and connector is no longer being produced so is heading into “gadget history”. Micro-B USB is used on smartphones and tablets that aren’t Apple devices such as the iPhone and iPad. The explosion in popularity in smart devices has led to a corresponding boom in popularity for this connector and style.

USB-C came last year. Intel is behind this initiative as Brad Saunders, USB 3.0 Promoter Group chairman, said at the original announcement in December, adding: “While USB technology is well established as the favoured choice for connecting and powering devices, we recognise the need to develop a new connector to meet evolving design trends in terms of size and usability.”

USB-C replaces all the Type-B connectors and ports at the peripheral end and in time will most likely all but completely replace Type-A connectors and ports at the host end. Around the same size as a Micro-B connector, the Type-C should fit every



type of peripheral making it universal across all devices.

## What other benefits does USB-C offer me?

USB-C will support USB 3.1 allowing data transfers of up to 10GB per second – that’s very quick! It will also have a much higher power output of 20V (100W) and 5A. This means that in addition to charging smartphones and tablets, the technology can power laptops as well. (Most notebooks draw around 60W of power.) The power output with USB-C means that many devices such as HDD drives will no longer need a separate power adaptor. The technology also allows for bi-directional power. This means that not only can a host power an

accessory but an accessory could also recharge its host device. This could mean we don’t need as many different power adaptors and USB cables, leaving us with a single cable capable of working with all devices.

## Can it connect to other types of port?

USB-C ports can support many different protocols using something called “alternate modes”. This means you can have adaptors that output HDMI, VGA, DisplayPort, or other connections from a single USB port. Apple’s store features a USB-C Digital Multiport Adaptor that does just this. This means fewer types of port on the host device in the future so they can become smaller, thinner and more appealing.

What about backwards compatibility? The physical connection isn’t backward compatible but the underlying standard is. This means that with the right type of adaptor, your devices can connect to USB-C devices without any compatibility issues other than the need to find the right physical cable. The new cable won’t see all the old types of USB disappear overnight – there will be a slow transition with computers having both types of ports for some time, apart from Apple who are fully adopting the new standard.

## When will we see USB-C in our devices?

The answer is now! The latest Apple MacBook sports a single USB-C port to do just about everything, except for the 3.5mm headphone socket. The latest Chromebook Pixel has two USB-C ports as well as normal USB-A ports. HP has introduced USB-C into its latest tablet-cum-laptop, the Pavilion x2, although, unlike Apple, it is bursting with ports. It won’t be long and this new standard will be the one we are all familiar with and, as with all technology, now is the time to be telling your client about what’s happening tomorrow before your competitors do.

**“We should see quicker charging of gadgets, faster transfer of data and slimmer devices”**





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## Dates for the diary

### September

**9** APG Expo, Sandown Park Exhibition Centre, Esher  
**10** APG Expo, Manchester Utd Football Club, Manchester  
**14-18** Promotional Products Week, UK wide  
**16** APG Expo, Red Cow Moran Hotel, Dublin  
**16** bpma 50th Anniversary Reception, London

### October

**7-8** Sourcing City Marketplace 2015, FIVE Show Centre, Farnborough  
**8** National Sales Conference, Ricoh Arena, Coventry  
**13** Promotional Showcase, Imperial War Museum, Manchester  
**14** Promotional Showcase, Leeds  
**15** Promotional Showcase, Sheffield  
**16** bpma Member Orientation Seminar (free to attend), Russell Square, London  
**23** bpma / TKG Golf Day, The Grove, Hertfordshire

### December

**11** bpma Christmas Lunch, The Cumberland Hotel, Marble Arch, London

### 2016 January

**13-15** PSI 2016, Messe Centre, Düsseldorf, Germany  
**13-15** PPAI Expo, Las Vegas, USA  
**17-18** Trophex, NEC, Birmingham  
**20-21** Promotional Product Expo, Ricoh Arena, Coventry

### September

**13** bpma Education Day, Whittlebury Hall, Whittlebury, Towcester, Northants  
**14** The bpma Show, The Wing, Silverstone, Towcester, Northants  
**14** The bpma Annual Awards Dinner 2016, Whittlebury Hall, Whittlebury, Towcester, Northants

*All dates were correct at time of going to press.*

## The bpma has moved!

**Our new address and contact details are:**  
**British Promotional Merchandise Association Ltd**  
**3000 Cathedral Hill, Guildford, Surrey, GU2 7YB**

**Our new office telephone number is 01483 246464.**  
**All email addresses and websites remain the same.**

## 'Owlsee' wins bpma Student Design Award

A design for flat-pack binoculars, called "Owlsee", has won the bpma Student Design Competition for design students from universities across the UK.

Entries were whittled down to a final few with students then invited to champion their designs at a judging session in June at the Museum of Brands in London.

The finalists were from Nottingham Trent and Brunel Universities. Each student had five minutes to pitch their idea to the five judges: Gordon Glenister of the bpma, Maz Ali of Innovation 1st, Jean-Francois Chodecki of Corporate Creations, Angus Montgomery, editor of Design Week, and Bilal Hussain of Alvastone.

Asher Erskine from Nottingham Trent won with his flat-pack binoculars which could have a wide appeal in



**Bilal Hussain, Angus Montgomery, Gordon Glenister, Asher Erskine, Maz Ali and Jean-Francois Chodecki**

the promotional merchandise industry, with a lightweight design making them an ideal giveaway or mail-able idea.

Runner-up was Nathan Hulman also from Nottingham Trent with the Meshi business card which works on the traditional oriental way of sharing business cards by using the hands to push the card out of a holder and present it.

Second runner-up was Isobel Scott with "Well-Ease". This is a silicon case shaped like a pair of wellies and attached to a lanyard in which there are two foil pouches for sun cream and hand sanitiser – perfect for the growing festival market.

Each of the finalists has been invited to spend a day at Innovation 1st to gain experience.

## Company removed from bpma membership

The bpma has removed Blindside Marketing, a merchandise sourcing house, from its membership due to an unresolved complaint and a contravention of the bpma Code of Conduct.

Fellow bpma member Mosaic Marketing tried to source some bespoke tea towels through Blindside Marketing. Unfortunately the resulting order process was a catalogue of disasters and poor

communication back to Mosaic.

As with all complaints, a number of attempts were made to Blindside to respond to the complaint, all of which were ignored.

Gordon Glenister, director general of the bpma, commented: "We expect certain high standards to be adhered to by all of our member companies as indicated in our Code of Conduct and unfortunately this company has failed on a

number of levels.

"We have tried unsuccessfully to bring this case to a satisfactory conclusion but this was not made possible by our requests being repeatedly ignored.

"We cannot condone this behaviour and subsequently have been left with no alternative but to remove Blindside Marketing from the membership."

There was no comment from Blindside Marketing.



# Stunning new venue for a perfect Christmas

Join the bpma at one of the highlights of the promotional year: the bpma Christmas Lunch on December 11.

Members and guests are invited to celebrate with us in London's West End with good entertainment, great company, and excellent food. And perhaps stay over for some Christmas shopping or take in a show or a spa package!

There is a new venue this year: the luxury Cumberland Hotel (pictured) at Marble Arch. It opens with the drinks reception at 12.30pm, with lunch at 1pm. Dress code is lounge suits and money will be raised in aid of Pancreatic Cancer UK.

Tickets will be available soon via the bpma's ticket hotline, with early-bird booking and special table rates. Discounted hotels



**Left: the luxury Cumberland Hotel at Marble Arch**

and booking information will be available together with theatre and Cumberland Hotel spa package deals.

For goody bag and sponsorship opportunities, contact Nigel Bailey. Donations, pledges and prizes towards the charity raffle will be very much appreciated. Contact Nigel at [nigel@bpma.co.uk](mailto:nigel@bpma.co.uk), or 07702 165 263, or 01483 246464 for all enquiries.



## New members

The bpma would like to welcome the following companies into the trade association:

- Capital Marketing & Promotions Ltd
- Club Row Creations Ltd
- Di-Sub Express Ltd
- Mindvision Media Ltd
- NJB Consulting Ltd t/a Nikky Promotions
- Plastico Ltd
- Promotional Clothing Company Ltd
- UK Lanyard Makers Ltd



The bpma has welcomed leading distributor Lesmar to its family of patrons – the key group of distributors and suppliers who are important figureheads within our industry and firm advocates of the bpma. Lesmar managing director Mike Oxley (pictured) said: "The bpma are doing a great job supporting the growth and development of our industry and we are delighted to support their efforts through becoming a patron."

NEW

## 2015 WINTER COLLECTION

Liquid Lens™

Order your Liquid Lens 2015 Winter Season catalogue

Contact [Laura@liquid-lens.co.uk](mailto:Laura@liquid-lens.co.uk)

# NATIONAL SALES CONFERENCE 2015

Educate • Motivate • Innovate

8th October  
Ricoh Arena  
Coventry



*"A must for all sales professionals"*  
- BARCLAYS



## Breakout Sessions...

### Rob Brown

Networking Mastery for Sales Professionals



### Institute of Directors

Leadership and Motivation - The Keys to Business Success



### Buyers' Views of Sales People

Research Report and Q&A Session with The Chartered Institute of Procurement & Supply (CIPS)



## A Winning Combination of Leading Sales Experts...



**Fiona Challis**  
Sales Conversion Expert



**Sean McPheat**  
Best Selling Author of 'eselling®'



**John McCarthy CBE**  
British Journalist  
Hostage in Lebanon



**Midge Ure OBE**  
Co-Producer of Band Aid



**Richard Newman**  
Sales & Leadership Communication Expert



**Geoff Burch**  
International Business Expert



**Fru Hazlitt**  
Former Yahoo Sales Director & MD of Commercial ITV



**Hosted by...**  
**Seán Brickell**  
International Speaker,  
Coach & Author

ALSO PRESENTING...

## NATIONAL SALES EXHIBITION 2015

*Showcasing the latest products,  
technologies and services to develop  
your sales force!*

**Ticket Price: £320+VAT\***

\*£25 Discount for BPMA Members,  
Quote BPMA15 (£295+VAT)

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## Ten from two



**Diane Anderton**

**Diane Anderton**, sales and marketing director of SPS

**What are you reading at the minute?**

Harper Lee's Go set a Watchman.

**What's on your iPod?**

Quite a mixed bag of stuff from Judas Priest to Paloma Faith.

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

It's nice to be nice. (My mother said it daily.)

**Cappuccino or latte?**

Latte, extra hot and wet.

**What makes you feel warm and fluffy?**

When hubby gets up before me (rare) and brings me tea in bed – that and finding a fab new pen!

**Best place in the world?**

Home.

**If you could change one thing?**

The ability to gain access to a carriers "hub" to get hold of a parcel!

**How would you like to be remembered?**

She drove people mad with her nagging (to get the job done).

**What are you proudest of?**

It has to be the team at SPS and how we have turned the business around over the past five years. It's been an amazing journey.

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

Deciding to join SPS when it was in a difficult place. I rolled up my sleeves and refused to take no for an answer! I'm a bit demanding and my job is to drive them mad. I usually succeed!



**Jason Markwick**

**Jason Markwick**, director at Arcadia Corporate Merchandise

**What are you reading at the minute?**

No Angel: The Secret Life of Bernie Ecclestone

**What's on your iPod?**

Stevie Wonder's Songs in the Key of Life, Michael Jackson's Bad, Mark Ronson's UpTown Special.

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

Don't do unto others what you do not want others to do unto you – Confucius.

**Cappuccino or latte?**

Cappuccino.

**What makes you feel warm and fluffy?**

Enjoying the expensive towels, dressing gowns, pillows, bed linen and slippers, in a five-star hotel room.

**Best place in the world?**

A tennis court on a summer's evening.

**If you could change one thing?**

I would have invested in London property 25 years ago.

**How would you like to be remembered?**

I haven't got a bad word to say about him.

**What are you proudest of?**

My daughter and my wife.

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

Family illness – believe in tomorrow and support each other.

## Skuttlebutt



**A Piff kiss from Heidi**

**Maybe it's magic after all?** Being a judge on a talent contest involves some weird and wonderful things. That's what Heidi Klum discovered when she was brought up on stage by ex-bpma Christmas lunch entertainer Piff the Magic Dragon during his America's Got Talent audition.

His act-along chihuahua assistant, Mr Piffles, certainly made an impression on the supermodel judge as he was rewarded by a smacker of a kiss on the lips – and a golden buzzer!

Piff just goes to show that appearing at the bpma Christmas lunch is good for your career following hot on the heels of the success of Jamie Raven – the magician hired by the bmpa for Promotional Products Week – in reaching the final of Britain's Got Talent.



**Aidan it's you!**

**Spotted in the Metro newspaper**, the column that brings together those that pass like ships – well trains – in the night could only be one person! Aidan Brown from YOB Golf!

# bpma GOLF DAY

## WEDNESDAY 21ST OCTOBER 2015

**Titleist Ball Fitting Session + FREE Sleeve of Balls**

**FANTASTIC PRIZES TO BE WON**  
Including Longest Drive and Nearest to the Pin

**2<sup>ND</sup>**

**1<sup>ST</sup>**

**3<sup>RD</sup>**

TO BE HOSTED AT  
THE GROVE 

### YOUR GOLF DAY SCHEDULE

7:30 am - 9:00 am	Welcoming & Breakfast
9:00 am - onwards	Titleist Ball Fitting Session + FREE Sleeve of Balls
10:00 am - 10:50 am	Two Tee Start
4:00 pm - 6:00 pm	Dinner + Presentations

**£650**  
PER TEAM OF 4  
PRICE EXCLUDES VAT

#### PACKAGE INCLUDES:

Valet parking ★ Breakfast on arrival ★ Buggy with GPS yardage system, bag tag, tees, pencil and repair tool ★ Complimentary yardage book  
1st, 2nd and 3rd place prizes plus nearest the pin and longest drive  
Grove Luxury Valuables Pouch ★ Three course dinner

#### FORMAT:

4 Ball Team Stableford. Best 2 scores to count on each hole, 3/4 handicap.



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

**TO BOOK A TEAM PLEASE CONTACT GARY WATKINSON/NIGEL BAILEY**

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 [gary@tkgeurope.com](mailto:gary@tkgeurope.com)

**NIGEL BAILEY**

 **07702 165263**  
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