

NEW LOOK

ON YOUR MARKS

Getting the
advantage
post-Brexit

bpma

**BPMA
SHOW**
P14



**GET VIDEO
CONTENT READY**
P12

**HOW THE US
PROMOTES
MERCHANDISE**
P28

NEW
JULY 2016

senator® Arvent

Large print areas

Presentation box

Price of a plastic pen

International design

Fully Compliant

Popularly priced newcomer.

Jumbo refill

IN K

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

senator®
Extramoreordinary. Since 1920.



K E R A M I K O S

CERAMICS PLASTICS GLASSWARE

No.1
Trade only
Promotional
Mug Supplier

screen

transfer


digital

dye sub



Earthenware | Bone China | Porcelain | Glassware | Plastics | Packaging

No one knows Promotional Drinkware like us

sales@keramikos.co.uk Sales Team: 01773 522030  mugsgalore.com



THERMALMATE

BOTTLES FLASKS DRINKWARE

**NEW AND
EXCLUSIVE**

THE UNIVERSAL

IDEAL FOR ANY **HOT** OR **COLD** DRINK

**SPORTS BOTTLES
& THERMAL MUG**



Available
in 10
colours

BPA FREE
UK MANUFACTURED
MICROWAVE & DISHWASHER SAFE



“The fact that you can use the Universal for hot or cold drinks, makes it perfect to use all year round. A no brainer.”



E: sales@thermalmate.co.uk

T: 01773 522081

W: www.sportsbottlesgalore.co.uk



14



22



28

Contents

SEPTEMBER/OCTOBER 2016

04 News

A round up of all the latest in the product media sector

06 PPW

Make the most of Promotional Products Week on 12-16 September

12 Lights, camera

Get ready for your close up with a video content strategy

13 Ask Clive

Applique or embroidery?
The difference explained

14 bpma Show review

Find out what's happening at Silverstone as the industry assembles

21 Giving back

The bpma vice Graeme Smith explains why he serves the promotional sector

22 Prepare to win

Experts provide advice on how best to benefit from the post-Brexit environment

26 Employment law

What employers need to know about staff issues

28 Rallying call

US trade body, PPAI, outlines how it is boosting the cause of merchandise

30 Raising the standard

Charter status will continue to help raise educational standards

32 Get an education

The line-up for 14 September's bpma Education Day

38 World domination

Laltex's Neil Horner explains how

41 Technology

What is the Internet of Things?

42 7 sins of finance

How to maintain a healthy cashflow

44 Embrace change

Phil Morgan says don't be fearful

46 Ten from two

Jo Wareham and Amy Frewer answer the questions

WELCOME



When we printed our last edition of *Product Media*, we went to print before the decision was taken to leave the EU. It has caused a shock to our society and economy.

I have been speaking to a number of members since the vote, about their own business plans, and questioned whether or not they expect a downturn in business. At a recent Brexit impact meeting that the bpma hosted in July, there was a general level of confidence that the industry will be okay despite a likely 10% increase in its costs this autumn.

Listening to some great insight from a range of experts coupled with lively debate from attendees, I do feel that we need to TALK UP our industry at every opportunity. The British are famous for moaning about the status quo, even in business, and given

the lessons from the last recession it's vital that we don't do that.

Marketing and training are first to be hit in a recession or when decisions are postponed. So let's not let that happen and make use some of the great research the bpma provides for why promotional products are a very powerful tool in the marketing mix.

There are lots of positive and proactive things that member companies can do. Take a look at your sales and marketing strategy – what's working and what isn't, invest more in what's working and use branded merchandise to convey your messages everywhere. Look at your debtor list - average industry days to pay is about 55 currently, so use debt collection agencies like the bpma's Direct Route to ensure your cash position stays strong. Also have a look at the markets that will do well out of the Brexit vote, such as large corporate

exporters and UK tourism. Make sure your team is exceptionally well trained, by either using the bpma programme, or outside providers to ensure that they perform at the highest level. But please don't discount heavily, it's a spiral downward for everyone, and there will be only losers.

What I am saying is simply good best practice, and I am sure many of you are doing this anyway, but with the level of uncertainty as it is now, it's important to stay focused. One piece of good news to focus on is the new bpma show. I am really excited about it – a huge amount of effort has gone into making it different and special. I want to say a massive thank you to all the 90 supplier members that have supported us at this inaugural event. I'll see you at Silverstone.

Gordon Glenister,
director general of the bpma

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



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

Editorial
editor@productmediamagazine.co.uk
Advertising and Media Pack
advertising@productmediamagazine.co.uk

Circulation
circulation@productmediamagazine.co.uk
Editorial Services
Stuart Derrick
Design and Production
Idego media Ltd
idegomedia.co.uk
Printed by
Mailing Guy Ltd
Photography
shutterstock.com



Goldstar's R&D pays off with new pen

Goldstar has launched The Kelly Pen, a product that it has spent three years developing. The pen is designed to have a metallic look for a higher perceived value.

The pen is available in sleek matte barrel with shiny chrome trim, a large protective cap and extra strong clip, contains an ISO standard German refill, and is available in black or silver, with new colours planned for the New Year. To celebrate the launch, Goldstar will be offering The Kelly Pen at a special introductory price until the end of 2016.

Colin Loughran, general manager, Goldstar, said: "Our goal was to create an executive pen that looks and feels like metal but isn't metal, and if the feedback at the trade shows is anything to go by, I think we've achieved that."

He added that the high perceived value would enable distributor partners to achieve healthy margins on the pen.

New garment decorator of the year award

A newly-created award will be presented by sponsor Fruit of the Loom at the bpma awards dinner on the 14th September at Whittlebury Hall.

Joanne Lewis, marketing manager said. "We are delighted to be supporting this new award and we applaud the bpma's efforts in raising the profile of promotional clothing within the gift house community. The award will highlight some of the great work that decorators do."



FRUIT OF THE LOOM®



Change in the air at PSI

European promotional products trade show, PSI, is changing its show days from Wednesday to Friday, to Tuesday to Thursday this January.

The kick-off event will take place in Düsseldorf on 10-12 January. Another change is that, for the first time, distributors will be able to invite industry customers to attend PSI on the last day of the event. The first two days will remain reserved exclusively for PSI members.

PSI managing director, Michael Freter welcomed the decision to open up the show to a larger audience. "As Europe's leading exhibition, the PSI Show offers

ideal possibilities for developing wider advertising industry circles for promotional products. The PSI Show is aimed at whetting customers' appetite for even more promotional products. But something else is equally clear: this hunger will still be satisfied by promotional products consultants."

Also enhancing the programme will be a partnership with the Academy for Textile Finishing. The PSI Institute – Competence Area in Hall 9 is growing, as well. In addition to various consultation options and the products of PSI FIRST participants, it will be home to a comprehensive presentation programme.

Polyconcept new owner promises seamless future

Polyconcept, the world's largest supplier of promotional products, and parent of PF Concept, has a new owner following a private equity deal. Charlesbank Capital Partners has agreed to buy Investcorp's majority stake in the business for an undisclosed sum.

Investcorp has owned Polyconcept since 2005. During this time, said Ralf Oster, CEO, PF Concept Europe, the company has invested to expand its products and services, and has completed strategic acquisitions to better serve distributors. Oster said the new ownership was carefully considered and had the full support of Polyconcept management.

"Charlesbank has a long and successful history of supporting management teams across a wide range of businesses and markets. This will represent their first investment in the promotional products industry," he said.

Oster added that the deal would bring

new investment to the group which would enable it to realise its vision of being a valued supplier to the sector. Existing management would remain in place, he said.

PF Concept is looking to move forward with initiatives to integrate sales, service and operations, which would make the customer experience more seamless, claimed Oster.

Polyconcept sources products from hundreds of manufacturers, and customises them on behalf of its 35,000 reseller customers before shipping to end-consumers located in the US, Europe and across the world. It offers more than 25,000 SKUs across hard goods and premium apparel, providing customers with an integrated set of services.

Subject to the satisfaction of regulatory requirements and other customary closing conditions, the transaction is anticipated to close later in the third quarter of 2016.



USB2U teams with Kingston for cutting edge flash drives

Northampton-based promotional technology product company USB2U has formed a partnership with Kingston Technology, the world's largest independent manufacturer of memory products.

USB2U now offers a range of Kingston USBs with co-branding opportunities. Flash drives can be printed digitally or laser engraved and encrypted to secure data.

Three Kingston USBs are offered hardware encrypted. They include the DataTraveler Locker+ G3 which secures receipts, bank statements and other sensitive documents with hardware encryption and password protection for a double layer of data security. It locks down and re-formats after 10 failed login attempts and has a durable metal casing. Cloud backup is optional.

DataTraveler 4000 G2 is FIPS 140-2 Level 3 certified and provides a tamper-evident seal for physical security to detect and respond to attempts to access, use or modify the cryptographic module.

DataTraveler Vault Privacy 3.0 (DTVP 3.0) is available with optional, easy-to-deploy anti-virus protection. It requires no installation and comes with a five-year pre-activated licence.

Are you selling illegal confectionery?

If you are selling any form of confectionery, foods or drinks, from 13 December 2016, it will be illegal not to have a label showing all the required nutritional detail.

The new requirements cover all prepacked foods and include allergen details, a minimum font size for the mandatory information on food labels, such as the name of the food, ingredients lists, and date marks. This also extends to voluntary front-of-pack (FOP) nutrition information.

Most pre-packed foods from December 2016 will need to show energy value (in both kilojoules and kilocalories), and the amounts, in grams, of fat, saturates, carbohydrate, sugars, protein and salt. These are to be declared for 100g of product.

The regulation regarding the requirements, European Food Information to Consumers Regulation No 1169/2011 (FIC), can be found on the bpma website - bpma.co.uk.



Above: Example of new labelling

Blow your own trumpet and promote your brand

Promotional Products Week is almost upon us. It's another opportunity to get your company noticed on the back of this campaign.

This year the bpma is encouraging anyone to have their photo taken or video made with a promotional product, and in doing so, making a small donation to Pancreatic Cancer UK. The mascot this year will be a toy elephant kindly sponsored by Ravensden.

With the help of members, the bpma would like to try and raise £10,000 during the week for this very worthy cause. There will be a film crew and

photographer at the new bpma show so you can get your photo and video taken.

Previous campaigns, like Promotional Products Rock, have also involved getting bpma members active with members making their films and recreating product designs in their mailings. The now famous magician Jamie Raven from Britain's Got Talent has also been involved.



Some ways to make a noise for merchandise

- Email research to all your prospects and customers – you can use bpma infographics or PowerPoint presentations.
- Open your doors to customers to try and sample products perhaps for a coffee morning and branded cupcakes? You could even hold a Macmillan coffee morning at the same time.
- Run a competition.
- Host a fundraising event.
- Dress up in branded clothing.
- Give away branded gifts with the PPW logo on to local businesses.
- Showcase any great promotional product and or campaign on our site – we need this packed with creative ideas. We want promotions in action, so take photos at events or great campaign ideas.
- Contact local newspapers to advertise and gain PR exposure.
- Give a speech at your local chamber or business club. The Chartered Institute of Marketing also runs lots of marketing events around the country.
- Get an oversized product made or use Photoshop to create this and use in social media. Remember to use the PPW logo.
- Tweet before, during and after the week using the hashtags #PPWeek and #promoteyourbrand.
- Do you have a Facebook site? WE DO, so connect to us and SHARE our research findings once they have been released.
- Arrange a stunt.
- Ask Gordon Glenister, director general of the bpma for an interview which you can post on your website. Send us your questions at ppweek@bpma.co.uk.
- Use YouTube to promote great promotional ideas.
- Run a direct mail campaign using bpma research.
- Take an advert out in a local newspaper/magazine or an industry specific magazine – always use the PPW and bpma member logo when doing so.

You can download your full PR pack and find out more about getting involved at the PPW website www.promotionalproductsweek.co.uk.



MOON

BESPOKE CLOTHING



hello@moon.uk.com
www.moon.uk.com



bpma

Accredited

member

british promotional
merchandise association

Take full Advantage

The Advantage Group made a return to Sopwell House Hotel and Country Club, St Albans to celebrate its **17th annual catalogue launch and awards dinner**.

A record attendance ensured a fun, lively atmosphere with Group Member of the Year being picked up by Mojo Promotions. Outstanding Branding and Stay Sourced, the Group's most consistent award winners, collected Highly Commended positions, while Initial Incentives took the position of Commended.

Best Catalogue Cover of the Year went to Face 2 Face and Best Use of Website to Promo Brand.

Special awards were presented to Pinfold Promotions and The Sourcing Team to commemorate its 20 years in business.

On the supplier side of the awards, LogoBugs Plus scooped the top prize of Group Supplier of the Year, with Mid Ocean Brands and Impression Europe being recognised as Highly Commended. Desk Top Ideas was Commended.

Day two of the event saw the new Advantage catalogue launched, with many members calling it their best yet. Lawrence Angelow, director, Advantage Group, said: "To receive such great feedback is hugely gratifying, and it's good to know that after 17 catalogues we are still setting such high standards. The switch to uncoated paper this year has given the catalogue a truly luxurious feel."

The members meeting also featured a post-Brexit discussion with five leading suppliers invited in to join the debate on a topic that all agreed could not be ignored.

Following the meeting, a product showcase saw 40 key suppliers exhibiting their ranges to a full house.

Such was the success of the event that next year's dates have been confirmed at the same venue.



The bpma Show

14th September 2016

£3,000 WORTH OF TRADE VOUCHERS FROM THESE COMPANIES



Plus a further **£3,000** if you visit The bpma Show

www.thebpmashow.co.uk

Always **BUY** from a bpma Supplier

T's & C's: Limited to a maximum of £50 against one order of at least £500 +vat or more with each participating company. Only bpma suppliers participating in this scheme will accept this offer. Please make reference to your bpma membership number when confirming your order. The voucher must be used from 1st September - 30th November 2016. Some products may be exempt from this offer. This voucher cannot be used in conjunction with any other offer.



National Pen inks CSR policy

National Pen has demonstrated its commitment to corporate social responsibility (CSR) with a policy which has been drafted in line with the core pillars in Ireland's National Plan on Corporate Social Responsibility 2014-2016.

The Dundalk business has always had a strong sense of corporate social responsibility (CSR). It recognises the value of CSR and is committed to encouraging CSR initiatives across the business.

National Pen's policy outlines how management and employees strive to work in a responsible and ethical way, leading by example to continuously improve activities and processes. The company recognises its responsibility for the social impact it has on customers, suppliers, employees and local communities. It aims to inspire and facilitate its people to contribute positively to



society and create a sustainable business future.

The CSR policy covers a number of areas, including employees, the environment, the marketplace, and the community.

For workers, National Pen strives to be a good employer, offering transparent terms and conditions and fair compensation and benefits. Its HR policies go beyond compliance and incorporate a

focus on employee consultation and communication, wellbeing, work-life balance, training, education and career development.

In environment terms, National Pen is committed to energy efficiency, minimising waste, reducing water consumption, encouraging greener modes of transport and encouraging a culture of sustainability and an awareness of our impact on the environment.

At a community level, the company actively supports many community engagement initiatives such as charitable fundraising and volunteering by employees, as well as providing opportunities for the unemployed and supporting employment for those with disabilities.

The policy is published on the National Pen website and is subject to ongoing review.

PLEASE VISIT US AT THE bpma SHOW
Silverstone, 14th September 2016

STAND 26

www.preseli.biz

Meet a M.A.M.I.L

And take on our cycling challenge!

Products:

- Lanyards
- Badges
- & Medals
- Wristbands
- Umbrellas
- Pencil Cases
- & Wallets
- Keyrings
- Ties, Scarves
- & Wearables
- Leisure Items
- Technology
- Accessories
- Office
- & Conference

Preseli



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



VISIT US ON
STAND 34
AT THE BPMA
SHOW

TRACK DOWN THE RUSSELL BIG



**CLASSIC
T SHIRT**

180M



**POLYCOTTON
POLO**

539M / 539F



**CLASSIC
SWEATSHIRT**

762M



**EASY CARE
OXFORD SHIRT**

LONG SLEEVE 932M / 932F
SHORT SLEEVE 933M / 933F



**SOFTSHELL
JACKET**

140M / 140F

**INTRODUCING FIVE OF THE BEST
FOR ALL YOUR CLOTHING NEEDS**

OUTSTANDING QUALITY GARMENTS AVAILABLE
IN A GREAT RANGE OF COLOURS AND SIZES,
ALL READY TO DECORATE YOUR WAY

RUSSELLEUROPE.COM





LIGHTS, CAMERA, ACTION

Suzi Jones, managing director of **Narrative Glue Creative** explains why video should be part of your marketing strategy



Online video content is fast becoming the most engaging medium. If you are not already using video to promote your business, then perhaps it's time to start thinking about integrating some of it into your marketing strategy.

According to a Cisco forecast, by 2017 video will account for 69% of internet traffic. It's an impressive figure and one that your business shouldn't ignore. But where do you start? Well it's all about the story. Whether you are telling us how your business started, promoting a new product, or explaining how something works, you need to be really clear about your message. Get

this bit right and you'll have your audience wanting to know more about you, which means more traffic to your website. In our campaigns we use the slogan 'We Make it. You Show it. Everyone Shares It'. In a nutshell, that's what you want to achieve from video content.

There is nothing more immediate and impactful than a visual piece of PR to promote your brand. A high quality, short and imaginative video will deliver that message in a quick hit. Then let your social media really work hard for you by driving further engagement to your audience. You can keep your current clients informed of new products or services, explore new B2B opportunities

and of course reach potential new clients.

In terms of social media, there is video content everywhere. Consider your own YouTube channel or Vimeo site, take advantage of Twitter's new 140-second video upload and use it as a teaser to get noticed. Both Facebook and LinkedIn are alive with video content too. How we view content is also important, so making sure your video is optimised for mobile devices is crucial.

Finally, don't be put off by huge production costs. You have a fantastic product and have worked hard to build your brand. If you are tempted to compromise on cost and end up with a poor quality video, it may

end up costing you a lot more in the long run in brand damage.

The good news is, there are options available to every business, regardless of budget. At Narrative Glue Creative, we work with many clients who can afford to apportion more of their marketing budget here. We are also launching a new initiative called Narrative 'Sparks' which is a series of creative packages to help start-ups and small businesses promote their brand through video content. We also run a series of workshops on how to make your own in-house video productions.

Narrative Glue Creative is pleased to be offering all bpma members a 10% discount on video production. **PM**

Ask Clive

Q: Applique vs traditional embroidery – which is best for you and your customer?



A: Are you aware that you have options when it comes to embroidery? You can choose to go with the standard, more traditional type of embroidery which we use on a daily basis, or you can use a different technique called applique.

Both methods have benefits. However, there are a couple of points to look at when choosing the right process for your customer.

Key to this decision making is the design and the finish that is required.

'Embroidery' is what most people think of when they envisage branding a promotional or workwear clothing item. This method is ideal for projects involving a small design or logo, or for very detailed designs. Even though 'standard embroidery' sounds unexciting there are many different types and ranges of threads available, such as metallic, fluorescent, and luminous. There are also up to 700 matt and gloss colours, which when used could transform the project into an amazing product.

'Applique' is French for

application, which is the perfect way to describe applique embroidery techniques. Embroidery using applique techniques involves stitching a piece of fabric on to another piece of fabric to create a design. Utilising applique techniques provides many more creative opportunities than standard embroidery since a wide variety of fabrics can be used to create texture and enhance designs. Applique is also great for large images, as it decreases the amount of thread stitches needed and weight of the embroidery. Applique techniques do require more manual labour, however as to cut and place the pieces of fabric to be stitched along with the counter embroidery, can make turn-around times and pricing longer and more expensive.

Both the above techniques have advantages, and may be the perfect choice for you depending on your needs. Ask your clothing decorator about the options available.

Happy selling, Clive (The Essential Branding Guru)



Above: applique technique



Above: classic embroidery



If you have any stories for Product Media Magazine, send by email to:
[editor@productmedia](mailto:editor@productmedia.com)
magazine.co.uk

It's simple, you provide the PMS, we match it!



Conventional ceramic screen print

Revolutionary TruColour® screen print

What Trucolour® offers you:

- **Pantone® match guaranteed.**
- **Just as vibrant on coloured glazes.**
- **100% dishwasher proof, scratch resistant and used as standard at no extra cost.**



L I S T A W O O D
PROMOTIONAL PRODUCTS

It's simple.

DURAGLAZE®

mugs don't fade...



...ever.

Our Duraglaze mugs continue to look as good as new, even after 2000 washes! protected by patent.

WINNERS ON SHOW

The new bpma show to be held at **Silverstone** on **14 September** promises to be something different in the UK promotional merchandise industry.



With more than 90 stands representing most of the major players and an array of different features, visitors to the bpma show can expect a great experience. Visitors will be offered £3,000 worth of trade vouchers (60 £50 vouchers) from many of the exhibitors. Meanwhile, distributors will be able to bring end-user clients to the show.

"Our aims are to engage, inspire and educate our audience," said show organiser and bpma director general Gordon Glenister. "Some of the features include 'Innovation Alley', which is a showcase of more than 100 promotional product designs created by students from Brunel and Nottingham Trent. There will be feature displays from the newly formed Briman group of British manufacturers, a Christmas gift stand and many new products on show. One really exciting competition is being created around the show's theme of a 'Winning Formula', which is being used on almost one hundred different products. Visitors will be able to choose their best use of a design on a product."

So, who's on show at Silverstone?

As a long-term bpm supplier, SPS (stand 20) is excited to be exhibiting at the first ever bpm show.

"This exclusive event will provide the perfect platform for SPS to showcase its new range of products, ahead of the last quarter of the year and ready for the critical pre-Christmas selling season," said marketing manager, Christine Girven. "Plus, SPS will also be exhibiting on the Moleskine stand, where you can be the lucky recipient of an exclusive and personal promotional item just for you. Our lips are sealed but trust us, you're not going to want to miss out on one of these very special promotional gifts."

Moleskine (stand 174) will be displaying its aspirational qualities, through new additions to the range, as well as demonstrating a new digital personalisation method.

UK manufacturer and Briman member, Great Central Plastics (stand 92), is keen to entertain visitors at Silverstone. Always the innovator and renowned for its proficiency in custom designed promotional products, Great Central Plastics has been working hard to create two exciting, cohesive products to show off exclusively at the one-day event.

Keeping with the automotive theme of an event held at the UK's home of motorsport, GCP has designed the ultimate ice scraper with matching key fob. Simply branding one of its standard ice scrapers with the bpm's 'Winning Formula' racing car logo wouldn't have been enough, so GCP took things one step further and opted to make a bespoke racing car shaped ice scraper. This design demonstrates sophisticated tooling skills as well as showcasing GCP's engraving and foiling capabilities. Designed in a similar way, the cool, creative key fob is also a head turner, and complements the ice scraper perfectly.

Abbeygate (stand 176) is planning to have plenty of fun at the show where it will be displaying products from its three ranges of diaries,

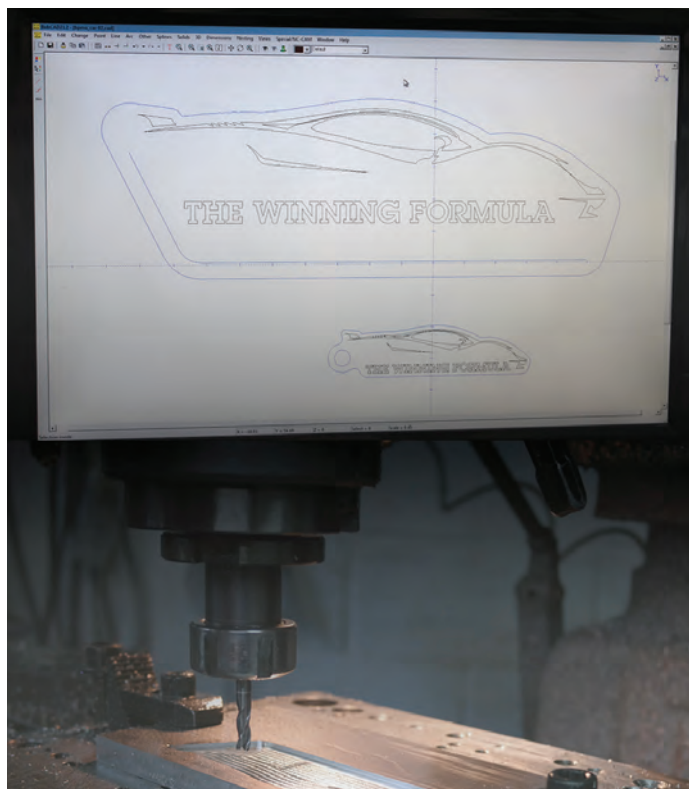
notebooks, and leather and PU products. Visitors to the stand can collect a notebook and have it personalised in the Branding Zone using Abbeygate's Foil Express machine.

There will be two new products on display in the company's leather bag collection, and as well as meeting the team, you can enter a prize draw to win a £250 Love2Shop Voucher.

Clothing

On the promotional clothing front, Fruit of the Loom (stand 34) boasts experience, heritage and manufacturing capability going back to 1851. This year, it's colourful range of polos, sweats and hoodies is bigger than ever. Two new styles of Original T have been added and sit alongside icons such as the Valuetype and Sofspun ranges introduced in 2014.

Marketing manager, Joanne Lewis said the company is eager to help push the cause of promotional clothing. "Clothing is a great tool for promotional wear due to its large and diverse choice of print areas. What's more, Fruit of the Loom is a brand that customers can trust. Our commitment to ethical and environmentally friendly



Above: GCP's ultimate ice scraper

Below: VR headsets are in



Below: 360° action cameras





Above: Premec pens

production plus our great range of products gives brands a consistent, professional look with the comfort they need to feel great all day."

The company is also encouraging creativity throughout the industry by sponsoring the Garment Decorator of the Year Awards at the show.

Another clothing giant at Silverstone is Russell Europe (stand 34), which has its own historic claim – the sweatshirt itself was invented in 1902 by Benjamin Russell.

Known for its fashion forward approach to promotional wear, Russell's current range includes everything from T-shirts to polos, sweats and fleece to knitwear, jackets and the Russell Collection of shirts. The Russell team will be 'bigging up' its 'Big 5' campaign, featuring five of its best-selling garments across five different product categories.

Anyone looking for matching headgear can visit Headwear (stand 12) to see the latest in caps and beanies. Visitors will be assured a friendly welcome, from the knowledgeable team.

United Brands of Scandinavia (stand 126) is completing the offering of high quality promotional and workwear clothing with industry promotional bags, including the premium cotton shoppers. It offers next day delivery from its distribution warehouse in South Wales.

Golf fans are urged to visit YOBGolf (stand 219) or alternatively visit its brand new tour bus which will be sited just outside the main entrance with its full range and details

of its ecommerce offering. The main stand will showcase a new personalised golfing concept, customisable luggage brand YOB Bags and umbrellas for the autumn-winter season.

The write stuff

Promotional pen company Prodir (stand 98) has chosen the show to launch the full range of Premec products for the first time in the UK. Premec is Prodir's sister company and, while both brands are Swiss manufacturers of high-quality promotional pens, they have distinctly different brand profiles.

Premec's versatility and value will be showcased at the bpma show, especially its full-colour 360-degree wrap print.

Oldeani (stand 22) will also be demonstrating something new. The Chelmsford gadget specialist is following on from the success of its audio accessories with Bluetooth Space earbuds. The lightweight aluminium buds have built in noise cancellation and play for three and a half hours.

Power banks have been a huge hit with the promotions market and Oldeani's new models are guaranteed to be popular. Two new designs are the Power Pak mini 3300, a super sleek design with large print area and the Lumi which has the added bonus of an LED torch. The Lumi comes in anodised aluminium and can be clipped to a bag.

Other popular items on show will be the Bluetooth speakers, Pokkit folding adaptors, tablet cases and water bottles. All items can be branded and are importantly RoHS and CE compliant.



Above: Lightweightear buds from Oldeani

Paper works

Johnson Diaries (stand 14) will be pleased to introduce its latest diary and notebook collections. With more than 30 years' experience of working the trade, all paper products are manufactured at its Bristol premises. Calendars for 2017 feature spectacular designs and photographic images in interesting themes. Diaries range from traditional and contemporary designs, and from Pocket to Quarto Management diary sizes.

Check out how Johnson can enhance notebooks and desk pads using 3D varnish and laser cutting techniques, new binding methods and cover materials.

Prime Group (stand 70) will be showing its personalised experiences. Whether it's customer loyalty schemes, POS, sales promotions or corporate gifts it will ensure clients' marketing goals are exceeded with a highly targeted and relevant campaign.

Trade print supplier, Printvision (stand 63), houses



Above: Pens are perennial favourites

AND THE AWARD GOES TO...

Bring your team and join us for the bpma annual awards at Whittlebury Hall, close to Silverstone for a night of fun, music, dancing and a celebration of our industries best.

**BRING
YOUR
TEAM**
BOOK NOW

Visit bpma.co.uk/the-bpma-annual-awards-dinner-2016 to book your tickets.

Tickets only £85 +VAT each or book a table of 10 for £800.

Celebrations including a three course dinner with wine start at 7.30pm, straight after the bpma show.





Left: The Write Stuff

the latest technology and finishing equipment to allow it to produce almost anything print based, from business cards, leaflets, posters, brochures and stationery, as well as feather flags, roller banners, gazebos, exhibition stands and graphics.

Badged up

Don't forget to pick up your free giveaway from Sanders Badges (stand 4), the largest UK and European manufacturer of button badges. It also supplies keyrings, vanity mirrors, fridge magnets and bottle openers

from its site in Bromsgrove, Worcestershire.

The company manufactures a pin-free child safe badge and all its badges confirm to EN71. All materials used in manufacture are 80% recyclable and 40% recycled.

Bizz Badge has more than 30 years' experience of supplying badges, lanyards, trolley coins, air fresheners, and wristbands. Alongside these traditional items, it can provide 3D visuals and has a wealth of experience in product sourcing from the Far East, backed up by a comprehensive chain of audited suppliers and product testing procedures.

You can stick with Foremost Magnets (stand 180), the UK's leading trade only supplier and manufacturer of promotional flexible fridge magnets. It guarantees to find a flexible fridge magnet solution to your enquiry. If it can't, you will get 100 free promotional fridge

magnets to promote yourself. Test them out.

Nobody understands animals like Ravensden and nobody has a range (Stand 8) of animal themed merchandise like it. The company claims to have the most comprehensive range in Europe. Many standard products can be branded, including personalised T-shirts, bandanas, scarfs or bespoke swing tags.

Don't forget the bags. Crazy Bags (stand 86) will be displaying more than 40 stock reusable bags alongside its best-selling luxury laminated paper and craft carrier bags. In house printing gives it maximum control over quality standards, with guaranteed delivery dates and great customer service. Help and advice is on hand at the show.

Food and drink

There will be sweet treats aplenty at the bpma show. Popkakery is showing its



CALL US

for...

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

0844 875 7624





Above: Smart packaging enhances products

delicious cakes on sticks – designed to be tasty and memorable. Meanwhile, the Sweet People at Liquid Lens will launch lots of new products. Its Winter collection is a range of items for Christmas. Rainbows are 100% natural fruit and mint drops, Goody Good Stuff koala bears are made from natural fruit flavours, and are suitable for vegans, plus Kosher and Halal certified.

German company Kalfany

Süße Werbung (stand 188) brings its own IFS certified production of candies, fruit jelly and chocolate, and branded products to Silverstone. Its in-house printing technology centre, has digital as well as modern flexo and pad printing machines to produce individual packaging with customised advertising messages.

If you're getting thirsty, Justadrop (stand 16) offers branded promotional drinks, as well as confectionery. It supplies bottled water, juices, smoothies and energy drinks. It also introduced tea, coffee,

wine, champagne, beer and spirits during 2016, so there's something for all tastes.

Trophies and gifts

Crystal Galleries (stand 18) is showcasing glass and crystal decoration in a new dimension. Following recent upgrades to in-house capabilities, it can now offer 3D engraving for stunning results on items from paperweights to awards. It can also add your logo, photo or bespoke design to items with a full colour print. For something truly original, it can combine decoration techniques such 3D with full colour and sandblast engraving.

Business gifts supplier Preseli

(stand 26) promises to update distributors on its fabulous products, including its new ponchos. There's also a chance to meet its resident MAMIL (Middle Aged Man in Lycra) and to enter an exciting cycling challenge.

Regent Innovations (stand 36) launches a great new gadget product every month via mailer. It scours the world looking for brilliant novelty promotional products such as 3D Lights and a brilliant range of charging and travel products.

For high end, affordable metal gifts, Corporate Executive Gifts (stand 58) offers in- house laser engraving, assured quality control and a fast reliable turnaround. Its foam cutting service means presentation boxes can be produced for bespoke gift sets.

Music to our ears

Razamataz (stand 66) was established in 1978 and has built

End of Year Collection



PF Concept UK

Order Your Copies NOW!

Brochure Available from mid August,
Stock available from 1st September



10690600
A5 Doodle Notebook



1004340
Aqua Sports Bottle



12366600
New Virtual Reality Headset

Supported by our full decoration service

See the full collection at www.pfconcept.com

01933 673111 enquiries@pfconcept.co.uk

 Register for the new bpma show – www.thebpmashow.co.uk


its reputation within the music and promotional merchandise industry. With in-house UK manufacturing and sourcing experience, its team are on song from quote stage right through to order processing, design, manufacturing and delivery. A comprehensive range of popular items includes T-shirts, bandanas, plectrums and many more.

KitsUK (stand 68), exclusively made in the UK by High Profile, offer an extensive range of lifestyle accessories. It has a wide range of standard kits available, with a huge colour palette to choose from. You can even design something completely bespoke.

For sporting promotion, sporting goods company Amer Sports (stand 76) has internationally recognised brands including Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor. The company offers advanced,

performance-oriented products with attention to detail, high quality and functional dependability.

Timing is everything in promotion, so the aptly named Prime Time Company recently made a strategic decision to hold stock locally in Germany. It can provide express lead times of 2-3 days on plain stock and 5-10 days on printed stock. Specialising in premium designed patented products, 80% of its range is manufactured in 4-Pillar Smeta audited factories.

Finally, if you want people to walk all over your brand, check out Carpet Print (stand 119). It supplies bespoke printed rugs, mats and event carpeting for marketing, promotion, exhibitions and events; individually printed with logo, slogans, brand graphics or even photographs, so you're guaranteed to put your best foot forward. 



Above: Exhibitors are producing bespoke products using the show logo





GIVING SOMETHING BACK

bpma vice chair Graeme Smith has brought print industry nous into the promotional merchandise sector. *Product Media*, put the **Cyan Group MD** under the spotlight

Q. Tell us about the Cyan Group.

A. Cyan Group is a print management and promotional distribution company. We are based in Twickenham and have been trading since 1997. Our clients are spread across many sectors but we are specialists in supporting the healthcare and pharmaceutical industry as well as leisure and the public sector.

At Cyan we are really focused on driving the highest standards for the industry and invest in a lot of training. We have developed the Cyan Academy which allows us to track the training development of our staff to ensure they have a broad but thorough understanding of the industries they are representing. The Cyan Academy programme is also available to upskill many of our clients who may be new or inexperienced to sourcing print and promotional products. We invest in our processes to ensure that we are as compliant as possible and subsequently, managing our client expectations is a given.

We are proud to hold the certifications for the ISO9001, ISO14001 as well as the bpma charter distributor status. Last year we were recognised as the PrintWeek Cross Media Company of the year for utilising multiple media elements to deliver the best results for our clients.

Q. You started out in print but now sell a lot of merchandise. Why is this?

A. Yes, that is true and it was quickly clear from our client contacts that they were not only sourcing printed materials but that they also had a broad range of requirements for many promotional products



too. They said they liked how we did things on the print side of the business and wanted us also to provide them with their promotional products. More specifically our clients wanted to speak to us about a 'campaign' as part of a single source solution and by using only us they were confident the brand and quality of the products would be consistent across all the campaign. While this seems a simple transfer of ordering processes to the extended range of products we were able to offer, this also highlighted a skill gap which we needed to fill and this was achieved through the bpma Academy which I attended along with some key members of staff.

Q. How long have you been on the bpma board and why do you think it's important to serve your industry?

A. I have been on the board since 2014. Being on the board is a big responsibility but I feel the commitment is worth it. As board members

we are representing the wider membership and it is our goal to ensure that communications both to and from members is effective and relevant. For me the association should be a medium for offering education and inspiration as well as improving communications between members.

Q. What does the bpma board actually do?

A. They work very hard – I know that! As volunteers we are all there to help steer the association in the most appropriate way possible to deliver the needs of the members. We are constantly challenging and evaluating the strategic direction of the association to ensure we remain relevant to our members and help them make the most of their businesses in the promotional merchandise industry.

Q. How do you think the promotional merchandise industry has changed over the past five years?


A. There have been many

significant changes over the past five to 10 years but I think it is really the speed of change which is the most dramatic these days. Where products historically took time to pick up momentum they are now facing the viral demands of the modern marketplace. While there is now more competition for budget with new products coming on to the market each month, there does appear to be a move back to some of the more traditional desk items as these markets have become less saturated.

Q. Given the uncertain future for many within the industry right now, what advice would you give to companies?

A. Keep being proactive and communicate effectively with your clients and suppliers. The more effective you are, the stronger the relationships that result. The earlier you find out about upcoming projects, the more opportunity you have to offer advice and professionalism and to add real value.

Q. Why do you think people should support their trade association, and what made you join?

A. Education is the biggest benefit and the main reason I joined. Associations are there to support their members and the truth is that the more you put in, the more you get out. A group of like-minded and engaged members working together is a very powerful and positive environment. Not only does it allow you to work out the best way to do things, but it also results in the sharing of best practice to drive the highest standards for our industry. 

A full-page photograph of a muscular man in a starting crouch, wearing a white singlet and black shorts. He is wearing white and silver sneakers and a black watch on his left wrist. His hands are on the ground, and his feet are in a starting position. The image is overlaid with a large red horizontal band and blue diagonal bands in the top right and bottom right corners.

DON'T DESPAIR — PREPARE

The vote by the UK to exit from the European Union has created a period of uncertainty for businesses as they ponder how a process, which is still being defined, will affect them. The early signs have been troubling with sterling falling, concerns over investment in the UK, uncertainty about the employment status of foreign workers, and growth figures weakening.

However, hand-wringing will get us nowhere. As Prime Minister

Theresa May has stated, Brexit means Brexit, so businesses need to prepare for change. With no coherent picture of what that change will look like coming from politicians, businesses have to make their own preparations based on the best information and advice available to them. One thing is clear, doing nothing is not an option.

During the last recession, almost 200 promotional merchandise companies went to the wall. This underlines the importance of maintaining a well-run business that is equipped to weather the various challenges that will beset any business. Brexit presents particular issues, but preparing for them falls into the general area of good business practice, something that the bpma is keen to promote.

To help members do this, it assembled a panel of experts for a bpma Brexit Impact meeting on 29 July at Croners in Hinckley. The 33 members present heard a range of speakers covering the main areas of concern following the vote, and provided a view from the trenches on how the post-Brexit period is playing out.

Money matters

Whether a business is importing or exporting, if it needs to exchange money, it may face challenges, said Christina

Foxwell, of foreign exchange specialists, Moneycorp. These could include slow payment, bank charges and volatile exchange rates (see box p24).

Foxwell said that exchange rates are volatile as more money is traded on the FX markets in a day than on the stock market over a year – \$5 trillion. The majority – 97% – is traded purely for speculative purposes.

Markets move for a variety of reason, such as current affairs and natural disasters; politics; economic performance, and in reaction to data and reports. Following Brexit, all four of these areas are influencing the pound (see graph). Sterling dropped by 11% against the euro since the referendum and is trading at levels not seen for three years. Against the dollar, sterling is trading at levels not seen since 1985.

There are winners and losers with volatile markets. Exporters are finding their goods more affordable in many markets but it's worth considering that many exporters import an element of their goods and these rates are proving testing.

Looking forward, uncertainty is the most certain thing, in the short or medium term. The UK's Brexit vote could set off further referendum calls from other EU nations including Italy and France. As the UK's lead up saw sterling weaken, so other nations in the euro holding talks may do the same. This may make the pound look stronger against the euro, but this is not forecasted for the near future.

The stability of the new UK prime minister saw sterling

strengthen by 2%, but there is uncertainty in other areas such as the Opposition leadership and the US elections. The Chancellor may cut corporation tax to strengthen the economy, and the Bank of England has already cut interest rates. There is the possibility of a UK quantitative easing programme to stave off recession. However, consumer confidence is low and Barclays economists go as far as to say the UK will go into recession.

Positive action

Many of these factors are outside the control of individual businesses, but there are actions they can take to strengthen their hand. Moneycorp advises clients to focus on protecting their budgeted levels and to not play the currency markets.

They can also look to different ways to buy currency, such as fixing a forward contract for at least some of their requirement. This doesn't cost anything but enables them to fix a rate for up to two years in advance. Businesses set a target rate for changing their money, and if that target is hit, their money will automatically be bought.

With most bpma members budgeting for foreign exchange buys in three monthly chunks, Foxwell advised rethinking and restructuring to remain successful.

Pricing

With exchange rate volatility, bpma secretary general, Gordon Glenister suggested that suppliers may need to put prices up very soon, especially if their

three-month hedge is soon to expire. He asked the floor how a 10% rise in unit costs would affect them.

One supplier said it was seeing prices from China rise between 6-10% but said that US manufacturers were not reacting to Brexit yet.

A distributor felt that suppliers' emails to distributors lacked transparency, stating prices were going up, but not why. Distributors panic when they see blanket increases of 10% and suspect an element of profiteering.

PF Concept felt that it was too early to respond to pricing as further adjustments might be required later. However, if the situation stayed as it was then it would be likely PF would increase prices.

One concern is that smaller distributors could swallow the increased cost prices and that some will go under. It is predicted that many end users will do everything they can to ensure old or current price is secured. Glenister reminded the room that in 2008 183 companies went under.

Credit management

One reason many businesses went bust in 2008 was cashflow. Mike Collins of Account Assyst said that every business should have a robust credit management system in place.

The most important element to credit manage successfully is to know the customer - suppliers need to know the distributor and the end user and whether they are exposed to risk. While some members credit check the end user, others do not know who the end user is until the artwork comes through, sometimes after the purchase order has been received. Suppliers process orders based on trust and a relationship with the distributors.

This approach is flawed, as even well-known organisations can have issues. Who would have turned down a £20,000 order from BHS six months ago?

Collins said credit management success relies on prompt payment chasing and not allowing sales to mask the chasing of cash. If in doubt, ask the customer for 50% upfront, he advised, using the wording

"we have run this by our credit insurers ...we want to do the business with you so we will need 50% upfront". This limits exposure.

The average debtor days within the industry is currently between 42-50 days. Collins said that if a payment is overdue after 90 days, the debt should be outsourced.

However, some suppliers have distributors on special payment terms up to 120 days to retain business. Distributors in turn have to deal with end users using their power to pay on their terms. Businesses need to monitor customer payments to check for inconsistencies, then act promptly. Suppliers should speak to their peers if they are concerned about a distributor to see if there is a bigger concern to be had. Some suppliers said they put orders on stop if distributors were very late paying.

Although there was some interest in a closed supplier forum to discuss such issues, many felt it was not needed. YOB Golf asked if bpma could police later payments, while

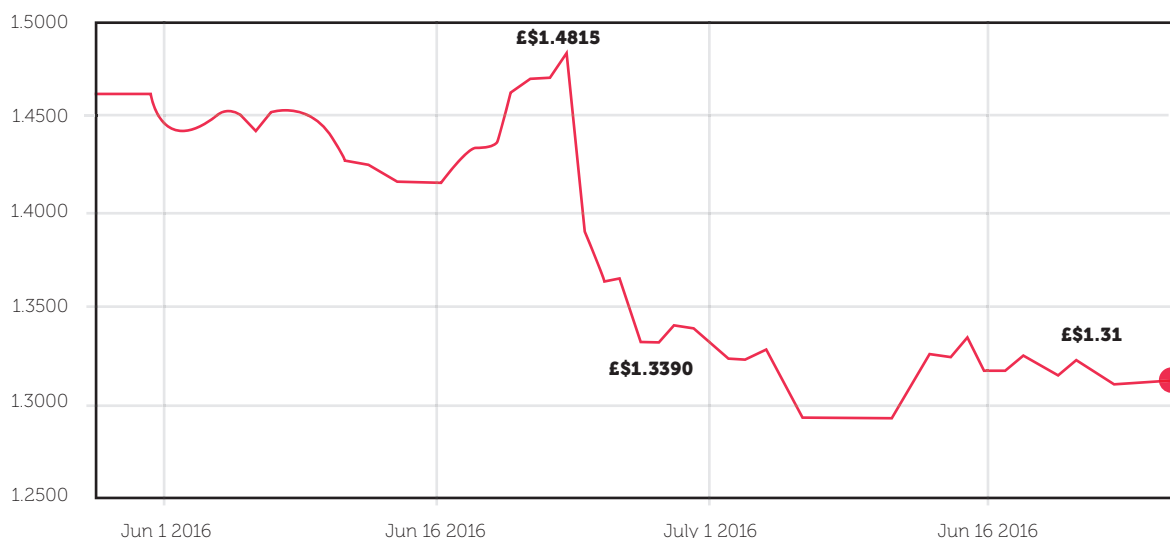
UK SME challenges

- Slow, inefficient payment process
- Bank charges on funds received
- Restricted or basic FX product offerings
- Lack of online payments and trading facilities
- Expensive currency account service charges
- Limited access to tailored, expert guidance
- Cash flow or poor credit terms
- Volatile exchange rates

(Source: Moneycorp)

Market moves; Sterling Dollar 30 days

10% move in 7 days | **13%** move since referendum | Levels not seen since 1985



Ancestors of Dover pointed out that the British Giftware Association holds an open register of members who are more than three months late in payments. The bpma is investigating the options to see what is viable for the industry.

In the immediate term, Collins said that prompt chasing and a robust system are needed, plus an ability to draw a line under a debt. Customers should be warned that if payment isn't received after so many days then the debt will be outsourced.

Exports

With less of a focus on our largest export market in Europe, Brexit supporters have indicated that British businesses will be free to show that they are open for business on a global level.

Following the referendum, the Institute of Export (IOE) conducted a survey of its members. Speaking at the bpma event, the IOE's Leslie Batchelor said that in the long term (five years plus) 36% of members felt business would shrink, 40% thought it would stay the same, and 17% expect business to grow.

It is clear that the government must negotiate new trade agreements to assist business to break into new markets. IOE members felt the priority markets where trade agreements were needed were, USA, China (a difficult one to agree due to Intellectual property and quality issues), India, Canada and Australia.

In the meantime, goods distributed across Europe as part of a corporate scheme may be affected after article 50 has been triggered. However, until negotiations begin, nobody knows how this will be affected. A local duty may be added per country.

All bpma members have access to the IOE helpline for importing and exporting queries, as well as the export website for support and information.

Moving on up

While much remained to be decided, the industry must be its own best advocate, said Gordon

Glenister. It is important to talk the industry up as much as possible.

He shared some thoughts about ensuring that there is one positive voice that promotional products are a very powerful advertising medium and said that all businesses had a part to play in this. The bpma recently commissioned an animation video for members to personalise (see page 35 for details).

With Promotional Products Week in September, Glenister also summarised some the practical things that promotional merchandise companies can do to promote the industry. Now, more than ever, members have to remain positive and proactive. PM

This is the best time to Promote our industry

1. Use industry research
2. Adverts/PR in press
3. PPW stunts
4. Expand social media
5. Use video/film to educate
6. Promote 'cool' products
7. Talk up packaging
8. Use PM in direct mail
9. Target lapsed customers
10. Special offers
11. Range sell/upsell
12. Explore new markets
13. Stimulate 'uses' of PM
- 14 Export
15. Promote case studies

Key contacts

Moneycorp preferential bpma rates on currency exchange – Christina Foxwell. 0207 823 7400

Account Assyst – Mike Collins for free credit reports for members and other debt advice 084 5680 1891

Institute of Export – access export helpline - 01733 40 4400

Prepare – don't panic

Employment law is just one area where businesses may be affected post-Brexit. **Paul Holcroft**, head of operations at consultants **Croner** explains what employers need to know



Whatever you see, read or hear, all of the impacts we are feeling now from the Brexit vote are caused by our reaction to the prospect of Brexit, not Brexit per se. Never was the instruction "Don't Panic!" more apt. Remember, nothing has changed within UK employment law.

There will be impacts, ramifications from the vote and the operation of Article 50 in due course, so we have time to plan and time to act. The process is expected to take at least two years. Planning now and acting in a timely manner, partnered by Croner, will ensure your organisation's smooth transition, whatever the shape of 'Commerce UK' outside of the EU.

EU workers in the UK
The two million EU workers in the UK will continue to work freely until exit, and while the

exact terms of the exit are not yet known, the Home Office has stated that it expects the rights of these workers to be "properly protected". There is speculation that restrictions may apply to new EU recruits before, as well as after exit, but the important word there is 'speculation'. There may be new rules which apply to existing EU workers and if that is the case, Croner will be your guiding hand for the preparation and the process. The key is to ensure that your employment documentation is up to date, legally compliant and easily accessible.

UK law

Working time, agency workers, redundancy, family friendly leave, TUPE and equality are areas of UK law which stem from the EU. Other areas, including the national minimum/

living wage laws are entirely domestic, as are unfair dismissal, flexible working and emergency time off for dependents.

It is possible that after exit, some of the EU derived laws may be amended or repealed, as may areas of case law, which have been handed down from Europe. Recent case law which could be looked at is the Lock v British Gas (Bear Scotland) case regarding the inclusion of overtime and commission payments in holiday pay and the Pereda case, which sets out rules for workers who fall ill during pre-arranged holiday.

What should we be doing now?

Employers should ensure that all of the employment arrangements with their EU workforce is formalised.

While doing so, make sure all documentation is up to date and legally compliant for both your employees from the EU and those from GB as well. Please also be aware that during this time, foreign workers may bear the full weight of frustrations and prejudices from the rest of the workforce so employers need to be especially aware.

Discrimination laws will remain unchanged throughout Brexit, (and are likely to remain in some form after exit) and presently, claims for discrimination made through employment tribunals are uncapped. If there is one thing that will help you through this, it's getting Croner onboard to help and guide you.

For more advice on employment, contact Croner's free advice line on 08445 618135, scheme number 81685.



Jadan press

Print that gets you noticed

Roller banners only £50.00 each*
Quote BIPMA when ordering

10% off*
all 2017 calendars including free design
* When ordered before 31st August 2016
Quote BIPMA when ordering

- ✓ Brochures
- ✓ Leaflets
- ✓ Business Cards
- ✓ Business Stationery
- ✓ Posters

- ✓ Desk Calendars
- ✓ Wall Calendars
- ✓ Pop-up Banners
- ✓ Pads
- ✓ Invites

Jadan Press are a leading family run commercial B2 colour litho printer based in Hull. With over 19 years experience, the company is renowned for producing work of an exceptionally high quality. We are committed to providing an excellent service by offering value for money and ensuring complete customer satisfaction.

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



* Price does not include VAT or delivery.

Selling Together!

We are exhibiting at "The BPMA Show"
at Silverstone on September 14th come
see us at stand 186.



We are your partner for business gifts,
promotional products, gadgets, giveaways
and commercial material.



100% Certified
Product Range



Not satisfied =
Free replacement order



Multiple in-house
printing techniques



Short
lead times



Excellent
stock levels



Competitive
prices

Become a partner!

Please visit our website, www.clippergifts.co.uk or call 0845 601 2225.



US CALLS IN PROMO INDUSTRY TO RAISE ITS PROFILE

The US PPAI has launched a strategic campaign to deliver the message that promotional products really work. **Paul Bellantone** explains how #GetInTouch is its rallying point

Much like the work of the British Promotional Merchandise Association (bpma), the Promotional Products Association International's (PPAI) core mission is to grow and protect the promotional products industry and enhance the professionalism and success of its members. To this end, PPAI has developed and delivered

initiatives like Product Safety Aware, MAS+, MAS and CAS professional development industry certifications, as well as Promotional Products Work! week which I know has also become a successful initiative for bpma members in the UK.

For its latest programme to drive growth and success, PPAI will officially launch the industry branding initiative, the #GetInTouch campaign, this

month in conjunction with Advertising Week in New York City.

The #GetInTouch campaign was introduced by PPAI chair of the board, Tom Goos, MAS, and me at The PPAI Expo 2016. It is a five-year, multimillion-dollar, industry-wide initiative targeting advertising buyers. It is designed to increase awareness and enhance the perception of the promotional

products industry as well as communicate the benefits of working with promotional consultants. The overall goal of the campaign is to direct a larger share of advertising dollars to our industry.

Celebrate success

#GetInTouch, a joint initiative between PPAI and the membership, is important to the promotional products



Don't miss out, register now for the bpm show
www.thebpmashow.co.uk

#GetInTouch

#GetInTouch urges advertising buyers to 'get in touch' with targeted audiences in tangible, useful and creative ways by using promotional products.

Here are a few things the PPAI is asking members to do:

- **Spread the word.** Share information about #GetInTouch with your internal teams, colleagues and peers.
- **Activate your associates, area distributors and suppliers, and regional associations.**
- **Share your case studies.** Share your successes and those of your clients.
- **Be engaged.** A member toolkit and weekly action plan will be emailed on a regular basis.
- **Be on message.** Use the key messages in your communications, website, social media and more.

industry because, for too long, it has been an afterthought for many advertisers. It is seen as a medium of fun and useful 'stuff' that is not always recognised for its proven value and strengths. The industry knows, understands and communicates the power of promotional products, but it's high time the rest of the world recognised the advertising power of promotional products and their place in successful advertising campaigns. Our research tells us that as other advertising

and influence advertising buyers, from Fortune 500 companies to smaller, local advertisers.

Tom Goos put it best when he said: "For years PPAI has worked on advocating for the industry, but never with a multi-year strategic campaign at this level. Industry promotion has always been bootstrapped with little budget or limited resources. With the launch of the #GetInTouch campaign, the board is saying we want this to be a primary focus and we should put funding and a strategic plan behind it. The board recognises that we are well positioned to capitalise on the changes in marketing and growth of the digital world."

He added: "PPAI will not be successful if it pursues this initiative alone. It's going to require companies like mine and yours to participate."

Get involved


Along with an integrated paid, earned, shared and owned (PESO) strategy that includes major media buys in publications like *Advertising Age*, digital strategies and possibly an industry spokesperson, the #GetInTouch campaign will feature member kits available for download and customisation, including elements that members will be able to immediately incorporate into their own marketing efforts. The goal is to make sure PPAI members become an integral

part of the #GetInTouch campaign.

Complementing the launch of this initiative is a newly redesigned and recently launched website (PromotionalProductsWork.org). It is targeted at advertising buyers, tells a two-part story about the power of promotional products and the importance of working with promotional consultants.

We know that our ability to clearly articulate the power and compelling value of promotional products and of working through promotional consultants is critical to the vitality and vibrancy of our industry. PPAI has a winning plan to reach advertising buyers through the campaign at the national level and will create the tools our members need to get involved and engaged with their customers and

"Promotional products are perfectly positioned to grow"

prospects. #GetInTouch will be one of the most significant contributions PPAI has made to the strengthening of the promotional products industry, but as Tom noted, we must engage our members for this initiative to be successful. 

Paul Bellantone, CAE, is president and CEO, Promotional Products Association International (PPAI)



Above: Spreading the word

media struggle to achieve year-over-year growth and remain relevant, promotional products are perfectly positioned to grow – and have grown – in an increasingly digital world.

To help us achieve success with this initiative, we've partnered with a public relations and branding firm to deliver a creative and impactful campaign that breaks through the advertising clutter to reach

NOT JUST...

0800 368 8844  justadrop.co.uk

JUST A DROP

THE UK'S LEADING SPECIALIST SUPPLIER OF
PROMOTIONAL BRANDED CONFECTIONERY... AND DRINKS



RAISING THE STANDARD

Educating the industry and raising standards and best practice remain high on the bpma's agenda, through its Charter Status and education programme, says **Daniela Arena**



The world is changing fast and the demands of our industry are changing just as rapidly. The bpma Charter Status is designed to both develop and, subsequently, achieve the highest standards within our specific niche of the promotional marketing discipline.

Primarily, the Charter Status is aimed at increasing the level of professionalism of both distributors and suppliers, as it is becoming increasingly apparent that more end users are seeking to purchase campaign products through a recognised supply chain. End users who approach the bpma for tendering information will only be given details of charter members.

Our charter members are perceived to add essential core values to the supply process, with creativity, safety and professionalism being implicit. Anecdotal evidence suggests that the bpma Charter Status is working successfully in conferring trust and reliability in its holders. To find out more about Charter and how it can benefit your business, please visit me on the bpma stand during the bpma show. I will have checklists and be able to help you apply for your charter status.

The other area I am really keen to support our members in is education and professional development. Learning and development plays an important role to all of us. With more than



Above: www.thebpmashow.co.uk/education-day

130 learners currently on the programme, I am determined to see many individuals and companies grow and develop through the education platform and succeed in the TPM, CPM and MPM examinations.

Companies are already reaping the benefits from registering their staff on the education programme and progressing to a successful exam results. bpma members Premier Print & Promotions, Impamark, Arcadia, Brand Addition, Outstanding Branding, Allwag Promotions, and Steel

City Marketing, alongside suppliers such as B-Loony, Senator Pens, Listawood and Liquid Lens are using the education programme to train a majority if not all their staff through training and

development and for new staff as an induction tool.

The bpma education programme offers an introductory session, factory visits, an online platform with more than 80 videos and PDF topics to study over a range of subject categories including industry fundamentals, product, decoration, product compliance, customer service, sales, marketing, finance, sales management, business management, HR & legal, ethics, purchasing & procurement, and web software & data. New content will be added throughout the year to complement the existing material and to bridge skills and knowledge gaps.

Come to the bpma stand for a demo of the education programme while you select one of our popcakes, kindly supplied by bpma member Popkavery.

"Charter members add essential core values to the supply process"



To find out more about Charter and how it can benefit your business, please visit me on the bpma stand during the bpma show.

● Come to the bpma stand for a demo of the education programme while you select one of our popcakes, kindly supplied by bpma member Popkakery.

Don't take our word for it... here is what some of the learners say about the education programme:

"I'm really loving the education programme. I've been in the industry for 28 years and I'm still learning. I've watched the videos in the first level and they really do explain things in a simple and easy to understand way. Having run a T-shirt printing business, I especially enjoyed the screen printing video, the information about printing T-shirts was spot on. I'm looking forward to completing the whole course in record time."

Mo Yusuff TPM, **Clubrow Creations**

"I had studied the very first bpma Academy qualification several years ago, so when I heard that a number of new qualifications had been launched I wanted to be part of the education development. I have always enjoyed studying, particularly if it can aid my own personal growth. Secondly, and more importantly, I think it is vital that our industry is perceived as being professional. I work alongside many design and event agencies that are 'qualified' in their industry, so I feel it is imperative that our customers see us all in the same light."

Vicky Crosby MPM, **Fluid Branding**

BE INSPIRED

Some of the brightest speakers in the industry will be sharing their wisdom at **the bpma education day on 14 September**. It's never too late to learn something new, especially when the teachers are as inspiring as this lot.

1. Robert Craven – what makes successful businesses different? It's a deceptively simple question that many business people ask themselves. Having interviewed numerous million pound businesses, Robert will share his insights.

2. Marty Lott – founder of one of the US's biggest promotional clothing businesses, SanMar, Marty will reveal the secrets of selling apparel.

3. Nigel Risner – a multi-award winning speaker, Nigel can walk the walk, having set up a number of successful businesses. He'll be sharing thoughts on how to handle tough times as well as the good.

4. Steve Clarke – having taken his business from start up to more than £30m in sales in eight years, before selling and retiring at 45, Steve is ideally placed to share low cost and even no cost ideas and strategies to help sky rocket your sales.

5. Graham Phelps – you don't get a second chance to make a first impression. Graham's session will help you improve presentation skills and get over the fear of public speaking.



AGENDA



For more details on the agenda go to:
www.thebpmashow.co.uk/education/agenda

	ROOM 1	ROOM 2
9.15 - 9.30am	Welcome Address	
9.35 - 10.30am	The IMPACT Code - presented by Nigel Risner	Is licensed merchandise a missed opportunity for you - presented by Kelvyn Gardner
10.35 - 11.30am	How to attract your ideal clients like a magnet - presented by Steve Clarke	Understanding the power of customer loyalty programmes - presented by Marc Pinner
11.35 - 12.30pm	I can buy cheaper elsewhere! - presented by Mark Blackmore	Getting a return on investment from social media - presented by Grant Leboff
12.30 - 1.15pm	Lunch	
1.25 - 2.30pm	The Magic millions - top secrets of million pound businesses - presented by Robert Craven	Beyond the Promotional E-shot - presented by Murray Cowell
2.35 - 3.20pm	Presenting like a Pro - presented by Graham Phelps	Sensory Branding - Your differentiator, presented by Chris Piper
3.35 - 4.30pm	Successfully selling apparel - presented by Marty Lott	Create Customer Delight In Your Business! - presented by Andy Hanselman
4.35 - 5.30pm	Creating Success in an Era of Transformation - Presented by Paul Bellantone & Tom Goos (PPAI)	

Education Day agenda subject to changes.

ABBEYGATE
DIARIES

ABBEYGATE
NOTEBOOKS

ABBEYGATE
LEATHERGOODS

When it comes to diaries, notebooks and leathersgoods we've got the 'winning formula'.

- Be presented at Court – but will you be the King, a jester or a revolting peasant? Come and find out!
- Collect a notebook and see it being personalised in the Branding Zone
- Be the first to view samples from our new bag range
- Get your discount vouchers stamped and save £50 on an order of £500 or more

And, if you play your cards right, you could win £250 Love2Shop vouchers in our prize draw!

Claire, Viv, Gemma, Helen and Grace look forward to seeing you on the stand, where you'll receive a right royal welcome!



Visit us on **Stand 176**
 at the BPMA Show on
14th September in
 The Wing, Silverstone

THE WINNING FORMULA

Abbeygate,
 Units 2-3, Graphic House,
 Portland Street, Walsall, WS2 8AA.

For leathersgoods call 01922 633721
 or email sales@abbeygate.eu.

For diaries and notebooks call
 01922 616286 or email
admin@abbeygate.eu



PROMOTIONAL GIFT
AWARD 2017

Haptic Heroes wanted!

Prove that **promotional products rock**
and enter **your creative output** now!

Register up until
September 30 and secure
your early bird rate!



You have developed a smart give-away? Or a quality premium that is an expression of value? You have created a custom-made design that conveys the DNA of your client perfectly? Or turns his campaign into a blockbuster with its haptic elements? Your promotional products innovations have a high

communicative potential and deserve an award? Then apply to the **Promotional Gift Award 2017**, the most famous design and communications prize for haptic advertising, up until November 10, 2016. The award ceremony will take place on March 22, 2017 at the **HAPTICA® live '17** at the World Conference Center Bonn.



Register at:
www.promotionaward.com

Powered by **eppi**





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



Bpma personalised research video is a hit with members

The bpma has recently launched a new animation video promoting some of reasons behind why promotional products are a valuable advertising tool. The bpma commissioned the research with a professional voiceover and allowed

members to personalise it with their own graphics for just £99+VAT.

The example here shows similar graphics for distributor Lesmar. More than 25 members have now got their own versions of the personalised films.



Government funds PSI exhibitors

UK Trade and Investment (UKTI) has awarded bpma, a UKTI accredited trade organisation, with 16 £1,500 grants for eligible suppliers exhibiting at PSI, Dusseldorf 2017. The sums can go towards the cost of the stand and exhibition graphics, and marketing material.

Daniela Arena, head of education and best practice for bpma said: "We are delighted to be awarded this level of funding for the industry. The grants are available to bpma members and non-members. The packages offered by PSI

to exhibit at the show, particularly the first-time exhibitor package, with the addition of this grant makes the much talked about PSI show a worthy investment for any supplier with an export strategy, looking to build upon their export business."

The bpma will work with the grant participants to support them in export growth in the build up to the show and offers support during the show.

For more information on UKTI funding or the PSI show, contact daniela@bpma.co.uk



Industry education for TC staff

TC Branding Group new recruits, Lucy Wilson, Katie Molloy and Marc Keinch have successfully passed their TPM qualification after only six months in the promotional merchandise industry.

John Markham, sales manager, TC Branding Group said: "We are very proud of the efforts they have made to study for the first part of the Professional Development Programme as we consider this an essential part of their induction when joining the company."

The new recruits started their TPM course with a free introductory seminar before studying content online. Lucy Wilson said the seminar, led by the bpma's Gordon Glenister and Daniela Arena, was a must for anyone embarking on the bpma education programme.

"Gordon's insight was inspiring and I felt thoroughly prepared to handle customer queries in the best way possible," she said. "Daniela was fantastic at explaining how our TPM journey would help us in our day-to-day roles and I found the course very helpful. Learning about all the different print methods was something I thought would be particularly difficult but with the TPM course it was explained clearly and concisely."

Lucy is looking forward to continuing her bpma education journey with the CPM course and is attending the bpma Education Day on 13 September.



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

EVENTS CALENDAR

12-16 September
Promotional Products Week

13 September
The bpma Education Day 2016, Whittlebury Hall, Towcester

14 September
The bpma Show 2016, Silverstone, The Wing

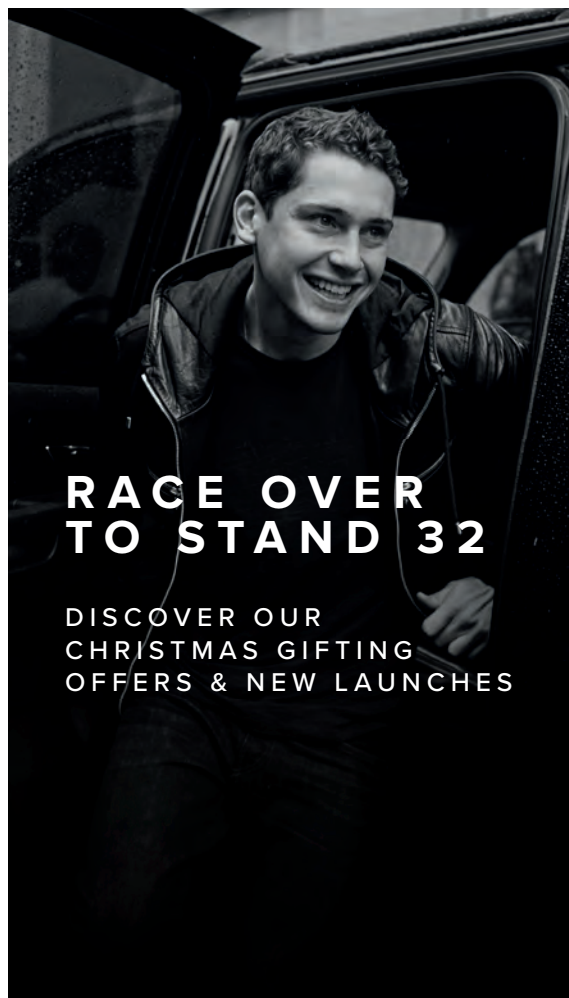
14 September
The bpma Annual Awards
Dinner, Whittlebury Hall, Towcester

22 September
Sourcing City Marketplace, 2016,
Five Show Centre, Farnborough

5 October
Promotional Showcase,
The Technology Centre, Rotherham

14 October
bpma membership seminar and education programme introductory seminar,
CIPR, Russell Square, London

10-12 January 2017
PSI
Dusseldorf



**RACE OVER
TO STAND 32**

DISCOVER OUR
CHRISTMAS GIFTING
OFFERS & NEW LAUNCHES

A.T.CROSS COMPANY
LEADING BRANDED SOLUTIONS

EDGE JET BLACK



ATX PURE CHROME



VFM STROBE SILVER




CROSS
EST 1946 USA


SHEAFFER

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

fleQs
promotional products



Find us on **Sourcing City & Customer Focus**

fleQs
promotional products

**NOTE
STIX**

 **bpma Accredited**
british promotional
merchandise association

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

To advertise in
Product Media
magazine
email:
**advertising@
productmedia
magazine.co.uk**

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

50 Reasons why you should belong to the bpma

 @bpma

#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

www.bpma.co.uk



WORLD DOMINATION, ONE STEP AT A TIME

Set your sights high and look for continual improvement, and who knows where you can take your business, says **Neil Horner**, divisional head, **Laltex Promo**



In boardrooms across the world there are countless discussions about how to improve your business, take the company to the next level or in the case of Laltex, how to achieve world domination. (I am serious, there is a sign in our boardroom asking this very question!)

Well after years of trying I've realised that unless you stumble across the secret ingredients to Coca-Cola, the unfortunate reality is that there is no silver

bullet. So how can us mere mortals grow and improve our businesses?

When I started at Laltex, we took for granted the great things we could offer. We were young and thought our enthusiasm, hard work and great prices would be the key to our success. It turned out that world domination was a lot harder than we thought. However, 15 years later we have four established brands in the group, namely Laltex Promo, Pencom,

"We've played to our strengths and tried to improve upon them"

Bags HQ and Source it. While we haven't hit the dizzy heights of Google or Amazon, I hope we are now considered more of a serious player in the industry.

So what has changed? The reality is we've played to our strengths and tried to improve upon them.

We still operate from our 220,000 square foot facility which allows us to offer unrivalled stock holding. Investment in ERP systems allow us to move stock quickly, plain



Don't miss out, register now for the bpma show
www.thebpmashow.co.uk

stock in 24 hours or printed stock in two to five days.

The product range has always been vast. Our second catalogue back in 2002 had more than 270 product lines – nothing is ever started here in a small way. Fast forward to today and we produce five separate catalogues encompassing more than 700 different items with a wide choice of colour variations. Colour is really important to us – we've learnt that companies do not want to compromise with their branding and they want a product in the right colour. As such, we have a number of product lines with more than 10 colour options.

Although we started as a generalist, in recent years we've become specialists in our fields and in doing so improved our product knowledge within individual teams. An example of this is Andrew Williams heading up Pencom. They don't call him

"The millennial generation are our future customers and they cannot understand why printing a promotional gift should take days when they can download a song in seconds"


the Pen Guru for nothing!

Customer service was one of the founding principles of the promo divisions and in the early days Sanjay regularly asked – insisted, in fact – that I had to

walk to the post office to drop off any samples that had missed the cut off. That commitment hasn't changed over the years, but the improvements in our systems have meant

that quotations, samples and information are available quicker than ever before.

So how are we going to dominate the world in years to come? Our view is speed is going to play an ever increasing factor and we are going to do our best to embrace this. The millennial generation are our future customers and they cannot understand why printing a promotional gift should take days when they can download a song in seconds, or order a dress online for delivery that same day.

My final words of advice? Well I'm only 21 so what do I know, but if pushed for an answer I would say look within, see what you're good at, and make it better, and just when you think you've got it perfect, rub your eyes and look again as you'll always find something you can improve upon. 

Pencil Pals™



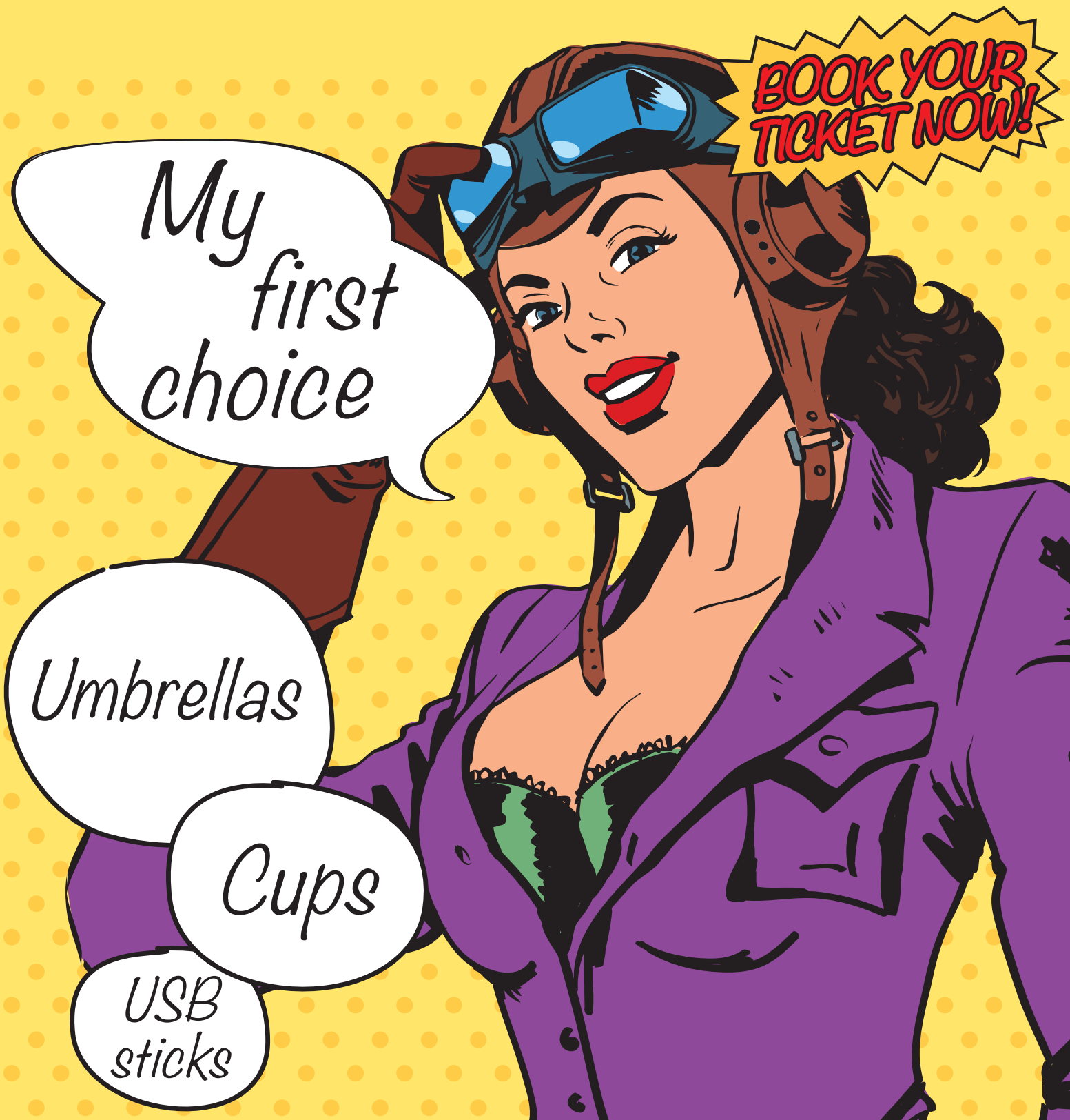
- * Full branding
- * UK made pencils
- * Pantone colour matching
- * Branded 3D lead-free pewter topper



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

THE NEXT LEVEL OF CONNECTIVITY

With the Internet of Things, our toasters and fridges could be talking behind our backs. **Matt Pluckrose** explains why it matters



The 'Internet of Things' (IoT) looks set to change our world in the same way the internet did. Latest forecasts are putting the number of IoT devices globally at 25 billion units by 2020.

But what exactly is the IoT and what impact is it going to have on us?

Simply put, it is the concept of connecting any device with an on/off switch to the internet (and/or to each other). It includes lighting and heating systems, smart phones, tablets, domestic appliances, toothbrushes, headphones, lamps, and wearable devices. It also applies to components of machines and even components that could be put inside our bodies. The IoT is

a global network of connected things, including people. The relationship is between people-people, people-things and things-things.

How does this impact our industry?

In future, anything that can be connected, will be connected.

"Forecasts are of 25 billion IoT devices by 2020"

There are many examples of what the potential value might be. Say for example you are on your way to a meeting, your driverless car would have access to your daily calendar and already know the best route to take, and if the traffic is heavy your car might send a text to the other party notifying them that you will be late.

Your personal robot could wake you at 6am, check your e-mail, make you a coffee and check the house to ensure the right water temperature for your shower.

What if your office equipment knew when it was running low on supplies and automatically re-ordered more or your fridge knew you had run out of beer and so made an online order to your favoured off-licence?

The IoT allows for virtually endless opportunities and connections to take place and opens the door to a lot of opportunities but also to many challenges. Security is a big issue – with billions of devices connected, will someone be able to hack into your toaster and get access to your personal information?

Just as the internet allowed a huge number of new products to become popular, the IoT will lead to more connected devices as many new and valuable consumer products storm both the consumer and promotional world. Watch this space, embrace the ideas, understand the trends, or risk missing out on the largest technology opportunities for years. 

Launching at BPMA show
Free Pokkit Duo to the first 100 visitors to stand 22

oldeani
promotions with purpose

Pick up a Pokkit!

The thinnest plug on the market



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

RoHS CE All our plugs are RoHS and CE approved.

LANYARD
U.K. LANYARD MAKERS LTD.

Lanyards - with no hanging around!

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

sales@uklanyardmakers.co.uk
01483 200768
www.uklanyardmakers.co.uk

BE SAFE NOT SINFUL AFTER BREXIT

Brexit prompts discussion as to how leaving the EU will affect UK business. **Mike Collins** gives his advice as to how to prepare your credit management for Brexit



Like any change in the financial status quo, Brexit will impact upon UK business. Initially it will affect the FTSE 100 companies dealing worldwide but in time, the ripples will work their way down the supply chain.

We at AccountAssyst believe that prevention is always better than cure. With that in mind, this is how we suggest companies avoid the 'Seven Deadly Sins' of credit management.



SIN 1
You don't know who you are dealing with
Brexit may open new opportunities. Before however you rush to sign up new customers, make sure you've done your full and proper risk diligence.



SIN 2
Your terms and conditions don't protect you
Pressures on company finances mean any 'litigious' company will look at avoiding payment. Your terms and conditions must be robust to avoid argument and stop payment delays.

"Brexit ripples will work down the supply chain"



Why support Briman members

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

Find out who we are:

www.brimangroup.co.uk

Come and visit the new bpma show to see our amazing British made display.

CREATIVE ADDITION

GET YOUR 'PROMOTIONAL PRODUCTS WORK' VIDEO.

The 'Promotional Products Work' Video is an engaging piece of animated video content that educates your customers on the benefits of Promotional Products as part of their marketing mix.

Let us create your own branded version so you can show your customers how great Promotional Products are and inspire them to get creative in their next campaign!

I am thrilled with the bpma video Creative Addition have personalised for Chilli Promotional Products. It's a great video filled with interesting content and it looks great too!

Jody - Chilli Promotional Products



View the bpma version
<https://is.gd/Eyup05>

- + Can help improve your SEO ranking
- + Engage with your audience on Social Media platforms
- + Drive traffic to your website
- + Increase inbound leads & opportunities
- + Educate customers on the benefits of Promotional Products

DISCOUNTED FOR BPMA MEMBERS

bpma members - £99 +vat
Non bpma members - £199 +vat



ORDER YOUR VERSION NOW

Tel: 01253 963 253
Email: info@creativeaddition.com

SIN 3

Your order paperwork is poor

The law is simple – it's not what you know, it's what you can prove. If you don't have proper contractual documentation to confirm who you've supplied then, without it, you're really struggling.



SIN 4

You pray you're on their payment list

Brexit has reduced the pound's value against leading currencies meaning companies dealing overseas spend more on repeat purchases. This increased spend affects their ability to pay creditors.

SIN 5

You bury your head in the sand

You're owed monies but you're not chasing them. You just don't want those awkward customer conversations. If you've raised a legitimate invoice, the customer knows it needs to be paid. Ask for it!



8^{OUT}10

debtors are debtors by accident



SIN 6

Your sales and your credit control don't speak to each other

Brexit will affect existing customers and will create new opportunities. Credit control needs to pass to sales concerns regarding clients and sales must speak with credit controllers to vet new customers.

SIN 7

You don't harvest your customer relationship

Eight out of 10 debtors are debtors by accident. They don't intend not to pay; they just have cash flow pressures. If you're seen by the debtor as a 'good un', they're much more likely to pay you first. PM

Conclusion

Brexit will affect us all at some point. It's unavoidable.

What is avoidable is how you let it dictate you. Limit exposure and risk from Brexit-linked companies by putting in place robust processes and systems to counter risks generated by Brexit and you too can benefit from this momentous change.

Contact Mike Collins, MD of AccountAssyst and Direct Route or his team on 01274 223190 to best prepare for Brexit and activate your bpma Credit Management benefit, and ensure that you are doing all you can to be a success.



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



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

CALL NOW

www.crystalgalleries.co.uk

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

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

©2016 Crystal Galleries

Established 1999

biolaboratories®

for all your cosmetic concepts and promotional incentives



Always be prepared for the unexpected...with this NEW! unique range The Handy Can®

These novel canned kits are packed with life essentials that are sealed in a ring pull can.



Each kit can contains a variety of specially selected products, such as:

- Tissues
- Hand Sanitisers
- Wet Wipes
- Screen Wipes

When empty use the can for a pen holder



OR

Why not go creative and make your own kit? Choose from our wide range of products which can be individually branded.

With a large and visible branding area, this makes The Handy Can® an ideal promotional product.

www.bio-labs.co.uk
email: sales@bio-labs.co.uk



bpma
british promotional
merchandise association
Accredited 10 Year Member

EMBRACE CHANGE

In uncertain times, change can be frightening, but businesses must adapt to uncertain times, says **Phil Morgan**, CEO of SPS



We all know it's a fundamental in life that change is the only constant.

In any industry, we face the inevitable transitional weathers of financial circumstances, a changeable customer base, popularity of promo items, adjusting marketing budgets and also shifts in trends within the market. Change is the new normal for leadership success and all leaders must accept this fact.

The emergence of technology is fast advancing the promotional world which we must adapt to. With the proportion of adults who

personally own and use a mobile phone in the UK being 93%, you can see the need for our range to include more gadgets and devices such as power banks and chargers which now hold a more prominent presence.

Change can be challenging, yes, and although it has been said that 70% of all change initiatives fail, change doesn't need to be a frightening prospect. With the right strategy implemented, change can work momentarily in your favour. It is essential to continually familiarise yourself with your business processes inside and out and ask yourself how will

70%

of all change initiatives fail, change doesn't need to be a frightening prospect.

I adapt to them? Are they too flexible or too rigid?

You have to also know your people and ask yourself is change linked to uncertainty? This then becomes the perfect opportunity to demonstrate leadership in the form of inspiring, guiding and motivating your troops to carry the right mindset through uncertain waters. Change management has become a much bigger, more interwoven part of the overall business fabric – an embedded leadership requirement that plays into everything that we do, every day, and how we go about getting things done,

sponsors of bpma

Gafbros SHOPPING BAGS



Gafbros



TEL: +44-116-2530380
FAX: +44-116-2510377
EMAIL: sales@gafbros.com
WEB: www.gafbros.com

www.gafbros.com



regardless of hierarchy or rank. With our recently introduced initiative at SPS of Pride, Quality & Engagement we have an integral mission statement that provides a consistent message throughout to ride the industry oscillation and prevent organisational culture from eating into the changes negatively.


Market conditions are by nature unpredictable but these

fluctuating and challenging periods can be the perfect time to embrace the challenges and to fortify customer relations. When change comes, it's imperative that you have a robust network in place that you can rely on. Ask yourself as a supplier, how can we help our customers?

Overall market value of promotional merchandise in the UK and Ireland has steadily

"Ask yourself as a supplier, how can we help our customers?"

increased since the darker times of 2008 and although there are still question marks over our European standing we can embrace the now and cultivate resilience and adaptation within our organisations.

The most important thing to remember is not to bury your head in the sand. Consider your options available, plan ahead and make wise decisions. 



LogoLollies PicturePops

SWEET IDEAS!

TO PROMOTE **YOUR BUSINESS**

Full colour printed **PicturePops** and **LogoLollies** embossed with your company logo or design, choose any shape, colour and flavour!

*PicturePops MOQ: 100 Lollies
*LogoLollies MOQ: 450 Lollies | *Swirly Lollies MOQ: 450 units

coronationcandy.com
TEL: 01253 363 810 EMAIL: gary@coronationcandy.com

Coronation Rock
bespoke confectionery
to your specifications!





Full Control, Less Clicks
Easier, Faster, More Powerful

Take Full Control of Your Business

Cloud-Based Business Management Software from Sourcing City
Perfect for Distributors and Suppliers

The Importance of Quotes
#connectingtheindustry



Raise your quotes faster and win more business

Plus: CRM, Traffic Light Progress Chasing, Quotations, Order Management, Stock Management, Invoicing, Comprehensive and Flexible Sales Management, Business Performance & Profit Reporting, Accounting link... and much more.

Free no-obligation demonstration: Call Steve on 01252 701034
steve@promotionaloffice.co.uk



A revolution in data sharing & information

The Complete Solution
#ConnectingTheIndustry

See your own personal prices and real-time supplier stock - wherever you are working

Collect real-time data for your websites from one central point of truth





Dynamic Highway
Removing the pain of sharing and collecting data

Sourcing City, The Hub, Fowler Avenue, Farnborough, GU14 7JP | 01252 701034



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

Ten from two



Jo Wareham

managing director,
The Little Branding Company

What are you reading at the minute?

The Chimp Paradox – it's a bit heavy at bedtime but makes a lot of sense

What's on your iPod?

The Top 50. I'm loving a bit of Tiny Tempah, What do Girls Like, at the moment

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

To have faith and confidence in yourself and definitely live for today. Tell your loved ones how much they mean to you

Cappuccino or Latte?

Definitely cappuccino although you always get short-changed with the froth

What makes you feel warm and fluffy?

My family for sure. I have two of the best sons ever and three fantastic grandchildren

Best place in the world?

A little coffee shop in Kelling, Norfolk

If you could change one thing?

Nothing at all. Occasionally bad things happen but it makes you a better person

How would you like to be remembered?

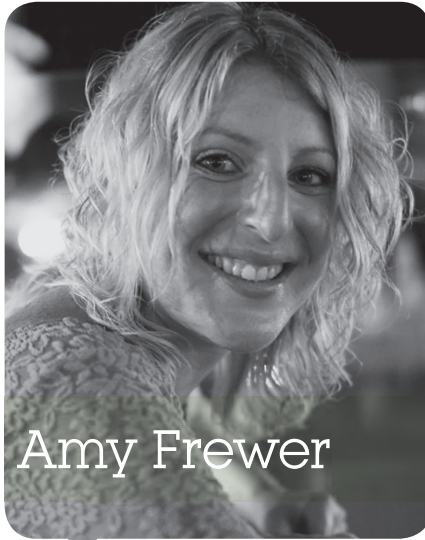
As that girl with the big smile who loved life, her work and thought the world of her family

What are you proudest of?

My two boys for sure – they are my rock I'm also pretty proud of myself for making a success of The Little Branding Company

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

Losing my mum seven weeks ago was tough. I have a wonderful family, fabulous friends and the support within our industry has been huge



Amy Frewer

managing director,
United Brands of Scandinavia

What are you reading at the minute?

At present I am not reading anything. The evenings are hectic at the moment so it's a toss-up between reading and ironing and sadly ironing is winning

What's on your iPod?

Kasabian, Adele and lots of Motown

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

Never stop believing in yourself and others. This has got me where I am personally and professionally. Never give up and always fight to the end

Cappuccino or Latte?

Cappuccino. It's my Saturday morning treat

What makes you feel warm and fluffy?

Watching my son Austin smile and laugh

Best place in the world?

At home with my family

If you could change one thing?

The Welsh weather. It rains 340 days of the year so would be nice to go out without an umbrella

How would you like to be remembered?

The happy, crazy Welsh lady who talks way too fast

What are you proudest of?

My son – he is my world

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

Watching my sister suffer from an illness for many years. I wish I could have taken the pain instead of her, but she got through it and that is why my motto is to never stop believing

MOVERS & SHAKERS

bpma membership appointment



The bpma is pleased to announce that **Nichola Martin** has joined the association as membership coordinator.

Since graduating in 2014 from Aberystwyth, Nichola has worked for the Cambridge Liberal Democrats, organising and growing its volunteer team as well as structuring the communications through five separate elections. She excelled in membership recruitment and retention.

Outside of work, Nichola enjoys fencing, spending time with her friends and family and browsing for bargains.



Goldstar grows international team

Goldstar has welcomed four new team members.

Jasmine Mortimer joins

from Australia. Jasmine has an executive MBA from RMIT University in Melbourne, and comes with vast experience in office management.

Valeria Kunakova joins the Goldstar DACH team. She is fluent in five languages, and comes with a degree in Spanish from Texas State University.

Alfred Balcaen, from Belgium, has joined Goldstar's French customer support team. In addition to speaking French and English, Alfred has a master's degree in Japanese, marketing and management.

The final addition to the Goldstar team is **Niamh Gargan**, from Ireland, who has taken on the new role of Goldstar samples coordinator and administrator.



Christmas is coming!

plan your seasonal promotions now



Santa hats



Wooden decorations



£1.00 Special Offer baubles



Branded crackers



Eco crackers



Party poppers



Promotional glass baubles



Promotional shatterproof baubles



Eco recycled yoghurt pot baubles



Handpainted baubles



Logo tealights



Pantone matched tinsel



Promotional bauble sets



Pantone matched baubles



Snowglobes with paper inserts



Snowglobes with 2D inserts

Contact us for your seasonal promotions support pack

t: +44 (0)1865 744 711 e: sales@festivepromotions.com w: festivepromotions.com

• finest quality • low minimum order quantities • short lead times

THE ARTEMIS ROLLER.

INKREDIBLE™ REFILL FOR
ULTRA SMOOTH FLOW

UNIQUE GRIPS



CAPACITIVE STYLUS

6 BEAUTIFUL ANODISED COLOURS



INKREDIBLE™ WRITING EXPERIENCE | 5-DAY LEAD TIME

01252 400 270 | SALES@PENS.CO.UK