



**All eyes on Farnborough for
Merchandise World p25**



GOODBYE GORDON

A FOND
FAREWELL
TO GG **P52 >**



HACK ATTACKS
DEFEND YOUR BUSINESS AGAINST
CYBER FRAUD **P46**

EDUCATING THE US
PROFESSIONAL DEVELOPMENT
STATESIDE **P44**



Contents

SEPTEMBER/OCTOBER 2018

4 News

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

10 Product of the month

We choose what's hot

13 Think global

Distributors are making the world smaller

14 Ask Clive

Make good use of industry shows

18 Succession planning

Will your business continue after you?

20 A helping hand

How industry charity NABS supports those in need

22 Plastic watch

What the industry is doing about SUPs

25 Merchandise World

Preview of September's show

28 Take Advantage

Catalogue group awards

31 City sweets

Apprentice winner, Sarah Lynn, reveals her strategy for success

32 Brexit Summit

BPMA event debates the impact

34 Briman voice

A new column from UK manufacturers

36 Technology

Your questions answered

38 Printed to order

A new white label service

39 Finance

Do your due diligence when buying

41 Expect change

Build development into your business

43 Design led

Make merchandise memorable

44 Education

Comparing the US with us

46 Cyberfraud

How to guard against it

48 Marketing with bite

BPMA and Digital Doughnut partner

52 Goodbye Gordon

A look back at the Glenister years

54 Regional events

The BPMA hits the road

55 The right impression

Our new end user column

57 BPMA news

Latest news and events

62 Ten from two

Michael Humphery-Smith and Helen Brennan answer the questions

WELCOME



So, this is my last ever edition of *Product Media*. I will certainly miss it and I'd like to give a personal thank you to all the team: Wayne Nugent for print and

mailing; Stuart Derrick for invaluable editing, and Melanie and Lucy at ATG for doing a super job on the creative. I hope you agree this is a bumper version and includes a wide range of really engaging stories.

In the next few weeks we are looking forward to Merchandise World and I am delighted to see so many have booked to exhibit. This year we are really promoting Branding World inside the show with great support from a number

of suppliers, so if you or your teams have not registered yet it's not too late. The BPMA will also be supporting Festival of Marketing, B2B Marketing and Marketing Week Live in the months ahead. These are all very important partnerships to build end-user engagement as of course is the BPMA's very own Bring you Brand to Life website.

Also, this month sees the not-to-be-missed Brexit event on 11th September followed by the industry leaders' debate. Distributors will have the chance to put some hard-hitting questions on our industry to a number of key suppliers. We will be sharing the findings of the BPMA survey and hearing from some top speakers on what Brexit may look like for brand GB. The event is free for BPMA members. When I speak

to people about Brexit, there is such diversity of opinion and the more we discuss it the more issues crop up. So, the Summit will be interesting for sure.

We would also like to introduce you to NABS, which is the National Advertising Benevolent Society who do some great work for the advertising industry and have opened their services to employees in the promotional gift industry. I think this too is a great opportunity to raise awareness for mental health and wellbeing in the workplace.

Anyway, I hope to catch up with you at Merchandise World, after which I'll be off to pastures new. A big welcome to my successor.

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
British Promotional Merchandise Association Avenue Business Park, Brockley Road, Elsworth, Cambridgeshire, CB23 4EY.
All phone enquiries: 0203 875 7942
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
ATG Media,
www.atg-media.com
Printed by
Mailing Guy Ltd
Photography
shutterstock.com

The opinions, beliefs and viewpoints expressed in this publication do not necessarily reflect the opinions, beliefs and viewpoints of the publication or the editor. The publishers cannot be held responsible for any loss or damage, nor can responsibility be accepted for any claims by advertisers, contributors, or other persons and organisations. No material may be reproduced without the written permission of the publishers.

Britton joins expanding Your Gateway team

Your Gateway has appointed Jon Britton as managing director, bringing more than 20 years of experience to the trade only supplier.

Britton has most recently led the onboarding and implementation process for a strategic client win for Essex-based distributor Promo International. His merchandise career started at Product Plus, before spending 17 years at Brand Addition, where he managed accounts for key customers including MasterCard and Mars. He led multi-disciplinary teams providing merchandise solutions to multi-million pound customers on a pan-European basis and implementing new client wins such as Google.

Gareth Sampson, chairman, Your



Gateway, said:

"Having Jon leading the team provides a massive boost to our growth plans. With his extensive knowledge of our

distributor clients we are ideally placed to be able to provide the merchandise solution our clients want."

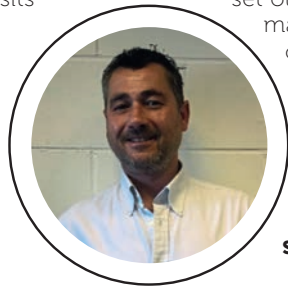
Britton said: "Your Gateway sits in an enviable position in the industry with an amazing client base and a great offering. I am hugely excited at the opportunity and look forward to working with the team to hone processes, to drive improvements in our customer service as well as



our operational processes."

Your Gateway has also added Sean Walsh to the UK team. Walsh, who has 14 years of experience in the sector, joins from distributor Outstanding Branding.

Sampson said that as Your Gateway moved into the bespoke Far East sourcing arena, it needed an experienced team. "We have set out to deliver an account managed solution, focusing on outstanding customer service and we just can't do that without the having the right people in the right seats."



Clockwise from top left: Jon Britton; Sean Walsh; Gareth Sampson

... as the company opens China office

Your Gateway, Trade Lanyards has opened a Chinese office to consolidate its foothold in China to be able to better support its growing client base.

Based in Huzhou, the team is situated within easy reach of an existing established supply base and also to access an emerging group of manufacturers and suppliers. It is headed up by experienced general manager, James Xie. (pictured)

Gareth Sampson, chairman, Your Gateway said: "We have pushed to move away from a traditional trading company model to one in which we have our own salaried team on the ground in China to support our customers with their wide ranging set of products. Innovation means far more than just finding new products. We are innovating daily to really drive our offering to ensure we can support our customers in their drive to stay ahead of the curve in the industry."



Special deal for BPMA members

Promotional edibles company, Eat My Logo is offering discounted BPMA specific trade prices to BPMA members.

The Chorley-based business specialises in branded cakes, biscuits, flapjacks and icing toppers which offer a more upmarket alternative to rice paper versions.

As a member of the BPMA, Eat My Logo regularly works with other BPMA member companies. As well as a special price for its high quality edible branded goods, Eat My Logo offers: low minimum order quantities; no origination charges on standard products; white label packaging; website imagery, and white label product visuals to help clients visualise their branding baked products.

BPMA members can find out more and contact the company on the BPMA section of eatmylogo.co.uk.



New finishes for BIC Media Clic

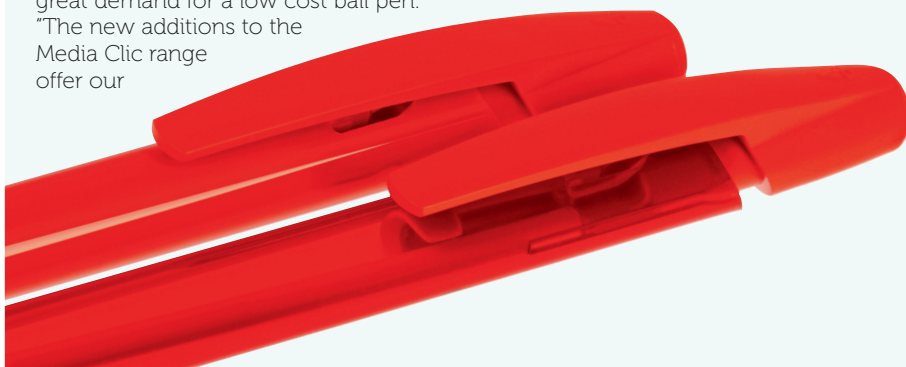
BIC Graphic Europe has added two new barrel options to the existing palette of the best-selling Media Clic range.

Alongside the current matt and frosted barrels, customers can now choose clear or polished finishes in a range of colours, giving tens of thousands of potential colour combinations.

Ian Barham, BIC Graphic trade marketing manager, said there was still great demand for a low cost ball pen. "The new additions to the Media Clic range offer our

customers an even wider choice for our best-selling plastic ballpen," he said. "With our free of charge Mix & Match service and the digital print option launched last year, the Media Clic is more versatile than ever and offers solutions for every requirement."

The new barrel finishes will be on show at the BIC Graphic stand at Merchandise World on 12 September.



MERCHANDISE COMPANIES BEAT THE HEAT

BPMA members have adapted to the recent heatwave to ensure that clients continue to be serviced, while staff are looked after.

With temperatures in the thirties during July and August, manufacturing companies have been faced with even higher temperatures in their premises. Several BPMA members have reported adapting their shift patterns to allow staff to work in cooler periods at night and early morning, and avoiding the hottest parts of the day.

Other companies report having to adapt practices to fulfil orders. Mandy Hastie, managing director, The Sweet People, said that although its chocolate products are kept in temperature controlled storage, the company can't control what happens when it leaves its premises.

"For this reason we encourage our clients not to choose chocolate during the summer months," she said. "However, at the start of this heatwave we had to fulfil an order of chocolate bars to over 600 delivery addresses. We used food grade ice packs in each of the cartons, arranged a late collection and a pre-10.00am delivery to keep the chocolate cool and it worked."

The company is now preparing for the autumn launch of its Christmas range, including a new jelly bean Advent calendar.

"As we enter our ninth year of business, it's more important than ever for us to recognise the support we receive from our fabulous supply chain," said Thorne. "To be able to thank them is important to us."

Three-year growth plan revealed at OBcon

Outstanding Branding outlined its global vision for the next three years at a revitalised annual company conference that brought together team members from around the world.



The event, titled OBcon, was the first of its kind to be held by the company. Held at Devere Theobalds Estate, the full day and night event was designed to put the global team at the centre of proceedings. The morning session reviewed the previous year with directors presenting their vision for the next three years. The management team also presented detailed plans and goals for the coming 12 months.

Sarah Penn, Outstanding Branding CEO, said it was essential that the entire team shared a clear vision of where the company was going, how it would get there and what each person needed to do to achieve it.

"As a global company, it was vital for the team from the US to be involved – so we ensured that they all flew over and spent the week in the UK. This meant that not only did they attend the conference, but also had the rest of the week in the UK office, learning and sharing expertise amongst the team."

Andy Thorne, sales & marketing

director, said the OBcon vision was based on some quite significant sales growth projections. "The numbers might seem punchy, but in conjunction with our fantastic management team, we know specifically what steps we all need to take to get there," he said.

Supplier companies, Desktop Ideas, Essential Embroidery, Laltex, and The Umbrella Company, each sponsored a zone in a Crystal Maze themed task.

The day concluded with the OB Annual Summer party, which saw suppliers and staff attend in 90s fancy dress.





Four new starters for Pellacraft

Pellacraft has appointed four new team members to deal with an increase in sales order enquiries following a busy six months for the business gifts and promotional merchandise business.

Stacey Tebbett has joined as an internal sales representative. The graphics and production team has been boosted following the appointment of Martin Aspley. Sam Critchlow joins as a digital marketing assistant to improve Pellacraft's website and on-line presence, while Ella Ferrer has joined as a business administration apprentice.

Pellacraft now employs, 33 people, many of who live within a ten mile radius of the company base in Mansfield. Sam Pella, director, Pellacraft, said the family business was committed to helping create local employment opportunities.

"By expanding the team to deal with our increase in orders, we can continue to ensure we deliver a high level of customer service and support our customers with a graphics and design service," she added.



Steel City launches coffee cup pledge

Sheffield branded merchandise company Steel City has urged coffee addicts to switch from disposable cups to reusable versions and raise money for charity.

The Yorkshire business is raising awareness of the 2.5 billion paper coffee cups that are thrown away in the UK every year. It is searching for 50 UK coffee lovers who cannot go a day without frequenting their favourite coffee shop, and asking them to join the #CoffeeCupPledge. All they have to do is to go disposable cup free for 30 days from the 1-30 September 2018

to be sent a free Steel City travel mug.

James Biggin, managing director, Steel City, said: "Reusable branded travel mugs are very popular with our clients at the moment with both the drive to save on waste going to landfill, as well as saving money for presenting a reusable cup at many coffee shops. So, we thought why not use what we do to make a difference."

The challenge is to collectively save 500 disposable cups and at least £125 over the month, with all the proceeds being matched by Steel City and offered to a local charity.



Micromarketing moves to one-stop site

Promotional product agency Micromarketing has relocated and up-scaled to more environmentally-friendly offices in West Oxfordshire with a new local warehouse and quality control facility.

Paul Faulkner, managing director of Micromarketing, said the spacious new offices allowed the company to grow its offering of services and brought together all functions on one site, to the benefit of clients.

"By choosing Micro, companies can consolidate every aspect of their product development and promotional merchandise campaigns, including new product development, worldwide sourcing, assembly, storage and distribution, direct mail and variable data printing."

Located near the M40/A40, the new location features solar power and ultra-modern insulation qualities to help the business minimise its impact on the environment and reduce its carbon footprint.



END OF YEAR COLLECTION 2018

ENJOY

Gifts

NEW
ITEMS!



Download at www.pfconcept.com or contact your sales team for more information.



All supported by our full decoration service.
Contact us: 01933 673 111 | enquiries@pfconcept.co.uk



SENATOR® REFILLS

MORE REACH. MORE RESULTS.

A high quality long-life refill guarantees higher levels of exposure, providing a better economic return for brands. The senator® magic flow refill is one of the best in its class.



- Brands naturally want to benefit from higher levels of advertising exposure. With a senator® product they can, because senator® refills typically contain up to 6-16 times more ink than an imported pen.
- Manufactured at the senator® Technology Centre in Germany.
- Indelible to ISO 12757 1+2 and ISO 14145 and tested under stringent quality criteria to the highest demands.
- Continuous smooth and even writing experience, with no spots of ink.
- Non-carcinogenic.
- Each senator® ball pen is equipped with the perfectly matching refill.
- For more information, see our Refills leaflet.

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





XTREME BRANDING

GIVE YOUR BRAND MAXIMUM IMPACT.

Make an instant impression with our UK based Xtreme branding print; ideal for intricate logos and precise replication of photographic imagery.



- UK favoured full 360° premium quality digital wrap.
- Guaranteed to last the lifetime of the pen.
- Accurate reproduction of photographic prints (1,200dpi).
- Unlimited colours and gradients.
- Quick lead-times, printed in the UK.
- More economical for multi-coloured prints.
- Low-cost alternative to Pantone Matching.
- Mix & Match polished barrels with polished and clear components (where applicable), plus additional metal and soft components.
- For more information, see our Xtreme branding leaflet.

senator®
Extram**o**redinary. Since 1920.



PRODUCT OF THE MONTH

The Fisher Space Pen To boldly write

It may be 50 years since it was designed, but the iconic Fisher Space Pen still looks, well, space age. This is hardly surprising as it is a genuine product of the Space Race.

Astronauts had been using pencils, but these were hazardous as the lead could break and float around in the gravity free capsule.

NASA approached the Fisher Pen Company to come up with a pen that could replace pencils and solve the problem of early ballpoints leaking or drying up. The company spent \$1 million inventing a pen that could be used in space and one of the models, the AG7 pen was used when astronauts first set foot on the moon in 1969. It even played a role in

helping return the first astronauts to the Earth when the pen barrel was used to activate a broken switch that turned on the engines.

July next year will be the 50th anniversary of this historic Moon landing event. The AG7 is still used on all manned space flights today and hasn't changed in design.

Due to the pressurised ball pen refill inside all of the pens it allows you to write in any condition, freezing cold, boiling heat, underwater, over grease, at any angle and even upside down.

The key is an ultra-heavy ink in a pressurised in cartridge that does not leak but writes smoothly in space conditions.

The GBA Pen Company has been the sole UK and European distributor of the famous Fisher Space Pen for the past 25 years. The family-run business has been established in the UK for more than 50 years.

SNAP ADDS FASHIONABLE TOUCH TO RANGE

Digital print company Snap Products has added Pierre Cardin-branded premium notebooks to its range of 23 notebook lines.

As official Pierre Cardin licensee in the UK and Ireland, Snap has developed the product in-house. The Pierre Cardin Exclusive notebook features a unique silk-feel hard cover, while the Pierre Cardin Fashion notebook features audacious colour selection.

Overall, Snap has 23 notebook lines to choose from, each combining contemporary styling with the latest manufacturing techniques for products that make an impression. Their materials have been specially selected to offer a wide range of branding options, including Snap's new debossing service. The range includes the Duro notebook, with its classic design and choice of sizes, and the Imagine notebook, available in 52 colour combinations and including integrated USB memory.

Each notebook can be presented in new custom packaging, adding a retail-

style finishing touch. Customised sleeves and bellybands are also available.



Making Brands Tasty

Cakes | Cupcakes | Brownies | Biscuits | Flapjacks | Cake Pops



Freshly Baked | High Quality Edible Print | Bespoke Products

UK Wide Delivery | Low Minimum Order Quantities

www.eatmylogo.co.uk

well made,

well done.



DS8

**unique details,
infinite variety.**

A minimal design, select components and elegant combinations of plastic and metal for a unique and versatile pen that will embody your brand's spirit in every last detail and satisfy the most varied communication demands.

This is the DS8 family: contemporary classics from Prodir's writing instrument range.

prodir.com

Prodir LTD
T +44 (0)1354 776499

Prodir is a trademark
of Pagani Pens SA

—
prodir.com
open.prodir.com

**Personality pens.
Swiss made.**

prodir®

ACT GLOBAL, SELL LOCAL

UK and US distributors are increasingly looking to work together.
Paul Bellantone explains why



In the past decade, the movement to support local businesses has taken on an added dimension as distributors across the globe have expanded their operations far beyond their own borders to deliver a more personal experience to far-flung customers.

Leicester-based distributor EverythingBranded, reportedly the largest distributor employer in the UK with 130 staff and projected 2018 sales topping \$29 million, is investing \$1.1 million in the coming months to open its first US office located in Las Vegas. It will accommodate approximately 70-100 new employees and will focus on serving customers on the West Coast. The company, which was founded in 2010 as part of the Charles Alexander Distribution Group, currently has a UK-based call centre that services the US eastern and central time zones.

Paul Rowlett, CEO and founder, said the West Coast office offered a national service and he expects to be generating about \$1.5 million a month in US sales with a model that's different from a traditional internet distributor.

"We're a consultative internet, promotional products design agency," he said. "We use the Google business model to generate e-commerce leads, and offer consultative sales and free design, but we do it remotely rather than physically."

Coast to coast

He believes having a physical presence in the US will help build relationships and make US companies more familiar with the company's brand. "They can book appointments and interact with our sales team, and our customers can visit the offices, and we can give them an extra level of service. Also, we can now do national advertising because we've got the country covered," he said.

The company's growth to a multi-million-dollar business over the past eight years has been nothing short of remarkable, but it's not the only business travelling this path.

Two years ago, UK-based distributor Brand Addition expanded to the US with its acquisition of St Louis, Missouri-based GatewayCDI. The combined business has 350 employees across offices in the US, Europe and Asia. The deal, which was in the works for about 18 months, was part of what the company calls its 2020 plan aimed at expanding geographically with new and existing customers.

"Being able to offer customers a single supplier option across the US, Europe and Asia gives them the potential to best consolidate spend, control the brand image and reduce internal administration time and costs," said CEO Chris Lee. "Dependent upon the customer's needs and internal organisation, this can be very powerful for them."

Do your homework

For other UK- or US-based companies looking to expand outside their current geographic locations, he offered this advice: "Think hard if it's something you really want to do and an area you want to compete in. To truly 'go global' requires a huge time

and cost investment. Choosing to work with the wrong partner or acquiring the wrong company can put at risk your core business and its customer relationships."

London-based branding agency Outstanding Branding, LLC, expanded to the States last year with an office in New York City and sales representation in Washington DC and Albuquerque. "The US market is huge compared to the UK market, so if you want to grow, go where there is more business," said Sarah Penn, executive vice president. "One thing a lot of companies do is partner with a distributor in the US or UK and that works well - and we do have some US partners - but it was important to us to offer a seamless experience to customers, so we decided to open up our own office."

Over the past year, the company's strategy has evolved. "Originally, we used UK clients to find US counterparts, and as we've developed we are now investing more in digital marketing and lead generation," said Penn.

Achieving synergies

Andy Thorne, director of sales, said the US office helped with transparency. "We are getting the supply chain closer to our clients - taking suppliers in and sitting down with clients in a very transparent way."

The advantages of creating face-to-face relationships with clients an ocean away is not lost on American distributors. Lewiston, Maine-based Geiger, one of the largest US distributors is among a handful of companies with the scale and capabilities to get local with off-shore clients. In March, Geiger partnered with UK-based distributor BTC Group, which now operates as GeigerBTC Group in the UK and across Europe. "Global customers are motivated to consolidate suppliers for efficiency, control and reporting," said CEO Gene Geiger. "At the same time, they want local sourcing and service because a US solution does not meet the needs of other markets."

While Geiger has partnered with UK distributors on projects, it was felt that it could best work where it had local teams in other markets, all connected to one IT system. "GeigerBTC not only allows us to serve the British market and our US customers that have footprints there, it enables us to serve customers across Europe," he added.

Paul Bellantone is president and CEO of Promotional Products Association International (PPIA)

ASK CLIVE

With Merchandise World almost upon us, **Clive Allcott** explains what a great trade show can do for you



Summer has been in full swing, but the first of autumn's major trade shows, Merchandise World, will have been occupying suppliers. With many registered it looks like the event will be a popular attraction offering promotional supply solutions under one roof at the new Farnborough International venue.

Trade shows are multifaceted because they allow you a chance to hear from leading experts, meet with potential supply partners, and see all the new product on the market.

If you are specifically looking for a new garment supplier and decorator make sure you come to the show prepared. Organise and set up appointments with the proposed supplier. There is an appointment diary running with most suppliers. Simply



go to the Merchandise World website, find the visitors tab, and book your appointments.

It is helpful if you bring along what your current spend is on promotional clothing and how it is split between embroidery and print. If it is heavily focused on print, then make sure the prospective new supplier is an expert in screen/transfer and DTG printing.

If you have requirements for a

live quotation, bring the details and artwork with you so that you can discuss the project and gain a possible quotation.

Ask what memberships and certification suppliers have. Are they a SEDEX member and have they had a SMETA audit (Sedex Members Ethical Trade Audit)? What are their ISO certifications? Are they a BPMA member? This collective information will not only give you confidence in

your prospective supplier but will endorse and enhance your supply chain. A positive working partnership with your supplier will make you a better distributor.

Ask what support you can expect going forward? What is the average speed of quote time? Will you work with a dedicated account manager? What bespoke options do you offer? What other branding solutions do you offer such as relabelling, Zip pulls, rubber badging, laser engraving, and so on.

There's never a better chance to ask the questions that matter than when somebody is right in front of you. Don't pass up the opportunity to confirm if this is the right supplier for your business.

Clive, The Branded Clothing Guru

Looking for innovative Drinkware?

Brite Americano®

Is the answer!

- Large branding area
- Long-lasting exposure
- Quick lead-times and amazing value for money
- A huge choice of styles, capacities and colours!



www.spseu.com





CHALK METAL – FOR MESSAGES THAT STAND OUT

Chalk Metal combines a distinctive design with a premium-quality metal body. The choice between two clip styles, the multitude of colours and finishes and an elegant mirror-effect laser engraving – even with individual names – allows for a high-degree of personalisation.

Chalk Metal is available from 100 pieces, is refillable and comes with a metal Jumbo refill.

PREMEC UK

5 South Fens Enterprise Park - Fenton Way - Chatteris
Cambridgeshire PE16 6WA
enquiriesuk@premec.ch - www.premec.ch

Premec
SWISS  WITH PRIDE

YOU CAN MAKE A
DIFFERENCE.
MIGHT AS WELL
LOOK **FABULOUS**
DOING IT.

100 billion

single-use cups go to
landfill each year.

Ecoffee Cup® is a new
generation of takeaway
cup. Environmentally
responsible. Reusable.

Made with fibre from
the world's fastest
growing, most
sustainable crop -
bamboo.

No excuse for single use.



**PREMIER
BRANDS.**

P R E M I U M . P R O D U C T S . B R A N D E D .



no excuse for single-use.

Ecoffee Cup® is BPA and phthalate free. Naturally sterile, with no plastic after taste.

Fully dishwasher safe, including sleeve and non-drip lid made from high-grade, food-grade silicone.

Light. Bright. And individually stylish. With over 60 designs; there is an **Ecoffee Cup®** for everyone.

Have fun. Do good.



Twitter: @PremierBrands1
Instagram: @premier_brands1

+44 (0)1273 512 512
www.premierimpressions.co.uk
sales@premierimpressions.co.uk

Premier Impressions Ltd.
Units 9 - 11, E Plan Estate,
New Road, Newhaven,
East Sussex. BN9 0EX

THE NEXT IN LINE



There are several options to exiting a business.

Blair Carroll explains why he is looking at a bigger picture when it comes to planning for the future

Where have the last 21 years gone?

Before they know it, any business person has to start thinking about their exit plan. I have no wish to work until I drop and so for a couple of years I've been thinking about the best way out, not just for me but also for my staff, the majority of who have been with me for the long haul.

A couple of years back I considered selling and spoke with a couple of interested parties. Eventually I turned down what was an attractive offer. When your pension is your business you need quite a large pot to make it last 'til the grave and by the time the tax man has taken his chunk the pot is a lot smaller.

My business isn't setting the world alight and nobody will miss me when I'm gone but it has served a loyal client

base for a long time and I owe it to them as well as my guys to get the best deal. To my mind, that means securing long-term employment for my guys and maintaining the standards of service our clients have come to expect. So why not let it continue beyond my exit? I prefer exit to retirement - it sounds less final.

So, I've decided on a different approach. If I can recruit the right person and spend the next couple of years showing them how I do things, I can give somebody else the opportunity to develop the business. I'm not really a marketer and a bit of a technophobe to be honest, so the right person can take over the business as managing director leaving me to step back gradually and watch the business progress under new leadership.

I see this as a great opportunity for someone with all the enthusiasm I had 20 years ago to be given a big foothold in an established business with no incoming investment, guaranteed salary and dividends. They can pick up the ball and run with it and see where it takes them and the business. For my part, I would retain an interest in the business with a profit share for a pension but with less and less involvement as the years progress. It could be a win-win.

So, in summary, I'll take succession over sale every time. My legacy is my business continuing beyond my time and that's what makes the last 21 years worthwhile.

Blair Carroll is managing director of Boosters 

boosters
L I M I T E D

DO YOU FANCY A REAL CHALLENGE AND
LIVING THE DREAM IN CORNWALL

ESTABLISHED WEST COUNTRY PROMOTIONAL AGENCY SEEKING

MANAGING DIRECTOR

SO IF YOU HAVE

- Commitment, Energy and Drive
- A proven record of success in management
- And a great communicator

We will reward you with a

- Competitive salary
- Performance based incentives
- Shareholding with a potential goal to be major shareholder

FOR DETAILS OF HOW TO APPLY CONTACT

EMAIL: BLAIRCARROLL@ICLOUD.COM OR CALL 07866 420590



THE SWEET PEOPLE



ADVENT CALENDARS!



- MOQ starting at 250 units
- 144g of Gourmet Jelly Beans
- Food Grade Recyclable Packaging



FIND YOUR WINTER 2018
CATALOGUE WITH THIS ISSUE!

A HELPING HAND

Awareness of NABS within the promotional industry is limited, but a deal with the BPMA means it is there to help, says **Diana Tickell**



NABS (the National Advertising Benevolent Society) has been working in the UK advertising, marketing and media industry for 105 years. Our century-plus of offering industry advice, support and guidance, at no cost to the employee, has helped countless people get their careers and lives back on track.



Here are five ways we could help you to thrive throughout your career:

Offering advice

Our expert advisors offer support and guidance on a whole host of workplace or personal issues, including stress, mental health and wellbeing, contractual and performance issues, redundancy and parental rights. Call them on 0800 707 6607.



Career coaching

Our coaches can work with you on a personalised plan to help address challenges and aid career progression. They can cover improving confidence and motivation, building resilience to stress, growing leadership and management skills, figuring out your next career move and much more.

Expand your network

Our events offer amazing sporting and social opportunities to meet and mingle with people from across the industry. Examples include the Ride Adland static cycle tournament, or NABS' Stranger Than Summer – the greatest black tie event of the industry calendar?

Learn from the best.

Our events are designed to offer insight and learning from some of the best minds within the industry, and outside it. Hear from Olympic coaches or from a hostage negotiator at our NABS Talks. Or learn how to build

your own brand, or build more confidence and gravitas with our masterclasses.

Improve your wellbeing

We know how vitally important wellbeing is to ensure you don't just cope, but succeed and thrive; at work and at home. We've developed our own evidence-based SHEPARD Model to Wellbeing – exploring all the elements we believe are necessary to find your own wellbeing.

Only our fundraising networking events cost money, the rest are all free and open to anyone working within the industry. So why not take a look on nabs.org.uk, or give us a ring on 020 7290 7070 or email us on nabs@nabs.org.uk.

Diana Tickell is NABS CEO

NABS and the BPMA are working together to explore areas of mutual benefit.

CR ZY : BAGS

Over 1 million bags in stock!

Branded and delivered in just 5-7 days*

- Fantastic customer service, we go that 'extra mile'
- Wide range of stock bags ready to brand
- Knowledgeable sales team
- Reliable 'No Fail' deliveries

* From artwork approval. Subject to stock.



CONTACT US TODAY FOR A QUOTE!

T: 01425 411060 | sales@crazybags.co.uk | www.crazybags.co.uk

jassz
bags towels bistro

Exclusively available from
btc
activewear
btcactivewear.co.uk

new
Canvas
RANGE

Jassz Bags, from function to fashion

Cotton
RANGE

new
felt
RANGE

ORGANIC
RANGE

PP
RANGE

new
DENIM
RANGE

jassz.com

Body fights for proportionate action on balloons



The European Balloon & Party Council (EBPC) is drawing attention to the threat from possible European legislation aimed at single use plastics (SUP).

EBPC encouraged its members to submit responses to a recent public consultation on the Single Use Plastics (SUP) Directive by the European Commission. Although the Commission says it has no intention of banning balloons, EBPC claims that it highlights balloons and balloon sticks in marine litter statistics. EBPC claims that research into marine litter does not put either item in the top 10, and that it is unfair to include balloons and sticks as it will lead to lower consumer confidence and impact the industry negatively.

As well as the reputational damage, banning balloon sticks will hit balloon sales and put tens of thousands of jobs at risk, EBPC claims. The EBPC shares the aspirations of the European Commission to reduce marine litter but backs self-regulation such as issuing a statement against balloon releases, and improving labelling symbols.

Statistics from the OSPAR Commission make no mention of balloon sticks and only put balloons at 1% of litter by frequency. According to OSPAR data from 2010-2016, balloons rank 16th. The European Environment Agency (EEA) data puts balloons and balloon sticks at 0.39%, at number 36 in the list of littered items.

EBPC claims that the industry is already self-regulating and educating against balloon releases as well as encouraging responsible use and correct disposal of balloons. It therefore views the proposed SUP Directive as disproportionate.

According to the body, scientific testing shows that latex balloons are biodegradable to approximately 90% within two years.



SKY EMBRACES FIGHT AGAINST OCEAN PLASTICS

Sky is another organisation that is turning its focus on cutting the use of single use plastics. Since the beginning of 2017, the company's Sky Ocean Rescue has looked to raise awareness of ocean plastics and sought to find ways to decrease plastic use.

It has committed to eliminate all SUP from its products and supply chain by 2020. By providing every employee with a reusable water bottle, it has saved 450,000 bottles per year.

The company's sponsorship of Team Sky cycling team also carried the message to #passonplastic during the recent Tour de France, won by Team Sky rider Geraint Thomas.

Sky has also launched a fund, Sky Ocean Ventures, which is investing £25 million to deliver more responsible consumerism. It has recently invested in Choose Water, a company that is developing a biodegradable water bottle which is expected to launch later this year.



Demand for bottles soars with heat and Love Island

ITV has revealed that it sold 270,000 water bottles during the eight weeks of its summer *Love Island* series. The broadcaster is the latest company to try and tackle its plastic consumption.

"Reusable water bottles are a great way of being more environmentally friendly and this was considered across the show, where no single use plastic bottles were used by cast or crew," an ITV spokesperson said.

Love Island pulled in millions of viewers and the awareness of the reusable drink bottles had maximum exposure.

Product Media caught up with BPMA supplier members to see what impact the heat has had on their businesses.

One member said: "We're seeing a spike on drinkware because of the 'Blue Planet' effect. I've seen a lot of prints with a message about saving the ocean and switching to re-usable drinkware."

Another supplier added: "We have seen this year a dramatic increase in the sales of plastic and metal reusable water bottles. For the year to date we have processed over 50% more orders with an even higher percentage turnover increase in drinkware items. In the last 5-6 weeks the growth has been even higher."

With the extra demand machine capacities are up to their maximum and in some cases new machines are on order to cope, with one supplier saying record numbers of drinkware items were being printed.

However, hot weather has brought complications to the production of print, said one supplier: "The speed of print slows down while the inks dry up quicker, alongside it generally being more tiring. We're blessed with hard working staff who have worked tirelessly in tough conditions to get through the significant workload."



Reusable Silicone Straws

- ✓ Pantone matched as standard
- ✓ Printed with food safe ink
- ✓ 2 sizes available
- ✓ 7mm or 11.5mm diameter

The reusable Silicone Straw is a perfect alternative to the plastic straw.

8.5 million plastic straws are used each year in the UK alone, which end up in our oceans and landfill - it's time to make a change.

If you want to live in a world with more fish in the sea than plastic and help save our planet, then make the Silicone Straw your customers last straw!



**STOP USING
PLASTIC STRAWS**



Contact our sales team on 020 8302 8008
sales@pinpoint.promo www.pinpoint.promo

pinpoint



Grip Roller



The best-selling rollerball from BIC®
now available in a new range of
bright colours!



01895 823 718
info-uk@bicworld.com
www.bicgraphic.eu

INNOVATION ON SHOW

The latest products will be exhibited at September's must attend merchandise show

This September, the product media industry descends on Hampshire where the latest edition of Merchandise World assembles at the new £30 million Farnborough International Exhibition & Conference Centre.

The one-day event, on 12 September, is a joint venture between the BPMA and Sourcing City, and is aimed at both frontline teams and business leaders from professional distributors. Front-line teams are invited to discover new products for the Peak Season, and to learn about product branding techniques.

At the same time, the relaxed atmosphere allows time for business leaders to have quality conversations, negotiate trading partnerships,

and build relationships with top suppliers. Optional appointments are available.

This year's event is being preceded by a special Brexit Summit, organised by the BPMA and held on the day prior to the exhibition. With many businesses looking for answers on how they will be affected by the UK's withdrawal from the EU on March 29, 2019, the event will be the perfect appetiser before getting down to business.

As always, Merchandise World features a range of exhibitors, and September's event has 25 new exhibitors, including such players as Saxoprint, Rossi Ice Cream, Best of British Beer, Swag Distribution, Jenova and Planet Ecobags.

Registered visitors to the show can pre-arrange

appointments through the Merchandise World online appointment system ensuring that they make the most effective use of their time, spending time with the exhibitors they are most interested in, and getting down to business.

Experiencing product personalisation will again be a feature of the show through the Product Branding World. This consists of a number of key suppliers who will be demonstrating the latest branding techniques and giving visitors the inside track on how promotional products are made bespoke. The companies featured will be Ancestors of Dover; Carole Group; Kalfany Susse; Listawood; Screenworks; Sharon Lee, and The Sweet People.



What's new?

This is the question everyone asks at Merchandise World.

We asked some of the exhibitors and here are some of the products they suggested.

Briman member Sow Easy will be tempting green shoots with its custom-printed Seedsticks, one of its most popular eco-friendly promotional products. The branded Seedsticks are impactful, memorable and fun to grow, helping to increase brand awareness and loyalty.

Planet EcoBags will be showing its range of bags, including jute, laminated and DuraPaper, a super-strong combination of woven polypropylene wipe-clean interior bonded to a heavy brown or white paper bag exterior. Where a paper bag is used once or twice, DuraPaper bags are used for months, are waterproof, and can be printed inexpensively. It will also introduce WizBags,

Badger Design has been adding a selection of new coasters to its range, all suitable for four-colour process print. On top of its existing range it is bringing new rubber coasters that are flexible with a slightly glittery sheen, a 3mm cork backed coaster and a die sub glass coaster. Other options include trendy acrylic coasters which can be laser cut to any shape, and weighty ceramic ones for prestige clients.



Boosters is showing that paper still has a place with its range of litho printed year planners in sizes from A3 to A0 (and up to 1800x1200mm). Paper promotional products are among the most environmentally friendly in the world, all recyclable, biodegradable and compostable.

Bang up to date is Italian company Filo, which has a smart new Bluetooth tracker

that helps you to find all your valuables. Filo will be at Merchandise World for the first time to introduce the brandable Filo Tag Bluetooth tracker, which is completely designed and made in Italy. Filo calls it 'the next generation corporate gift'. Pop along to its stand a see if you agree.

Closer to home, Blackpool's SPS is familiar at trade shows and always comes up with something new. This time it will be launching the stylish Americano Cortado Mug, the hottest new addition to the Americano range of products from SPS. Manufactured in the UK, the glass-like appearance of this mug gives it a high perceived value, yet it is actually manufactured in plastic making it incredibly hardwearing and durable. It is available in clear only, with a choice of lid and silicone grip colours and a 30cl capacity.

Your Gateway has relaunched industry favourite Trade Lanyards as a brand and trade offering in time for Merchandise World. The move follows feedback from

Merchandise WORLD

Exhibition | Appointments | Networking

**The Event for Teams & Leaders
from Professional Distributors**

1000+ quality visitors, 200+ exhibitors - and
the perfect place to grow your business



Wednesday 12th September 2018

at the brand new **Farnborough Exhibition Centre**

- Then again in January 2019 in the Midlands

www.merchadiseworld.co.uk

Please
call us on:
0844 504 5006



the industry and sees the company offering keen prices, short lead times and a wide range of lanyard and branding options. Your Gateway also offers Trade Chargers, Trade Apparel and Trade USBs as part of its brand.

From Ireland, pen specialist Goldstar Europe sees Merchandise World as a great chance to catch-up with friends in the industry. The team will be looking to set the world right and even talk about pens at some point, particularly its Soft-Touch range. Its much-awaited mini catalogue will be fresh off the press with price and branding offers, just in time for festive giving.

MidOcean Brands is looking at Christmas and beyond with its latest catalogue. Festive items include a Bluetooth Jingle Ball speaker for blasting out Yuletide faves, colouring balloons

and pretty tealight candle holders. Elsewhere, it has a stack of tech items, from wireless chargers to phone stands and drones.

The team at British Made Promotional Merchandise has created a brand new, modern take on a classic piece of promotional merchandise, the tea towel. Traditionally imported from the Far East, BMPM spotted a gap in the market and created a British made logo printed tea towel with full colour print. Manufactured from a premium cotton fabric for the drying part of the cloth, it is finished with luxury dye-sublimation fabric for the full colour, photography print area.

Available from just one unit and made to order in Lancashire these tea towels are perfect for museums, zoos and aquarium gift shops, small coffee shops and local businesses.

Of course, there will be plenty of other products on show in Farnborough. Don't miss the opportunity to catch up with your peers.

Merchandise World essentials

- **Where** – Farnborough International Exhibition & Conference Centre, Show Centre, ETPS Road, Farnborough GU14 6FD
- **When** – 12 September 2018. The show hall is open from 9am to 5pm, with a free breakfast served from 8am to 10am. Pre-Show Day on 11 September features the Brexit Summit and Leaders Debate, from 1pm at the Farnborough International Exhibition & Conference Centre. There will be an evening networking event with free buffet on 11 September between 7-11pm. Entry is by free ticket only. Book on merchadiseworld.co.uk, or call 0844 504 5006
- **Why** – more than 200 promotional suppliers will be exhibiting covering the gamut of merchandise. Qualified professional distributor companies can pre-book meetings with exhibitors, and see live demonstrations at Branding World
- **How** – visitors can register at merchadiseworld.co.uk. Don't forget Merchandise World at NAEC, Stoneleigh on 30-31 January, 2019. The start of the year sister show has already booked 125 exhibitors.

Print that gets you noticed

- ✓ Brochures
- ✓ Leaflets
- ✓ Business Cards
- ✓ Business Stationery
- ✓ Posters
- ✓ Desk Calendars
- ✓ Wall Calendars
- ✓ Pop-up Banners
- ✓ Pads
- ✓ Invites

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



* Includes up to 2 hours free design. Price does not include VAT or delivery. On orders before 31st August 2018.

Advantage awards



WINNERS TAKE ADVANTAGE

Merchandise suppliers and distributors were lauded by their peers at the annual Advantage Group event

The Advantage Group held its 19th annual catalogue launch and awards dinner at Sopwell House Hotel and Country Club in July.

Outgoing BPMA director general, Gordon Glenister, was on hand to see the awards being presented at the St Albans' venue. He was also recognised with a cake presented by Advantage boss Lawrence Angelow, and presented with a commemorative trophy by former BPMA president Gill Thorpe.

Laltex picked up the supplier of the year award. Neil Horner of the company, said: "We're over the moon to have won supplier of the year from such a


prestigious group. It's fantastic to be recognised for our team's hard work and dedication over the past 12 months – a big thank you to everyone at Laltex Promo. Thank you to all the Advantage Group members who took the time to vote for us, it's such a wonderful compliment."

Distributor, AD Merchandise was named group member of the year, as well as picking up the award for the best use of website. Managing director Amo Singh, said: "We're honoured to be the first ever company to win in two categories – and this was a real team effort from start to finish. Everyone at AD Merchandise should be proud of this win. Without our

magnificent staff and supply chain, we wouldn't be where we are today."

Other companies recognised on the night included Senator, Strive Badge, The Pen Warehouse, Bic Graphic, Initial Incentives, Mojo, Outstanding Branding, PF Concept, and Response Marketing.

Advantage director, Lawrence Angelow said: "Many congratulations to all of our winners, and a heartfelt thank you to all of our members and suppliers for turning out in great numbers to make another hugely successful event this year."

He added: "The morning following the evening celebrations saw the presentation of this year's catalogue as well as a table top exhibition from suppliers." 

Advantage awards



PF
Concept was
Commended in
the supplier
category



Senator
Pens was a
Highly
Commended
supplier



Supplier
Strive
Badges
received a
Commended
award



The Pen
Warehouse
picked up
a Highly
Commended
award



Gill
Thorpe
presents the
outgoing BPMA
DG with a
trophy



Consistent
performer
Mojo Promotions
was a Highly
Commended
group
member



Premium outdoor clothing & equipment





Distributed by



Gafbros

PRINTED PAPER CUPS



Gafbros

SHOPPING BAGS



www.gafbros.com

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

BREXIT: WHAT NEXT?

The BPMA Brexit Summit aims to answer questions and provide some clarity over the looming event

With the industry's main exhibition and networking opportunity, Merchandise World taking place in Farnborough on 12 September, it makes sense to use the gathering to share advice and air views on one of the biggest issues facing business in Britain – Brexit.

The BPMA Brexit Summit takes place on the afternoon prior to Merchandise World. With Britain set to leave the EU on 29 March 2019, businesses have only six months to prepare for an event that still has many question marks around it.

Some businesses are already starting to act. According to CIPS, 63% of EU businesses are expected to move their supply chains out of the UK. Anglo-Dutch brand giant Unilever has opted for Rotterdam over London for its headquarters. Airbus has warned that a Brexit



no-deal could see it leave the UK.

To help its members better understand and plan for Brexit, the BPMA has brought along four keynote speakers to share their knowledge with BPMA members:

- Allie Renison, (pictured top left) head of Europe and Trade Policy at the Institute of Directors
- Christopher Mills, (top right), UKIP spokesman on business, and managing partner of Harwood Private Equity. He sits on the board of 25 companies.
- Lesley Batchelor, (bottom right) director general of the Institute of Export & International Trade
- Tom Brake, (bottom left) Liberal Democrat MP for Carshalton and Wallington, and Lib Dem spokesman for Exiting the EU.

LEADERS DEBATE

After the successful industry debate in January 2018, the BPMA is holding another industry debate on the eve of Merchandise World.

The leader debate promises to be an informative and engaging event to finish the day off. The key subjects that will be discussed include:

- Product innovation
- Trends in branding techniques
- Supplier service levels
- What true partnerships look like
- Credit terms – what's reasonable?
- The 'British effect'
- Where growth is coming from?

Six key suppliers will be answering questions and sharing their experiences.

They are:

- Andrew Hill, Senator
- Andrew Langley, Juniper
- Mark Alderson, First Editions
- Matt Pluckrose, Desktop Ideas
- Mandy Hastie, The Sweet People
- Alex Turner, Listarwood

IF YOU HAVE ANY QUESTIONS YOU WOULD LIKE POSED, PLEASE SEND THEM TO EMMA@BPMA.CO.UK.

THE BREXIT IMPACT

On 29 March 2019 the UK will leave the EU. Here are some questions you may want to ask at the event?

1. I have European clients and suppliers. How will this affect my business?
2. What if there is currency fluctuation and the pound drops against the dollar?
3. How will lengthy border delays affect my lead-times?
4. Might business confidence affect our industry?
5. Some have predicted a loss of UK exports of £4.5bn. Will our goods be less competitive?
6. Could we lose European tenders on the basis of Brexit?
7. Could Brexit be an opportunity to reach other non-European markets?
8. Might there be a reduction in foreign investment – some have predicted a 22% drop?
9. Vodafone has warned it could move its HQ out of the UK. Could other major players follow?
10. How will it affect staff requirements for those who have relied on overseas workers?

BPMA members are requested to send any further questions that they would like to be considered to emma@bpma.co.uk

WHEN & WHERE?

The Brexit Summit takes place on Tuesday, September 11, 2018 at 1pm for 1.20pm start.

It will be held at Farnborough Exhibition Centre, Etps Rd, Farnborough, Hampshire GU14 6FD

Entry is free for BPMA members, who can obtain tickets on bpma.co.uk.

The event will finish around 4.45pm and will be followed by the Leaders Debate.

THE SWEET TASTE OF SUCCESS

Apprentice winner **Sarah Lynn** is looking to expand her business further into the corporate sector

The ambitious and enthusiastic winner of TV's *The Apprentice* 2017, Sarah Lynn caught up with *Product Media* magazine to discuss her future plans. Sarah started her business in 2010 after travelling the world with her husband to be.

She thought that many companies that were provided sweets were selling sub-standard product with poor packaging. Sarah wanted to create something that was memorable and different with a real personalised touch. In the 2017 series of *The Apprentice* she was one of two winners - the first time Lord Sugar hired both candidates. She received a £250,000 investment from Lord Sugar. To mark its launch, Sweets

in the City teamed up with food artist, Nathan Wyburn, to create a life-size portrait of Lord Sugar, made entirely from Sarah's sweet collection, and gifted to *The Apprentice* host.

Currently the corporate side to the business accounts for around 15% of the total business, but plans are afoot to grow this substantially, including a possible trade division. The letterbox treats have been a huge hit, with a range of beautiful packaged boxes.

The company has a staff of 16 and is based in Croydon and has already worked with some sizeable brands like Ambassador Theatre group, Selfridges, Harrods and Moonpig. "Since becoming involved with Lord Sugar, the

support of his team has been great," said Sarah. "Our investment has gone towards brand and product development as well as a new look website."

CITY SWEETS

Sweets in the City can customise its confectionery with a corporate logo or bespoke design using personalised stickers, ribbons, packaging or gift tags, making a fantastic gift and excellent promotional tool.

The company works closely with each corporate client to make sure it creates a personalised product that's fit for its purpose, whether that's a profile-raising event, direct marketing campaign, delicious customer gift or memorable staff incentive. Sweets are prepared to the highest standards, and delivered with care.

A wide range of products are on offer with packaging options to suit each client. The company creative team can help with the process, coming up with something to suit any budget or event while making sure your name and branding take centre stage.



THE IMPACT OF BREXIT TO THE PROMOTIONAL MERCHANDISE INDUSTRY

The BPMA is bringing together an expert panel on the eve of Merchandise World, **Tuesday 11th September 2018** to debate the impact of Brexit. This event is free for members, non members are welcome to attend at a set fee.

On 29th March 2019 the UK will leave the EU.

With Britain leaving the EU, whatever the outcome of the Brexit negotiations, business with traditional partners in Europe will never quite be the same.

- Nearly two-thirds (63%) of EU businesses expect to move their supply chain out of the UK (CIPS, taken July 2018).

- Unilever, the consumer goods giant that makes Marmite and Dove soap, has chosen Rotterdam over London for its headquarters (BBC News, March 2018).

- Diageo, as the largest company in the Scotch whisky industry, is "very forcefully" impressing on the UK government the need for the best possible Brexit deal, Ivan Menezes, the chief executive says (thedrinksbusiness.com, Jan 2018).

The BPMA recognise the challenge Brexit will bring to the Industry and have invited three key speakers



along to this event to help you prepare for the changes and give you further insight by sharing their knowledge with you.

To register please email emma@bpma.co.uk

QUESTIONS TO BE COVERED DURING THE BREXIT SUMMIT

1. I have European clients and suppliers, how will this affect my business?
2. What if there is currency fluctuation and the pound drops against the dollar?
3. What if there are lengthy border delays how will this affect my lead-times?
4. Might business confidence affect our industry?
5. Some have predicted a loss of UK exports of £4.5bn, will our goods be therefore more uncompetitive?
6. Could we lose European tenders on the basis of Brexit?
7. Could Brexit be an opportunity to reach other non-European markets?
8. Might there be a reduction in foreign investment – some have predicted a -22%.
9. Vodafone have warned they could move their HQ out of the UK, could other major players follow? (BBC News, June 2016).
10. How will it affect my staff requirements only I have relied on overseas workers in our factory.



GUEST SPEAKERS INCLUDE

- Allie Renison – Head of Europe and Trade Policy for the Institute of Directors
- Lesley Batchelor – Director General of the Institute of Export & International Trade
- Tom Brake – MP Liberal Democrat for Carshalton and Wallington
- Christopher Mills – Global Entrepreneurial Businessman

VENUE

Farnborough Exhibition Centre

ITINERARY

- 1.00pm – Refreshments (coffee/tea)
- 1.20pm – Introduction from Gordon Glenister
- 1.50pm – Allie Renison
- 2.30pm – Refreshments
- 2.50pm – Lesley Batchelor
- 3.30pm – Tom Brake MP
- 4.10pm – Christopher Mills

SEPARATE EVENT

- 5.00pm – Suppliers Leaders Debate

➤ FREE to attend for BPMA members

Contact emma@bpma.co.uk for registration and enquiries
Alternatively call **0203 875 7942** or visit bpma.co.uk/events

BACKING BRITISH MADE

The Briman Group has become an effective voice advocating British manufacturing. **Mark Alderson** explains its development

Welcome to the launch edition of Briman Voice. Over the coming months, this column will explore a range of topics affecting British manufacturing within the promotional industry. It seems sensible to start at the beginning and look at the formation of the Briman Group and some of the benefits its members have already shared.

A brainchild of the BPMA, the first group meeting took place in 2016. Following enthusiastic discussion, a small steering group evolved, which in subsequent meetings identified five key objectives (see box).

Much of the success of the early meetings can be attributed to the presence of members of different generations. The youthful enthusiasm of the Millennials was

steered by some older, wiser heads creating a unique blend of ideas. The Briman Group comprises many representatives from independent, family run businesses - 17 in total - but additionally benefits from the presence of members from some of the industry's largest players.

Branding Briman

With clear goals and some inspirational ideas, the group set out to create a brand image to match. Using a wide selection of marketing mediums, including our own trusty promotional items, the brand awareness of the group grew. A significant success story in this respect was the Briman Treasure Hunt.

This ever-popular event has run at numerous national exhibitions and encourages exhibitors to visit stands they



may otherwise have walked past. Michael Humphery-Smith, director, Ancestors of Dover says: "As a new supplier to the promotional industry, we found that participating in the Briman Treasure Hunt has offered us exposure to a large range of new clients."

BRIMAN
Proudly a British Manufacturer

**Support British Manufacturing
& Buy From a Briman Member**

adpads Promotional Paper Products
ANCESTORS Ltd. 1962
SANDERS BADGES www.sandbadge.co.uk
BADGER DESIGN
biolaboratories CHX Products
Coronation Candy
FIRST EDITIONS first for colour
foremost magnets
JUST A DROP
LCM Low Cost Products
orchard melamine products
SPS
STORM
Laser Craft
LANYARD
wcm+a
See What Our Members Can Do For You
Visit brimangroup.co.uk/buying-british

LANYARD
U.K. LANYARD MAKERS LTD.
Lanyards - with no hanging around!

**TAKE A LOOK
AT OUR NEW WEBSITE**

- New Products
- New Downloadable Images
- New Artwork Guidelines

...and still as quick as next day!

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



Shared knowledge

The group has worked hard to establish industry best practice and regularly discusses industry issues. Martyn Wood of Foremost Magnets says: "With all members regularly facing similar frustrations, listening to other members openly share their solutions has proved invaluable to our business."

As a result of key information passed on by one of the Briman members, many companies within the group have received significant cash injections in the form of EU Research and Development grants. Within six months of Simon Adam, MD of WCM&A, presenting his own successful experiences to the group, many other members filed successful claims.

Adam says: "It has been really satisfying seeing other members benefit from the scheme. Traditionally UK-based companies have been far slower to benefit from R&D grants than our European neighbours. It is a great scheme and has really aided WCM&A's new product development."

Building bonds

The group has engaged in numerous networking events, none more prestigious than

a dinner at the Houses of Parliament with MP Jonathan Djanogly. Here the wine flowed, and discussion ranged across a variety of issues including Brexit, the impact of high minimum wage increases and the decline of many British manufacturing sectors.

Collaboration between individual group members, each offering their own specific elements has reaped rewards over a selection of projects. Tony Phillips, MD Great Central Plastics says: "Since joining the Briman group we have undertaken work for several other members within the group. It is a real pleasure working with likeminded British manufacturers and the group has certainly enhanced our business."

The group, now 23 members strong, is looking forward to the Merchandise World exhibition in September. Many members have taken advantage of the group stand and can be found next to the branding zone.

For those wanting more information please visit us at Merchandise World or log on to the group website brimangroup.co.uk.

Mark Alderson is chairman of The Briman Group 

Briman's objectives

- To promote British manufacturing
- To support members by sharing best practice.
- To educate distributors on the benefits of buying British.
- To share group marketing and networking opportunities.
- To develop and grow the industry sector.

Sweet Advertising Gifts



NEW



Vanilla Almonds, 12 g



24 + 1 Advent Calendar



Briman's objectives

- To promote British manufacturing
- To support members by sharing best practice.
- To educate distributors on the benefits of buying British.
- To share group marketing and networking opportunities.
- To develop and grow the industry sector.



Süße Werbung
Quality + Impact

Sweet advertising impact!

www.ksw24.eu

Sales hotline: 0049 76 43 / 801-17

A QUESTION OF TECH

Our resident technology expert, **Matt Pluckrose** answers more questions on how tech is influencing product media



Q What external technology do you see affecting promo tech in the coming months?

A As always technology is racing and currently the buzz areas would include the Internet of Everything, artificial intelligence, VR and AR, with 5G to come plus new updated software and hardware such as Bluetooth 5. Such changes are developing new product markets including smart home speakers (Alexa, Google home, and so on), internet/wireless security devices, self-driving cars, wearable technology - the list goes on.

Q What will we be selling in 2019 and beyond?

A That's the million dollar question and if I knew the exact answer I would fill 10 warehouses full of those products. I would expect to be seeing examples of

smart home speakers coming down in price with Alexa software, large capacity power banks designed to charge everything in your office and home (including tablets, phones, laptops), wireless charging solutions for home, office, car and holiday, smart app driven products to help manage every aspect of our homes, AI driven devices that monitor, react and respond to our daily lives delivering a more seamless experience, and of course devices to keep us more healthy in terms of activity, hydration and general wellness. The future is bright we just need to embrace change and stay connected.

Q What branding opportunities does tech offer?

A Technology products are subject to changing trends and tastes in printing and branding. Engraving has also been the main branding method of choice given its subtle and elegant finish on metal based

tech items. This method does limit some bright and modern brands however and the drive for four colour logo replication brought the rise of the epoxy domed decals giving bright printing and the option to brand low quantities.

One powerful branding method is an LED to illuminate the logo - this involves a laser engraving to nick off the surface of the product to allow a light to shine brightly. Everybody likes to see their name in lights.

The last couple of years though has seen the introduction of digital printing into the market and now this dominates over screen, pad and laser engraving.

Matt Pluckrose is managing director of Desktop Ideas



Small but perfectly formed...



Mini Marrow Screen Printed



Dinky Durham PhotoMug



Espresso + Saucer



Little Latte ColourCoat



Espresso PhotoMug

**Available with Screen Print - ColourCoat - Halo
Inner ColourCoat - PhotoMug - ColourFusion***



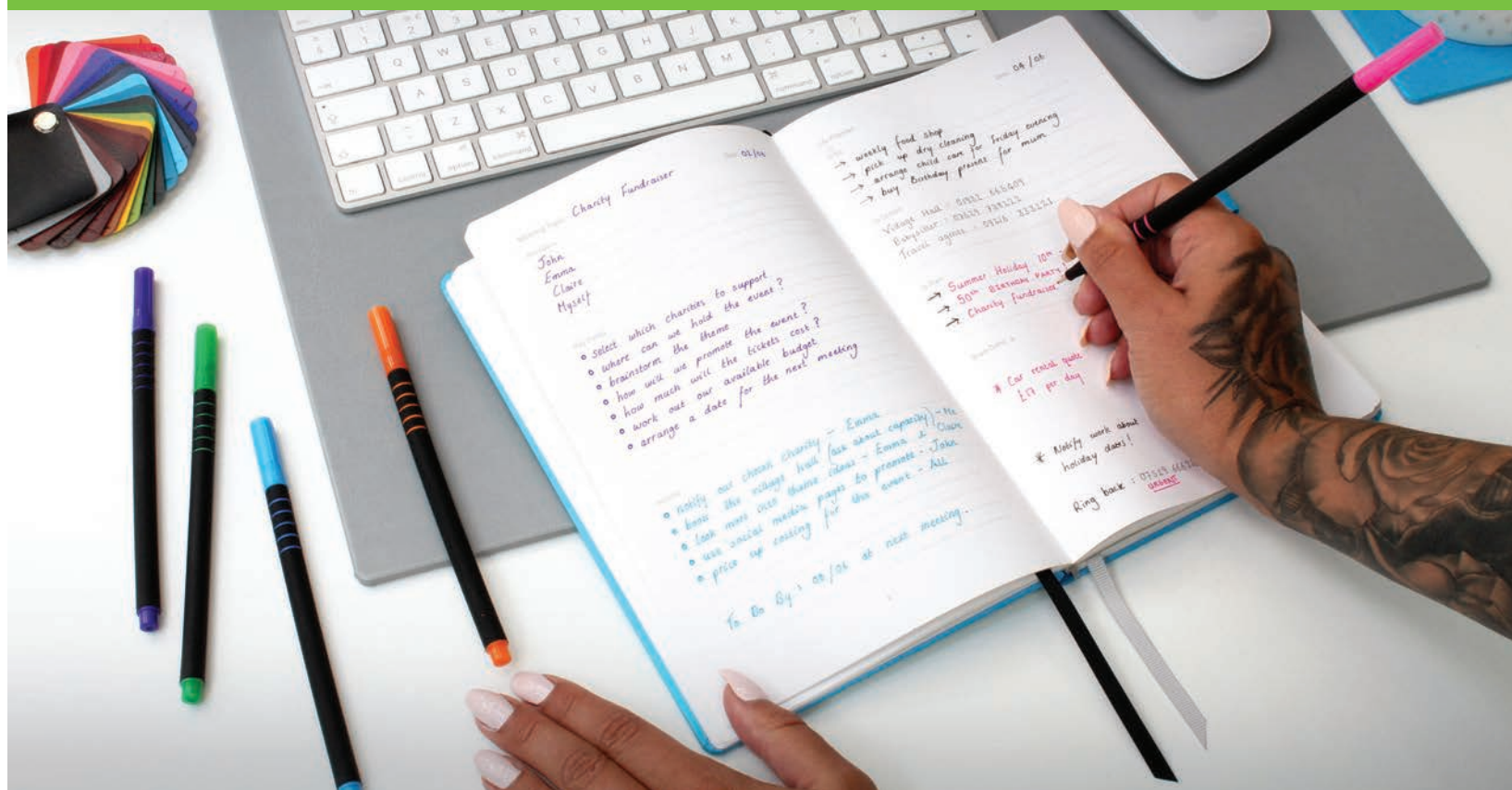
**Subject to design specification*



LISTAWOOD
PROMOTIONAL PRODUCTS

Europe's premier promotional products manufacturer
Tel: +44 (0) 1553 818 818 | Email: sales@listawood.com | www.listawood.com

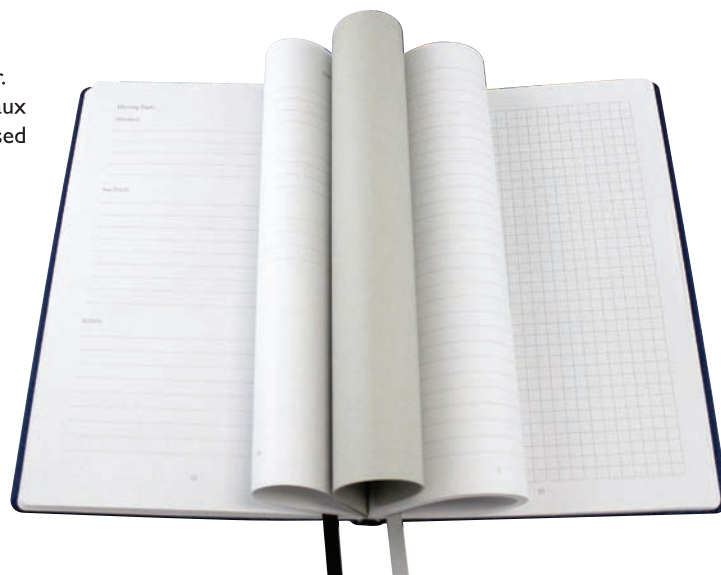
JUNIPER LIFE PLANNER



GET YOUR LIFE IN ORDER

A great bullet journal for organising your day, month and year. Keep track of meetings and action plans. Available in real and faux leather, with a choice branding options. You can even personalise each notebook with an individual's name or message.

- A5, 192 page planner printed on bright white stock
- Two marker ribbons allows you to mark the diary section and the notes section at the same time
- Start anytime of year diary pages
- Meeting Topic pages with Attendees, Key Points & Actions
- Life Planner pages with To Do, To Contact, To Plan as well as a thoughts & ideas area
- Plain grey centre section for doodles
- Notes - numbered lined perforated pages
- Squared pages for calculation or space planning



Made to order in the UK with over 50 colours of PU and 40 colours of real leather, plus 20 colours of elastic, we offer thousands of cover combinations. Create your own cover at www.notebookbuilder.co.uk our innovative award winning website.

Free samples while stocks last.
Visit us on Stand 82
at Merchandise World

JUNIPER

Telephone: 01933 222495 Email: sales@juniperproducts.co.uk www.juniperproducts.co.uk
Create your own planners at our all new website www.notebookbuilder.co.uk

BRITMAN
Proudly a British Manufacturer

PRINTED TO ORDER

A new service allows distributors to offer a range of printed products to clients

Saxoprint is launching its new solution for resellers, Saxoprint Partners, at Merchandise World. The service provides a white label print solution, that can be branded for distributors to deliver a scalable robust print solution to their existing and new clients. With wholesale pricing, distributor discount and an invoicing solution, Saxoprint Partners will enable distributors to offer a range of printed products. Saxoprint offers customers and resellers a wide product range from business

stationery such as business cards and letterheads, through to brochures, flyers, and folded leaflets with premium finishing.

With industry statistics showing that the print sector is worth 10 times more than the promotions sector, printed products offer distributors a significant opportunity to grow and expand their product range.

Saxoprint is one of the leading online printing companies in Europe and has more than 700 employees. The online printing company has invested more than €20 million in new equipment and production

processes in recent years. Efficient work processes in prepress, production, processing and dispatch, allow the company to carry out thousands of print orders every day.

Cooperation with ClimatePartner, a leading provider of climate-protection solutions, gives customers the opportunity to make a positive contribution towards climate protection and improve their carbon footprint. More than 350,000 customers throughout Europe can use Saxoprint's climate-neutral printing and despatch for their print orders.

NEW
Full Colour
Xpress Range



Invites you to visit us at...

STAND 6
Merchandise
WORLD

Wednesday 12th Sept 2018



By the antipodal
aperture of azimuth this
£30.00 voucher is
extragalactically
generous!

£30.00*
VOUCHER

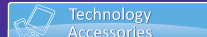
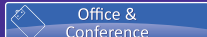
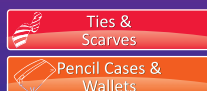
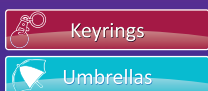
We visited Preseli at
Merchandise World
and would like to
claim £30.00 off
this order

Preseli Signature:

To activate this voucher visit
stand 6 to receive a Preseli
staff members signature

* Maximum of one
voucher claim per
company. Voucher
can be claimed until
31st December 2018.

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.



TO BUY OR NOT TO BUY

Buying a business can be a boost to your business, but how do you know whether you're buying a pearl or a pup, asks **Mike Collins**



The last issue of *Product Media* included a look at the challenges and opportunities of growing a business through acquisition, or in simpler terms, the merit of buying and selling businesses.

In our position as 'financial expert in residence', let us help guide you through some thoughts on the buying process and relay a few recommendations as to the correct actions to take:

Previously we've reiterated over and over the virtues of completing diligence on companies that you are looking to enter into credit arrangements with. The common sense decision processes you might go through when considering whether or not to extend credit are also very similar when you are contemplating acquiring a business.

As with any new financial venture, the process must start with due diligence.

1 – Finances first

Secure a copy of the business's last few years accounts. These will allow you to compare the situation the company was in financially a few years ago with where they are now.

Obtain an up to date credit report to ascertain the current credit worthiness of the business.

Search the internet for any adverse publicity about the business. Has it been paying its accounts on time or are there any other public areas of distress? (Remember how much in

the news Carillion was before its ultimate decline). There may be a good order book but if the company isn't paying its suppliers on time, could any suppliers have put the business on stop?

2 – Diligence on the people

The internet provides a multitude of channels to allow searches on directors of a company. Companies House is a good start as this will list the other companies a director is, or has been involved with. This will give you an indication of what you may be dealing with, particularly if there is a questionable history of involvement with insolvent organisations.

Use your BPMA contacts and speak to their fellow peers in either the supply or distribution fields. The chances are that fellow suppliers or distributors will know of the director and they should be able to give you a measured critique of both the person and the business.

Ask either the managing agent, or indeed the director themselves why they are selling the business? Should the answer be that they are struggling to make it work, is this because of the skills of the director, or the products being sold?

3 – What about the product?

Are the products being supplied by the business specialised or general? If the products are specialised, review the customers. Are they one-off purchasers or repeat buyers? Can the same items easily be sourced from a competitor, and if so could the business match any competitor on both a price and volume basis?

If the products are general, again use the contacts in the supplier or distribution arena and utilise their knowledge. What are their views on the market? Is it sustainable? What does the future hold for the business and its place in the market? How strong is the customer base?

Conclusion

In summary because we are the experts in risk management, we can see that there is more to buying a business than just the financials. Any good business decision is based around the control of exposure and risk but always start with the financial implications of any transaction and work your way from there in order to establish the value of the offering.

What extra can you bring that enhances matters? Feel free to speak to us about reducing the exposure and risk that may be attached to any element of your business. We've not got all the answers, but equally we're always happy to help any BPMA member in any way we can. **PM**



The Platinum CLUB



DIRECT ROUTE
COMMERCIAL DEBT
RECOVERY SPECIALISTS

A membership
benefit brought
to you by

&



bpma
british promotional
merchandise association
promotions by professionals

ZERO COST DEBT RECOVERY
with
ALL COURT ISSUE AND ENFORCEMENT FEES PAID

Do you want to pay nothing to collect your accounts?
Does your business qualify for zero cost debt recovery?

Ring **01274 223190**
to activate your free
bpma benefit package

Business to business transactions only
Terms apply



High Quality
"Made In Italy" Pens
Offering You:

- Fast Delivery
- Low Cost
- Extensive Colours Available
(to include Pantone Colours)
- Reach Compliant
- Min 2000 Metres Smooth
Writing Length
- High Margings

HAINENKO

sales@hainenko.com
www.hainenko.com

UK Official distributor
Hainenko Ltd, 284 Chase Road, Southgate, London N14 6HF

tel 0208 882 8734
fax 0208 882 7749

LOOK TO THE FUTURE

How can businesses foresee and implement what their customers want, asks **Sanjay Bhalla**



Apple has just become the world's first Trillion Dollar public company. It was only momentarily, but it must have been good to be a part of that company, even if just for that moment.

It is one of a sea of companies that have changed business fundamentally. In a business market where the biggest retailer doesn't own a store, the biggest hotel company doesn't own a hotel and the biggest taxi company doesn't own a taxi, we are seeing a change to the business environment never seen before.

The promotional merchandise industry has its own shining stars and those that have enjoyed success over the years. All of them contribute to the successful, growing industry it is today and have brought about change. The challenge is how to keep up with that change.

I believe the first place to start is to learn what we need to change and that comes from knowing our customers. You can send out surveys, questionnaires and other means to capture customer feedback, but by far the most effective is speaking to the customer.

Customer facing

Engaging with customers over the phone, face to face or even by Facetime allows

us to understand them. With every interaction with the customer, we can learn a little bit more. If we do this as a team and each person in the business works together, a lot can be learnt.

There needs to be a combined effort, a unified approach to this to really make it effective. There is a Japanese concept of Kaizen, which some people call 'CAN I' and which stands for Constant And Never-ending Innovation.

Essentially it is a commitment to making small changes to working practices frequently but over a long period of time, with the aim of improving quality, efficiency and performance. This incremental approach to business can be very useful and allow us all to work on the business together.

An area where we can start that is common for the company is to know the customer. It is from here that it is possible to build our plans - after all it is the customer that is spending the money.

By being collectively as a company in a state of Constant And Never-ending Innovation takes least input (as it is shared) and has the potential to return the most. In the example of focusing on the customer, the outcome in this specific task of "CAN I know more about my customer?" is that we take

time to understand the customer, learn the market and know which way we need to go.

Gradual improvement

Even when there is a shared goal and a long-term vision, it is not always possible to get everyone working together as a team. But making those small incremental changes frequently, over time will achieve the goal. Posing the concept of CAN I to the team helps make that happen.

In the process of starting to know the customer, it is essential to ask those on the frontline of the business to engage with the customer and learn what it is that they want and what they need. Start by allocating each person in the business with an individual question about the business. One person might have something like "Why did you choose to order with us?"

After a week, sit down together and review the feedback and answers - that becomes the basis of the plan. Having had everyone take part in the gathering of information, everyone will buy into helping execute the plan. With a CAN I attitude, the team members will not only work in the company, they will work on behalf of the company to bring about change.

I think back to a recent BPMA event. A panel took questions from the industry and what was apparent was that there was no one size fits all approach to their businesses. What was common

was the need to know your customer, know your market and build your business around that. Understanding the market can come from everyone having an input, contributing to what the changes need to be and then taking the small incremental steps that lead to overall improvement.

The question of CAN I soon becomes WE DID.

Sanjay Bhalla is managing director of Promo Trade.



Who Needs Love Island's Jack and Dani?

visit us at...
Merchandise
WORLD

**"I Sell
Pens..."**

**Jack
Fincham**



**When you've got the
Industry's No. 1 couple
for Promotional Pens**

CAROLEgroup

t. 0118 977 1424 | e. sales@carolegroup.com

WWW.YOURPROMO.CO

Castaway
holidays.com



GO BEYOND BASIC

A creative design overlay can make a great product something that really engages with an audience, says **Graham Arnold**



In more than 10 years in the merchandise industry I am often amazed at the missed opportunities by distributors for delivering real impact to the end user.

Without design, a promotional product is just a product. A pen in an office drawer, a mug left on the shelf or a bag for life discarded to never fulfil its purpose.

Design offers distributors that one opportunity to create a promotional product that is not only used by its recipients but creates an emotional attachment in the end user to that product, and ultimately the brand it features.

We all have our favourite pen (sleek design, subtle branding), favourite mug ('No coffee, no workee') and favourite bag for life (my wife doesn't leave the house without her Sainsbury's 'Strong & Sturdy' elephant bag).

So many promotional products I've seen over the years have been bland and uninspired. A logo slapped on a product with a web address underneath is grabbing nobody's attention and will deliver little return on investment for your client or your chance of winning a repeat order.

Imagine creating a

promotional product so awesome that end users comment to your client how much they loved the item they received.


Imagine that the promotional product created such an emotional attachment that the end user kept it for months, even years and became long-standing customers to your client.

Imagine that having delivered such an impactful campaign your client comes back to you every six months or to create a follow up design for the same item.

Imagine repeating that process over hundreds of orders every year.

That, my friend, is how you vastly increase your bottom line. No chasing hundreds of new leads, no sacrificing your margins and most of all, no more boring products.


Challenge yourself and see which upcoming enquiries or past orders would benefit you and your client from a design overhaul.

I'd love to see what you come up with. 

Graham Arnold is managing director of Creative Addition

CREATIVE ADDITION

DO PEOPLE SCROLL PAST YOUR BORING SOCIAL MEDIA POSTS?



ONLY £99
FOR THESE **5** INFOGRAPHICS

Infographics are Liked and Shared **3x** more than other content.

Our 'sticky' infographics help you connect with your audience using a fun and engaging way of presenting BPMA research.

ORDER YOUR SET BY VISITING
www.creativeaddition.co.uk/infographics

Alternatively email Graham - graham@creativeaddition.com
*Supplied as JPG for social media and vectored PDF for printed marketing materials



COMPARED WITH U.S.

BPMA head of education and best practice, Daniela Arena, had an opportunity to measure up the American attitude to education

On a recent visit to the ASI (Advertising Speciality Institute) education day and trade show in Chicago I was lucky enough to meet some truly amazing industry folk. They are just as passionate and committed to raising standards, sharing knowledge with others and supporting and inspiring businesses to grow as we are here within the BPMA community.

The ASI education day offered 10 streams of seminars that were delivered by a wide range of professional speakers on the circuit and some highly regarded, established industry professionals.

There is a real enthusiasm to learn and to be better at what they do each working day amongst our American cousins. I spoke with ASI members who attended the education day and the general feeling was "why wouldn't I be here today? I can learn and be inspired from a wide range of topics delivered by specialist speakers, it's always good to learn and take a few pieces of

information away with you to apply to the business the following day."

A woman who runs her business single-handed told me she felt the education day gave her more confidence and reassurance in what she was doing as a start-up business. I left the education day thinking about our own members and how some truly embrace learning and professional development for themselves as well as their staff and how others simply do not feel anyone can teach them anything they don't already know.

Attitudes to training and development are so different in the US compared to here in the UK and of course I would want far more within the industry engaged and tuned into training and development. How can we engage and get more industry peers switched on to continuous learning? It's certainly not subsidised or free training and it's not always the time factor either.

I began to compare the education day with the established BPMA education day

TAILORED LEARNING WITH TPM

The TPM (Trained in Promotional Merchandise) course is a purpose-built entry-level course that delivers key trends, basic fundamentals and the latest industry topics through a mix of online video and study material.

Enrolling on the TPM course as a part of the BPMA's September Fast Track includes:

- A free introductory seminar in, London on 27 September
- Supplier factory visits with dates throughout October and November
- 12 months of access to the online study platform
- Mandatory content includes; an introduction to the industry, screen printing, artwork, origination and proofing, and customer service
- Elective study – access to more than 75 videos and PDF content across 14 subject categories. Categories include: product categories, decoration techniques, customer service, sales, product compliance, marketing and many more
- An online invigilated, timed multiple choice question exam
- A graduation ceremony at a top London venue in March/April 2019.

If you would like to see a demo video and learn more about the education programme please do get in touch with Daniela Arena or George Turnbull, BPMA membership account manager.

Communications about all education events can be found on BPMA social media channels, emails and the events page www.bpma.co.uk/events.



that we run in January the day before Merchandise World.

One observation is that there was perhaps a bit too much choice for ASI delegates, so some of the seminars ended up being a little basic for more experienced industry professionals. Another take out from Chicago is that there was less opportunity to network and socialise with industry peers than we are used to at our events in the UK. Overall though, there was plenty of food for thought on how we do things over here.


Education remains at the forefront of what we do and deliver as a trade body. We have stepped it up a gear and now offer even more in the way of regional gatherings and factory tours, webinars, a BPMA education

day and our established online education platform, not to mention our Brexit Summit on 11th September the day before Merchandise World in Farnborough, all of which we would like you to be involved in.


Do these events meet your expectations and do you learn and get inspired by them? That is what is important to us most of all. We value all the comments and feedback we get from members and the industry at large. We put these events on for you, for your benefit and your development. I'd love to hear from anyone reading this who wants to share their views, thoughts and ideas on the training and development offered by the trade association, and if you have seen a speaker that you think we'd all love then

please do let me know.


September sees us all returning to work and jumping back into the hamster wheel after a quiet August and if you were lucky a vacation. September has traditionally always been a busy time for those wishing to train and develop skills which is why we will be offering a Fast Track programme on the BPMA Education Programme. Our Fast Track programme saves managers time and offers learners the opportunity to be part of a 'fast track' group that has a beginning, middle and end. It offers a free introductory seminar, factory visits and an exam deadline that they are all working towards together. They are still expected to use self-discipline to study but by having these milestones and deadlines it really helps them focus and stay motivated.


I'm sure that's something that our American cousins would appreciate. 






CRYSTAL GALLERIES





**OUR SPARKLING
NEW WEBSITE IS
NOW LIVE!**

www.crystalgalleries.co.uk






FAST TRACK SEPTEMBER

BPMA Education Programme

Enrol on the TPM course by the 20th September and have the opportunity to...

- Attend an intro seminar in London 27th September
- Factory visits throughout October and November
- Achieve your qualification by end of November
- Attend graduation ceremony spring 2019

Industry specific blended learning at its best.

education.bpma.co.uk

For more information and to sign up contact,
education@bpma.co.uk or call 0203 875 7942

MAKE IT HARD FOR CYBER FRAUDSTERS

Cyber fraud is a growing problem for businesses of all sizes, but you can fight back, says **Lisa Ventura**



According to a recent study by Barclays Bank, the average cost of each case of cyber fraud is more than £1,000 per attack, and 29% of cyber fraud attempts against small businesses and SMEs are successful. What's more, 10.6% of those who took part in the study revealed that they had been victims of cyber fraud, and 8.58% of these had to make staff redundant to cover the costs. With 43% of all cyber fraud attempts being against small businesses and SMEs, this is an area that cannot be ignored.

What is cyber fraud?

Cyber fraud refers to any criminal act against computers and networks and is often called hacking. It can also cover more traditional crimes conducted through the internet. Some common types of cyber fraud against businesses can include computer system attacks, malware, business identity theft, phishing, web based and denial of service (DDoS) attacks.

It has the potential to inflict enormous damage to growing businesses, especially those who operate on small margins. However, many SMEs do not have this as one of their main priorities.

Securing your business from cyber fraud

Regardless of what industry your business operates in or the size of your business there are some simple steps you can take to help safeguard against potential cyber fraud.

Ensure your systems are up to date at all times

There are many reasons why small businesses struggle to keep their systems up to date, including the cost of doing this. However, ensuring you are running the latest version of Windows, Mac OS and other software is crucial. By updating your systems on a regular basis major issues are often fixed, and you are less likely to be compromised by a cyber-attack.

Back up, back up, back up and back up again

In the past, backing up company data was a laborious process, but cloud storage solutions today are affordable, simple and fast. There are huge benefits to storing your data on the cloud and while there is still a small risk that these can still be compromised, your data will be protected against certain types of cyber fraud attacks such as ransomware. It is vital you take complete back-ups of your company files and data on a regular basis.

Knowledge is Key: Educate Your Staff

The more training and awareness that your staff have of cyber fraud, the better equipped they will be to safeguard against potential attacks. With small businesses being more reliant and dependent on the internet than ever before, it is vital that you train all your staff to be cyber aware at a minimum.

Conduct regular risk assessments

While there is much you can do to help protect your systems and business from cyber fraud internally, having regular risk assessments undertaken by a professional may highlight any areas that have been overlooked. Cyber Essentials is a great place to start for this.

Introduce a password policy

Insecure passwords can often be an organisation's weakest link, so review these regularly. Introduce a password policy that forces your employees to change their passwords frequently.

Final thoughts

The threat from cyber fraud is not going to disappear any time soon, therefore businesses need to embrace this and ensure they are as prepared as they can be against cyber-attacks. With a few simple steps and training, you can successfully protect your business against cyber fraud.

For more information visit the UK Cyber Security Association's website www.cybersecurityassociation.co.uk.

Lisa Ventura is the founder and CEO of the UK Cyber Security Association, a membership association that is dedicated to individuals and companies who actively work in cyber security in the UK

SAVE OVER £4,000 WITH THESE SUPPLIERS

Here are just some of the many brands participating in this year's voucher scheme. For a full list, download your voucher pack at www.bpma.co.uk



➤ Always buy from a BPMA Supplier

Our much anticipated voucher pack will be sent to all BPMA Distributor members.
Not a member? Join now to receive your voucher pack. www.bpma.co.uk

For more information email membership@bpma.co.uk

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 2018 - 30th November 2018. Some products may be exempt from this offer. This voucher cannot be used in conjunction with any other offer.



DIGITAL MARKETING WITH BITE

Located in London's trendy digital quarter of Shoreditch, fast-growing digital marketing community Digital Doughnut has become one of the most sought after platforms for marketing content to be published online, and its marketing push-pull approach reaches 1.1 million members.



John Horsley, founder and chairman of Digital Doughnut, explained how Digital Doughnut came about and what makes it work.



Digital Doughnut staff were presented with BPMA-branded, personalised Cross Pens gift sets

British Made **Promotional Merchandise™**
"Locally made with care and attention"



MOQ from 1 Unit



EST. 1999



Clear Prospects Ltd
www.bmpm.trade | sales@bmpm.trade | 01254 692432

Q. What is the Digital Doughnut?

A. Our belief is that publishing has moved on and that if you're not helping the community you serve, you won't survive. So, as soon as you could set up groups on LinkedIn, back in 2007, we set up Digital Marketing which now has more than 1.1 million members and is the platform's biggest marketing group.

LinkedIn is a great resource for facilitating a conversation between professionals in the same industry, but we wanted a site where we had more control over the content, so we launched Digital Doughnut.

Q. What's been the key to its success?

A. It helps marketers cut through the chaff. There's just so much information out there that they don't know where to go for independent, well-sourced advice on marketing as well as independent guidance on picking the right tools.

It's written for marketers by marketers and it's a cut above those sites which just allow vendors to boast about themselves - we're not salesy.

We understand that if people are good enough to give us their personal information, we owe them great content. Only top-quality articles and advice appear on to the site.

Q. What are the top challenges for marketers right now?

A. Marketers are inundated with information. There's just so much 'noise' out there, they don't know where to look for decent advice. It's the same with data, there's so much data they can gather but they're struggling to get any insight from it. So, that means it's hard to know which tools to go for. There are estimates of more than 6,000 marketing technology software tools to choose from.

At the same time, marketers are trying to improve their understanding of clients to give them a better customer experience. There's always a new channel or opportunity to try out but marketers don't know which is suitable, and if just 'going for it' will jeopardise a uniform customer experience.



midocean

Visit us at **Merchandise World** 12th September 2018

Stand number P22

MO9379



New
**End of Year
Catalogue**



MO9121



MO9373



MO9384



MO9385



CX1449



MO9425

MORE THAN 100 NOVELTIES!

More than Christmas. This season, midocean offers in addition to the normal collection, novelties that respond to the current trends and latest technology product developments. Bamboo items, wireless charging are featured, along with two-tone fabric and shiny metallic products, with the focus on creating essentials made from environmentally friendly materials. Pop along, or book an appointment and collect the new catalogue as well as see the new products.



Marketing

Q What about the growth in social influence for brands?

A. We know how important social is - our Digital Marketing group is the third largest group on LinkedIn. That means we're in a good position to help our clients establish meaningful relationships and build solid reputations through social. We can also advise if there is a good basis to work with influential people and groups.

Q Many databases have been reduced through GDPR. Is this good or bad?

A. Ultimately, it has to be a good thing. Brands have lost a lot of their data because they weren't sure where personal information came from and so they decided to erase it. That means it couldn't have been very good data in the first place. That's probably why we've had a lot of interest in our lead generation service.

You can start building up lists with people you know are interested in what you do, and want to carry on the conversation. It's far better to have an engaged, smaller list than a sprawling database of people who are not interested in hearing from you.

Q Will there be a resurgence in some traditional media like innovative direct mail?

A. Yes, we can definitely see people using more direct mail because if it's done well, if it's relevant and personalised, it can drive engagement. The beauty of the channel is that people are taking a lot more care with it now because there are significant costs involved. They're being far more creative with mail than email.

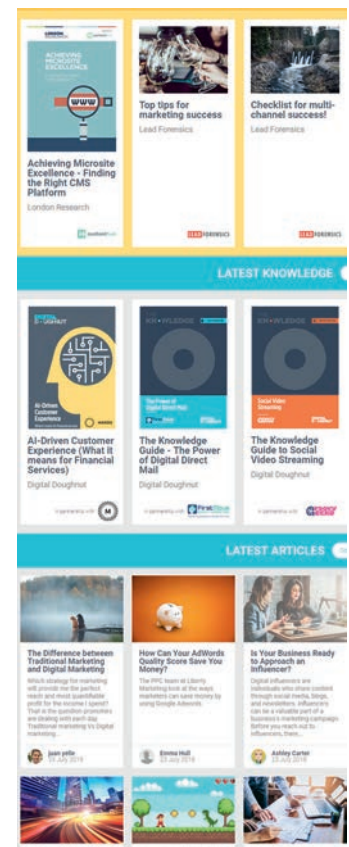
Q The BPMA prides itself in reminding marketers about the value

of tactically engaging product media. How can brands maximise this more?

A. Promotional merchandise is often an after-thought, so you end up with people being given items that were a last-minute decision. There's no innovation or thought - how many phone power banks does the average person need? It can have a negative impact if you've not thought about it. There's also the brand risk element of handing out cheap electronics that could go wrong.

So, we'd always advise sourcing through a reputable organisation, such as the BPMA, and putting a lot more imagination into merchandise as part of your early strategy.

The BPMA is pleased to confirm a business relationship has been agreed with Digital Doughnut as part of the BPMA End User Engagement.





Pioneers In Digital Printing

THE VIENNA FOTO MUG

FROM SNAP PRODUCTS

- Coated With Our Infinity Coating • Custom Packaging Available
- Supplied As Standard In White Gift Box To Minimise Breakages In Transit
- Free Carriage On 250+ Units • SGS Certified Dishwasher Proof Prints Up To 3000 Washes
- Supplied In Boxes Of 25 For Traditional Quantity Ordering*



Standard
Packaging



Custom
Packaging



CONTACT US TODAY FOR MORE INFORMATION!

Snap Products, Unit 7, Redan Hill Estate, Redan Road, Aldershot, Hampshire, GU12 4SJ

T: +44 (0) 1252 796860 E: sales@snapproducts.co.uk W: www.snapproducts.co.uk

*Instead of the usual boxes of 36 mugs, we sell them in boxes of 25, which allows for traditional ordering of 50, 100, 250 etc. 3-day standard lead time is available up to 100 units. 4-day standard lead time is available up to 250 units. Orders above 250 units are available on a 5-day standard lead time. Free carriage available on orders of 250+ units only.

GOODBYE

After 11 years as director general of the BPMA, **Gordon Glenister** is moving on to pastures new. *Product Media* gave the man we all know as GG his exit interview

Q. What initially attracted you to the position at the BPMA?

A. I was, at the time running my own rewards agency having previously really enjoyed working in the drinks industry using promotional products to raise the profile of the brands. I was also working all spare hours running a landscape garden design company and my wife felt I was working too hard. I thought maybe I could do this for a couple of years. The rest is history...

Q. What were you expecting?

A. It is always difficult to know what to truly expect but I do remember it was a very turbulent time for the whole country as a recession was looming. The BPMA were impacted resulting in casualties to the membership, however, moving offices to Russell Square and enhancing the secretariat gave us the boost we needed to refocus and helped give the BPMA brand significant status. The turnaround and the growth of the association really started from there.

Q. What have been the biggest challenges?

A. Keeping everyone happy! The BPMA is a truly fantastic association with a unique blend of members, large and small, suppliers and distributors – all connected but with subtly different perspectives. It's very easy to be criticised in such a role, but I have always tried to be fair and honest. I want the BPMA logo to represent a badge of trust where buyers of merchandise can be reassured there are getting the very best products, price and service. The BPMA has a great reputation among the major associations around the world and many major marketing bodies too.

Q. What are you most proud of during your tenure?

A. Certainly, the launch of the BPMA Academy and seeing our first intake graduating at the House of Commons was a hugely proud moment! Since then the academy has evolved and grown into a more comprehensive professional development



programme and I am very proud that education remains one of the cornerstones of the association.

Also launching and running our first major product show at Silverstone. We all worked tirelessly to ensure our members' experience was a positive one and so it was reassuring to receive such positive feedback from exhibitors and visitors alike!

Developing *Product Media* magazine into THE industry read is something I am incredibly

The industry response

The secretariat has received a number of well-wishing messages from members.

"Gordon you have done a superb job of raising the profile of our industry."

"You've done an extraordinary job - hats off big guy."

"Thank you for all your dedication, hard work and enthusiasm. Your energy has breathed new life into our trade association."

"Thank you for the huge contribution you have made to our industry and the help you have offered us personally on several different occasions."

"You have done a great job at the BPMA which I'm sure you are very proud of. Justifiably so."



GORDON

Farewell, and thanks!

Daniela Arena, BPMA head of education and best practice, gave a personal tribute

"It's been a privilege to work so closely with Gordon. His passion, drive and enthusiasm for the industry will be missed. We have often joked that he has the BPMA Pantone colours for blood. I wish him well in his new venture. Members need not worry, the BPMA has a lot of good initiatives for the future and we remain focused on raising standards of practice and awareness of promotional merchandise to the wider marketing community and supporting our members."

proud of – we have been twice shortlisted for magazine of the year in the Trade Association Awards.

Recently launching the Briman and Branded Clothing member groups to give additional focus to British manufacturing and clothing. They have gone from strength to strength.

Lastly, it has to be the student design competition



which has always been a real passion of mine.

Q. How would you describe the state of the industry today compared with then?

A. There are many more operators now selling merchandise, particularly from other sectors like print and stationery. Online has superseded offline engagement. The market is larger and growing steadily, and there has been a significant growth in technology led items. There

are fewer major shows now with bigger shows consolidating. We are seeing a rapid growth in the larger distributors either by takeover, merger or overseas expansion.



Q. What do you think your legacy will be?

A. Someone that came in and did their best and tried to make a positive difference.

Q. Looking back what was your most memorable moment.

A. Being recognised by the members who nominated and voted for me to win the award for Personality of the Year. The BPMA awards evenings are always great fun! For one of the biggest gatherings at the BPMA Awards events we had nearly 900 people in attendance. Seeing the room all laid out before the visitors arrived was an emotional moment.

The Association response

Chairman Graeme Smith
Gordon, on behalf of the board (and previous Chairs) thank you very much for everything you have done for the BPMA. Your personality and character have been central to the BPMA for so long now!

I have personally really enjoyed working closely with you and seeing first-hand how much the members needs matter to you.

Your tireless enthusiasm and passion for the industry were very much appreciated by each and every one of us – THANK YOU.

Q. What's the favourite piece of merchandise that you've been given?

A. I have one item that's been with me for 20 years and it's a wooden whistle. How's that for longevity? I have probably shown that to about 5,000 people I reckon. If it's a branded product, then probably the personalised Trackr Cross pen in a beautiful box.

Q. What has been the most enjoyable aspect of being DG?

A. Meeting people is easily the most enjoyable aspect of the role, but I have also loved just being involved in this industry. Working with Daniela, the secretariat and board has been a hugely rewarding experience!

Q. What will you miss about the BPMA?

A. The members – I have honestly met some amazing people, many of who I would now call friends. I have had some great moments in the Irish bar in Germany, at PPAI in Vegas and Merchandise World events. I will certainly miss my team, particularly Daniela who has been my trusted colleague for 11 years. We've been through a lot together and I know she will carry the BPMA mantle forwards.



THE INSIDE TRACK

The BPMA's week-long series of regional factory visits gave BPMA members a chance to meet suppliers and share knowledge.
George Turnbull reports

This July the BPMA launched its first round of regional get-togethers. Each get-together was hosted by a BPMA supplier who gave attendees a tour around the factory, followed

by '21 tips to grow your business' by BPMA director general, Gordon Glenister. Finally, there was a drink and an opportunity to network. The week kicked off on Monday with Laltex's impressive venue where

attendees were blown away by the impressive machinery on display, and the sheer scale of the operation.

Tuesday saw Gordon and membership account manager George Turnbull visiting another long standing member, Keramikos, where commercial director Godfrey O'Donnell enthralled attendees with his enthusiasm for drinkware.

One attendee said: "I have started to implement changes and they are already working." Another said: "Having an outside perspective look and listen to your business challenges is often the only way to improve and grow."

New Briman member Juniper was the third factory to offer itself up to the BPMA for the afternoon, and with the temperatures reaching a fiery 30 degrees the staff kindly stayed late to show attendees the full breadth of what UK leather processing can entail. Gordon's talk centred around sales and marketing techniques focused towards the industry designed to increase the amount of opportunities encountered, including a great section on growing your referral network. These sessions are open, and attendee input and participation is welcomed, because at the end of the day it's all about the members.


Finally, Thursday saw Gordon and George visiting Corporate Executive Gifts, where husband and wife

owners Richard and Trish graciously hosted another group. Engraving is one of those processes you really have to see to come to life, and attendees weren't left disappointed with the cutting edge technology in action.

Trish said: "Through this endorsed BPMA event we were given this valuable opportunity and gladly provided a practical insight and comprehensive educational guide to a very attentive audience." She thanked the BPMA for organising the event and looks forward to welcoming many more.

"We hope it becomes a permanent, regular feature on the BPMA calendar," she added.

BPMA membership account manager George Turnbull, thanked Laltex, Keramikos, Juniper, and Corporate Executive Gifts for getting behind the events and making BPMA guests feel welcome.

"The factory tours proved hugely popular and having engaging discussions with our members really does seem to throw up some good ideas for them all," he said. "We will be looking to push the concept further with more regional get-togethers, as we feel a big part of the membership is knowledge sharing, and although there are competitors in the room, we always think of the competitors as different marketing mediums." 



NEW!
FOR AW/18

Myers Softshell Jacket
2131041

Miles Fleece
2131501

Matching Fleece

- 3 layer Softshell / Hybrid Jacket
- Front & back in heat embossed softshell
- Raglan sleeves, hood and side panels in 3-layer Softshell
- Windshield on the inside of C.F zip.
- Zipped front pockets
- Thumbhole at bottom sleeve

Colours ● ● ●

Colours ● ● ●

CONTACT US TO ORDER: info@united-brands.co.uk

Tel: +44 (0) 1685 812111 | Web: www.united-brands.co.uk

United Brands of Scandinavia, Unit 1 Hirwaun Ind Est, Aberdare, RCT, CF44 9UP

UNITED BRANDS
OF SCANDINAVIA



THE RIGHT IMPRESSION

Building awareness of merchandise's strengths with end users is the aim of a new BPMA group. **Louise Etson** explains



Swag, giveaways, handouts are just some of the names used to describe branded merchandise, all of which help to diminish the perception of our industry.

This impression isn't helped if we act merely as order takers, showing clients a glossy catalogue, letting them pick out something they like the look of that fits their budget.

Now that it's so easy to search online, produce a layout and order without getting any advice, it is vital that merchandise companies educate customers to value our profession and treat us in the same way they would an agency.

We need to be tangible marketing experts, keep up to date with current trends, and have the knowledge of a wide range of products, branding methods and packaging.

This is not to say that there isn't a place for trade catalogues, but they should be accompanied with guidance and advice, not just mailed out on their own without any thought and most likely filed in the

bin or at best together with the stationery catalogues - which also now feature promotional products. Catalogues can be a good starting point, but they do not show how you can utilise the products creatively.

We need to be proud of the industry we are in and truly believe that what we sell works, and that people really are influenced by receiving a memorable piece. That means showing our clients examples of campaigns that have worked, and letting them in on the results and the cost per impression compared to that of other advertising methods.

The dream position for us is for clients to include our solutions in their marketing mix on every occasion, even with digital campaigns where tangible products can be complementary to a campaign.

With this in mind the BPMA has set up an end user group with greater end user engagement being its primary objective. A number of initiatives have been undertaken with the aim on moving our association

and the industry to the next level.

Talk to experts - you can't Google what you don't know.

Louise Etson is general manager at Flourish Marketing



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, Xooper, ODOYO and many more

0844 875 7624



sales@desktopideas.com | www.desktopideas.com

BUILD A BETTER BUSINESS WITH THE BPMA



INSPIRE



CONNECT



EDUcate

The BPMA has all the tools you need to INSPIRE your audience, CONNECT with your customers and EDUCATE your staff.

- **INSPIRE** your audience with creative content for you to share, impress your customers with the latest research data and share your latest products through our end user engagement reach.
- **CONNECT** with your customers at BPMA conferences, networking events and exhibitions
- **EDUCATE** your staff with continuous professional development, keeping your company ahead of the game

➤ **Become a BPMA member today**

membership@bpma.co.uk for enquiries

0203 875 7942

bpma.co.uk/membership

 bpma



Introducing: ID Card Centre



Give us a snapshot of the business.

Ben O'Brien (pictured) ran ID Card Centre for eight years before acquiring it in 2011. It provides ID card and name badge production services, badge printers, accessories and related technical services. It adopted ICETags (In Case of Emergency) – small cards that attach to clothing and contain life-saving information such as medical conditions and contact details. It has become an important partner to designers, merchandise wholesalers, events co-ordinators and end users throughout the UK and overseas.

What made you join the BPMA?

The BPMA provides a unique opportunity to connect with other business owners in our industry and receive commentary from industry experts. This has become increasingly important to us during a steep growth period in which some friendly competitors have disappeared. Membership also provides a valuable independent seal of approval in its Stamp of Trust.

How's business at the moment?

Things are going extremely well. We've proven that we have a sustainable and safe business

growth model, our staff are motivated and excited about the future, and we've started entering awards. So far we've been shortlisted in everything we've entered. In addition, revenue is profitably increasing, our online sales conversion rate has never been higher, and we're about to move into larger premises.

What is your favourite promotional product?

Cam-block stickers are used to cover visitors' or employees' mobile phone camera lenses on sites containing objects or conditions that would be considered as sensitive, or confidential information if photographed. They are often branded with the logo of the organisation holding the sensitive information and are proving extremely popular. ICETags are another favourite, because they save lives.

What trends are you noticing?

We've noticed an increase in order volumes of Cam-block stickers and adhesive conference badge ribbons. Increasingly, customers prefer to place orders online and generally only phone in if they need technical assistance. Also, our overseas sales are organically increasing.

Give us a prediction for the year ahead?

Smart ID cards will increase in popularity. We'd like to see more technological development – to merge the information commonly included on ID cards with hidden, but vital, information that we conceal within ICETags. Just imagine how powerful this could be for large sports events, conferences and festivals.

Introducing: SWAG



Give us a snapshot of the business.

SWAG has been going for five years offering original branded universal phone accessories to the promo world. In 2015 we started distribution of PopSockets grips to retailers and selling on the brand website to consumers. There was a big opportunity to brand PopSockets so we set about learning to dye-sublimate print them in-house. Pretty soon we had an extensive list of clients ranging from social media stars to companies like Google and Vogue. This year SWAG has expanded its print capabilities and is launching more universal phone accessories that will be cherished by the recipients instead of being thrown away after one use.

What made you join the BPMA?

You have a wealth of contacts and useful information to guide our business to success so it's a no-brainer.

How's business at the moment?

2018 has its challenges as well as opportunities. Retail in the UK is in a terrible state at the moment which is why some of our focus

has shifted towards the demand for our products in the promo world. We pride ourselves on adapting our business and at the moment we are at a point of exciting transition evolving into a multi-channel supply company with awesome products.

What is your favourite promotional product?

After PopSockets, it's Standeezy for its portability when travelling. It gives you a phone stand whenever you need one wherever you are.

What trends are you noticing?

There is a definite increase in demand for quality branded mobile phone accessories in the promo market. Clients don't seem to mind paying more for the real thing to get that quality and brand association.

Give us a prediction for the year ahead?

It's going to be tight with Brexit looming, breeding an air of uncertainty but there will more opportunities for specialist products supply and more e-commerce interaction to set up deals instead of the traditional face to face interaction.



➤ PSI

The Leading European
Trade Show of the
Promotional Products
Industry

**8–10 January
Düsseldorf 2019**

**Book your
ticket now!**

www.psi-messe.com

THE WORLD
OF ADVERTISING
AND SELLING

Organised by

 Reed Exhibitions

➤ **PSI**

The Leading European Trade Show
of the Promotional Products Industry

**PromoTex
Expo**

International Trade Show
for Promotion,
Sports and Workwear

viscom 
europe's trade fair
for visual communication



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

BPMA CALENDAR

2018

11 September

Brexit Summit and Leaders Debate, Farnborough International

12 September

Merchandise World, Farnborough

27 September

BPMA education introductory seminar, London

27 September

BPMA member orientation seminar, London

2019

8-10 January

PSI, Dusseldorf

29 January

BPMA Education Day, Chesford Grange Hotel

30 January

BPMA Awards, Chesford Grange Hotel

30-31 January

Merchandise World, NAEC, Stoneleigh



27-28 March

B2B Marketing Expo, Excel, London

6-7 March

Marketing Week Live, Olympia West, London

BPMA MARKETING BUNDLE



Research Videos

Powerpoint Presentation

Social Media Infographics

Top 5 reasons why Promotional Products work

- Useful
- Informative
- Attractive
- Fun
- Desirable

➤ **Free Marketing Content for BPMA Members**

Not a member? Join now. For more information email membership@bpma.co.uk
Distributor branded versions are also available to BPMA members at an extra cost.





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

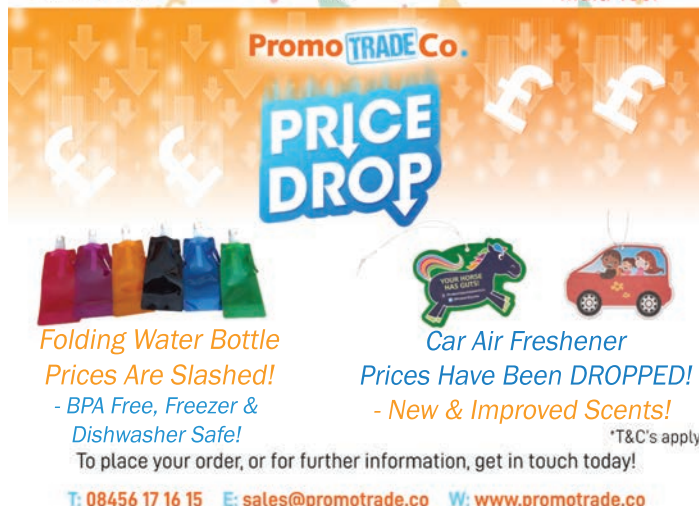
BPMA new members

- Office Base Ltd T/A Redbox
- Bivalvia UK
- Soopa Doopa
- Swag Distribution
- The Print Company (North West) Ltd
- Strideline
- Locator International
- The Outdoors Company
- Ioberin Ltd T/A C-Slide.co.uk
- Hackin Ltd
- Saxoprint Ltd



The BPMA has not renewed the following companies for the 2018/19 year.

- | | | | |
|---|---|--|---|
| • Sports Instinct | • Celina Tent | • Obrien Printing | • Johnson Diaries |
| • Simply Crackers | • BMT London | • Mosaic Marketing | • The Brilliant Bakers T/A The Cake Store |
| • Stormtech | • Search Asia | • Promotional Union | • Evolve Branding |
| • Promotional Products Ltd (highland fayre) | • Staedtler | • Bill Hbll Holdings Ltd T/a British Loose Leaf & Twistkey | • Just Towels |
| • Alreet Ltd | • Redmark | • Horton & Newberry | • Limelight Publicity |
| • ConceptPM | • Peratone | | • Cool Bags & Boxes |
| • Tall Order Promo | • Ultima Displays | | |
| • Print Bureau | • Target Transfers | | |
| • Coronation Candy | • Product Zone | | |
| • Nunet Solutions | • Ice Hot Merchandise | | |
| • Geoffrey Parker | • Farrahs | | |
| • 741 Awards | • Amey Plastic Ltd | | |
| • Broadfold Business Gifts | • BrandImpact365 | | |
| • Bushey Promo | • Visitor Management Ltd T/A We Print Gifts | | |
| | • RGMM | | |







the power of promotions



Request your new catalogue today

Oldeani's new catalogue is packed with up to the minute tech and gadgets all perfect for stand out promotions.

Email sales@oldeani.com to request a copy



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



AT. CROSS COMPANY



CROSS®

EST 1846 USA



BRINGING BACK AN OLD FAVOURITE

CROSS NILE RETURNS!

The ultimate business accessory, sleek, efficient and ready to work overtime

Contemporary styling at an exceptional price point

Available in satin and chrome finishes

Lifetime mechanical guarantee

***Enquire today
for your free sample**

01582 422793

or email Sarah and the team at scooper@cross.com

*Applies to first 100 enquiries

GIFTED BRANDED SOLUTIONS



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

Ten from two



Michael Humphery-Smith

sales director,
The Ancestors Group

What boxset are you watching and what's next?

Currently a few on Amazon Prime, such as Animal Kingdom, Cloak & Dagger, Turn: Washington Spies, and Taken

Do you have a guilty pleasure?

I love a drink, but I could have said a lot of things here to be honest

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

As a manufacturer, this is my first job in the promo sector and I'm still learning. Speaking to people is key in this industry and building business relationships essential

Best piece of advice you've been given?

If in doubt get the hell out

What's the view from your office?

The sea. On a clear day you can just about see a shadow of France

How do you relax outside of work?

A long walk through the local woods, hop fields or apple orchards with the dog. Cooking, and in these weather conditions, an awesome BBQ

Where would you like to be right now?

In the back garden. I love to travel and I'm pretty lucky that I get to visit some amazing places – it's the overseas visits that inspire me

How do your colleagues describe you?

After asking a few around the office: sensible, loyal, big grumpy bear, hardworking, loud, practical joker, generous and considerate

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

Getting married – oh, she will kill me ha ha ha! I've been happily married for almost 15 years now

What's top of your bucket list?

I've done most of them, but I've only ever been to the States or China on business and would like a few weeks to travel around and do the tourist stuff



Helen Brennan

purchasing manager,
Brand Addition

What boxset are you watching and what's next?

I didn't watch any during the World Cup, but I am looking forward to watching the next series of Luther

Do you have a guilty pleasure?

Maoam sweets. I'm usually the first in the queue whenever we have them in the office

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

Buyer at 4imprint. I soon learnt that there are a million and one different decoration techniques

Best piece of advice you've been given?

'You either need to s*** or get off the pot'

What's the view from your office?

We have a great view of the Imperial War Museum, the Lowry and Media City... if you can look past the roadworks outside the office

How do you relax outside of work?

I love a good laugh and I usually get that when I'm out socialising with my girlfriends

Where would you like to be right now?

In a beach bar with a large G&T

How do your colleagues describe you?

Helpful and supportive, probably funny after a few glasses of vino (flashback to Irish dancing at the Christmas party)

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

Whether to have spicy rice at Nando's or normal rice

What's top of your bucket list?

To go by train across Canada from Toronto to Vancouver. I bet the view of the Rockies is spectacular

People

The Pen Warehouse has appointed Helen Dyl to the new role of operations director, with a remit to streamline business processes, improve efficiency and implement change as the promotional pen supplier continues its growth. The daughter of managing director Neil Cleere, Dyl will be second only to Cleere at the Aldershot business.

Dyl brings experience of a career in law to The Pen Warehouse. After graduating, she trained and qualified as a solicitor with a London law firm, and has worked for both UK and American law firms. Promoted to management level, Dyl has fronted teams representing multinationals in the technology, commodities, pharmaceutical and fashion sectors.

Although the trade-only supplier hopes to expand over the coming years, Dyl is keen that it retains its family business ethos. She is passionate about The Pen Warehouse and excited to continue its legacy.

"The Pen Warehouse is going through a key stage in its development," she said. "As it grows to be a larger business, we need to ensure that it runs efficiently with streamlined practices and a positive culture. I'm excited for this new era and to drive effective change."





PROMOTIONAL GIFT
AWARD 2019

Haptic Heroes wanted!

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

Entry deadline:
November 30, 2018



You have developed a smart give-away?
Or a quality premium that is an expression of
high 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 2019**,
the renowned design and communications prize
for haptic advertising, up until November 30, 2018.
The award ceremony will take place on March 20,
2019 at the **HAPTICA® live '19** at the World
Conference Center Bonn.



Register at:
www.promotionaward.com

Powered by **eppi**



CONTOUR™-i GLOW BALLPEN

NEW LOWER PRICE

Illuminate a brand or marketing message with the Contour™-i Glow's unique light up engraving. Now with lower pricing and a larger engraving area.

Dispatched in just 5 days.



- Impactful Illuminated Engraving
- New Lower Pricing
- **£10.00** Setup
- Large **40mm x 9mm** Engraving Area
- 5-Day Standard Lead Time



New Large 40mm x 9mm Engraving Area

Contour™-i Glow Ballpen	250	500	1,000	2,000	5,000	10,000	Setup
Laser Engraved	£0.687	£0.662	£0.654	£0.631	£0.620	£0.600	£10.00

Price includes laser engraving to one position. VAT and carriage charged as extra.

Call **01252 400270** or email **sales@pens.co.uk**



BRANDED
SAMPLES.COM

ORDER A BRANDED SAMPLE WITH YOUR
CUSTOMER'S LOGO FROM **BRANDEDSAMPLES.COM**

www.pens.co.uk | www.brandedsamples.com | www.logopens.co.uk | www.no-minimum.co.uk

Mount Pleasant Business Centre, 2-4 Mount Pleasant Road, Aldershot, Hampshire, GU12 4NL, T: +44 (0)1252 400270, E: sales@pens.co.uk, W: www.pens.co.uk