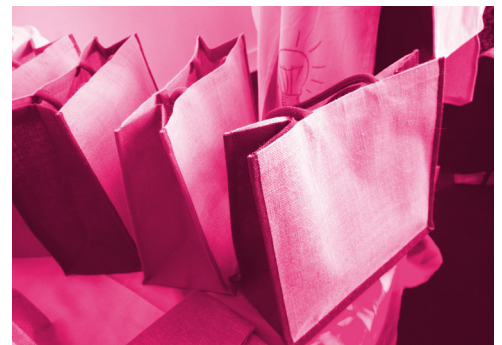
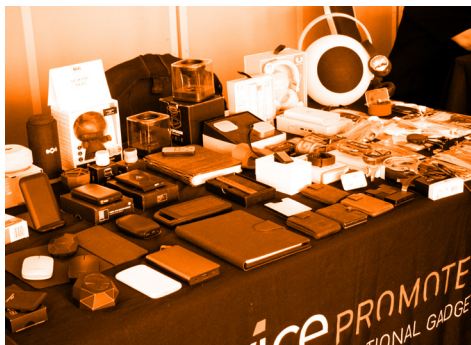


THE BIG *new products* TRADE SHOW

By the trade for the trade



3rd Sept: The International Suite, Manchester United FC
26th Sept: The Inspiration Suite, Village Hotel, Elstree

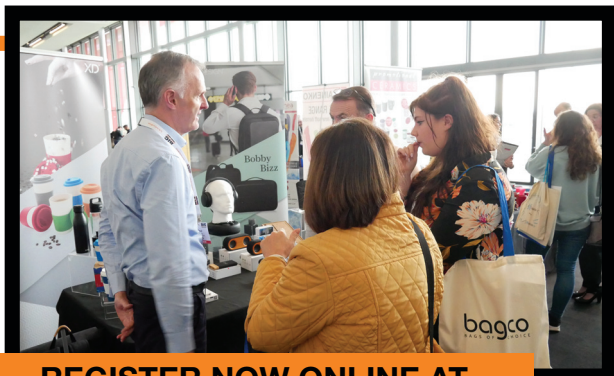
About...

The **Big Promotional Trade Show** and **The Big New Products Trade Show** are organised on a not-for-profit basis, by the trade for the trade and feature more than 50 of the top suppliers of promotional merchandise and services from the UK & Europe.

Both show formats offer a huge range of different products with The Big New Products Show designed to highlight the thousands of new products that are released for the crucial quarter-four and Christmas sales period.

The exhibitions take place at venues throughout the UK and Ireland during the year for the convenience of visitors and to maximise attendance.

All events are designed to cater for bona fide distributor companies only where promotional merchandise is the primary business; a strict door policy will be in place.



Visit the shows to see a comprehensive range of products and services providing the latest innovative ideas and marketing solutions available to the industry.

Who?

Meet your key suppliers in a relaxed atmosphere with time to talk and learn. Discover new ranges and the very latest products from right across the world and those manufactured in the UK!

Directors, owners, managers, sales and administrative staff will all benefit from spending quality time with suppliers committed to providing the best possible support to their distributors in all aspects of the buying process.

REGISTER NOW ONLINE AT
www.thebigpromotionaltradeshow.co.uk

Comment!

Neal Beagles

Managing Director of Roantree

“A very useful visit. The industry needed a mid-season and regional event and these shows fill that brief. The show today was an ideal opportunity for us to bring along existing staff and also to introduce our new starters to the industry. A very good day indeed.”

Karl Pearsall

from Original Thing

“I completely underestimated the extent of the show, the number of big hitters from the industry exhibiting surprised me, so my intended short visit turned into an extended and educational day!”

Exhibitor Simon Adam

Managing Director of WCM&A

“We are delighted with both the quality and quantity of visitors today and have been particularly pleased with the large number of company's who have taken the opportunity to send multiple numbers of staff. Everyone who stopped off at our display was interested and took the time to acquaint themselves with our company and product range.”

Supporters:



PROMOTIONAL SHOWCASE

THE BIG
promotional
TRADE SHOW
By the trade for the trade

Save the date
for 2020...

THE BIG
new products
TRADE SHOW
By the trade for the trade

18th March 2020 – Glasgow
The Argyll Suite, Glasgow Crown
Plaza Hotel, Congress Road
Glasgow G3 8QT

1st April 2020 – Dublin
The Ballroom, Red Cow Moran Hotel
22 Naas Road, Fox-And-Geese
Dublin 22

22nd April 2020 – Surrey
The Esher Hall, Sandown Park
Racecourse, Portsmouth Road
Esher KT10 9AJ

30th April 2020 – Manchester
The Point, Emirates Old Trafford
Lancashire County Cricket Club
Talbot Road, Manchester M16 0PX

2nd September 2020 – Manchester
Venue TBC

23rd September 2020 – Slough
The Buckingham Suite,
Heathrow/Windsor Marriott Hotel
Ditton Road, Slough SL3 8PT

adpads

PROMOTIONAL PAPER PRODUCTS

■ Promotional paper products specialist Adpads will be showing a number of new items at the shows, including a clip-in ruler, a school book set and new packaging.

These new products follow on from a relaunch of the company's website earlier this year.

Adpads is part of Adco, originally launched as Stuart Artpads in the 1970s, trading as a general printer. In the 80s it began to specialise in making advertising pads.

The business was renamed Adpads in 1989 and after a management buyout in 2003, new owners David Fletcher and Howard Smith formed Adco Products Ltd.

STRICKER
PAUL STRICKER, SA

■ Stricker is using the Manchester and Elstree shows to launch a new brochure for the Winter/Christmas period, packed with new items and gift ideas for the season.

Founded in 1944 and headquartered in the Portuguese city of Coimbra, the company has more than 800 employees and works with clients across 80 countries and three continents.

Stricker's UK team is based in Reading – the company also has offices in Madrid, Barcelona, Warsaw, Brno, Prague and Sao Paulo, as well as procurement offices in Shanghai.



Mellow makeover for a best-seller

The Pen Warehouse and Snap Products will be highlighting their latest ranges of promotional items, as well as the new Business Solutions online digital marketing platform.

The Pen Warehouse has given two of its best-selling ballpen ranges a 'mellow makeover' to produce a collection of appealing new pastel colours, perfect for distributors looking to inject some colour into promotions.

The Contour Pastel Ballpen has a popular curved shape with chrome trim and a plastic grip that matches the barrel colour. A large 60mm x 8mm maximum print area for spot colour designs provides a wealth of branding opportunities.

For even better value for money, the Supersaver Pastel Ballpen offers a smooth, uncluttered design with a slightly smaller print area of 45mm x 20mm.

Both pens are available on a five-day lead time, with a three-day express service also available.

As end-user demand for eco-focused products continues, The Pen Warehouse has also added three new sustainable products to its popular eco-friendly promotional writing instrument range.

The hand-machined bamboo Contour Bamboo and Garland Bamboo ballpens have been introduced alongside the Supersaver WE pencil. All three products are made from at least 70% sustainable material.

The company's Business Solutions marketing platform is aimed at digitally driving distributor sales growth. Developed in-house, this integrated marketing services platform combines the expertise of the company's leading digital marketing files and branding services in one user-friendly portal, providing a 'one stop shop' for distributors.

new products



■ Calendar specialist Terminic will be showcasing a number of its best-selling products at the shows. These will include both litho and digitally-printed options, as well as some really handy desk calendars.



A perfect way to get away

The Prime Time Company will be showing off the Marco Polo, described as the ultimate two-in-one backpack.

This product converts from a backpack to a garment organiser simply by unzipping it. The Marco Polo is spacious enough for one complete outfit, shoes and a few other travel essentials, making it perfect for a weekend getaway or business trip. It also has a padded laptop compartment.

Also on stand will be the Trident+ and Trident 2+ USB charging cables. These have been made to stand up to the rigours of life on the road, being tested for 12,000 bends.

Another gadget sure to prove popular is the Twist multitool. It features eight tools which can do everything from tightening screws to opening a can of something refreshing!



■ Bio Laboratories will be taking the wraps off a number of new products at the shows.

First up is the Eco Lip Balm, a handy little product in a push-up container made of environmentally sourced cardboard. The Eco Lip Balm contains no plastic and is compostable.

Bio Laboratories' RPET Cosmetic Bags, meanwhile, are made from recycled plas-

tic bottles, perfect for any handbag and ideal for all of life's little essentials. The bags are available in three standard sizes, and bespoke sizes are also possible.

Finally, there's the Mental Health Care Handy Can. This is a relaxing mental wellbeing kit in a handy can that includes a sleep balm, sleep mask, roll-on pulse point and natural relaxing foam bath.

new products

Sustain your clients' interest



With the current emphasis on reducing waste and being more environmentally conscious, Senator has been thinking about how everyone can use more sustainable products in their advertising campaigns.

The company has responded by further expanding its bioplastics range to include the Skeye Bio, a twist action ball pen which uses renewable raw materials (PLA, based on sugar cane).

Fitted with a Senator long-life magic flow G2 refill and produced with green electricity at the company's manufacturing plant in Germany, the Skeye Bio is designed to be a market leader in eco-friendly production and longevity. The Skeye Bio has already won the PSI Sustainable product of the year 2018, the reddot design award 2019 and the Green Good Design award 2019.

Meanwhile, Senator has re-interpreted the award-winning design of its Signer Liner metal ball pen into a plastic variant called the Headliner.



There'll be a starring role on the Booth Brothers stand for the Susino Auto Vent, a new and cost-effective umbrella available in six colourways, and produced at the company's carbon-neutral factory in South Yorkshire.



They've got you covered

Reflects UK is an established supplier in the British promo market and offers a comprehensive range across various product categories, including office, leisure, home, travel, technology and time.

The company's factory and warehouse in the German city of Cologne hold excellent stock levels, backed up by great service from Reflects UK's office in Birmingham.

Products are fully certified and Reflects UK also offers a range of printing facilities, including pad print, laser

engraving and full colour printing, all offered with quick lead times.

The company will be presenting a number of new products, including desktop organisers with wireless chargers, drinks bottles, 'three in one' charging cables and metal straws.



Spotlight on fabulous gifts

midocean will be using the shows to highlight more than 100 items in its 'More than Christmas' end of year selection for 2019.

Technology products and accessories feature prominently in the selection and include a number of 'bamboo-look' wireless charging units.

The Capsula, meanwhile, combines a desk light (with three different 'types' of light), a wireless charging unit and a Bluetooth speaker.

Clean lines and natural materials are to the fore throughout the catalogue, exemplified in a range of wood-clad power banks.

Natural materials are also featured in midocean's writing instrument offering – for example, the Quercus set features comfortable cork barrels and is also presented in a cork



box. Bags and travel accessories, food and drink and special Christmas items are also all included in midocean's latest collection.

On stand, there'll also be a chance to talk about the company's new Yourchoice range of bespoke items. Why not stop by and see for yourself?



This year, Pencom has been focusing on its in-house engraving department, enabling the company to become highly competitive on lead times and techniques available.

Customers can now choose from chrome engraving, two-tone engraving (which can use colour and different depths of engraving to create unique effects) and 360-degree engraving, branding all the way around the pen barrel.

A new section in the company's catalogue is the 'Power Products' range – a 'go to' selection of affordable metal pens for customers in a hurry.

All the pens in this range are engraved in-house so they can be turned round super-quick. Gift sets are also available.



new2019



DRINKWARE

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New season, new products.



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Promotion, professionalism and a feel for the industry

If you're looking for someone to put a great promo products show together, you'd probably be looking for someone with a long, proven track record who knows the industry inside out.

It would be difficult to think of anyone who fits that profile better than Gerry Thomas. As the powerhouse behind Plastech Print and one of the best-known faces out on the show floor, Gerry has an instinctive feel for getting the best out of a series of shows.

This knack has been demonstrated for years through Gerry's long involvement in masterminding the Promotional Showcase series of roadshows.

"We had a group of 20 suppliers who'd been doing these shows for a number of years, and then another group got together to form the Promotional Supplier Partnership. Eventually, someone suggested we try putting the two groups together for a number of shows, so in 2018 we did just that."

The formula proved popular enough for the pairing to come together again in 2019 for another series of roadshows – shows with a very specific USP.

"The thing that makes them different is that they're not a commercial operation – they're being put on by the suppliers. Our strapline is 'by the trade, for the trade'."

"I've now got three people helping me to do this and of course their expenses and time are being paid for – but other than that, there's not a profit element in it at all. And the cost of exhibiting is still a fraction of that of the commercial shows."

"In fact, we don't even consider those bigger shows as competition – they're something very different. We're very much trying to give our visitors a different experience, and that's really what it's all about."

**PROMOTIONAL
SHOWCASE**

For more information on Promotional Showcase, contact Gerry on gerry@thebpts.co.uk



"Of course, they're fairly simple roadshows – essentially table-top events – but with so many of the bigger exhibitions, so much is just visual dressing anyway."

However, the relaxed and informal atmosphere doesn't mean there aren't standards to be maintained – and pushed.

"In the old days, you could just turn up with a few things that you'd slap on a table, or in a shell scheme, and get away with it. Now, people are looking for something much slicker."

"You have to be so careful with these table-top shows that they don't end up looking like a jumble sale."

"We're trying to create a professional atmosphere by making sure that everybody has a logo table cloth, that they've got a banner announcing their presence, so you are creating your own little office. Similarly, everyone is properly badged and we have a reception desk."

"Those little extra bits of professionalism are vitally important. They do mean that the cost of the shows has gone up a little – but it's still nowhere near that of the big commercial events."

Gerry reckons that one of the major attractions of this style of shows is the space they allow for relaxed but detailed conversations.

"I know I'm an old geezer but there is still no substitute for face-to-face. It doesn't need to be every week, but you've got to see all your good customers once or

twice a year. I really do believe that."

"There are also times when we really need to be face-to-face with our customers to explain to them why prices are moving up. They need that because they in turn have got to make a good case to sell to their customers."

However, Gerry admits that in an age of Amazon-style instant gratification, even getting people out to experience the above can be challenging.

"We are getting to the situation where some people really just don't like to go out of their offices. It's a real shame – especially as I'm sure they go out of their offices to try to sell to their own customers!"

"So we're trying to counter this mentality a little by making the show experience always more attractive for them by using high quality venues in convenient locations, putting on some decent food etc."

"Essentially, we've got to push back against a push back. But saying you're too busy to come to a show is crazy, in my view."

"Of course, everyone is very time-conscious these days – but that's why we're essentially bringing the shows to them."

"Distributors have only got to take a few hours out of the office, not days as you sometimes have to when you go to a big exhibition, and that proximity also makes it easier for them to take more members of staff along with them too."

"At the end of the day, there really is no substitute for seeing the products in person, handling them for yourself and having a direct conversation about them with the supplier."

"I love the customers who come and see me and say: 'Ooh, that's interesting – I've got a customer who wants something like that...' For example, I did a write on-wipe off whiteboard with a pen for somebody, with some advertising around it. I'm selling that to so many customers now, who in turn are going out to their customers and offering it as an alternative to a notepad near the phone."

For Gerry Thomas, it's all about the winning formula – and he's convinced this series of shows has it.



Bags of choice

Industry-leading promotional merchandise supplier Bagco has (as MD Nigel Pearce puts it) 'a hell of a lot of new products' launching in September and available for early viewing at The Big New Products Trade Show.

Nigel said: "All of the items we are launching this autumn are eco, sustainable or recyclable, which is a reflection of the direction we see our overall range heading over the coming years."

Additionally, Bagco will continue to donate 5% of the bag cost of all Newchurch and Seabrook recycled products to the marine pollution charity Plastic Oceans UK.

■ Laltex Promo is one of the most established names on the UK branding scene, and as always, there'll be plenty of new stuff to take a look at on stand.

Among them will be some new products aimed at keeping up with drinkware trends, including bamboo and collapsible mugs, double-walled stainless steel drink bottles and many more.

Other developments include a number of new colours on Laltex's popular lines, giving an even greater choice for branding needs, while the company is offering a swifter service thanks to its investment in new printing machines.



■ Hainenko is using the shows to launch its new Elis range of twist-action ball pens, from the prestigious Italian manufacturer Stylolinea.



ard colours, with the option to Pantone match for precise corporate branding.

Elis combines some classic shapes with a sinuous clip and an extremely wide print area to maximise impact. The pens are available in 34 stand-

The range also offers many refill options from a standard economy refill to a high quality gel ink product.

Meet our new family, helping their new family.

Bagco donate 5% of the bag cost* to Plastic Oceans with every Newchurch sold.

B9809 Big Tote B9807 Tote B9808 Drawstring

bagco BAGS OF CHOICE **PLASTIC OCEANS**

bag-co.co.uk plasticoceans.uk

01959 560500

*5% of the cost of the bag, not the print or carriage



Security conscious

Xindao will be offering show visitors an exclusive sneak peek at its new Bobby Tech and Bobby Pro anti-theft bags.

There'll also be the chance to take a look at a number of items in Xindao's just-launched Winter catalogue.

Highlights include a leak-proof copper vacuum insulated bottle, a 10,000mAh aluminium pocket powerbank, a magnetic-closing laptop sleeve and an anti-theft RFID car key pouch.

■ The Leather Business will use the shows as a launchpad for its new range of genuine recycled leather, The Reco Collection.

The Leather Business

Unlike traditional 'bonded leather' (which uses scraps off the floor pulped with glue, thinly sprayed on to a board), this product is actually made from fibres from the original hide using a new, patented process.

Up until this new process was developed, these fibres would have been thrown away. Now, they can not only be re-used, but the resulting product can also be called 'leather'.

These fibres are combined with natural latex (glue from the rubber tree, with no chemicals added) in a unique process, formed into sheets of different thicknesses and then

finished with any given colour. Different textures can also be added.

The Leather Business offers more than 80 standard UK stock leather products which can be supplied in as few as five working days from 25 pieces branded. Its factory is SA8000 and four-pillar SMETA and SEDEX audited.

The company also offers bespoke manufacture from as low as 50 pieces in all materials. Options include contrast stitch choices and Pantone-matched colours.

You name it, they have a solution

Badgemaster's name badges help businesses provide a branded badging solution for their employees. The products offer a choice of colour combinations, badge shapes and various text options to accompany a logo.

All of Badgemaster's products are finished to the highest quality and are manufactured in a purpose-built facility, offering industry-leading turnaround times.

The company also recently acquired Plastech Print and will now be offering PTP items to the trade, as well as the original Badgemaster line-up.

A core product in the Badgemaster range is the reusable Instabadge, an efficient and cost-effective solution for an ever-evolving workforce. This fully customisable reusable name badge is available in two sizes and can be

Pantone-matched to a client's own brand palette.

If your client is looking for a more 'organic' feel, Badgemaster's wooden badge could be an excellent choice. They can choose from sustainable oak or eco-friendly bamboo, and other woods are also available – just give Badgemaster a call.

Names, job titles, artwork and logos can all be engraved into the wood using state-of-the-art laser engravers. The engraving gives the text and logo a slight 'burned in' effect to provide a subtle contrast of dark and light.

The latest offering from Badgemaster is chalkboard badges. Resembling the chalkboards of school days gone by, these are perfect for informal settings such as bars and restaurants. Simply use a dry-wipe marker to personalise.



■ If you want to get ahead, get a hat. And if you want to get a hat, why not stop by the Euro Cap stand?

Among the offerings on show will be the brand new Digital Pom Hat.

The outer is polyester, enabling unlimited branding options thanks to dye sublimation printing, while the inner is a conventional knitted hat.

The Digital Pom Hat is made in the UK and even the pom can be customised! There's a low MOQ of just 100 pieces.



A taste of the season

Confectionery specialist The Sweet People will be showcasing its new winter collection.

This includes the Eco Kraft Cube – filled with foiled chocolate balls, this eco product is plastic-free, branded with a paper wrap and can be recycled.

For a touch of luxury, try the

Sunray Gift Tin. This includes seasonal caviar, milk chocolate and Champagne truffles, all branded with a full-colour domed label.

For something more seasonal, The Snack Tin is filled with mini buttered mince pies, again branded with a full-colour domed label and finished with a gold embossed sticker.

Bonanza of bottles

Listawood has just introduced a brand new range of Pantone-matched thermal bottles in a choice of finishes from just 90 units, despatched in only 10 days.

The company can also offer a stunning full wrap photographic print from as little as 30 bottles.

The stainless steel body ensures that drinks stay hot or cold for extended periods of time, while the screw-on lid prevents any spillage.

Meanwhile, a selection of high quality, double-walled tulip-shaped tumblers has been added to Listawood's range of sustainable drinkware.

Supplied with a clear, closable lid for use on the go, the



tumblers can be decorated with your client's choice of Pantone colour from only 90 pieces.

For those who require smaller volumes, the tumblers can also be finished with a full-colour print from just 30 units. Stop by the stand to discuss your requirements.

THE SWEET PEOPLE 2019 WINTER COLLECTION

Our new Winter Catalogue will be launching 27th August 2019

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Join us at
The BIG New Products Trade Show
for the Christmas Launch!



conversation: the exhibitor

Changing landscape and a new set of challenges

When it comes to promo product shows, Martin Markey is pretty much looking for one thing – quality of enquiries.

“Smaller scale shows definitely allow for more extended conversations, it’s as simple as that.”

Martin’s company Plusfile has been pretty much a constant at shows of all sizes and styles over the years, so he should definitely know.

Plusfile is among a group of 11 companies which around three years ago formed the Promotional Supplier Partnership (PSP).

“In many ways, the original idea was similar to Promotional Showcase,” Martin recalls. “We got together and put on table-top events in hotels.”

Natural synergy, and discussion between Martin and Bagco’s Nigel Pearce, led PSP to join forces with Promotional Showcase for The Big Promotional Trade Show (this autumn rebranded as The Big New Products Show).

“The original idea would be that there would be 30 of us – the Promotional Showcase people and ourselves, plus 10 guest suppliers. So, there would be a limited amount of good suppliers which the distributors would want to come and see, and in a slightly more intimate environment than, say, the Ricoh or one of the other bigger halls.

One of the key aspects of the plan from Martin’s point of view was that it was the



suppliers who were in control of the process. “That was very important – we wanted to make it as cost-effective as possible for the suppliers. This is a not-for-profit set of shows, we believe in giving as good value as possible for everyone exhibiting, and this series has worked well for us.”

As someone with a huge amount of industry experience, inevitably Martin has observed a great deal of change in the way the it works, and shows are no exception.

“If we look back over the last five years, in all honesty, from a supplier’s point of view, we just feel that there’s not as much footfall at the bigger shows.

“And where there is the footfall, it’s often just people galloping around in a single day, even if it’s a two-day show. They just want to whizz round as quickly as possible.

“You don’t really get any quality (there’s that word again) whereas at the smaller shows, you at least get the time to discuss the products properly with people.”

And that, says Martin, is vital.

“I’m a bit old school. There’s such a huge, diverse set of products out there now and a lot of people are just used to buying off the screen. Personally – and I think we’ve proved it both with PSP and these shows

– I believe people still want the experience of actually seeing these products and discuss them with the various suppliers.”

Another factor which has changed is customer expectations – although, says Martin, it’s not always as straightforward as it might seem.

“Sure, price is always going to be important; lead time is always going to be important – but who’s got stock is equally important!”

That change in turnaround expectations, however, is undeniable. “Going back 20 years, I seem to remember that your average lead time used to be four to six weeks. Now, it’s more like four to six days!”

As well as its participation in the ‘Big’ series of shows, the Promotional Supplier Partnership has also been blazing a trail in an increasingly popular trade phenomenon – direct visits to distributors.

“We realised some time ago the advantages of putting on training mornings actually in distributors’ offices.

“There’s 11 companies in PSP. We will go into a company and basically, the distributor doesn’t have to travel anywhere. That gives us a chance to speak to pretty much everyone in the company.

“It’s basically down to the distributor we’re going to see as to how long they want the event to last – usually, it’s three or four hours and we provide lunch as well.

“But the great point is that these events aimed at everybody, from directors all the way down to administrators, who wouldn’t normally be allowed to go out to shows.

“In this setting, we can actually discuss new products with everyone and we’re finding it a very effective way of communicating.

“This model offers the same opportunity for those extended conversations we’re already having at the shows.

“Another consideration is that end users’ requirements are these days a lot more ‘eco’ driven. So next year, all PSP members will be SMETA-audited, and we’ll be the only roadshow group where all the suppliers have that accreditation.

“The industry is changing – and we’ve all got to change with it.”



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For more information about the Promotional Supplier Partnership, contact Martin on martin@plusfile.co.uk

OVER
150 NEW
PRODUCTS!

With plenty of stock, this selection's a clear winner

Crystal Galleries' selection of glass, crystal and crystalite tableware and giftware is sourced from many of the leading manufacturers throughout Europe.

The company has extensive warehousing at its base in Middlesbrough, where it holds stock in excess of £1.5 million at any given time.

Crystal Galleries has been established for 35 years, is a family owned and run business which prides itself on the service levels and reputation it has built up over the past three decades.

As part of the company's expanding range, Crystal Galleries recently launched a 36-page supplemental catalogue featuring more than 150 new products and showcasing the latest techniques and glassware. Among the newcomers are the Crystalart Awards. These modern and unique



pieces are hand-crafted from perfectly clear optical crystal glass, thanks to their lead-free nature. The process to make this range is fascinating and is centuries old. The awards feature a generous engraving area and the option to add an optical crystal base.

This year has been one of innovation at Crystal Galleries, with the team developing an exciting range of decoration

styles to add to the options already available.

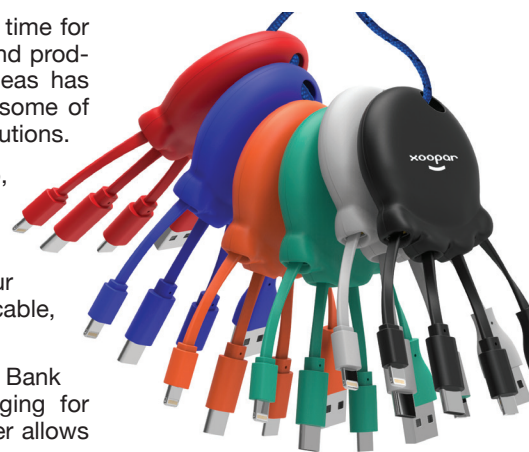
The company also recently revamped its website, which has received a very positive response from customers.

Usage is increasing month on month, with many customers activating trade logins and using Crystal Galleries' online checkout facility to place plain glass orders.

■ The autumn and winter are typically a busy time for exhibitions, company events and campaign and product launches. With that in mind, Desktop Ideas has chosen this quarter to update its offering of some of the latest and best promotional technology solutions.

There are new options in personal audio, portable power and lifestyle accessories. Two of the company's own new favourites are the Digital Nomad PD Laptop Power Bank (big enough, as the name suggests, to charge your laptop) and the Mr Bio sustainable charging cable, made from recyclable materials with no PVC.

Meanwhile, the best-selling Squid Power Bank now handles both wired and wireless charging for phones and tablets, while the Octopus Booster allows users to transfer power or data between devices.



■ If you're looking to update your website and generate enquiries online, SourcingMachine.co.uk reckons it has the perfect solution. Its skin sites now come with free set up.

Among the features which come as standard are mobile-friendly design, full SEO functionality and free product sourcing.

The sites come preloaded with more than 120,000 products, most with detailed pricing, and there's even

the option to use your own URL.

One of the latest additions to the Sourcing Machine system is the Unlimited Web Shops function.

This gives users the ability to set up a personalised web shop for each of their customers, no matter how large or small, and allowing them to place repeat orders.

This system promotes loyalty and gives your customers a strong reason to keep placing orders with you.



Innovation is kind to planet

Juniper Products will be displaying a wide range of real and faux leather products at the shows, including its ingenious ELeather.

ELeather is a soft, leather-based material created from high quality, unused leather fibre through a unique process.

The leather is recycled from tannery waste and uses a patented process to combine the fibres without the use of unfriendly adhesives that can be harmful to the environment. Instead, it uses water in a 'hydroentanglement' process that locks the fibres within a high performance core.

The end result is a stronger, lighter and high performance material. ELeather reclaims thousands of tons of leather waste from landfill each year and creates 90% less waste than traditional leather. The product is manufactured in the UK and is REACH-compliant.

Also proving a hit is Juniper's J-Tec range, providing innovative solutions for those must-have tech gadgets.

These products are finished in a contemporary fabric texture, reducing the risk of the end user dropping their valuable items.



■ Senator has appointed Shane Davies as Managing Director of the company's UK operations. Shane served for 17 years in the Metropolitan Police, with more recent posts in at National Express.



■ The Pen Warehouse and Snap Products have welcomed two new arrivals, both of them named Hannah! Hannah Bonell (above left) is the new Field Sales Manager for Northern England and Scotland, while Hannah Whitman takes on the same role for South West England.



■ Promo industry veteran Nick Clewlow has recently joined Reflects UK as Sales Manager. Nick has clocked up more than 20 years in the industry, and will be at the Manchester and Elstree shows.

■ The Pencom team aka The Pen 10 became the Pen Eleven recently with the arrival of Anastasia Peters-Broom as Sales Administrator.

■ Xindao has a new Sales Representative. Sophie Kelembeck has been busy introducing herself to the company's customers.

■ Crystal Galleries has added two new faces to its line-up. Callum Chisman is on the quotes desk while Isla Clifton is working on the trade orders desk.

new products

■ United Brands of Scandinavia supplies the highest quality and most functional garments Sweden has to offer.

The company's wide range of New Wave Group brands means there is a stylish solution to any clothing enquiry.

United Brands is using the Manchester and Elstree shows to launch its Autumn/Winter 2019 clothing collection.

This includes the Harvest Brinkley, a full winter park jacket with an ECO bionic finish made from recycled PES padding. You can also check out items from United Brands' other famous Nordic ranges.



■ Preseli is committed to doing as much as possible to keep the environmental impact of its business activities to a minimum, while continuing to provide a quick, reliable and competitive service for its customers.

This commitment includes using carbon-neutral air courier services, offering the option of sea freight, environmentally friendly alternatives, reducing waste and adding eco products and alternative options to its product range.

■ Perennial show favourite CHX Products will be unveiling an updated range of its popular button badges.

These will be available in all the common sizes and most importantly, says CHX, they will be 'priced to sell'. The company also claims to offer the quickest turn-around of

The company has used UPS Carbon Neutral air courier services for incoming shipments from Hong Kong for some years now.

More recently, it has also started using the same service for outgoing dispatches to both the UK and the EU.

Preseli also offers customers discounted pricing for importing goods by sea, which is a more carbon-efficient mode of transportation than air freight.



such products on the market.

On another note, CHX has recently developed the opportunity to make custom shape keyrings and badges, with no tooling fee.



■ With 50 years of experience in the production and customisation of promotional pens, Erga offers high quality products and design coupled with innovative and traditional printing techniques.

Options available range from monochrome or multi-colour silk-screen printing, to digitally printed creations.

Erga also offers many options for 3D customisation, as well as the tactile softness of its 'Velvet' material.

The Erga stand will be well worth dropping by for anyone looking for something unique in promotional pens.



Bright ideas on doorstep make show a must for Jo

As far as Jo Shippen is concerned, the local angle is what makes The Big New Products Trade Show a definite date in her diary.

Jo, whose Stockport-based company Hatters is celebrating its silver anniversary this year, loves to get out to shows – but location can sometimes be problematic.

“That’s why it’s really great when the show is on our doorstep,” she said.

“It’s always been frustrating for me that a lot of the big shows have traditionally been ‘Southern-centric’. That does make it difficult for me. At those sort of distances, I can’t take four people from my team to the show – I just can’t afford to do that, particularly when you take accommodation into account.

“But with the Big New Products Trade Show calling at Manchester, I can have two of us go over in the morning and let another two drop by in the afternoon.”

As far as Jo is concerned, it’s not all about the products themselves, either.

“If I go to a show, I’ll want to go around and say hello to everybody. Now, I know some people will say to me: ‘Oh Jo, you just go around the room, kiss everybody and have a chat’. But actually, that’s as important to me as seeing the products.”

Rolling up at the show is also a way of showing the suppliers some love, Jo says.

“It’s tough for the suppliers – so what you want to do is try and make it as good for them as you can, so they want to work with you. It’s got to be a partnership.”

As for the products, is it all about the ‘latest and greatest’ – or are the basics more important?

“I think it’s a bit of both. At Hatters, we tackle shows in a slightly different way. We go to these events to get ideas, then go to our client and say: ‘We’ve seen this – do you like it, could it work for you?’

‘We’re not order-takers. We want to enhance products and make them the best we can for our customer.’



“Others will go to shows, see the products, wait till someone rings up and asks for, say, mugs, and give them the bog standard product. We’re not order-takers. We want to enhance products and make them the best we can for our customers so they think: ‘Hatters really gave us something special.’

“Going to shows is also a bit of a PR thing for me, if I’m honest – to show your face and let people know you’re still there!”

And still here they most certainly are, 25 years down the line. What’s been the key to Hatters’ success?

“We’re strong at being a consultative company. What we do well is build relationships with people, sit down with them, give them good advice and help them. This has been our saving grace, in many ways, because like everyone else, we’ve been through some tough times, including two recessions.

“We’re also very pro-active. So, for example, if I see a client is using a cheap coaster and it doesn’t look great, I might send them a glass one in the post and say: ‘Have you thought about this?’ In a sense, it doesn’t then matter if they come back to me and say: ‘Oh, it’s not in my budget, Jo.’ At least I feel I’ve done something in offering them that extra option.”

Such an approach, Jo believes, is even more important in an age where customer

expectations are way in advance of where they were even a decade ago. The Hatters approach is to drill down into the information.

“If we get an email come in and it’s essentially a shopping list, I know there are a lot of distributors who will basically forward that list on to the suppliers – and I don’t think that’s fair. We have a duty to go back to that client and find out exactly what it is they really want and narrow the search down.

“People don’t realise how long it takes to do a proper job. If I do five quotes for somebody, I want to know that the half day I’ve taken to pull those quotes together has been beneficial. I want to know I’ve got a fighting chance of getting the work. I’m personally not interested in transient business; I’m interested in building relationships and rapport with people.

“I think that’s where we’ve got into a bit of an industry situation, because people are not being brave enough to say: ‘Actually, I’m not going to quote you on those 20 things you’ve just sent over, with three price breaks – because I need to know what you actually want.’

“For some reason, budget seems to be that thing people always seem frightened to talk about. Often people will ring you up and say: ‘I want a pen.’ When you ask what their budget is, often they’ll say: ‘I haven’t got one.’ But by actually mentioning costs and through a series of the right questions, you eventually find out they actually do have a budget!

“And actually, it’s not about spending every penny of their budget – it’s about giving them the best value.”

It’s also about innovation at Hatters. Last year saw the company move into an entirely new area of activity.

“We’ve always outsourced everything, as all distributors do. But we had a specific contract last year which the client wanted delivered in a different way. So, we actually found a warehouse, with offices, and we have gone into storage and fulfilment and doing our own engraving as well.

“It was a massive leap for us as a company, but it sent out a strong message that while we were 25 years old, we were not sitting back and putting our feet up. We have to keep evolving to stay relevant.”



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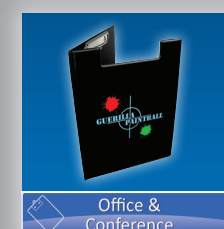
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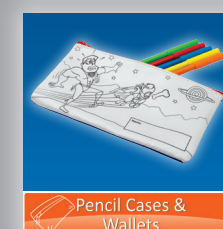
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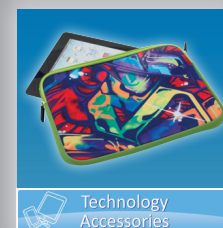
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