



PRESS RELEASE

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BCMPA TO UNVEIL NEW IDENTITY TO UNDERLINE WIDENING CAPABILITIES OF ITS MEMBERSHIP

The British Contract Manufacturers and Packers Association (BCMPA) is launching a new corporate identity and strapline to more accurately reflect the breadth of services offered by its membership.

A new-look logo will be unveiled at this year's Contract Pack and Packaging Innovations exhibition at the NEC at the end of February, where the Association's Hospitality Stand will highlight the BCMPA's ability to find outsourcing solutions for brand owners, manufacturers, retailers and e-commerce companies.

The BCMPA says that over the past 18 months it has seen a significant increase in enquiries for a complete end-to-end service. At the same time, many of its 150+ members have also been widening their offerings to meet the changing needs of the marketplace as more and more companies look for extended support in their manufacturing, packing, fulfilment and logistics requirements.

"One of the major benefits of the BCMPA for companies seeking external help is the wide-ranging capabilities of its members, covering a variety of specialities for many different end-markets" explains Chief Executive Rodney Steel.

"From providing additional packing capacity during peak periods, to assisting in a complete new product development project, to a total solution from manufacture to final delivery, accredited members of the BCMPA are able to provide tailored support in line with customer requirements. We therefore felt the time was right to highlight these extensive capabilities more widely through our own corporate positioning."

Visitors to the show will have the opportunity to discuss their projects face to face with around 20 exhibiting BCMPA members.

In addition, the BCMPA will establish a social media presence through Twitter and LinkedIn to ensure the benefits of outsourcing and latest information from members and the industry are communicated through additional newer media channels.

“The contract sector has become increasingly wide-ranging with experts able to deliver a high-quality and fast-response service,” concludes Rodney Steel.

“We are excited to unveil our new look at this year’s Contract Pack and Packaging Innovations Show and support our members in their commitment to deliver services in line with changing market dynamics.”

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