



The Association for Contract Manufacturing, Packing, Fulfilment & Logistics

# PRESS RELEASE

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## **NEW WEBSITE SHOWCASES WIDE AVAILABILITY OF OUTSOURCING SOLUTIONS**

The BCMPA has launched its new website and social media presence to help companies in the food and drink sector more easily identify outsourcing solutions for their manufacturing, packing, fulfilment and logistics requirements.

The website – at [www.bcempa.org.uk](http://www.bcempa.org.uk) – has been enhanced and updated to better reflect the extensive range of services offered by members and to enable companies to quickly find suitable partners to assist with their particular needs.

The Members Directory section lists all 150+ members spanning a range of end-markets including food and drink, nutraceuticals, personal care, pharmaceutical, chemicals and household goods. Each member has a profile page summarising their capabilities, together with full contact details and a link to their website. The Search Facility enables visitors to shortlist members with the services required such as new product development, manufacturing, blending, filling, metal detection and pasteurisation. Searches can also be made for members with accreditations such as BRC Food or Soil Association, or with Free-From facilities.

Visitors can also request assistance through the website's Project Enquiry service. Details of a current project can be submitted to enable relevant BCMPA members to get in touch.

The fully responsive website has been designed for more optimal use on mobile devices. It also provides an interactive map of all members so visitors can find outsourcing solutions local to them. Another new feature is the 'Tips for Start-Ups'

information page that contains advice and guidance for businesses seeking to bring a new product or idea to market.

In addition, to the website new LinkedIn and Twitter channels have also been launched, helping promote the activities of the BCMPA and its members across social media.

The launch of both the enhanced BCMPA website and social media channels follows the recent introduction of the association's new-look corporate identity and strapline that more accurately reflects the wide-ranging outsourcing capabilities of its membership for brand owners, manufacturers, retailers and e-commerce companies.

This was unveiled during the BCMPA's highly successful participation at the Packaging Innovations Show at the NEC in February, where exhibiting member companies welcomed a record number of visitors to the dedicated Contract Pack area of the exhibition.

"The breadth of visitors at the show and the high levels of interest from many different sectors reflect the increasing demand for high-quality, fast-response outsourcing solutions," comments BCMPA Chief Executive.

"Our enhanced website and new social media platform demonstrates the wealth of knowledge and experience of our members and the facilities they have available, making it even easier for companies to identify suitable partners for their projects, from a simple co-packing requirement to a complete end-to-end service."

The BCMPA will be exhibiting at Food Matters Live at ExCel London on 19-20 November.

**Ends**

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