



The Association for Contract Manufacturing, Packing, Fulfilment & Logistics

# PRESS RELEASE

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## **THE BCMPA ANNOUNCES DEBUT AT WHITE LABEL WORLD EXPO**

The British Contract Manufacturers and Packers Association (BCMPA) will be exhibiting at the inaugural White Label World Expo on the 27<sup>th</sup> - 28<sup>th</sup> November at the ExCel Centre in London, to highlight the role of the Association and its members in delivering outsourcing services across the white label and private label industries.

Co-located alongside the established Business Show, the White Label Expo hopes to see over 5000 visitors through its doors, looking to source private label and white label products, as well as ecommerce and fulfilment options. The show aims to connect and help visitors and suppliers to form important alliances and learn more about this exciting marketplace, offering a range of keynote speeches, panel debates and opportunities to try and test products, as well as taking advantage of free advice and consultations.

Located on stand S970, the BCMPA team will be available to discuss the opportunities and benefits of providing white label and private label goods and services and help visitors in finding 3<sup>rd</sup> party outsourcing partners. Also, in attendance at the exhibition are BCMPA accredited members Ideal Manufacturing, Poppypac, Redrose Manufacturing, VMS Solutions and Wyepak, and visitors to their stands will be able to obtain specific information on each company's capabilities and facilities. Advice and guidance on white label projects will also be provided, covering new product development, manufacturing and filling, ecommerce, fulfilment, co-packing and many other tailored solutions across the Nutraceutical, Personal Care, Household, Chemical and Automotive sectors.

“We are continuing to see a strong interest and demand for our members’ services, both from established businesses, and importantly from this shows perspective, an increase of enquiries from start-up companies seeking advice and help for their new brands and products,” comments BCMPA Chief Executive, Rodney Steel.

“Outsourcing enables brand owners to focus on their core operations and our members are ideally situated to provide manufacturing, contract packing, fulfilment, logistics and supply chain management service as well as full service from start to finish.

“Exhibiting at White Label World Expo is a natural fit for the BCMPA, and we are excited to be part of this new event, promoting the benefits of outsourcing and services of our members for the white label and private label industry.”

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