



The Association for Contract Manufacturing, Packing, Fulfilment & Logistics

# PRESS RELEASE

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## **BCMPA WEBSITE UPDATES CONTRIBUTE TO 70% INCREASE IN ENQUIRIES FOR OUTSOURCING SERVICES**

The BCMPA, the Association for Contract Manufacturing, Packing, Fulfilment & Logistics, has made it even easier for companies looking for outsourcing partners to find the most appropriate providers for their requirements by adding greater search functionality to its website.

Over 50 new criteria have been introduced, allowing potential customers to browse highly precise types of manufacturing, packing, ecommerce and logistics solutions, and providing the opportunity to further refine their search by filling services, packaging formats and quality certifications.

The latest enhancements underline the continuing growth in demand for specialist outsourcing services, with the BCMPA website experiencing an increase in traffic of over 40 percent during 2020. The new terms were identified across all sectors, responding to market changes and the emergence of new products and services, such as increased demand for healthier foods, more sustainable supply chain options and ecommerce solutions.

“The success of our website demonstrates the BCMPA’s role as a valued partner who can find the right solution for businesses seeking to outsource their projects,” explained Emma Verkaik, head of BCMPA membership development & marketing.

“By providing even more precise targeting with our search function, we are able to deliver an even better service to both our visitors and to our 180 plus members.”

Amongst the new terms included are White Label and Private Label, reflecting strong growth in entrepreneurial start-up businesses over the past 12 months, while the huge

increase in demand for hand sanitiser during the coronavirus pandemic has resulted in the product having its own search term. Continuing interest in healthy eating among consumers has seen Vegan and Plant Based Alternatives being added to the search tool, and the strong growth in cannibidol-derived products (CBD) means they have also been given a separate listing.

Verkaik concluded: “We have already seen a 70 per cent increase in enquiries since these changes were implemented in January, ensuring that the BCMPA website remains the go-to destination for brand owners, retailers, manufacturers and ecommerce companies looking for outsourcing partners.”

***Ends***

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