

LOOKING FORWARD TO KEEPING YOU INFORMED

flash news.



May
2023

GENERAL ASSEMBLY

Don't miss this opportunity to keep up to date with what the BAPP is doing for you and to find yourself in a friendly atmosphere.

GNX STUDY

Discover the results of the survey on the future of our sector and market perspectives in which you participated.

GREEN LABEL

The European Union presents a new "Green Claims" bill aimed at regulating and standardizing the use of green labels.

BAPP

General Assembly

The next BAPP General Assembly will be held this Thursday, June 8, from 3 p.m. at Domaine W – in the heart of the vineyards! Don't miss this opportunity to keep up to date with what the BAPP is doing for you and to find yourself in a friendly atmosphere.

BAPP
BELGIAN ASSOCIATION OF
PROMOTIONAL PRODUCTS

U I T N O D I G I N G

BAPP AV 2023

in het hart van de wijngaard

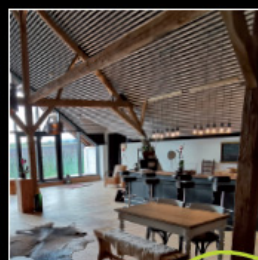
08/06/2023

PROGRAMMA

15:00 - 15:30	Verwelkoming deelnemers
15:30 - 17:00	Algemene Vergadering
17:15 - 18:15	Rondleiding op het domein (bij regenweer: aangepaste schoenen voorzien)
18:15 - 18:45	Degustatie "Brut de Brabant"
18:45 - 21:00	Diner
21:00	Einde Event

GESCHENK!

Een fles
Brut
de Brabant *



BAPP Networking Gift Show 2023

August 31 – Networking Gift Show 2023 at the San Marco Village Nearly 98% of the stands are already reserved and you will be able to discover several new exhibitors!

THE
GREATEST
BAPP
EVENT

San Marco

NETWORKING GIFT SHOW

BAPP
BELGIAN ASSOCIATION OF
PROMOTIONAL PRODUCTS



GNX study - Barometer of our sector

The GXN is an international network of companies in our industry. The members are distributors, suppliers, associations, etc... and this from all over the world. The GXN looks at the future of our industry and studies the market outlook.



The GXN thanks the BAPP for distributing the Q1 2023 survey to its members and we thank you for your participation. The survey will be conducted regularly to serve as a barometer. You can see that the expectations are presented by region, by activity and by company size. Total number of participants: 306. Average growth 2022 => 2023: 21%. Expectations: 32 – 42. Look in the attached pdf for the results by region.

Green Label - the European Union presents a new "Green Claims" bill aimed at regulating and standardizing the use of green labels.



Have you managed to increase your sales by applying a green symbol?

The days of sweet talk may be over as the EU introduces a new "Green Claims" bill.

The new proposal aims to address all the "home-made" green symbols, sometimes very insubstantial, which have arisen in the last 3-4 years since sustainability became a factor of economic success. It also aims to help consumers who feel lost in the jungle of these labels, for which trust is at an all-time low.

According to a Nordic consumer survey conducted by Ipsos in 2022, only 22% of consumers trust marketing claims such as "eco-friendly", "sustainable" or "climate neutral". In contrast, 61% trust independent third-party certifications such as Nordic Swan and EU Ecolabel. A label must be based on science and the whole life cycle. To verify the environmental impact of products and services, companies must base their environmental declarations on scientific evidence, taking into account the whole life cycle, life and the main environmental impacts. Additionally, claims must be based on third-party verification.

The directive aims to prevent fanciful labeling that risks undermining consumer confidence. Ecolabels vary widely in terms of content and reliability. The proposal will end the proliferation of sub-standard eco-labels and ensure the reliability of all labeling systems.

In future, only eco-labels used throughout the EU will be allowed. "If new eco-labels are introduced, they must set more ambitious environmental requirements than existing labels and require prior authorization from the EU," says the Nordic Eco-label on its website. The green claims proposal will now be discussed by the European Parliament and the Council of Ministers.

Kjell Harbom

New members

The BAPP is happy to welcome another 3 new members that you can meet during the Networking Gift Show.

AKASHI

The AKASHI brand, founded in 2004 by the family business ALTADIF, became a pioneer in a new emerging market at the time: High Tech accessories. 15 years of growth later with the signature of numerous framework contracts such as Fnac, Orange, Ingram or even Lagardère Travel Retail – Airports, stations, relays [...]

AKASHI is present today in more than 5000 points of sale, and has established itself since 2019 as a high-tech specialist for business gifts and promotional tools. With the ability to customize its 1300 different references in stock, from 10 pieces and to deliver within 10 days, AKASHI defines itself as a reactive player, trustworthy and good advice thanks to real support from its resellers and a CSR approach. significant.

AKASHI is also 38 partner factories, all audited and certified BSCI, SEDEX 4P or ISO9001 by itself. More than 25 passionate employees, three offices (Lyon, Paris, Shenzhen) and a presence in 29 countries.

[WEB >](#)

SOLO GROUP

SOLO Group is a set of unique brands with the common mission of creating customizable clothing and accessories allowing everyone to express their uniqueness.

In the beginning, there is a man, Alain Milgrom. Passionate about fashion and communication, his mission is to make the promotional textile market fashionable. He then launched the SOL'S brand which, for more than 30 years, has been shaking up codes and developing customizable clothing.

In 2020, SOLO Group is born to launch 3 new brands: RTP Apparel, Atelier Textile Français and NEOBLU and integrate Joy Thai 100%. All of them will also bring innovation and style to the market. [WEB >](#)

PROMOTION4U

Promotion4U is the specialist in the manufacture of made-to-measure products. Where 20 years ago our expertise was mainly in the application of synthetic resin to various sticker materials, today we have become a complete supplier of unique promotional products. Because we have a wide range of machines for the printing and processing of wood, plastics and

metals, we can offer a very varied range of products. Customer creativity is fully appreciated. An original product sells better, attracts better attention and ensures a better response!

What do we do ? Sticker materials of all shapes and sizes, enriched with doming or laminate; keyrings, pins, standard in stock or fully customized by our own creative input. Coasters, placemats, phone holders etc etc: basically anything that can be printed, cut, folded or engraved.

Our service
With our short lines of communication, we can change quickly and are very quick to quote, test models and deliver products.

We always think with the customer on a creative and technical level. Promotion4U is constantly in motion with product development, improvement, sustainability and we stay up to date by applying the latest trends in our products! [WEB >](#)

News from our members

Mister Gadget - Benoît Derumier



MISTER GADGET celebrated its 10th anniversary and 30 years as a printing expert last year with a new look!

So many years used to find you the original idea and the object that perfectly represents your brand image. This month marks a new stage: we are launching our 1st newsletter. It aims to enhance our collaboration and continue to inspire you.

My mission: "I print, I embroider, I engrave, your logo, your colors, your message on a well-thought-out medium that respects your values and your budget. I gladly add a touch of originality, fantasy and a lot of love!"

Ready to continue the adventure with me?



Be BAPP.
Stay tuned.

flash
news.

vzw BAPP asbl
Imperiastraat 6
B-1930 Zaventem
+ 32 475 41 30 35
info@bapp.be