

LOOKING FORWARD TO KEEPING YOU INFORMED

flash news.

BAPP
BELGIAN ASSOCIATION OF
PROMOTIONAL PRODUCTS



December
2023

MICHEL DEBOUDT HANDS OVER

After 45 years of activity, „Mister BAPP“ is taking a well-deserved pension.

COOPERATION EAC IS ON TRACK

Creation of the European organization EAC- European Associations Cooperation.

NEUROMARKETING AN ASSET

The discovery of some fascinating facets of Neuromarketing.

„Mister BAPP“ Michel Deboudt hands over

After 45 years of activity, including around forty years in the field of promotional items and several within the BAPP, Michel, “Mr. BAPP”, has decided to take a well-deserved pension!

However, he will still remain active next year within the BAPP to ensure the continuity of the Networking Gift Show, which remains the flagship event of our Association. As of January 1, 2024, Linda Yalman, her colleague, will monitor the activities of the BAPP. We wish Michel to fully enjoy his future activities!



The cooperation of the European Associations EAC – is on track

Last May, the main associations from a total of 10 European countries gathered in Hamburg for their first European meeting. The objective of the meeting was to coordinate and pool common tasks at European level. In Hamburg, the vote was unanimous in favor of the creation of a de facto European organization, which will in the future represent the common interests of all European promotional product associations in Brussels under the name EAC - European Associations Cooperation . The aim is to consolidate resources from different countries and use them in a common form for the entire sector. The first preparations have already been discussed at the first meeting in early 2023 at the GWW Trend Spring Show in Cologne. At the initiative of the PPP, the BAPP and the GWW, the central themes were filtered and divided into working groups. Each central theme has been assigned to a specific country, which will be responsible for it.

The different working groups are:

1. Taxation/Legal (responsible: Austria)
2. Communication/Marketing (responsible: Germany)
3. Education/Academy (responsible: Netherlands)
4. Sustainability (responsible: Sweden)
5. European/worldwide monitor/figures (responsible: France)
6. Digitization (responsible: Switzerland)
7. Politics/Lobby (responsible: Belgium)
8. Exhibitions/Fairs (responsible: Germany)



In the medium term, the objective is to legally position the EAC as a leading organization in Europe and thus be perceived as an industry in Europe. The first step was taken with the appointment of Steven Baumgaertner as head of the EAC. In the future, Steven Baumgaertner will be responsible for coordinating the various main themes and will represent the EAC worldwide.

Neuromarketing, an interesting avenue for our sector.

During the Business Club on October 11, Christophe Kleinberg, trainer in Neuromarketing, management and decision-making, captivated our members. He introduced us to some fascinating facets of Neuromarketing, such as its origin and how it works.

Indeed, economic decisions arise from processes that take place unconsciously in our brain. We are less rational than we think. Emotions play a determining role in the purchasing process. Even if we are not necessarily aware of it, most of our decisions are influenced by our emotions.

Christophe Kleinberg gave us 3 examples of Neuromarketing within the reach of all entrepreneurs:



1: Understanding and directing the Internet user's gaze "Eye Tracking" is one of the basic techniques of Neuromarketing.

2: Use color psychology to evoke emotions Colors are a great way to positively influence the perception of your brand.

3: Create a sense of urgency A sense of urgency promotes the decision-making process leading to the purchase.

A very interesting evening which ended around a drink and a snack in order to make new connections and exchange experiences in a relaxed and relaxed atmosphere.



Fairs agenda

PSI: January 9-11 in Düsseldorf (D)

Members of the BAPP have privileged access to the PSI via the following code: **PSI24-BAPP**

PromZ Product Premiere

- January 18 in Houtem (NL)
- January 23: Flanders Expo in Ghent

CTCO: February 6-8 Lyon (F)

Members of the BAPP have privileged access to the PSI via the following code: **P-BAPPCT24**

OTP: March 12 at the Anderlecht stadium - Brussels

BAPP Networking Gift Show 2024

A first in the history of our show!

Following the huge success of our Networking Gift Show 2023, around 90% of our stands for the 2024 edition have already been reserved! If you haven't booked yet, we invite you to get in touch with us as soon as possible, as there are only a few places left.



THE GREATEST BAPP EVENT
SAN MARCO
NETWORKING GIFT SHOW

THURSDAY
29/8/2024
9:30 - 17:30

SAN MARCO
VILLAGE
Boomsesteenweg 31
2627 Schelle

ADMISSION BY INVITATION ONLY
ONLY FOR PROFESSIONALS

Info: networking@bapp.be

BAPP
BELGIAN ASSOCIATION OF
PROMOTIONAL PRODUCTS

New members

The BAPP is delighted to welcome 4 new members.

Suppliers:

B&C COLLECTION

One single mission motivates each of our actions: to be a source of inspiration and innovation for all brands and corporate communications. 25 years of experience. 1997: Creation of the first truly integrated European promotional clothing brand, head office in Belgium, sourcing office in Asia. 2007: Acquisition by the Kwintet group, European leader in professional and promotional clothing, thus perpetuating the commitment to growth and development 2015: Change of shareholders, becomes member of the Fristads Kansas group 2021: B&C Collection, now a European leader, focuses on constantly seeking development opportunities.

<https://www.bc-collection.eu>

MALFINI

CarryOn bv. expands its range for Belgium with textiles from MALFINI®! Since June 2023, the Mortsel-based company has included a new distribution channel for promotional textiles in Belgium. It's a breath of fresh air for CarryOn, helping to turn the company's growth plans into reality. With sales of €95 million and a permanent stock of 25 million items, MALFINI® is one of Europe's leading suppliers of

promotional textiles. The Czech company, whose brands include MALFINI®, MALFINI Premium®, Piccolio® and RIMECK® workwear, now distributes its textiles in 35 European countries. To bring all this to distributors and textile specialists, Matthieu Claeys, with his long experience in promotional textiles, joined CarryOn 4 months ago as Sales. He will certainly be paying you a visit in the coming weeks or months.

<https://www.carryon.be>

Distributors:

UCOM

"If you live from your passion, you will never have to work a day in your life." A motto that we use for every project and every request. We are here to advise you in any brainstorming session, or for any crazy idea! Thanks to experience gained over the years in the sector, we have been able to develop an elaborate network of suppliers, with a focus on production in Europe. Obviously everything is possible, but a vision of our future, based on sustainable and quality products, is central. We are a company on a human scale and can therefore provide you with your personalized products, whether you are a small or large company. Whatever you want, Ucom can!

<https://ucom-consult.be>

RAMMANT

Rammant.com is a supplier of work and safety clothing. We have been active for 25 years in the distribution of work pants, safety shoes, high visibility clothing, boots, etc. Our collections, made up of items from brands such as Fristads, Dassy, Blaklader, Projob, etc., are all of very high quality and ensure excellent wearing comfort. In 2004 we moved to our new building in Zwevezele, which allows our company to provide an even better service. As we have a very large stock, our products are immediately available and we guarantee a fast and personalized service. Deliveries are made by us. Our clients are active in the residential, industrial and road construction sectors, but also in the world of promotion and advertising. With our many years of experience, we are also very strong in printing and embroidering t-shirts, sweaters, polo shirts, etc. Customers can come to the showroom, order online or receive a visit from an advisor.

<https://www.rammant.com>

The BAPP informs

Recupel

Since the last major changes to the Recupel device list in 2022, electronic devices have been classified into 6 main categories (instead of 10). You can find the complete list on the Recupel website: www.recupel.be. This list will remain unchanged until December 31, 2024!



Be BAPP.
Stay tuned.

flash
news.

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