



# Baby Products Association

Associate Member &  
Partnership Pack 2024

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# Introduction, Objectives & Purpose

The Baby Products Association was established in 1945 to promote the baby and nursery products sector in both the UK and Europe.

Today, we play an active role in the development of product standards and provide an umbrella of support and specialist services to our membership.

Our members and member representatives sit on a large number of committees and working groups in CEN (Europe) and the BSI.

Our Technical Committee is composed of industry experts and specialists covering a wide range of baby and nursery products.

Where no safety standard exists, we are pre-emptive in our approach and will develop and produce an Association Code of Practice where it is deemed necessary.

We represent baby product companies and their associates who drive product innovation and quality.

We believe in the value of a trade association building your trade and our industry by association and through association.

The main objectives of the Baby Products Association are:

1. To promote the baby and nursery products industry as being professional and responsible
2. To promote product safety and compliance in the nursery industry
3. To provide commercial and technical support to our members
4. To represent the industry to government departments in the UK, EU and elsewhere, as well as local authorities who have an interest in this field

Without the (financial) support of our members, the Association could not represent the UK's baby products industry on essential UK and International product safety standard committees and workgroups.

This would create a significant commercial and technical disadvantage for baby products companies who want to operate safely and profitably in the UK and International markets.



# The Organisation

## The Executive Committee:

- The Executive Committee is responsible for the day-to-day management and governance of the activities of the Baby Products Association
- The Management Team, which is part of the Executive Committee, consists of the General Manager, Chairperson, Vice-Chairperson, the Treasurer and the Membership & Marketing Manager
- Besides the Management Team, there are 9 other members part of the Executive Committee
- The Management Team meets every month; the full Executive Committee every quarter

## The Technical Committee:

- The Technical Committee consists of 14 members, carefully selected from the technical and product development departments of leading nursery brands
- The members represent the Baby Products Association on important CEN, BSI and ISO Committees and Working Groups
- The Technical Committee meets quarterly, and a full report is published to the Association's members



# The Executive Committee

## The Management Team



**Julie Milne**  
General Manager  
Baby Product Association



**Marc Hardenberg**  
Chair  
(CEO, Majuma Ltd)



**Phil Howe**  
Vice-Chair  
(Country Manager,  
PegPerego)



**Christine Scippo**  
Membership & Marketing  
(Kaleidoscope  
Communication)



**Rachelle Harel**  
Treasurer  
(RH Sales & Marketing)

## The Executive Committee Members



**Luke Burns**  
Executive Committee  
Member  
(GM UK&I, Cybex)



**Andy Crane**  
Executive Committee  
Member  
(MD, BabyStyle)



**Grainne Kelly**  
Executive Committee  
Member  
(MD, Bubblebum)



**Sonia Kelly**  
Executive Committee  
Member  
(Product Director,  
Mamas & Papas)



**Mike Chapman**  
Executive Committee  
Member  
(NED, East Coast)



**Richard Bamforth**  
Executive Committee  
Member  
(Director of Sales,  
UPPAbaby UK)



**Selina Russell**  
Executive Committee  
Member  
(Director,  
Cheeky Rascals)



**Helen Robinson**  
Executive Committee  
Member  
(Head of Sales,  
Hauck)



# ENPC

We are a founding member of the European Nursery Products Confederation (ENPC), with which we share our aims and practices.

This collaboration of national associations affords us greater involvement with European Committees and the European standardisation body (CEN) and gives us a stronger voice in Europe. With offices in Brussels, it puts us at the heart of the lobbying arena in Europe.

This also gives us significant recognition from the International Organization for Standardization (ISO) in international standardisation work.

There are six countries in membership and the ENPC has been working with other countries to establish a national association where one doesn't exist.

Roberto Marelli is currently President, and Robert Anslow is Vice-President.

A Technical Committee was established in 2015 and meets regularly.

<https://enpc.eu/>





# A selection of our members





*“The Baby Products Association’s purpose is to support a fair and competitive nursery industry with exciting opportunities for new businesses and products, while protecting parents and their children from unsafe and non-compliant products”*

# Associate Member & Partnership Information

## Associate Membership:

Associate Membership shall be open to all corporate bodies whose primary business is directly associated with the business interests of full members of the Association, in and outside the United Kingdom.

Examples are:

- Trade & Consumer Show Organisers
- Marketing & PR Companies
- Testing agencies
- Business Services

Associate members do not have the option to be nominated and elected to the Executive Committee.

The membership fee is based on the selected Partnership level (Platinum, Gold, Silver, Basic).

There is no requirement for a product compliance declaration.





# Associate Member & Partnership Packages 2024

	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Basic</u>
	<u>Associate Member</u>	<u>Associate Member</u>	<u>Associate Member</u>	<u>Associate Partner</u>
<b>Annual fee</b>	<b>£ 2,500</b>	<b>£ 1,000</b>	<b>£ 500</b>	<b>FREE OF CHARGE</b>
<b>Special Membership Incentive/Arrangement for Services</b>	<b>Required</b>	<b>Required</b>	<b>Required</b>	<b>Required</b>
Maximum Partners per Category	2	3	5	Unlimited
BPA Associate Membership	Included	Included	Included	No
Partnership Announcement	Yes	Yes	Yes	Yes
Solus email campaign (per year)	2	1	0	0
Full page on BPA website (after relaunch)	Yes	No	No	No
1/2 page on BPA website (after relaunch)	No	Yes	No	No
1/4 page on BPA website (after relaunch)	No	No	Yes	No
Logo on BPA website - Front page (after relaunch)	Yes	No	No	No
Logo on BPA website - Partnership Page (after relaunch)	Yes	Yes	Yes	Yes
Webinars (per year)	2	1	£ 100.00	£ 250.00
Newsletter Sponsorship (Exclusive per year)	1	0	0	0
Newsletter Sponsorship (Joint per year)	0	1	1	0
BPA Award Sponsorship (per award, maximum 1 per partner)	Free	£ 250.00	£ 500.00	No
AMG Presentations	Free (by Invitation, 1st Choice)	Free (by Invitation, 2nd Choice)	No	No
Web advertising/Page Sponsorship Package	TBC	TBC	No	No



# Contact Us

## Baby Products Association

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If you are interested in Associate Membership, please contact us to discuss the relevant options and opportunities.

