

## Benefits of Membership

Other Marketing activity that promotes the Bathroom Industry as a whole includes:

- Regular trade PR
- Regular consumer PR
- Presence at Industry exhibitions
- Annual Bathroom Conference

### Training

The Bathroom Academy was created to improve the product knowledge base of the supply chain, from manufacturer customer service departments to the high street retailer. Members can participate in the development of the portfolio of Generic Industry Guides to ensure all products are embraced. Members enjoy a preferential rate for all staff members who undertake the learning programme offered by the Academy.

The Academy offers E learning courses such as 'The Basics of the Competition Act' designed to educate manufacturers of the boundaries of the Competition Act and thus ensuring compliance.

### Networking

The BMA offers a host of opportunities whereby members can network with Industry peers.

The BMA nurtures close relationships with many Industry trade bodies representing plumbers, merchants, retailers, research houses and certification bodies.

The BMA hosts various committee meetings on a regular basis covering a wide range of subjects. All members are welcome to attend.

The BMA hosts with pride the Annual Bathroom Conference that addresses issues affecting the Industry. The Conference is held in October and growing in stature year on year.



# Why Should I be a Member of the BMA?



The Bathroom Manufacturers Association is the trade Association representing the interests of bathroom manufacturers trading in the UK.

This leaflet outlines the benefits of being a BMA member.



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## Benefits of Membership

**The Bathroom Manufacturers Association (BMA) prime objective is to provide an independent forum for bathroom manufacturers trading in the UK to properly discuss and debate matters of mutual interest.**

The BMA acts as an information highway between Industry, government and the consumer on issues that affect the bathroom business.

The BMA is 'The Voice of the Industry' and our objective is to provide services that will benefit the membership. Whilst we do that we are also at the command of our members – we are the tool whilst simultaneously being an authority for them.

### Key areas for the BMA are:

- Lobbying
- Technical & Environmental
- Water Efficiency
- Marketing
- Training
- Networking opportunities

### Lobbying

Lobbying is a valued benefit, undertaken by the BMA. There is strength in numbers and members have a much better chance of their voice being heard if that voice is a loud BMA voice!

As 'The Voice of the Industry' the BMA is often heard in government and engages in early discussion giving members an excellent early warning trigger and the opportunity to steer government thinking. The BMA is aware of impacting changes in legislation giving members a competitive advantage.

Current lobby activity includes:

- Water Efficiency
- A campaign to cut the VAT on RMI
- Building Regulations
- Other Environmental issues

### Technical & Environmental

The Technical and Environmental functions of the BMA include:

- Representation on government forums facilitating further lobbying activity
- Representation on UK, European and

### International

Standards forums, thus ensuring the UK requirements are embraced

- Representation on relevant Trade Bodies
- Full technical support for all members across the broad spectrum of bathroom products
- Information source on legislation, regulation and performance standards

New for 2008, the environmental aspect of the BMA is an enhancement of the current technical activity embracing all aspects of sustainability from manufacturing, to logistics, to recycling to factory and office premises.

### Water Efficiency

In 2007 the BMA launched the Water Efficient Product Labelling Scheme to aid government in reducing water consumption, increase awareness of water efficiency and offer consumers an informed choice when selecting bathroom products.

The Scheme is voluntary, credible, Industry led and open to all companies selling qualifying product in the UK. The Scheme provides manufacturers with the opportunity to maximise brand awareness, effectively communicate unique selling points, influence buying behaviour and gain competitive advantage. In short, water efficient products become easier to find with a recognised label and a comprehensive web-based database of products.

BMA members enjoy a discounted rate for participation in the Scheme and an early warning system of pending changes to building and water regulations, which increasingly includes water efficient products. Also available is an extensive market research report on water efficiency.

### Marketing

The Marketing function of the BMA is driven by an active marketing committee.

A plethora of marketing information is disseminated to all members and includes:

- Annual Construction Forecast – domestic and commercial.
- Monthly Industry and marketing forecasts
- Regular information on the 2012 Olympics
- Quarterly Industry News and Marketing Newsletter
- Monthly and quarterly statistics
- Housing transaction statistics
- Monthly newsletter on business issues
- Trade names listing for easy identification
- BMA website, member brochure request facility and product selector