

BSA Update



Naomi ARNOLD,
Communications Officer of the BSA reports on all the latest news from the BSA

Bev-e 2007



Entries are now invited for Bev-e 2007 – the fourth year of these coveted Awards. Nominations will be welcomed from one and all and it should be noted that neither those

nominated for the Awards, nor those making the nomination, need be members of the BSA.

The widest range of beverage-serving businesses can be nominated – cafes, coffee bars; tea shops; hotels; pubs; garden centres etc etc - in fact any outlet that serves good quality non-alcoholic refreshments, including cappuccino, espresso, hot chocolate and teas. These refreshments should be served in pleasant and clean surroundings by qualified and friendly staff. What will make the winners stand out, however, is that little 'extra' something: quality that ensures customers

return again and again. A panel of judges - using criteria especially drawn up by the BSA - will assess all entries, and those shortlisted will receive a 'mystery shopper' visit by one of the judges.

There will be four regional winners, from which the national winner will be selected. The awards will be presented at the BSA Bev-e Awards Dinner in OCTOBER.

Entry forms are available from both the BSA office, and also on the BSA Website – www.beverageserviceassociation.com, and the closing date for entries is 30 APRIL 2007.

Be sure to get your nominations in early for the 2007 Bev-e Awards

BSA Southern Regional Meeting - Monday, 12 February

Over 20 BSA Southern Members met at the 3M Centre in Bracknell on Monday, 12 FEBRUARY and were treated to a trip round its 'Innovation Centre'. 'Every day, 3M people find new ways to make amazing things happen. This ingenuity and quality is found in the 3M brands such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Command and Nexcare. It really was an eye-opener for many members that 3M manufactures such a wide range of products for distribution all over the world. Visit www.3m.com for more information.

Members then re-convened at The Waterloo Hotel, Crowthorne, Bracknell to hear a presentation from Sarah COMPSON of the Soil Association.

The Soil Association is the UK's leading campaigning and certification organisation for organic food and farming. It was founded in

1946 by a group of farmers, scientists and nutritionists who observed a direct connection between farming practice and plant, animal, human and environmental health.

Today the Soil Association is the UK's leading organic organisation, with over 180 staff based in Bristol headquarters, in regional centres and working as certification inspectors across the country. It is a charity, reliant on donations and on the support of its members and the public to carry out its work.

Since its initiation, staff have been working to raise awareness about the positive health and environmental benefits of organic food and farming and supporting farmers in producing natural food consumers can trust.

The Soil Association is currently piloting an ethical trade scheme which ensures that the workers are treated fairly, the farmer receives

a fair return, and a positive contribution is made to the local community. For more information visit: www.soilassociation.org

Jim DEVLIN, BSA Executive Director brought the meeting to a close by giving an update on WEEE and the members retired to enjoy supper and chat.

Did you know?

According to research published by the Department of Culture, Media and Sport, the humble Cup of tea is Number One of the top Icons of England.

Update on WEEE (Waste Electrical and Electronic Equipment Directive)

WEEE is now Law. The Waste Electrical and Electronic Equipment (WEEE) Regulations which implement the WEEE Directive in the UK have been published by the Government and became law on the 5 JANUARY 2007.

The key dates for manufacturers or importers of equipment are mid MARCH by which time they must be registered with a Compliance

Scheme or set one up themselves, and 1 JULY 2007 when full implementation is effective.

Further information on Compliance Schemes, a list of schemes and more detailed guidance can be found on the Beverage Service Association Members' website at www.beverageserviceassociation.com.

A Government guidance document is

expected to be ready very soon and the DTI has said that equipment similar to ours is included within the WEEE Regulations as they believe the waste is of a similar nature to that of household electrical and electronic waste.

NB – there will be a further update on WEEE at the BSA Northern Regional Meeting taking place in MARCH.

Profile on... on Solo Cup Europe



Naomi ARNOLD, Communications Officer of the BSA, spoke with Nikki BRUCE, National Sales Manager – Foodservice and Anne SUTTON, Business Development Manager of Solo Cup Europe – to learn more about the company, its background and ethos. As a longstanding member of the BSA, Solo Cup Europe is already well known to many fellow BSA members.

How long has Solo Cup Europe been operating?

Solo Cup Europe has been operating since 2000, after it was bought by Solo Cup Company in the USA. Until 2000 the company was known as Insulpak, which had been trading since May 1970.

And how has it developed?

With the support of our parent company - Solo Cup Company - we have been able to develop our product offering and resources. Also, as there are several branches of Solo Cup across the world, we are able to source products and resources from our sister companies. A key benefit of working with our sister and parent companies is that we are able to offer a consistent supply globally, as with the case of Starbucks. We have also developed in terms of the range of materials we are now capable of handling. Previously we only manufactured expanded polystyrene (EPS) products, whereas now we are able to supply products made of polyethylene terephthalate (PET), polystyrene (PS), high impact polystyrene (HIPS), polypropylene (PP) and single-sided and double-sided poly paper.

Your business focus is what currently?

Our main focus is always our existing customers and their needs. We also focus on providing exceptional levels of customer service, new product development, quality assurance and graphic design services. Our NPD department and our developing graphic services department are able to respond quickly to requests for new products, or to adapt existing products for our customers. We also work to take new products to new markets and customers.

And your range of products?

Our range comprises both foodservice and packaging products, which includes EPS, PET and paper cups and containers, plus PS dairy pots and lids. We also regularly adapt and expand our range, as we work to create

new products and solutions to meet the needs of the market.

And export trade?

Solo Cup Europe has many trusted and established distributors across Europe. For many years we have supplied customers in Western Europe, whilst we have recently developed our market in Eastern Europe.

How many staff do you employ?

At our site in Huntingdon we have approximately 400 employees (spread over factories, warehouses and offices.) However, globally, Solo Cup Company employs around 12,000 staff.

What sales aids do you utilise?

Throughout 2007 we will be developing our literature, website and marketing resources. Our marketing department is expanding to include a graphic designer so we will be able to offer more design services, both in terms of literature and designs for printed cups. We also have a CAD system for product design, which is popular with our packaging customers who require bespoke products to suit their manufacturing capabilities. However our main sales aid is the passion of our sales managers who strive to build relationships with our customers, to convey their belief in our products and ultimately help to build the customer's business.

What is your policy on training?

We believe that product training is the key, both for our sales force and our customers. We train staff within the company, and customers outside the company, on the features and benefits of the Solo range so that that knowledge can be passed on to operators who in turn can advise their customers knowledgeably.

Do you feel you have a USP, and if so, what is it?

Our main USP is that we can handle a range of materials 'all under one roof'. Our manufacturing facilities - all based on one site - deal with foam, paper and plastic products. Our other selling points are that we can offer are NPD, innovative products

and that our staff are passionate about our business and are always keen to help our customers find the right disposables for their needs.

What would you say is the most important factor in retaining customers?

The most important factor is to understand their business. If they fail, we fail, so our top priority is to ascertain how we can best help them to be successful. By identifying and responding to their needs we can build both their business and ours. However, of course, a very important factor is providing excellent service to all of our customers.

What benefits have you found from membership of the BSA?

The BSA provides an excellent way for us to communicate with our customers and to keep abreast of industry news. It works as a voice piece, with which we can converse with other organisations within the Industry.

And what benefits do you believe you are able to offer to fellow BSA members?

Solo Cup Europe is a dynamic market leader and therefore can offer fresh and new ideas and products across a range of materials. Our wealth of product knowledge and market expertise means that we are able to advise fellow BSA members on a wide range of disposables and our industry as a whole.

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ANNUAL GENERAL MEETING AND DINNER

These will be held on Tuesday, 12 JUNE, at Billesley Manor, Near Stratford upon Avon, and there will also be the opportunity to play golf from 12 noon at nearby Ingon Manor.

Further details and booking forms for both the dinner and hotel accommodation are available from the BSA Office (T : 01923 - 848392; E : bsa@dia1.pipex.com) and also on the BSA Website - www.beverageserviceassociation.com