

BHETA™

Your Voice in the Industry

The British Home Enhancement Trade Association

Membership Guide





Look forward to the future

BHETA is the voice of authority on everything to do with home improvement and home enhancement, including DIY, housewares, garden, SDA's and home decor.

It's ahead of other trade associations because it creates sales success as well as providing advice. It represents £5 billion at retail and 9000 employees.

To give it its full title, the **British Home Enhancement Trade Association** brings together manufacturers, suppliers, retailers and opinion formers to drive growth at home and abroad.

Find out how we can help you move your business forward.

What's in it for me?

Probably more opportunities to grow and prosper than you might ever have considered possible!



Kiln oven at Portmeirion Pottery

Are you a manufacturer, supplier or distributor?

Then these are the areas in which BHETA can help you:

- Unique retail engagement opportunities that lead to incremental sales. 'Meet the Buyer' meetings and unrivalled networking with your customers, prospects and peer group. Examples of retailers who regularly participate include Homebase, John Lewis, Screwfix,

REGULARLY MEET

HOMEBASE

John Lewis

SCREWFIX

LAKELAND

Wyevale garden centres

RANGE

Wickes

Argos

TP
Travis Perkins

Lakeland, Wyevale, The Range, Argos, Bentalls, Robert Dyas, Travis Perkins and Steamer Trading

- The chance to meet and gain unique trading insights from key speakers from major retailers as well as the Bank of England, media editors and exhibition organisers
- The latest market data and trend information from top brand providers like GfK, Conlumino, Scarlet Opus, Thomsons, Verdict and Experian – at significantly discounted prices
- Practical help with new product development including grants, contacts and opportunities to exhibit
- Export opportunities and logistical information via UKTI partnership status including tailored leads

- Automatic membership of BHETA's European partner – Fediyma (European DIY Manufacturing Association)
- Negotiating strength with industry suppliers including exhibition organisers, logistics providers and professional services companies
- Power to lobby key commercial and legislative targets on compliance, trading terms, listings and best practice
- Media contacts and media profile which builds the economic and social significance of the home and garden market
- Market specific service providers including product testing, IT, marketing, merchandising and recruitment



Totally DIY Exhibition

- Exclusive exhibition discounts and travel support for the likes of Exclusively Housewares and Electrical, Ambiente, Spring Fair, Totally, Cologne and many other domestic and international shows



Access to a host of brands and suppliers

Are you a retail executive, manager, buyer or specifier?

Then these are the areas in which BHETA can help you:

- Instant access to a host of brands and suppliers – new, established, leading and niche, offering new product solutions from premium branded to own label
- Unique 'Meet the Buyer' opportunities to meet new suppliers in one day at a site of your choice
- Unparalleled networking forums to share your strategic goals and requirements with up to 100 suppliers
- Access to an online Retailer Zone to search for sector specific information and product ideas
- Workshops, forums and seminars on key industry issues like supply chain and category management
- Insights into the latest consumer trends, market data as well as retail category and retailer specific news

Why should I join?

With all that practical help and advice, all that up to the minute information and above all those opportunities to make contacts and create additional sales, can you really afford not to?



Making new contacts is common practice when you're a BHETA member

DISCOVER NEW



Listings



Products



Market Insight



Contacts

The secret of BHETA is the mutuality of the opportunities it creates.

If you are in the home improvement or home enhancement industries, whatever your role and wherever you are based you can benefit from participation in BHETA.

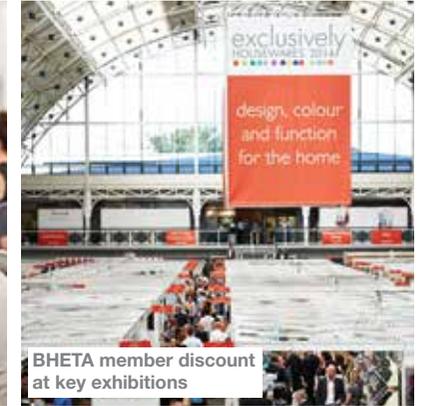
And in really tangible ways. New listings, new product ideas, new contacts. Invaluable information and insights, problems solved, opportunities uncovered.



A popular Screwfix 'Meet the Buyer' day



Key speaker from a major retailer



BHETA member discount at key exhibitions

Joining BHETA is always going to be a good decision, whatever your profile or situation.

- Established brand or just starting out?
- Enjoying massive growth or needing a little help, advice or fresh input?
- Importing, exporting or developing the home market?
- Looking for ideas and inspiration or the practical means to realise your goals?
- Maximising existing contracts or seeking new business partners?
- Needing hard data or fresh thinking?
- Searching for partners and suppliers or looking for customers?
- Keen to share experience with like minded colleagues or looking to steal a march on competitors?
- Wanting exposure in new markets for a fraction of the normal price or consolidating your ability to deliver?

RESEARCH BENEFITS



In fact as most members will tell you, you will recover the cost of joining just by taking advantage of the discounts available on exhibitions, international travel and market data.

That's even before you start to enjoy the benefits of participation in BHETA's amazingly successful 'Meet the Buyer' days, key speaker forums and issue specific workshop sessions. Add to that access to the best market research, targeted database availability, superb industry specific advice and support all at your fingertips, why not join today?

Don't wait, join now!



What do BHETA members and partners think?

“ BHETA offers both suppliers and retailers an opportunity to engage with each other for mutual benefit through key events, and they offer unprecedented access to major retailers and their future plans. ”

Nick Cornwell, Managing Director, DKB Brands



“ The day exceeded our expectations in terms of opportunities that we will be following up and we have already confirmed that we will work with BHETA... on two similar events per year... ”

Stuart Heritage of Wyevale, commenting on a 'Meet the Buyer' event



“ We were thoroughly impressed by the standard of product development on show at this year's 'Meet the Buyer' Innovation Day. ”

Andrew Livingston of Screwfix, commenting on a 'Meet the Buyer' event



“ All the buyers found it a productive day, particularly where suppliers crossed over categories and it allowed a more complete view of their offers. We found some good new products and will look to make it an annual event ”

Jim Chadwick of The Range, commenting on a 'Meet the Buyer' event

“ Thank you BHETA for a great day... you really found some nuggets to pursue... and all of the buying team really enjoyed the experience. We look forward to the next one ”

Zoe Stewart, Buyer from John Lewis, commenting on a 'Meet the Buyer' event

John Lewis

“ Like minded professionals across varied brands sharing their challenges and commercial perspectives makes you realise how much can be gained by taking part in our very own trade association. ”

John Grayson, Managing Director of Fiskars



“ We had such a great time at the event. We learnt so much and had so much interest in our products – we are blown away. It is really great to see something like BHETA who really is trying to help and not just going through the motions. ”

Hanif Khan from Birmingham Innovations commenting on BHETA's Innovation Zone at the Totally DIY Show

How much is it to join?

There are three types of membership and prices are based on company turnover.

As a manufacturer or supplier, you can become a full BHETA member. If you are a service provider with expertise within the industry, you can become an associate member. Retailers, specifiers and members of the media can join BHETA as affiliate members.

Prices for each category are enclosed in the application form.



Full member

Suppliers to the Hardware/ DIY, Gardening, Homewares, Small Electrics and Brushware markets



Associate member

Any other companies associated with the main sectors eligible for Full Membership, e.g. Trade Journals, Service Companies, Exhibition Companies etc



Affiliate member

Bodies and organisations with FOC reciprocal arrangements

Application form

To apply for BHETA membership, complete the enclosed application form. Please call BHETA Member Services on 0121 237 1130 if you would like the information to be provided in an alternative format.

INTERESTED IN FINDING OUT MORE?

If you would like to talk direct to one or two BHETA members, partners or associates to see how BHETA works for them, call BHETA Member Services to arrange an opportunity.



British Home Enhancement Trade Association

Federation House

10 Vyse Street

Birmingham

B18 6LT

Tel: +44 (0)121 237 1130

Fax: +44 (0)121 237 1133

www.bheta.co.uk

info@bheta.co.uk

Associated partners



BHETA supports the Rainy Day Trust as the industry charity