SPEAKING OUT FOR 20 YEARS
British Producers and Brand Owners Group founded

The Group’s mission is to build the optimum climate for brands in the UK, delivering choice and value to consumers through constant innovation and fair competition.

- Chairman: Major General Edwin Beckett CB, MBE
Renamed British Brands Group

One year after forming, the group became the British Brands Group.
Research

The Group commissions research yielding unique insights into consumer behaviour and attitudes. Further research into the consumer effects of parasitic copying was published in 2009 and 2012.
Publication of A Guide to Brands

Through its guides, the Group promotes deeper understanding of brands and how best to protect them.
The Group becomes the UK arm of AIM

The Group becomes part of a European network of brand associations and a member of AIM, the European Brands Association in Brussels. This provides effective engagement with both UK and EU policymakers.

Inaugural conference: Brands and the Challenges Ahead
First Brands Lecture

The Brands Lecture series presents a forum for brand thinking led by international, inspiring speakers. Now in its fourteenth year.
Innov8 Brands Conference
This conference explored the climate for innovation in the UK, identifying seven best practices for effective innovation.

Website launched

Supermarket Code of Practice
The first Supermarket Code of Practice came into force to address specific retailer practices that caused competition concern.
Grey market controlled
The UK Government and the EU sustained brand owners’ control over their supply chains, in the interests of product consistency and quality, innovation and jobs.

A guide to Brand Protection
This guide underlined the practical steps every individual can take to preserve their company’s most valuable asset. It was adopted by other countries and translated into several languages.

Chairman:
Andrew Redpath
Competition Commission investigates Safeway Morrisons merger

The Group presented brand suppliers’ perspective, including the importance of dynamic retail competition, consumer choice and an effective code to ensure fair dealing.

Chairman:
Andrew Redpath
A guide to Brand Competition

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Andrew Redpath
First Oxford Symposium: Trends in Retail Competition

The Group actively supports this symposium which has built a strong reputation for analysis and debate on the nature of competition between branded and private label products.

Manifesto for Brands

A manifesto for brands

How branded products can contribute to:

- style
- quality
- innovation
- employment
- design
- reputation
- adding value
- choice
- prosperity
- consumer focus
- corporate social responsibility
- competition
- world class
- technical improvement
- growth
- productivity
- empowerment
- consistency
- creativity
- trust
Gowers Review

On evidence from the Group, the Review concludes that brands are not well protected in the UK.

Competition Commission investigates the groceries market
Study: Valuing brands in the UK economy

The Group commissions and publishes studies to build deeper understanding of brands and to provide evidence and case studies on their positive contribution.
Conference: Branding in a modern economy

In partnership with the IPO, this conference series explored how the UK may develop as a world class market in which to create, build and sustain brands.

House of Commons exhibition

Trade Marks & Designs Forum

The Group is invited to contribute to the shaping of IP policy in the UK.

Chairman: John Bebbington
The Group has been working with competition authorities since 2001 to ensure fair dealing and fair competition. The introduction of the Groceries Supply Code of Practice and the appointment of an Adjudicator are two outcomes.
Conference: Branding in a modern economy 2

The IPO announces progress since the 2009 conference and launches the Brands Industry Forum, a cross-Government platform on branding and the environment for brands.
Study: Unwrapped – the hidden power of packaging

A three-in-one study underlining the role of packaging in consumer markets, how consumers read labels and make decisions, and how courts may gain better insights into consumer behaviour.

Chairman: Andrew McCarthy
Groceries Code Adjudicator appointed

Christine Tacon CBE is appointed to monitor and enforce the Groceries Supply Code of Practice, following the successful passage of legislation through Parliament.

GSCOP Training Scheme launched

The Group launches a training scheme for all suppliers, building understanding of the Code and how to use it effectively in trade negotiations.
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Trading with supermarkets: tip the balance back in your favour
The Groceries Code of Practice introduced new rights for smaller suppliers. While suppliers are no longer permitted to impose unfair terms, the codes appear to work.

New member services
A range of new services are introduced to support fair dealing in the UK grocery market.

Government reviews consumer protection
The Group prompts a Government review on whether consumers are well-protected against misleading packaging.

Chairman:
Andrew McCarthy