

# SPEAKING OUT FOR 20 YEARS



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## 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.

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- Chairman:  
Major General Edwin Beckett CB, MBE



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## Renamed British Brands Group

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



- Chairman:  
Major General Edwin Beckett CB, MBE



SPEAKING OUT FOR 20 YEARS



First newsletter published  
Now in its 30th edition.



• Chairman:  
Major General Edwin Beckett CB, MBE



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## 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.



• Chairman:  
Andrew Redpath



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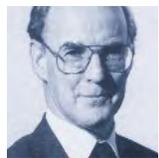
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## Publication of A Guide to Brands

Through its guides, the Group promotes deeper understanding of brands and how best to protect them.



• Chairman:  
Andrew Redpath



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# AIM®

## 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

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• Chairman:  
Andrew Redpath



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## First Brands Lecture

The Brands Lecture series presents a forum for brand thinking led by international, inspiring speakers. Now in its fourteenth year.



• Chairman:  
Andrew Redpath



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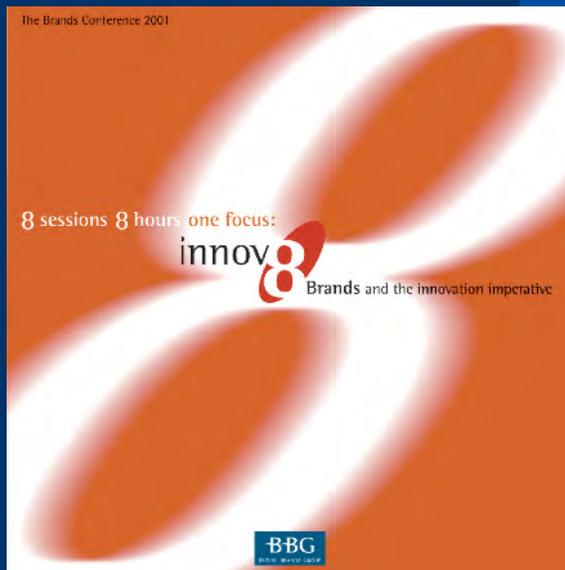
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## Innov8 Brands Conference

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.



• Chairman:  
Andrew Redpath



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### 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.



### 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.



• Chairman:  
Andrew Redpath



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### 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



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A guide to Brand Competition



New identity



• Chairman:  
Andrew Redpath



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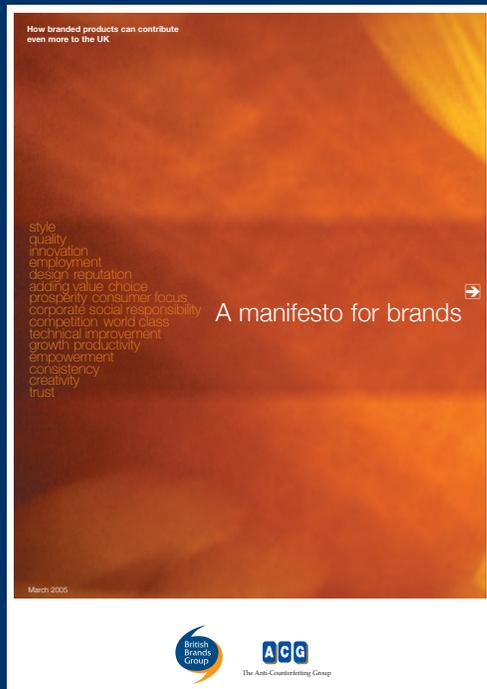
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## Manifesto for Brands



## 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.



• Chairman:  
Andrew Redpath



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## 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**



• Chairman:  
Andrew Redpath



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### 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.

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• Chairman:  
John Bebbington



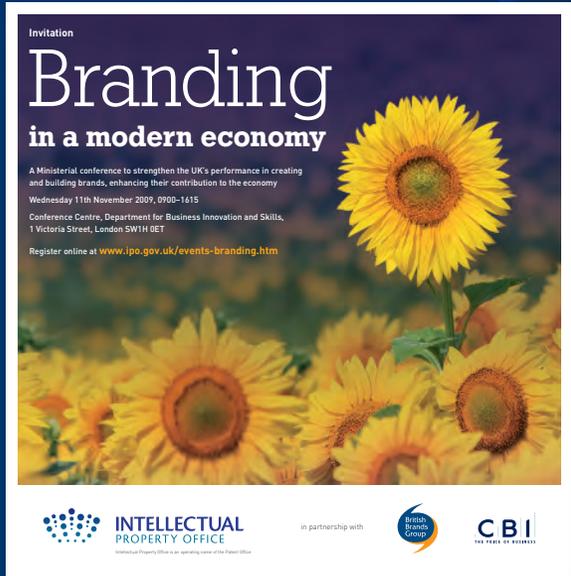
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### House of Commons exhibition

### Trade Marks & Designs Forum

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



### 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.



Chairman:  
John Bebbington





## Manifesto for Brands



## Study: Brands and Responsible Business

## Groceries Supply Code of Practice (GSCOP) introduced

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.



• Chairman:  
John Bebbington



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Invitation

# Branding 2 in a modern economy

This Ministerial event is a follow-up to the 'Branding in a modern economy' conference held in 2009. Our aim is to review progress made since in understanding the contribution of branding to growth, and to explore further how branding may contribute to the UK economy.

Tuesday 29th November 2011, 09.00-17.00  
Unilever Conference Centre  
100 Victoria Embankment, London EC4P 4BD  
[www.ipo.gov.uk/events-branding-form.htm](http://www.ipo.gov.uk/events-branding-form.htm)



**INTELLECTUAL  
PROPERTY OFFICE**  
Intellectual Property Office is an operating name of the Patent Office

## 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.



• Chairman:  
John Bebbington



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## 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.

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Chairman:  
Andrew McCarthy



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### **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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- Chairman:  
Andrew McCarthy





**Trading with supermarkets:**  
tip the balance back in your favour

The Groceries Supply Code of Practice introduced a new regime for fair dealing in the grocery sector. However, without any enforcement its impact has been limited. That is all about to change.

The appointment of the Groceries Code Adjudicator is a new development but will it be effective if companies remain reluctant to step forward? How can suppliers build the confidence they need to invest more in their brands if nothing changes?

The British Brands Group is uniquely placed to help combat unfair trading practices and to work with small and medium brand suppliers as well as larger companies for a fairer, competitive market.

If your company seeks a more balanced trading relationship and sees merit in working with a dynamic, commercial trade association with a long record of fighting battles for brand owners, turn over and find out what membership means.



## 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.

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• Chairman:  
Andrew McCarthy

