

# The Benefits of BASA Membership

## **BASA** How we lead the way



**BASA is one of the most active technical adhesives and sealants associations across Europe and the reason for this is quite clear – it is driven by the diverse expertise of its members and consultants.**

In fact, BASA has become a mine of information and advice on the importance of regulations and standards for the adhesives and sealants industry in the UK and Ireland, all underpinned by an extremely active technical programme. For all these reasons, BASA membership undoubtedly provides high value and contributes to business performance. It's little wonder therefore that membership is currently enjoyed by more than 100 UK and Irish companies.

BASA is also structured in such a way as to deliver maximum payback to its membership. It maintains five active working groups, all focused on keeping members updated about regulatory issues, and providing comment, evidence and information to governments and standards organisations.

Moreover, every year more than 600 staff and guests from member companies participate in BASA activities and more than half the membership are involved with our working parties.

### **Keeping abreast of regulatory issues**

Anyone operating in our industry will be only too aware of how the pace of regulatory change is now moving so rapidly – and even more so after the decision to exit the EU.

Nor is it simply that regulations are becoming ever more demanding – government is also beginning to regulate in new areas and that is having a wide impact. The upside is that BASA now serves

as the accepted voice of the industry in the UK and Ireland. We retain strong links with government, industry, standards organisations such as BSI, CEN, ISO, as well as other associations across the UK and Europe. We are also one of the leading national adhesive associations in Europe, contributing and putting the industry view to the European Commission, Council and Parliament via our affiliate FEICA. Effectively, BASA gives our members a powerful voice when engaging with the decision makers.

### **Members' Area**

Backing all of this up is the Members' Area of the BASA website, which contains a vast repository of useful information, including minutes and reports from BASA working groups, updates about industry standards, guides about new regulations, industry statements about topical issues of concern and news of BASA events and activities. It includes free access to our European affiliate association FEICA with news about regulatory affairs from Brussels and across Europe, and a vast directory of external websites.

For international companies, we encourage their overseas staff to subscribe to the website and register to receive notices and reports of interest, and

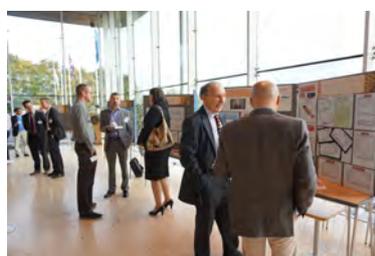
contribute to the technical discussions within the association.

We have a monthly Bulletin available in electronic form, as well as the traditional hard-copy BASA Bulletin, which is published for the two open industry forums, summarising the current work of the association and updating members on relevant legislation, and the affairs of the association. These are all key services designed specifically to help to ensure our members' continuing success.

Importantly, the majority of our events are held within 30 minutes of an international airport, allowing overseas participants to visit within a day, as networking is regarded as a key benefit of membership among many members. And that is why we offer a combination of business, technical and social events throughout the year.

### **Promote your business**

The BASA website is a major portal for our industry – and a unique free advertising opportunity for your company and products. Every month, it receives more than 1,000 visitors, while half our member companies come to our site for information they need. Importantly, members manage their own listings and information driving



the Directory, making it easy to keep themselves fully up to date.

Each year, we also publish and circulate the BASA Handbook, with every single member receiving a free company profile and listing in the comprehensive Buyers Guide section. Non-members are required to pay to advertise in the book.

### Business Services

We offer a wide array of business services to meet our members' diverse requirements, including:

- The BASA Business Support Helpline, managed by Croner Consulting, offers members free information on a range of legal and employment matters
- Free access to two web-based Regulatory Helplines, also managed by Croner Consulting: Croner Health and Safety Expert and Croner Hazardous Substances
- BASA members enjoy special discounts with a number of external providers, including REACHReady – a telephone and web-based help desk to answer companies' questions as they move towards compliance with REACH; and 24-7 Responder for those members needing 24-hour emergency telephone cover for their products



*Matt Dawson speaking at BASA's Annual Industry Lunch in Twickenham's Members Lounge area in March 2018 – a great example of Member's networking opportunities and generously supported by Platinum Sponsor Rakem Ltd, as well as new members Wallace Hind and Hermex FX.*

- Privilege discounts or products and services from BASA's Advantage Members: 4ward Testing, OAMPS Hazardous industries, Wallace Hind and Hermex FX
- Through BASA membership, we provide access to the services of the Construction Products Association, including industry market data (that means you enjoy the privileges of CPA membership, without the subscription fees).

### Networking opportunities each year include:

- Annual General Meeting
- Annual Industry Lunch, with topical Industry Speakers after the AGM

- Two free Open Industry Forums in June and November
- Training days throughout the year
- At least 12 working group meetings during the year
- Sports day in June
- Other popular business/social networking days
- Annual Dinner dance in November each year.

Each event offers opportunities for sponsorship by both members and non-members.

### Representation across Europe

BASA is a leading member of FEICA – the Brussels-based association representing national adhesive and sealant associations, and larger multi-national adhesive, sealant and raw material producers. We work closely with both FEICA and the other national associations to promote UK interests on the many European public affairs issues, including EU directives and regulations. As a BASA member, you also have free access to all FEICA services, including discounts to attend the European Adhesives Conference each September, free attendance at selected seminars and substantial discounts on a number of key market reports.

Along with the wide spectrum of benefits covered here, BASA is constantly striving to discover new ways to enrich your membership, because our members are the source of all that we do, in order to better our industry.

