

AUSTRALIA & NEW ZEALAND

PLMA

INTERNATIONAL COUNCIL

www.plma.com.au

In today's highly competitive marketplace retailers are using Private Label as a key way to differentiate their offer. Suppliers who build successful Private Label partnerships with retailers have a distinct advantage over competitors.

Private Label Manufacturer's Association (PLMA) Australia & New Zealand is the only association dedicated to promoting best practice outcomes for members and retail partners in the Private Label segment.

A member funded not-for-profit, we are part of PLMA International, the world's largest association of suppliers involved in the manufacture and supply of Private Label to the world's leading retailers, comprising over 3,500 members globally.

Why should my organisation join PLMA Australia & New Zealand?

- ✓ Exclusive access to senior retail decision makers via 3 'member only' meetings & seminars each year held across Melbourne, Sydney & Auckland. We offer unparalleled access to senior level retailers who regularly address our members with strategy updates, Q&A sessions etc.
- ✓ Participation in a full day Best Practice workshop each year featuring presentation from global Private Label experts, where you will work alongside key trade decision makers discussing opportunities to help improve your business.
- ✓ Global Private Label insights via our association with PLMA International. Includes access to Private Label topline sales data for 650 categories across the US & European markets provided via PLMA's global relationship with Nielsen.
- ✓ Access to PLMA's 'Ideas Supermarket' – the world's largest database of Private Label product & packaging innovation from around the world.
- ✓ Local market insights via market leading analysts Citigroup & Credit Suisse. A fantastic way to understand what is really driving market movements in the retail sector!
- ✓ Member's only access to an exclusive Member Library containing all presentations from member meetings, as well as a wealth of reports and resources from around the globe to assist you with your business.
- ✓ Automatic membership of PLMA International, providing your company with the ability to visit and exhibit at the world's largest Private Label trade shows held in Amsterdam, Chicago and Shanghai each year.
- ✓ The best networking forum available for anyone involved in supplying Private Label to retailers. Many of our members advise having the ability to network & share learnings is worth the cost of membership alone!

What types of companies are members of PLMA?

We have a wide range of member companies, ranging from multinationals to successful SME organisations. Our member base also includes companies who are indirectly involved in Private Label supply, such as ingredient, fragrance & packaging companies.

Who should attend PLMA events?



Anyone who is interested in successfully growing their Private Label business in Australia & New Zealand.

Our attendees includes Managing Directors, Commercial Directors, Sales Directors / Managers, Business Development Managers, Account Managers, Marketing Managers, Brand Managers.

We also have R&D, Quality, Technical & Operations managers attend selected meetings to discuss topics of interest.

What does it cost to become a member?

Being a not-for-profit member funded association, our fee structure is designed to fairly represent the size of members' Private Label businesses. For companies selling less than \$3m AUD in Private Label per annum, the annual fee is \$1,815 + GST. For sales in excess of \$3m per annum, the fee is \$3,630 + GST. Fees are billed on a calendar year basis.

Please note that the membership fee is per company not per individual. We often have multiple attendees from member companies attend our meetings at no additional charge, providing our members with maximum value for their single membership.

How do I join PLMA?

Please complete the online application form at <http://tinyurl.com/join-plma>

Further information on our services can be found at: <http://plma.com.au>

Alternatively, please contact Bill Trainor via: bill@plma.com.au or 0417 322 556