

**BMF BUSINESS SERVICES**



Excellence in building materials supply

# Helping you unlock the power of creative print and marketing

IN ASSOCIATION WITH

**alphagraphics**

increase your reach

The BMF. Building your people. Building your skills.  
Building your business. Building your voice.  
Building excellence.

**FREE  
INITIAL  
CONSULTATION  
AND PRINT  
AUDIT**





## Your go-to creative team for print and marketing

We are proud to support BMF merchants and suppliers with smart, eye-catching print and creative solutions that help you engage with your customers.

AlphaGraphics partners with BMF members to fuel business growth and attract new customers across the building sector. From strategic marketing campaigns to high-impact print, signage and direct mail, we deliver creative solutions that connect with trade audiences and drive measurable results.

## What we bring to the table

- **Experience supporting merchant groups and suppliers** with print, creative and sales campaign delivery across multi-site locations
- **Plain-speaking expertise and practical advice** to help you deliver sales and marketing activity to your customers and new business
- **Scalable services** to grow as your business grows
- **Smart, forward-thinking engagement programmes** that enhance your business performance while keeping costs under control

## What we offer

**At AlphaGraphics UK, we have spent over 30 years helping businesses bring ideas to life through high-quality print and smart marketing. Along the way, we have picked up awards and worked with plenty of delighted customers.**

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### CREATIVE DESIGN

From refreshing your brand to crafting campaign visuals, our internal creative team will bring smart, creative thinking to your sales and marketing needs.

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### PRINT PRODUCTION

We operate a 24/7 print factory to manage all your print needs. We cover all your builders' merchant needs, from marketing literature and point of sale materials to signage and direct mail, delivering creative solutions that drive engagement and results.

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### SALES CAMPAIGNS

Seamlessly connect your online and offline marketing, develop loyalty promotions and create targeted marketing initiatives to grow existing customer spend and awareness and to find new customers.

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### DATA AND PERSONALISATION

Write targeted messages that truly resonate with your intended audience through eye-catching direct mail and digital communications.

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### PROJECT MANAGEMENT

We will guide your project from first idea to final delivery. We collaborate with merchant groups and companies of all sizes, from independent outlets to large national chains, providing tailored creative and print solutions that align with their unique business needs.



The AlphaGraphics team are professional, experienced, and easy to work with. They helped us achieve the results we needed to hit target.

Operations Director,  
Vertu PLC



## Tailored solutions for builders merchants

As proud supporters of the BMF network, we love helping members make an impression with everything from bold signage to beautifully designed literature.

With AlphaGraphics, you will have one trusted team to manage everything, so your marketing feels seamless and stress-free.

### We can help you:



#### **STRENGTHEN YOUR BRAND**

with eye-catching signage, POS and brochures



#### **SIMPLIFY YOUR MARKETING**

with one point of contact for all your projects



#### **REACH THE RIGHT CUSTOMERS**

through personalised, multi-channel campaigns



#### **WORK SMARTER**

with efficient in-house production and expert guidance



#### **COST-EFFECTIVE PRINT MANAGEMENT**

using our online ordering marketing portal to hold your design assets, optimise your buying power with efficient and easy print acquisition

## Claim your FREE initial consultation and print audit today.

Call Phil Chapman on 07887 578718 or our head office on 01642 525 100.

## BMF member benefits:

- **PREFERENTIAL PRICING**
- **DEDICATED ACCOUNT MANAGEMENT TEAM**
- **FREE INITIAL CONSULTATION AND AUDIT OF PRINT SPENDING ACTIVITY**

“ Since working with Alphagraphics over the past year, I’ve been impressed by their professionalism, industry knowledge, and ability to deliver efficient, effective results - making them a trusted extension of our team.

Mick Di Stazio, Director of Marketing, Europe, CEF

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## Let’s create something brilliant together

From a single print piece to a fully integrated marketing campaign, we are here to help bring your ideas to life and support your business goals.

**Phil Chapman** – Director

Call: **07887 578 718**

Email: **p.chapman@alphagraphics.co.uk**

**Head Office**

Call: **01642 525 100**

**www.alphagraphics.co.uk**

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