



BPMA Dragon's Den Design Competition 2026

The BPMA in partnership with Made in Britain is thrilled to announce the return of the Dragon's Den Design Competition for 2026. After the success of last year's competition, we are thrilled to partner with Made in Britain to bring another exclusive challenge to BPMA Members.

The challenge?

To design a brand-new item of merchandise for Made in Britain.

Entries will be judged by a panel and the shortlisted entrants will be invited to the original Dragon's Den studio to deliver their pitch. This competition is open to all BPMA members, both Distributors and Suppliers.



The opportunity

Made in Britain are seeking a brand-new item of merchandise that promotes British Manufacturing to the international business community. Could your product become the next global symbol of British manufacturing? Showcase your creativity. Champion British manufacturing. Pitch in the Den. Design the merchandise that takes British manufacturing to the world.

Entries open on 6th July 2026 and the deadline to submit is 30th September 2026. Initial judging will take place between 1st – 10th October 2026. A shortlist of no more than 8 entrants will be invited to pitch their idea in the original season 1 Dragon's Den Studio in North London in November 2026. The winning entry will be decided by the panel and the winner will be revealed at the BPMA Christmas Lunch featuring the Product Awards 2026 on 10th December 2026 at The Underglobe, London.

Made in Britain retain the right to enter a commercial discussion with the BPMA should they be interested in procuring the winning item. The BPMA will manage the commercial relationship to ensure Supplier entrants don't compromise their trade exclusivity.

The brief

To design a product or piece of merchandise that captures the essence of Made in Britain and serves as a positive symbol of British and Northern Irish manufacturing. The goal of this challenge is to develop a creative and impactful item that raises awareness of the **strength, quality and diversity** of manufacturing across Great Britain and Northern Ireland, while communicating the value of British-made goods to businesses and consumers in the UK and overseas.

The product should embody Made in Britain's role as a non-profit organisation that unites, supports, promotes and represents manufacturers who produce within Great Britain and Northern Ireland. It should reflect the values associated with the Made in Britain trademarks, including **proximity, transparency, responsibility and high quality**, while helping to champion the sustainable growth of the sector.

The design should have the potential to promote British manufacturing in a strategic and positive way, creating a memorable connection with domestic and international audiences. It should help Made in Britain communicate the strength, creativity, quality and innovation of British manufacturing, while being versatile enough to be used across a range of settings from trade events and business meetings to consumer-facing campaigns.

Challenge participants are encouraged to think outside the box, considering factors such as sustainability, accessibility, usefulness, originality and commercial feasibility, while ensuring that the product holds the potential to become a meaningful symbol of Made in Britain's work in championing UK manufacturers across all sectors.

This is an exciting opportunity for BPMA members to showcase their creativity, innovation and design expertise while championing British Manufacturing.

How to enter

Please send your submission as a PDF file, clearly stating your business name and primary contact for this competition.

Entries must include a rationale behind your design concept and a clear explanation of the design and why you feel it should win.

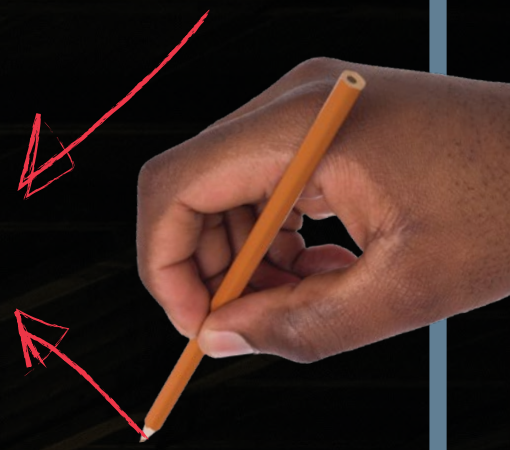
Email your entry and rationale to **marketing@bpma.co.uk**.

Closing date for entries is 30th September 2026.

If you wish to support your entry with a product sample then please email **marketing@bpma.co.uk** to arrange delivery ahead of the closing date.

Terms & Conditions:

1. This challenge is open to BPMA members only. 2. Participants must include a brief description of their design concept, including its relevance to the Made in Britain brief. 3. Product should work year-round and represent the Made in Britain brand rather than a specific campaign. 4. Product must be sustainable – i.e. no single use plastic. 5. This is a design challenge focused on generating ideas, without any obligation to move forward with production. Please support your entry however you feel most appropriate with either illustrated design ideas, written descriptions or actual product samples. It's up to you. 6. By entering the Challenge, the participant agrees that in the event that Made in Britain wishes to commission the winning design for production, it shall enter into good faith discussions with Made in Britain in relation to the assignment or licensing of intellectual property rights in the [Entry] and the development of the product for use by Made in Britain. The participant agrees that it shall not enter into similar discussions with any other party in respect of the [Entry] prior to finalising such discussions and / or contracting with Made in Britain. 7. A shortlist will be announced and the winning design will be selected by a BPMA and Made in Britain led judging panel based on: 7a. Originality and Creativity – Is the design original and unique? Does it offer a fresh concept? 7b. Accessibility – Is the product inclusive and accessible to a wide audience? 7c. Sustainability and Social Responsibility – Has the design considered materials, sourcing, longevity and responsible production? 7d. Practicality and Functionality – Is the product practical, durable, and easy to use? 7e. Commercial feasibility – Could the item be commissioned, scaled or used by Made in Britain in future activity? 7f. Recognisability – Does the product serve as a positive symbol of British Manufacturing? 8. Deadline for entries is 30th September 2026 and initial judging will take place between 1st –10th October 2026. A shortlist of no more than eight entries will be invited to pitch in November 2026. 9. By entering the Challenge, participants agree to take part in any publicity related to the Challenge, including but not limited to social media posts, interviews, or photos and videos. 10. The name and design of the winner(s) may be published on the Made in Britain and BPMA website and social channels. 11. In the event that a Supplier member wins the competition and Made in Britain elect to enter a commercial discussion regarding procuring the winning item, then either BPMA will act as the agent in the negotiations to protect the trade exclusivity of the Supplier, ensuring that any profits gained are distributed amongst the BPMA membership. Alternatively, the Supplier could nominate a Distributor of their choice to manage the relationship with Made in Britain.



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