

# **CHSA**

## ***Make the most of membership***



### **Resources available to you**

Membership of the CHSA and the relevant Accreditation Scheme highlights your commitment to standards. Use the resources available to promote this to your customers and help your business stand apart from your competitors.

The resources include:

- Copy on the benefits of the Schemes for your catalogue, website and other promotional materials
- Slides to incorporate in your sales presenters
- Artwork for leaflets and advertisements
- CHSA and Accreditation Scheme logos

Visit the members' area of the website [[www.chsa.co.uk](http://www.chsa.co.uk)] to download the resources.

### **The CHSA logos**

The CHSA holds the copyright to five logos: the Association logo and logos for the Soft Tissue, Plastic Sack, Industrial Cotton Mop and Distributor Accreditation Schemes.

All members may use the Association Scheme logo on marketing materials, including in email signatures and on websites. Only Accreditation Scheme members may use the logo of the Accreditation Scheme of which they are a member on marketing materials.

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### **Membership certificate**

Members of the CHSA and its Accreditation Schemes are issued with a framed membership certificate for display in your reception.

Certificates can be provided for display in the receptions of all your branches.

### **The CHSA newsletter**

Every month the CHSA distributes an electronic newsletter to members and influencers within the industry.

As well as news from the CHSA itself, the newsletter contains information from members. A calling notice is sent to our members' marketing contacts the week before the newsletter is distributed to gather the necessary information. Please email the details of your marketing contact to Cathy Connan on [pr@chsa.co.uk](mailto:pr@chsa.co.uk) if you would like your news to be included in the newsletter.

### **Connect with colleagues in the industry**

The CHSA runs two events each year which give you the opportunity to meet and network with colleagues in the industry: the Gala Ball in the spring and the Golf Day in the autumn. Visit the website to see pictures from previous events and find out the events taking place this year.