

BRCGS

Partner Connection Programme

Exclusive opportunities to showcase
your brand to our global network

Connecting like-minded businesses

The Partner Connection Programme (PCP) is an established platform that introduces BRCGS certificated sites to third-party suppliers. We only work with innovative, forward-thinking and reputable organisations so our certificated sites know that any partner is reliable and can be trusted.

Membership of the programme provides a unique opportunity for you to connect with our global network of almost 40,000 customers through a tailored marketing package designed to boost sales and maximise your business potential across our audience.

Why join the Partner Connection Programme?

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- Unlock access to almost 40,000 BRCGS certificated sites, a unique list of industry professionals within the global industry.
 - Position your brand alongside BRCGS, the trusted global leader in certification with a reputation for excellence.
 - Unparalleled exposure with a global reach to showcase your products and services to a relevant audience.
 - Build long-lasting relationships with new customers by creating meaningful connections that foster trust and loyalty over time.
 - Enables you to target the right companies and markets, ensuring you maximise your marketing ROI and allocate your budget effectively.

Join us at the
forefront *of*
the global
food industry.



Mettler Toledo Product Inspection has been part of the BRCGS Partner Connection Programme for many years, and it remains a highly valuable investment for us. Through this collaboration, we've been able to execute impactful email campaigns, host engaging global webinars, and maximise our presence at BRCGS conferences worldwide. This successful collaboration reflects our shared commitment to advancing quality and safety standards. We look forward to further strengthening our relationship with BRCGS to better serve our customers on a global scale.

METTLER TOLEDO

Mettler-Toledo Product
Inspection Division

United Kingdom
Diamond Member

Your potential BRCGS audience

60k

Mailable contacts

Database spanning nine BRCGS standards and 137 countries. Flexibility to segment by standard, category or country.

2000k

Monthly website visits

From 35k users.
www.brcgs.com

4.5k

Publication Downloads

Monthly average across BRCGS Standards and guidance publications.

91k

Social media followers

40% c-suite level decision makers.
Over 1.1 million impressions per year.

750

Average registration per webinar

42% average live attendance. Expect 300+ live participants per webinar.

3000+

Attendees at BRCGS conferences

Average attendance at each event. Pre-show communication offers extensive multi-channel promotion.

Customer success: ROI in action

Case Study

01

A global business providing precision measurement services to the food and packaging industry.

Combined result of two email sends (January and April 2025)

→ Total BRCGS email opens	32,716
→ Product landing page views	10,111
→ Average time spent on page	7-8
→ E-messages generated	1673
→ New leads	39
→ New contacts	1030

Customer success: ROI in action

Case Study

02

An established global certification body offering audit services for a range of BRCGS Standards.

Results overview of one 12-month period as a direct result of PCP activities

→ Investments	£10,000
→ Leads generagted	600
→ Sales revenue generated	£150,000

Elevate *your* brand through association *with* a respected and trusted global leader in certification.



CRC is a proud long-standing member of the Partner Connection Programme as it has consistently delivered true added value for many years. It supports us in bringing CRC maintenance solutions to the global market, and the credibility from brand association with BRCGS delivers trust with confidence to management teams and engineers throughout the industry. It provides us with a dedicated route to reach certificated sites so that we can build our contacts and develop new relationships. It's part of our commercial strategy.



CRC Industries

United Kingdom
Diamond Member

Package options and pricing

Flexible options to reach a wide customer base or target a specific category or segment.

EVENTS WEB PAGE	ELITE £26,000	DIAMOND £15,800	PREMIER £5,800	FOUNDATION £2,100
Website Listing	✓	✓	✓	✓
Use of BRCGS Partner Logo	✓	✓	✓	✓
Social Posting	2 x posts on all BRCGS social media channels	2 x posts on all BRCGS social media channels	1 x post on all BRCGS social media channels	1 x post on all BRCGS social media channels
Email Marketing	2 x email blasts to BRCGS database	2 x email blasts to BRCGS database	1 x email blast to BRCGS database	✗
Webinars	1 x self-generated webinar including promotion to BRCGS database	1 x self-generated webinar including promotion to BRCGS database	1 x self-generated webinar including promotion to BRCGS database	✗
Advertising in Digital BRCGS Publications	Half page advertisement in one online guidance publication (excludes the standards)	Half page advertisement in one online guidance publication (excludes the standards)	✗	✗
Advertising in Digital BRCGS Standard Publications	Full page advertisement in digital version of any BRCGS standard	Half page advert in digital Interpretation Guideline or Key Changes publications for any standard.	✗	✗
Banner Ad in BRCGS Newsletter	2 x ad insertion	1 x ad insertion	✗	✗
Article published on BRCGS Website and Newsletter	2 x self-generated articles	1 x self-generated article	✗	✗
Logo on BRCGS Homepage	✗	✗	✗	✗
Event Discount on full prices	20%	15%	10%	5%

Your success is our success

BRCGS invites applications from innovative and trusted suppliers across the industry. We exclusively work with forward-thinking businesses that provide first-class synergistic products and services relevant to the needs of BRCGS certificated sites.

This includes, but is not limited to:

- Certification bodies
- Quality control and testing services
- Consultants
- Food safety and hygiene solutions
- Food ingredient suppliers
- Equipment and machinery manufacturers
- Software vendors
- Private label and co-packing services
- Distribution and logistics companies
- Packaging suppliers

Programme members enjoy exclusive rights to use the BRCGS Approved Partner logo - a highly credible and globally recognised mark in the industry.

BRCGS Approved Partner

Increase *your*
brand exposure
with certificated
sites globally or
in your target
markets.



APAVE joined the Partner Connection Programme to leverage global partnerships and enhance our visibility and positioning within the international food safety market. This is to help consolidate our reputation as a leading provider of risk management and compliance solutions. The primary value it brings to us is the strengthened industry relationships and enhanced credibility it provides, which are instrumental in driving our regional initiatives.



Apave Certification

Ivory Coast
Diamond Member

BRCGS

Let's continue the conversation...

If you are interested in reaching your target market through association with a trusted and highly respected global brand, then we would love to hear from you.

Get in touch with the BRCGS Team today to discuss your options.

[Register your interest](#)

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