

in the spotlight



In the company's showroom, BMS presents its product range

**BMS: A WHOLESALE COMPANY THAT IS ALSO VERY SUCCESSFUL AS A PRODUCER**

## „BMS has always had a focus on couples and women.“

*The beginnings of BMS Enterprises were rather humble; There was merely an erotic store in downtown Brampton, in Ontario, Canada. But that was a long time ago: Recently, the company celebrated its 21st birthday – and it is bigger and more successful than ever. “We were down-to-earth, hard-working people back then, and we are down-to-earth, hard-working people today.” This is how Steve Bannister, the CEO of BMS, explains the company's ascent from a single store to a big company that operates internationally.*



**Steve Bannister started out with a small erotic store and successfully turned it into a huge distribution company that is doing business world wide**

Currently, the company has 195 employees, 80 of which are working in the company's factory in China. Since 2004, BMS also manufactures its own products, such as the Simple & True Vibrating Rings, the Ultimate Personal Shaver, and the ever popular Power Bullet. Three years ago, the company moved into a new, bigger complex of premises occupying 3600 square metres. Steve Bannister would probably not even have dared dream about such a success when he decided to turn from retailer to wholesaler in 1988. This decision was made, by the

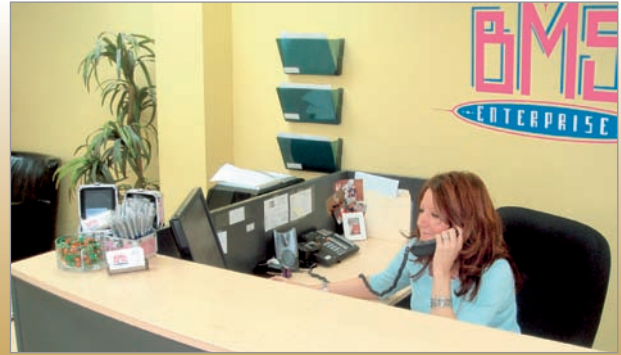
way, because Bannister did not have a reliable wholesale partner back then. “The guy whom I bought the products from had ten different price lists, and the prices basically changed on his whim,” Bannister remembers. “It was this unprofessional behaviour that ultimately led to the foundation of BMS. Ever since, I have been pursuing one primary goal: to be honest to our customers, to create a good relationship with them, and to offer them interesting products.” The range of the company's own products has grown steadily and has become quite extensive. Apart from the aforementioned Ultimate Power Shaver in all its different versions, BMS also offers the Power Bullet Accessories, various cock rings, the Power Bullet Breezer product line, the MiVibe, Infinity, Booty Beads, the Power G series, Toy Cases, Just in Time, Euphoria, and other interesting products. “The driving force behind everything we do and every product we produce is always the company's dedication to quality and innovation. That's also why a product like the Power Bullet could ever come to be. Innovation grows out of brilliant ideas. Add a wonderful design and the combined efforts of everybody at BMS, from stock-keeping to our customer service department, and you get a high quality product.” The pride that Steve Bannister takes in his company and his staff can be easily discerned. And, given the incredible motivation of

all the people at BMS, it is also quite clear that he has every right to be proud. Take Tracy, for example: She is in charge of returns and came up with the idea for the Diablo Cock Ring, which was one of the great best sellers of 2008 (an improved version has recently been released). “She deserves all the credit for this superb product!” The company's employees in China are also involved in the creative process. “We have a very open working environment. Everybody knows that they are a part of the BMS. That's much more fulfilling than the old “I'm just doing my job”-routine.” Obviously, the graphics department plays a crucial role when it comes to creating fresh ideas and new products. “New ideas are constantly springing up and before you know, something astonishing starts to take shape. The philosophy of our graphics department is: Good things don't come overnight, so take your time and focus on the quality and the details,” Steve tells us. Paying more attention to quality than to quantity seems to be the motto of everybody at BMS. “We don't strive for a confusingly big range of products. We prefer to offer our customers a smaller range, where every product is up to the highest quality standards. I am talking about the kind of product that will immediately thrill our customers and never have them regret they bought it.” Steve also explains that there is no feeling more satisfying than getting

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**BMS Enterprises is domiciled in Brampton, Canada**



**The front desk**

positive backup from customers who want to express their thanks for a product that he – Steve Bannister – himself and his company had invented. “Everybody is so different. You could take two people who have bought one of our

products and you might find that they have a different physique, or different tastes, different preferences. We always take this huge diversity into account when we go about designing a new product. Therefore, our products are multifunctional and user-friendly and can give pleasure to everybody. This attention to the human diversity is what makes us so unique, I guess,” Steve says. He also mentions that the packaging of every BMS product is designed to be attractive and appealing to couples – and quite intentionally so, as many of the company’s products themselves are designed so they can be used by both sexes. “BMS has always had a focus on couples and women when it comes to designing new products. And although many of our products cater to the wishes of both men and women, their packaging usually has a slightly feminine touch.” The Canadian company has never even contemplated to display naked women on the packaging of its products in order to boost the sales. Instead, BMS was spearheading the movement to stop using explicit images on the packaging of erotic products. “What we strive for in the



**BMS products are dispatched from the company’s warehouse in Canada or directly from the factory in China**



**The Canadian distributor maintains a close relationship with all its customers**

Steve Bannister agrees with April, but he also thinks that more public acceptance will inevitably lead to more competition. “We need to set BMS apart from the other companies in this field; We

designing process is to revolutionise the market with innovative, consumer-friendly and mainstream-compatible products.” At the company’s factory in China, only plasticiser-free ABS, TPE, and silicone is used. Furthermore, the production is monitored by a third party company which ensures that all the guidelines and regulations are adhered to. BMS is ISO-certified and all its products are also produced in compliance with the RoHS directive.

Some experts believe that the sex toy boom of the past few years has merely been a fad and that it will eventually come to an end. April Ramhit, spokesperson of BMS, begs to differ: “More and more people are embracing their sexuality and feel good about it. Therefore, I think, this current trend towards the detaboosation and towards a general acceptance of sex toys will continue. As long as people have a longing to experience new things, we will be there to give them this experience. The fetish market is a good example for this: It has grown considerably over the course of the last five to ten years and it has gained much more acceptance in society.”

have to remain a one-of-a-kind company. And the best way to achieve this is through high quality, affordable, and unique products. I mean, just look at Apple, they are a great example for this: They came up with new products and designed them differently, in a fresh, consumer-friendly fashion. I think they are unique.” Both Steve and April do not fear, however, that the current trend might create a major, and probably insurmountable mainstream competition as it compels more and more supermarkets, drug stores, pharmacies, department stores, and mail order companies to add erotic products to their range. “Erotic stores are – and will remain to be – very popular because they have this particular atmosphere,” April, the spokesperson, explains. “This atmosphere makes you feel you are in a special place, it is a exciting and also stimulating. Furthermore, these specialised retail stores can provide much better service since the sales personnel is usually more knowledgeable on the subject. Many retailers encourage their staff to inform themselves about the products they are selling; As a consequence,

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Pictures of the various products are being edited for the Internet and for E-Commerce purposes



The designers at BMS pay great attention to quality and details

the service and counselling you get at an erotic store is much more comprehensive and helpful than what you can expect if you go into a big department store. Of course, it is great, and a huge triumph for this industry and sexuality in general, that people can buy erotic products in all these different stores nowadays – but if a consumer needs help or counselling, he will still go to the place where he gets the best service.”

As Steve Bannister tells us, there have been discussions at BMS about the potential of the market for luxurious erotic products. “There is a market for luxurious products for everything from shoes to sunglasses. And there will be one for erotic products, too. Lelo has already set the ground in this field; They have done an amazing job and they have proven that there is in fact a viable market for luxurious products in the erotic field – provided that you have the right product.” When it comes to choosing BMS’s distribution partners, Steve relies on a balanced mixture of companies from the erotic market and the mainstream market. “Let’s not forget that our products can also be offered outside of the erotic market. As far as the pricing is concerned, let me say that our products are not expensive, but that they are not cheap either. Quality inherently has its price, but we do our best to keep it as

low as we can without compromising our standards of quality.” Steve continues that the company’s pricing policy also helps it to get through economic tough times, such as the financial crisis that is currently sweeping the globe, since BMS products remain affordable for its customers. Talking about the economic crisis: What is the situation Canada, the company’s home country? “We have been through the doldrums to a certain degree, admittedly, but now that the Canadian politicians and economic experts have stated that we’ve made it through the rough patches and that the end of the crisis is in sight, business has improved again. It seems as though the erotic industry will brave the economic crisis.” BMS supplies its distribution partners all over the world with advertisement flyers and also with informative texts and high resolution imagery which can be downloaded from the BMS home page. “We are very proud of our friendly, courteous customer support; It is dedicated 100 percent to quality, service and effectiveness,” says April Ramhit, emphasising the company’s maxim to always provide its customers with the best service possible. The stock-keeping department ensures that there are always ample numbers of the various products on stock in the company’s warehouse in Canada, but products can also be shipped directly from BMS’s factory in

China. Therefore, quick delivery to customer’s all over the world is guaranteed at any time. Being a wholesale company, however, BMS obviously also has products from other producers on its range. The criteria that determine which ones make it into the BMS product range are innovative design, functionality, and quality. Steve Bannister, it seems, has a natural talent for picking out only the best. “What I do is, I look at a product and within ten seconds I make my decision whether it has the potential to become a best seller or not. I go by gut feeling, really. I don’t know if it is a gift or if I am just lucky, but so far, this method worked just fine. When I see the right product, my pulse will start racing and I get all excited. If it weren’t so, I would probably not be able to run this company anymore. After all, how could I expect my employees to be excited about a product if I myself am not excited about it?” There is no standstill at BMS, new ideas and new products are constantly coming up. Soon, the Platinum Bullet will be added to the popular Power Bullet line. The aforementioned Diabolic Cock Ring has been released recently; There is also an improved version of Just In Time, called Esensuals. But these products are a just a taste of what can be expected from BMS Enterprises in the future.



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