

Düsseldorf · G-30212



# PSI

**PSI Journal**

International Magazine

For Promotional

Products

January 2023

Volume 62

**Special  
Edition  
Magalog**

# EUROPE



**PSI Trade Show  
The  
Original  
2023  
is back**

### **Product Guide**

Novelties of PSI 2023  
Ecological  
and sustainable products

### **CHOICE Group**

Product preview 2023

### **WER GmbH**

Succession as a business model

### **Halfar System GmbH**

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WOOD STYLE



FASHION



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GLACÉ



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SUN



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## Editorial

# PSI – one-of-a-kind

**U**t is hard for me to put into words what it means for me and for everyone to meet again in the exhibition halls. During the past three years, we could not see each other in person as much as we would have liked. These years were not easy – for some in the promotional product industry, they have been really tough and are still challenging. However, we want to remember this challenging time, too, because there were many encouraging moments to build upon as well. It showed that solidarity is not based on empty words. After all, we were all in the same boat and are grateful for everyone who gave their all to keep us afloat. However, complaining and hanging on to the 'beautiful' past will not get us anywhere. New opportunities are waiting to be seized in the here and now – at the PSI trade show, too.

So, let's keep our eyes on the future and look forward to an informative trade show, lots of good business deals and a prosperous new year. Companies, associations and network organisations from around the world have come to PSI to immerse themselves in international topics, tap into new markets, track the latest trends, discover new products or present their new creations to an international public.

Whatever their motive, we all benefit from looking beyond our own region, country and even Europe's borders. This international flair captivates us time and time again and makes PSI one-of-a-kind. Knowing which processes of change are currently on the agenda in the world of promotional products can make the difference between success and failure. We are indeed at a turning point in the industry. In all its forms, digitalisation has dramatically changed our everyday lives. It is not a goal that can be reached in the short term but instead it requires long-term commitment. This may be expensive, but it also has great expansion and savings potentials.

The PSI programme includes more than 30 expert speakers who will share their insight and know-how on everyday issues such as digitalisation, sustainability, marketing, finishing and merchandising. You can take this knowledge from PSI and much more back home. Please take the time to visit some of the presentations. It will be worthwhile since this valuable information will surely keep you a step ahead of the competition.

I hope you have three wonderful PSI trade show days. Use the time to profit from the knowledge and contacts and enjoy yourselves. And please, do not hold back on making suggestions and giving us constructive critique, which could benefit everyone in the future.

In this spirit

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**



**GERMAN  
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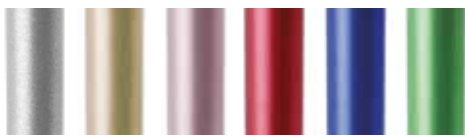
BIC® SUPER CLIP

We call it "Super"  
and we are not  
exaggerating.

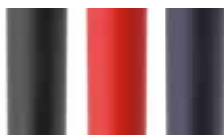
Maybe you wonder why we call it "Super". Or maybe you already know it. But just in case, let us explain: first of all because of its modern style; also because of its big printing area on the clip; and it's made in Europe with 100% renewable energy and all manufactured and printed in BIC factories for a low impact carbon footprint. Isn't it Super?

Refillable

GLACÉ



SOFT



ADVANCE



Gold

Pink

Silver

Think BIC



Low impact  
carbon footprint



Renewable  
Energy



NEW!

BIC® SUPER CLIP ORIGIN

# Imagine the BIC® Super Clip, but even more Super.

Imagine. Ready? Great: imagine the famous BIC® Super Clip made from natural raw materials like wood flour, castor oil and talc powder\*. Just imagine, a BIC® Super Clip that contributes to a more sustainable future. Now stop imagining it: you have it here.

**ORIGIN** BIO BASED



Castor oil



Wood flour



Talc Powder

**ecolutions**

\*Barrel and Clip 100% bio-based.



Made in Europe



Manufactured and printed in BIC factories

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Zero Waste!

There are many ways to protect the environment. One of them is the use of bags made from recycled cotton and rPET. That's why we at Mister Bags have expanded our range of recycled materials with new bag models and colors.

The special feature of Fred, our newcomer, it is made of 70% recycled cotton scraps and 30% recycled plastic (rPET). This innovative mix of materials conserves natural resources and thus the environment.

With our recycled models you make a strong statement: Zero Waste.

Here are a few key facts about our newcomer:

Dimensions: 38 x 42 cm

Grammage: 140 g/m<sup>2</sup>

Color: Natural, Black, Navy, Red, Dark Coal

Certification: OEKO-TEX Standard 100 & Global Recycled Standard

Print size: 28 x 30 cm

Finishing methods: Screen printing & Transfer printing

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# Fred

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In five different colors:



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The PSI 2023 is once again presenting itself as the international platform of the promotional products business, which has been cherished for over 60 years already. After a two-year break, visitors can expect an event, which again fully lives up to its reputation as Europe's leading trade show of the promotional products industry.

## New and sustainable 22

Traditionally, the January issue of the PSI Journal offers you a taste of the new promotional products and an inspiration for your visit to the PSI 2023. Sustainability plays an important role – not only at the PSI. The industry supplies tailor-made products for this.



## The kick for the moment 88



Pottkorn is the name of a "factory of pleasures", which has quickly made a name for itself as a gourmet popcorn manufacturer in its still young history. Mario Grube is the creative mind behind the company, which, in addition to unusual popcorn delicacies, now also has trendy chocolate bars in its range of products.

## Committed, certified, award-winning 90

Among other things, the many PSI Sustainability Awards that Halfar has received are evidence that the company has declared sustainable business activities as a primary corporate goal and successfully implemented them. How does Halfar live out and promote sustainability? With passion, a system and lots of knowhow.



**43** .....  
**per cent**  
of Germans  
identify as  
ecologically  
friendly

gift-givers without a particular occasion. This is a finding of the YouGov Framework "Ecologically Sustainable Gift-Giving – Different Types of Giving in Germany".

yougov.de

**6.68**

.....  
on a scale of 0 to 10 is the average score for Germans with regard to life satisfaction. This was the result of the "2022 Glücksatlas".

The score last year was 6.58.

tagesschau.de

**70 per cent**

of member companies in the Federation of Advertising Agencies (OWM) are hoping for a constant development of stable advertising budgets in 2023.

adzine.de

**86.3 points**

.....  
was the score of the ifo Business Climate Index in November. Although companies were less satisfied with current business, pessimism with regard to the coming months declined noticeably.

ifo.de

**2024**

not until then can we expect tensions to ease on the energy market. A study carried out by the PwC subsidiary Strategy& warns that the energy crisis could trigger the de-industrialisation of Europe. According to the study, Europe is losing global competitiveness and attractiveness as a production location.

heute.de



# This is mini.

## New DS6 S

The body of the new DS6 S Mini is up to 24.4 mm shorter than comparable models. It's made from 100% recycled ABS produced with 40% less CO2 emissions compared to standard ABS.

Less material, less CO2, full performance.

## Facts, not fakes.



# Schön, dass Sie da sind!



a, wir sind nicht so groß wie sonst. Wen wundert's? Corona hat uns alle ausgebremst, aber Sie und wir geben schon wieder Gas und werden uns schnell erholen. Wir sind es, die vorangehen und die Weichen für ein erfolgreiches Jahr 2023 stellen. Die nach wie vor größte europäische Messe für haptische Werbung wird uns helfen, wieder zur alten Stärke zu finden. Kompliment an Sie alle, an all unsere registrierten Teilnehmer aus bisher gut 60 Ländern, an all die europäischen Verbände und Organisationen, an unsere Freunde aus UK, aus den USA, aus der Türkei, aus Afrika und sogar aus Australien – oder, wo immer sie auch herkommen.

Internationalität und Vielfalt, das waren und sind die Stärken der PSI. Auch und vielleicht sogar besonders in diesem Jahr. Sie werden Produkte sehen, die Sie noch nie gesehen haben. Sie werden Vorträge von über 30 Referenten hören, die Sie noch nie gehört haben und Sie werden Kollegen und Aussteller treffen, die Sie auf neue Ideen bis hin zu neuen Geschäftsideen bringen. Es wäre nicht die erste PSI, die im richtigen Moment den richtigen Impuls gesetzt hätte: „Step by Step Digital“, hybrider Vertrieb in Zeiten des digitalen Wandels, Digitalisierung als Business-Garant, neue und nachhaltige Verpackungsmethoden, Druck, Material und Veredlung – das sind nur einige Themenbereiche, die von Experten präsentiert werden. Und Nachhaltigkeit ist das große, alles überspannende Thema, bei dem sich künftig die Spreu vom Weizen trennen wird. Wer sich frühzeitig darauf einstellt, wird die Nase vorne haben.

Nutzen Sie die PSI auch, um Ihre Mitgliedschaft aufzufrischen und noch mehr davon zu profitieren. In den „myPSI“ Bereichen (nur für Mitglieder) zeigen wir Ihnen unter anderem Tipps und Tricks, wie Sie Ihr Sourcing schneller und erfolgreicher organisieren können. Im täglichen Wettbewerb oft das nötige Plus, das zum Erfolg führt. Generell werden Sie sehen, dass wir die Zeit genutzt haben. Wir haben hingehört, diskutiert und manchen Stein umgedreht. Sie dürfen gespannt sein.

Wir freuen uns auch, Sie persönlich am Ende eines jeden Messetages zur „Happy Hour“ treffen zu können. Nachdem wir uns nun fast drei Jahre kaum oder nur ganz selten gesehen haben, eine besondere Freude bei launiger Musik und guten Getränken.

Wir werden da sein.

## **RX Austria & Germany**



*Benedikt Binder-Krieglstein  
Chief Executive Officer*



*Barbara Leithner  
Chief Operating Officer*



*Petra Lassahn  
Director PSI*



*Michael Köhler  
Chief Sales Officer*



Die Handschrift der Werbung



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**innovations** for 2023:  
[news.uma-pen.com/en](https://news.uma-pen.com/en)



NEWS 2023



# Nice that you're here!



es, we are a bit smaller than usual. No surprise there! Corona slowed us down, but we've all got our foot on the gas again and we're going to recover fast. We're the ones who are leading the way and setting the course for a successful 2023. Europe's biggest trade show for haptic promotion is going to help us regain our old strength. Our compliments go to all of you: to all our registered participants from a good 60 countries so far; to all the European associations and organisations; to our friends from the UK, from the USA, from Turkey, from Africa and even from Australia – and all the many other places you come from.

Internationality and diversity: these were and are the strengths of the PSI. This year, perhaps especially so. You will see products you have never seen before. You will hear lectures by over 30 speakers you have never heard before and you will meet colleagues and exhibitors who will spark new ideas and perhaps even give you new business ideas. It wouldn't be the first PSI that set the right impulse at the right moment: "Step by Step Digital", hybrid distribution in times of digital change, digitalisation as a business guarantor, new and sustainable packaging methods, printing, materials and finishing - these are just a few of the topics that will be presented by experts. And sustainability is the big, all-encompassing topic that will separate the wheat from the chaff in the future. Those who adapt to this at an early stage will be ahead of the game.

Use the PSI to refresh your membership and benefit even more from it. In the "my-PSI" areas (for members only) we show you, among other things, tips and tricks on how to organise your sourcing faster and more successfully. In daily competition, this is often the necessary "plus" that leads to success. In general, you will see that we have made good use of our time. We have listened, discussed, and left no stone unturned. We are giving you something to look forward to.

We also look forward to meeting you in person at the end of each day of the show, for "happy hour." After almost three years of hardly, or only very rarely seeing each other, this will be a special treat, with mood music and good drinks.

We'll be there.

## **RX Austria & Germany**



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Chief Executive Officer



*Barbara Leithner*  
Chief Operating Officer



*Petra Lassahn*  
Director PSI



*Michael Köhler*  
Chief Sales Officer

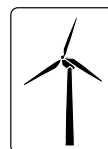
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**2023**



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# Ravis que vous soyez là !



n effet, nous sommes un peu moins nombreux que d'habitude. Rien de surprenant à cela ! La crise du Covid nous a tous un peu freinés dans notre élan, mais vous comme nous, nous reprenons les choses en main et nous allons rapidement rebondir. A nous de prendre les devants et de poser les jalons de la réussite pour l'année 2023. Celui qui reste le plus grand salon européen de la publicité haptique nous aidera à retrouver notre force d'antan. Félicitations à vous tous, à tous nos participants enregistrés issus de plus de 60 pays, à toutes les associations et organisations européennes, à nos amis du Royaume-Uni, des États-Unis, de Turquie, d'Afrique et même d'Australie – ou de tout autre pays.

L'internationalité et la diversité – tels étaient et sont encore aujourd'hui les points forts du PSI. Cette année aussi, et peut-être même plus que jamais. Vous y découvrirez des produits inédits. Vous assisterez à des conférences animées par pas moins de 30 intervenants que vous n'avez encore jamais entendus, et vous ferez la connaissance de collègues et d'exposants qui vous donneront de nouvelles pistes, voire de nouvelles idées commerciales. Ce ne serait pas le premier salon PSI qui donne la bonne impulsion au bon moment : « Step by Step Digital », la distribution hybride à l'heure du changement numérique, la numérisation comme garant de l'activité, les nouvelles méthodes d'emballage durables, l'impression, les matériaux et la finition – ce ne sont là que quelques-uns des sujets abordés par des experts. Quant à la durabilité, c'est le grand thème porteur qui séparera à l'avenir le bon grain de l'ivraie. Qui s'y prend à l'avance aura une longueur d'avance.

Profitez également du salon PSI pour raviver votre adhésion et en tirer le meilleur. Dans les espaces « myPSI » (réservés aux membres), vous trouverez notamment des conseils et des astuces pour accélérer votre sourçage et l'organiser plus efficacement. Pour réussir dans la course à la compétitivité quotidienne, c'est souvent le petit plus qui change la donne. Vous constaterez que, d'une manière générale, nous avons mis le temps à profit. Nous avons prêté l'oreille, discuté et soulevé maintes pistes d'amélioration. Vous avez toutes les raisons d'être impatient.

C'est avec le plus grand plaisir que nous vous rencontrerons à la fin de chaque journée de salon, au moment de l'happy hour. Après presque trois ans, où nous n'avons eu que rarement, voir même jamais, l'occasion de nous rencontrer, ce sera une joie toute particulière de se retrouver dans une ambiance musicale et autour d'un bon verre.

Nous serons au rendez-vous.

## **RX Austria & Germany**



*Benedikt Binder-Krieglstein  
Chief Executive Officer*



*Barbara Leithner  
Chief Operating Officer*



*Petra Lassahn  
Director PSI*



*Michael Köhler  
Chief Sales Officer*

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# Sustainability and digitisation

Two aspects will particularly shape the PSI 2023: sustainability and digitisation. In the promotional product industry, both mega trends have been very successful for some time.



Upcycled sustainable, climate-neutral rPET writing instruments, compostable bags with paper alternatives made of rapidly re-growing raw materials, kickboards made of recycled fishing nets and other plastic waste from oceans: The creativity of the promotional product industry knows no bounds when it comes to successfully combining promotion and sustainability. The PSI Trade Show offers a whole range of products to look at and touch.







60°

## SUSTAINABLE T-SHIRTS & POLOS IN 16 TREND COLOURS

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# Digital meets haptic

Digitisation can simplify life. It facilitates access to knowledge and enables people to network with one another to an unprecedented extent. In professional life, automated processes are playing an ever more important role. The digital everyday has also long been making inroads into private life. Portable devices make sure that we are on standby at any time at any place. Digital seeing and hearing have already become normality. Scientists around the globe are conducting research into possibilities of digital smelling, tasting and touching. Whether artificial odour receptors, electrodes which, connected to the tongue, stimulate corresponding taste buds, or ultrasound vibrations that enable various stimuli even on a smooth display: what ostensibly looks futuristic, is already present-day. (wissenschaft.de, "Wahrnehmung in der digitalen Welt")

Is seemingly omnipresent digital superseding analogue experiences and sensory adventures? No, says even futurist and innovator Axel Liebetrau. For, according to the expert, marketing in the digital age must be haptic and human in order to bring long-term success in the digital world. The issue, he says, is to bring together the human, the haptic and the digital. Or, as Axel Liebetrau says: "Futurize your business before somebody else is doing it for you."

(www.axel-liebetrau.de, "FUTURIZE your Business")

The promotional product plays a significant role in the intelligent merging of these two worlds, for it enables digital and haptic to be depicted as one. Promotional products are genuine all-rounders – whether as digital gadget or haptic support in everyday digital life. Whichever way, they always offer genuine added value, as the appropriate exhibits of the PSI 2023 demonstrate.

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CAR AIR FRESHENER

Compactly set up in Halls 9 and 10, the PSI 2023 is once again presenting itself as the international platform of the promotional products business, which has been cherished for over 60 years already. After a two-year break, visitors can expect an event, which again fully lives up to its reputation as Europe's leading trade show of the promotional products industry.

**PSI Trade Show as European industry's most important event**

# The original is back

PSI 2023



Innovation hotspot, international meeting point of the industry and platform for knowledge with a future-oriented outlook: the PSI is both a trade show and institution. Starting on 10 January live in Düsseldorf again.





On 10 January, the PSI will be opening its gates at the Düsseldorf fair grounds and presenting innovations and inspirations, a broad range of high-quality products as well as a great supporting programme for three days. Cosy places for networking, talks aimed at sharing practical and contextual knowledge, an area for innovations, knowledge and textile refinement as well as international meetings and relaxed after-work hours to become acquainted – the PSI 2023 once again has everything that the international promotional products industry loves about it. All of this defines the unmistakable character of the flagship event among promotional products trade shows, which once again provides a very promising stage for well-known names and big brands. Only at the PSI can promotional products consultants find such a broad offer of products from international suppliers to impress their clients. The current visitor registrations from all over the world for the first PSI on site since 2020 reflect the very large demand and desire to see each other in person again. Altogether, participants from around 60 countries have registered.

### Community Cafés: Meeting points with an extra kick

The PSI has always been a popular meeting place for the industry. Two Community Cafés offer opportunities for encounters and the exchange of thoughts and both of them will surprise visitors with an additional highlight: those who stop by at the area in Hall 9E67 can evaluate a total of 26 products from 21 exhibitors from various categories there. These product presentations are worth seeing themselves, but also arouse curiosity about the stands of the respective exhibitors. Things will also be exciting at the Community Café in Hall 10 (10G26). The exhibition “The Paris Club Art” will be on display there. It is a project ini-

**An exciting supporting programme on the themes “Ecological Sustainability”, “Added Value” and “Practical Knowledge” will provide a valuable boost for business.**

tiated by cyber-Wear, which aims to present the industry in an entirely different light and show that it operates with a great deal of passion, creativity and high standards. To do this, partners of cyber-Wear were asked to create works of art reflecting precisely this – innovation, quality and love of detail. Thirty-four companies submitted a total of 42 works of art, which will be presented at the Community Café in Hall 10. Since the artists were entirely free to apply the technique of their choice, there were no limits to creativity. And what would be a better place to present these special works of art than the PSI, the largest and most important innovation platform of the industry? Our rating: unique and fascinating. Be sure to take a look.

### International networking and happy hour

Networking and contacts as important pillars of the PSI philosophy can be experienced in diverse ways again at the PSI 2023. For example, on Wednesday 11 January 2023 at 4pm there will be an opportunity to share experiences beyond borders at the international reception in the International Lounge (10E05). And on Tuesday 10 January 2023 at 4pm, PSI together with ASI and Sourcing City will be inviting visitors to the PromoAlliance Reception at the Community Café (Hall 9E80/ 9E82) to promote dialogue between American, British and European companies and industry representatives. In addition, PSI invites trade show participants after the end of the day – thus Tuesday and Wednesday starting at 5:30 pm and Thursday after 3pm – to the mall and the entrance area of the trade show for a happy hour. Those wishing to wind down with a drink together with colleagues or clients after a strenuous day at the trade show are sure to be fit and ready for the evening after a relaxing hour.

### Making ideal use of PSI Services

The trade show is also ideal for familiarising oneself with the services and offers of the PSI network and clarifying issues, which arise in practical situations. Therefore, PSI can be found in the PSI Services area in Hall 9A05 with the departments PSI Membership, PSI Sourcing, PSI Journal and PSI Product Finder. Stop by and get advice on how the PSI Network can support you. With its format “Lunch & Learn”, PSI offers a workshop dedicated to the themes Product Sourcing and PSI Product Finder at the trade show. Best practice examples will serve to explain what the PSI Product Finder can do and what tools users can apply in a target-oriented manner. The main focus of “Lunch & Learn” will be placed on important tips and tricks for more efficiency and thus >>

**Making ideal use of PSI Services: With its format “Lunch & Learn”, PSI offers a workshop dedicated to the themes Product Sourcing and PSI Product Finder at the trade show.**