

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

February 2023

Volume 62



RECYCLED PET PEN PRO
ocean



Order your free sample package:
sales@uma-pen.com

uma-naturals.com/en



less plastic
more ocean living

NEW



NEW



CD LUX



TIP



NEW



TIP



NEW



EASTER & SPRING

Premium quality 100 % climate neutral.

Sweet Give-Aways with eye-catching guarantee!

www.cd-lux.de



Climate neutral

Company

ClimatePartner.com/13089-1903-1001



WÄLDER FÜR IMMER FÜR ALLE

Das Zeichen für vorbildliche Waldbirtschaft
FSC® C112998 www.fsc.org



TIP



NEW



TIP



PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

February 2023

Volume 62

PSI 2023

A convincing comeback

PSI Trade Show

Platform for newcomers
and start-ups

Product Guide

Seen at the PSI 2023
Easter, Garden, Hobbies,
Handicrafts
Health, Sport, Fitness

A&O Tour and Welcome Home

News and networking at the
close of the year

koziol

Home in the factory of
happiness

TIPP



TIPP



CD LUX

TIPP



TIPP



TIPP



IHRE WERBUNG IM MITTELPUNKT.

Süße Werbemittel mit Augenleuchten-Garantie!

NEU



NEU



NEU



Klimaneutral
Unternehmen
ClimatePartner.com/13089-1903-1001

NEU



GEWINNER



NEU
FERRERO



TIPP





Editorial

It couldn't have been better

Those of us who have accompanied the PSI for 25 years have gathered many wonderful experiences at this leading trade show of the promotional products industry. No question. Nevertheless, this PSI was particularly wonderful and somehow touched the heart as well. Being back at the trade show hotel and setting up the event after three years. Experiencing again how the trade show halls fill up after three years. Seeing and hugging all the people we have missed after three years. Yes, it couldn't have been more wonderful. And a trade show couldn't have been more effective.

There was that feeling that the branch cannot be stopped, not even by a pandemic. There was recognition that many exhibitors had the courage to be there, even though it was not certain up until the autumn how and whether the PSI would take place at all. There was the joy of hearing languages from all over the world in the corridors and seeing full exhibition stands again. Many people seemed to feel the same way I did. Never before have I seen so many happy and enthusiastic faces. Never before was there as little nagging and quibbling as at this PSI event. Things that used to be criticised were suddenly turned into something positive.

This time, there were nearly 500 exhibitors in a smaller area and people had time to look around where they hardly ever looked before. Many things were discovered which otherwise would hardly have made it to the order books – in particular because some stands were so crowded that there was a shortage of staff and space. This is of course better than the other way around.

What was really great and important about this PSI is that we can approach the trade show in a year's time with a sense of optimism. The heart and soul of the branch are as healthy as can be. The re-launch after the long dry spell proved that the world of promotional products truly wants and needs this trade show. Visitors from 75 countries and very satisfied exhibitors emphasised this more than clearly.

Another positive development: sustainability was not only talked about in Düsseldorf, but also lived out. The industry has taken advantage of the time and shown an amazing amount of innovation in its products in this regard. This not only prepares the industry for the future, but also ensures its social acceptance. And it needs this in order to credibly represent and advocate its political aims.

Let us look forward to a good year 2023 after this PSI.

On this note,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion : schloesser@edit-line.de

That's mini.

Prodir is a brand of Pagani Pens SA.



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.

prodir®

Personality pens.
Swiss made.

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 7205 69480

www.prodir.com
open.prodir.com

Your Brand Ambassador

Introducing the BIC® Super Clip range of products.

NEW!

BIC® SUPER CLIP

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

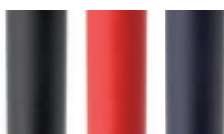
Maybe you wonder why we call it "Super". Or maybe you already know it. But just in case, let us explain: first of all because of its modern style; also because of its big printing area on the clip; and it's made in Europe with 100% renewable energy and all manufactured and printed in BIC factories for 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

www.bicgraphic.com

TRENDS & BRANDS	6
MARKET RESEARCH	10
PSI 2023	
A convincing comeback	12
Newcomers and start-ups: Sustainable, innovative, and well thought out	18
PSI Product Presentations:	
Product highlights in centre stage	24
PRODUCT GUIDE	
Easter, Garden, Hobbies, Handicrafts	42
INDUSTRY	
Companies, Events, Markets	58
A&O Advent Tour 2022:	
Get-together in the holiday season	62
Welcome Home 2022 at SND and Jung since 1828: Sustainability in a green ambience	64
PRODUCT GUIDE	
Health, Sport, Fitness	66
COMPANY	
Welcome Home 2022 at koziol:	
Home in the factory of happiness	80
PRODUCT GUIDE	
Innovative Products	84
OPINION	94
PREVIEW – IMPRINT	96



Perfect for Easter!

Cleo is a natural colored jute bag, with which not only the contrasting handles in black, apple green, Navy, red or gray catch the eye. Thanks to the otherwise rather natural look, printed company logos and advertising messages stand out just as well. On a print area of approx. 20 x 20 cm, these are printed using the high with the help of high-quality screen and transfer printing applied.

The 40 cm long padded handles ensure a comfortable feel. **Cleo** is certified with the LFGB label and is ideally suited for transporting of food. Ideal for the Easter egg hunt.

Cleo
N° 2361



www.misterbags.de



PSI 2023:

A convincing comeback

12

The original is back: PSI, Europe's leading trade show in the promotional products industry, was held in Düsseldorf again on 10–12 January after a two-year break. The spirit of optimism, professionalism, and confidence amongst the stakeholders in the packed exhibition halls sent a strong signal for the future.

Newcomers and Start-ups at the PSI 2023

18

Completely freed from the conventions and outdated approaches of the past, young, and innovative companies presented themselves to an international audience at this year's PSI trade show in Düsseldorf. Here are a few examples that demonstrate the creativity and innovative power of the industry.



Seen at the PSI 2023

24



Whether they are new to the market or already successful top sellers, custom-made or show-case responsibility products: the PSI 2023 offered a show of exclusive products and set product highlights on centre stage.

Home in the factory of happiness

80

See new products in advance and look behind the scenes of the hosting suppliers – the Welcome Home concept is still working. We visited the plastic manufacturer kozioł at the end of the 2022 Preview Show and took a look around the factory of happiness.



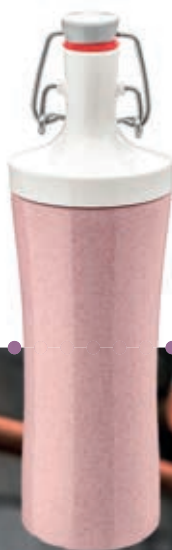


IN TUNE WITH THE TIMES

In music, **EVERGREENS** are pieces that remain popular a long time and are played over and over again. The **PROMOTIONAL PRODUCTS INDUSTRY**, too, offers evergreens that are **TIMELESS** and yet continually **REINVENTED** – and therefore enjoy lasting popularity. They include **DRINKWARE PRODUCTS** and tried and trusted **CLASSICS**, for example.

Cult classic, zero waste

PLOPP TO GO drinking bottle
koziol »ideas for friends GmbH
www.koziol-incentives.de
PSI 47406



Aesthetic everyday all-rounder

Classic SD Wood pocket knife
VICTORINOX AG
www.victorinox.com
PSI 44281



Multi-use for added value

ISO2go cup
ADOMA GmbH
www.adoma.de
PSI 43999



daiber

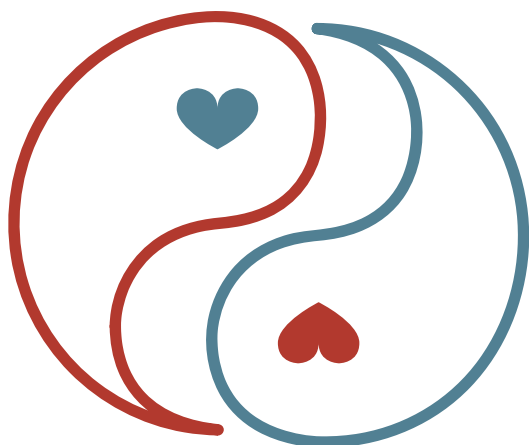
WE ♥ TEXTILES SINCE 1912

SPORTS WEAR

BY DAIBER.DE

myrtle
beach

JAMES &
NICHOLSON



SUCCESSFULLY HARMONISED

When it comes to successfully harmonising promotion and sustainability, **CREATIVITY** in the **PROMOTIONAL PRODUCTS INDUSTRY** knows no bounds. Year after year, the industry offers an enormous range of trendy, **PROMOTIONALLY IMPACTFUL PRODUCTS** from all segments – as the examples picked for these **TRENDS & BRANDS** demonstrate. We have every reason to be intrigued about the next **IDEAS** set to follow in **2023**.



Playing your cards right

Eco cards (fully degradable after 3 to 4 years)

Polskie Karty sp. z o.o.

www.plasticcards.zone

PSI 49402



Sustainable sound

"Kubiko" Bluetooth loudspeaker (clad in cork)

Maikii s.r.l.

www.maikii.com

PSI 48283



Vegan everyday carriers

Carrying bags made of washpaper (manufactured from wood waste, hand-sewn)

AMGS GROUP

www.amgsgroup.com

PSI 49719

**NEW
PRODUCT**

2023

**ANTIVIRAL
99.9%
TESTED**

iSURVIVE®
antiviral writing article



The test was performed
using the human Coronavirus
as the reference pathogen



Inactivates any type of virus
that settles on the surface of the pen,
included human Coronavirus



Viral load reduction
99.9%
tested



The University of Ferrara's laboratory
carried out the analyzes
following the standard ISO 21702:2019



stilolinea®
WRITING INSTRUMENTS SINCE 1972

www.stilolinea.com
info@stilolinea.it

47

.....
per cent of
over 300 mar-
keteers from
US companies

surveyed for the current Vericast study are finding it difficult to communicate the right messages at the right time. 23 per cent are unsure about which promotional campaigns are most effective. [presetext.com](https://www.presetext.com)

One fifth

.....
of Germans shop online on an daily basis. That was the result given in Retail Report 2022 from Appinio and Spryker. Younger respondents in the survey in particular are happy shopping online. [appinio.com](https://www.appinio.com)

Three-quarters

.....
(77 per cent) of Germans find the current economic situation worrying. This is the result of a representative survey conducted by Statista Q and LOTTO24 on the concerns and fears of people in Germany.

5.5 per cent

.....
is how much more companies worldwide will be spending this year compared to 2022 on digital advertising formats. According to WARC, this means that growth in online advertising will be levelling off noticeably. [horizont.net](https://www.horizont.net)

2023

.....
is the year in which brands need to gain an advantage with effective customer journeys. Relevance is more sought-after than ever: a finding from the current Executive Briefing at W&V. [wuv.de](https://www.wuv.de)

87%

.....
of 2,000 persons being asked for an Adobe study say that they are looking for a personalized brand communication. On this occasion, they want to be addressed not only regarding to age group but also to individual interests and preferences. [absatzwirtschaft.de](https://www.absatzwirtschaft.de)

WERBEARTIKEL - DIE SUPERHELDEN



Zum 20. Mal tourt die **GWW-NEWSWEEK** nun schon durch ganz Deutschland – in diesem Jahr geht es bereits im März wieder los.

Nutzen auch Sie die **GWW-NEWSWEEK** und laden Ihre Kunden ein, sich über die **Power von Werbeartikeln** und alle Trends und Neuheiten der Branche zu informieren.

Die Aussteller – bis zu 100 sind es 2023 – freuen sich darauf, ihr Produktsortiment zu präsentieren.

TERMINE 2023

Bringen Sie Ihren Kunden die
Superkräfte der Werbeartikel näher.

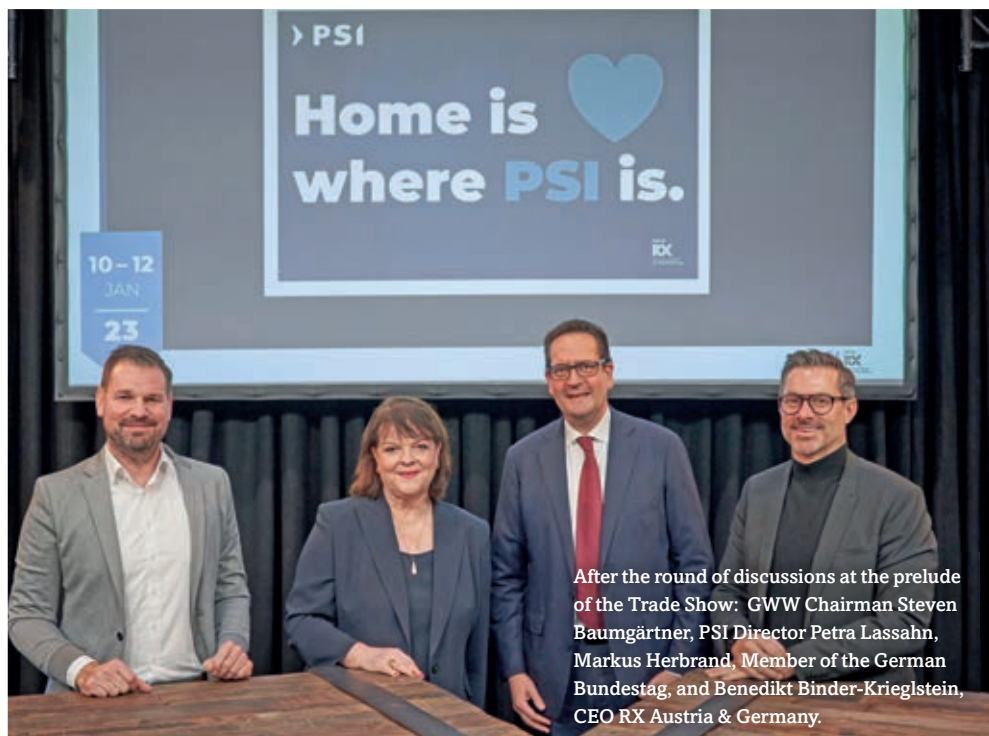
28. März	HAMBURG	Cruise Center Steinwerder Buchheisterstraße 12 20457 Hamburg
29. März	DORTMUND	Messe Dortmund, Halle 2 Rheinlanddamm 200 44139 Dortmund
24. April	DRESDEN	Messe Dresden, Halle 3 Messering 6 01067 Dresden
25. April	BERLIN	Verti Music Hall Mercedes-Platz 2 10243 Berlin
10. Mai	STUTTGART	Hanns-Martin-Schleyer-Halle Mercedesstraße 69 70372 Stuttgart
11. Mai	FRANKFURT	Forum, Saal Panorama Ludwig-Erhard-Anlage 1 60327 Frankfurt am Main



Melden Sie
sich an!



Weitere Infos unter
www.gww.de



PSI takes off towards the future

A convincing comeback

The original is back: PSI, Europe's leading trade show in the promotional products industry, was held in Duesseldorf again on 10–12 January after a two-year break. The spirit of optimism, professionalism and confidence amongst the stakeholders in the packed exhibition halls sent a strong signal for the future.



It is not easy to describe, but it was omnipresent again: the really special PSI trade show feeling that exhibitors have missed so much and that was palpable again at PSI 2023. It is based on the certainty that the industry has its origins and homebase in this traditional and international trade show platform, and industry stakeholders can get their first sources of inspiration, gather information and make contacts at the start of the new year.

First meeting place and idea hotspot of the year

A total of 487 exhibitors presented a wide array of promotional products from all product groups and left a lasting impression with their professional stands, detailed advice and many fascinating innovations. The fact that 10,509 visitors from 75 countries found their way to Duesseldorf makes it clear just how significant this trade show is as an international meeting place and idea hotspot for the industry and demonstrates the integral role of PSI's kick-off event for the new promotional product year. For over 60 years, it has stood for a flexible, buzzing and creative industry, which has always emerged stronger from economic crises.

Heading Toward the Future Together with PSI

PSI Director Petra Lassahn has made it clear that the industry can also rely on the PSI trade show and the PSI network in the future. 'With PSI's comeback, we have created an excellent basis for working together with the industry on future issues', says Petra Lassahn. 'This includes promoting the sharing of ideas internationally and the topic of sustainability and highlighting the value of promotional products in the political arena'. For this purpose, PSI had invited politicians at the federal level to have an open dialogue with the exhibitors, including Markus Herbrand, financial policy speaker of the FDP-parliamentary group,

Manfred Todtenhausen (FDP party) and Maik Außendorf (Green party), who all represent the interests of medium-sized companies in the Economic Committee of the German Bundestag.

High-degree of internationality

Barbara Leithner, Chief Operating Officer of RX Austria & Germany, was delighted by the international interest: 'Our expectations were surpassed especially with respect to the international interest, which not only came from Europe but also from North America, the Middle East and North Africa. One in two visitors came to PSI from a foreign country,' Leithner explains further, 'It was particularly impressive to see how much innovative strength and agility companies demonstrated in the crisis as they used the time to adapt their products to current requirements and trends by utilising sustainable materials and modern technologies'. The fact that so many international associations and their numerous representatives used the trade show as a contact and business platform underscores the value and necessity of global networking.

The next PSI date is already set

'Relationships thrive on building trust and shaping the future together. Therefore, we will also provide the framework as the organiser of PSI in the future', states Benedikt Binder-Kriegelstein, CEO of the trade show organiser RX Austria & Germany. During PSI, RX confirmed the terms of their existing agreement with the Duesseldorf Exhibition Centre until 2026. Hence, the flagship promotional product trade show will continue to be held in Duesseldorf in the next few years and will be able to evolve there under the best conditions. The next PSI will take place on 9-11 January 2024.

>>



Great response to the supporting programme

Regardless of the size of the trade show, the proven quality of PSI was also visible this year. A convincing indicator of this was the exclusive supporting programme with practice-oriented presentations, which were held at the PSI forum in hall 10. The programme was divided into the topic blocks of 'sustainability', 'added value' and 'practical know-how'. Experts in these areas highlighted strategies for dealing with new trends and current challenges in the market for the international trade visitors in attendance. The excellent response to the conference programme substantiated the fact that the approximately half-hour presentations addressed the most important issues and topics affecting promotional product professionals today.

The industry is overcoming challenges

There is no question that the industry is facing enormous challenges in today's economic environment, which is also reflected in turnover figures. Steven Baumgärtner, Chairman of the Deutschen Gesamtverbandes der Werbeartikel-Wirtschaft (GWV) [German General Association of Promotional Product Industry], expects a loss of around one billion in sales compared to the industry's 3.7 billion turnover before the coronavirus. However, Baumgärtner said that the public opinion barometer and statistics showed a clear upward trend during the opening session's podium discussion with Petra Lassahn and Markus Herbrand. In this context, Baumgärtner stressed the supporting role of the European industry's leading trade show PSI for the future development of the promotional product industry. Baumgärtner also stated that many small and medium-sized companies also contributed considerably to the industry's dynamic and demonstrated their creativity and flexibility, especially in difficult times. For this reason, he said relief for small and medium-sized enterprises was particularly important.

Less bureaucracy and equality as goals

All participants in the discussion round agreed that relief in the form of less bureaucracy and equal treatment of promotional products with other advertising media is long overdue with regard to taxation issues. The GWV has already been advocating for this in Germany's national political arena, and Markus Herbrand assured the industry that it had the organisation's support. Numerous studies have substantiated the long-term effects and above-average emotionalization of promotional products as inexpensive advertising mediums; these studies can reinforce the industry's position when addressing important issues with political bodies.

<



Positive feedback from all sides

During the three days of the trade show, there were numerous signs that PSI would continue to gain momentum after its successful start. One could sense the positive vibe and people's delight to see each other again everywhere at the event. Visitors praised the diversity of the trade show, which was even more interesting this year, even though it may have been smaller in size. Thanks to the shorter distances, visitors had more time to sit down together and hold friendly talks or in-depth discussions with company representatives. In addition to the numerous big names and brands, there were also many newcomers, inventors and smaller vendors who received more attention and thus the chance to do more business. There were quite a few exhibitors that regretted not having a larger stand and more employees present at the event. And many of the member companies that only came by 'to have a quick look around' are eager to attend next year's event as exhibitors.

You can find more information, impressions and voices from the industry in our Trade Show special edition in March.

The PSI is back

A conversation with Benedikt Binder-Krieglstein, CEO of RX Austria & Germany

How did it feel when the PSI opened its doors again on 10 January?

The PSI 2023 was the first that I personally experienced. And it was great. It was difficult for me to assess the expectations for the event, the mood of the exhibitors and frequency of visitors in advance. That is why I was a bit nervous until the end of the tour with our opening day guest Markus Herbrand, the financial policy spokesman for the FDP (Free Democratic Party). But then a PSI member stood next to me, looked down the corridor, spread out his arms and said with a smile on his face: "Isn't that wonderful? The PSI is back". I heard similar things from many exhibitors that day. The great deal of positive feedback and the atmosphere on site gave momentum to the entire PSI.

What image do you now have of the Trade Show and industry?

Diversity, international internationality and optimism – these are the impressions which I took home from the PSI. In particular, I was very impressed by the international popularity of the event with people from more than 80 countries. The positive international response to the PSI has also meant that we have already received many requests from exhibitors for the PSI 2024 – including from businesses who had not yet registered for the trade show again this year. The critical voices regarding the PSI could not be heard in advance. However, we succeeded in correcting the image of the PSI. Not only exhibitors, but also an unusually large number of visitors sought talks with us this year and ex-



pressed their satisfaction. We have overcome many difficulties and will become even better. Exhibitors, visitors and members have rewarded the changes and efforts and we are thankful for that.

What's next?

We will use the positive mood to work together with the industry on topics for the future – by means of a close dialogue and independently of individual interests. This is important to me. The promotional products industry and the PSI need one another and can only be successful together. In the past year, we have invested a great deal of work into establishing political contacts. We were able to make the interests of the industry and medium-sized companies visible to members of the Finance and Economic Committee of the German Bundestag during tours of the trade fair and background discussions. It is now essential to intensify and maintain these contacts together with our partners. And we will continue to be involved internationally as well. For the first time, we were able to bring together the international industry associations for a meeting at the PSI. With the premiere of the "Ladies Lunch" we launched another initiative with which we want to connect women

in management positions in the promotional products industry.

If something became more visible at the PSI 2023, it was the potential, optimism and confidence of the promotional products industry. The PSI will actively shape this future of the industry. <

Key points in visits PSI

Markus Herbrand is well acquainted with the industry's concerns: as a member of the Bundestag and ordinary member of the German parliament's finance committee, he has been occupied with tax issues for a number of years. In many professional conversations on the political stage and likewise at PSI 2019, his conviction has grown that the bureaucratic jungle of prevailing fiscal law places an unnecessary burden on promotional products companies, pulling the brake on the highly effective promotional tool that is the promotional product. At the opening event for this year's PSI he showed understanding for the call for deregulation and equal tax status of promotional products alongside other promotional media, and assured the industry of his support. During the trade show tour he was evidently impressed by the industry's diversity and professionalism as he heard from exhibitors about the issues that matter to them.



Expert trade show guides for Bundestag member Markus Herbrand (l.): PSI Director Petra Lassahn and Benedikt Binder-Krieglstein, CEO of trade show organiser RX Austria & Germany (r.) with reflects Managing Director Meinhard Mombauer.



Markus Herbrand in conversation with Marcus Sperber, Managing Director of elasto (l.) and Benedikt Binder-Krieglstein (r.).

Stop-off at uma: Markus Herbrand with Alexander Ullmann and Petra Lassahn, in the foreground Benedikt Binder-Krieglstein and Barbara Leithner, Chief Operating Officer of RX Austria & Germany.

Recognition for 7770 years of membership in the PSI

For more than six decades, the PSI along with its trade show and numerous services have stood for successful European branch networking and effective marketing opportunities. The numerous manufacturers, suppliers and distributors who have been loyal to the network for many years demonstrate that it has not lost any of its attractiveness for members. Like in previous years, this trust was duly

honoured at the PSI in 2023 in Düsseldorf as well. Since no face-to-face trade show could take place in the past two years, there was some catching up to do this time in terms of recognitions. A total of 219 anniversaries for 30, 40 and even 50 years of membership had to be considered – "A total of 7770 years of membership", as noted by Reed managing director Michael Köhler. Together with PSI director Petra Lassahn, he congratulated the entrepreneurs representing the member companies celebrating anniversaries with certificates of honour and thanked them for their loyalty on the third day of the trade show. They all have contributed to the very successful development of the industry, which deserves special recognition. The full list of those celebrating anniversaries will be published successively in the PSI Journal starting with this issue.



Petra Lassahn (left) and Michael Köhler (right) thanked those members celebrating anniversaries for their loyalty.



Happiness at the PSI Happy Hour

Finally that original PSI feeling again. This was almost entirely the tenor among the PSI participants in the PSI “re-launch”. The happiness could be sensed on all sides: the exhibitors, visitors as well as organisers. The consistently positive reception of the “resurrected PSI” could also be felt at the end of the intense business days at the trade show, which were each capped off with a happy hour (in the true sense of the word) in the foyer of Hall 9. Participants met there for a relaxed get-together in a cosy winter ambience with cold and warm drinks, snacks and groovy live music to reflect on all their impressions, have casual conversations and even make new (business) contacts. The successful course of events during the trade show was reflected in the great response on all three days.



PSI International Lounge

The fact that PSI has earned its position as the leading Trade Show of the European promotional products industry was also evident during its re-launch after the pandemic-related break. More than half of the trade show visitors came from abroad, and part of them from far overseas. The strong presence of representatives of national promotional products associations and partners, even from outside Europe, such as ASI, Assoprom, BAPP, BPMA, FYVAR, IFEMA, IPPAG, PIAP, Sourcing City, aimfap and PPP reflects this international interest. The main meeting point of this colourful group was the International Lounge in Hall 10, where the PromoAlliance Reception and the International Reception also took place. Here, the emphasis was on relaxed networking and the exchange of ideas and knowhow from different national industries.



The PSI International Lounge provided time and space for relaxed networking and the exchange of industry-specific knowhow beyond national borders.

Completely freed from the conventions and outdated approaches of the past, young and innovative companies presented themselves to an international audience at this year's PSI trade show in Düsseldorf. Here are a few examples that demonstrate the creativity and innovative power of the industry.

Newcomers and start-ups at the PSI

Sustainable, innovative and well thought out





he message they brought to the Rhine was almost entirely based on standards of sustainability, testifying to innovative ideas that had a noticeably “infectious” effect on many visitors, as we heard over and over again in conversations. However, one of the main obstacles for young companies in recent years has not been the pandemic itself, but rather the problems of finding suppliers and producers in their own country. We repeatedly heard, “This rarely had anything to do with the frequently interrupted supply chain”.

The broad range of promotional products on offer is equalled in scope by their universal suitability for a broad variety of target groups. “The affinity for sustainable promotional products has increased in the past three years to an extent that we have not yet observed with any other trend,” reported experienced exhibitors. This perspective shift has gone deep for promotional companies as well as customers, not only since the increasing ban on take-away containers in the out-of-home business.

Multifunctional containers from black+blum: versatile, convenient and naturally reusable



ne example of this is London-based company black+blum (PSI 60237). Dan Black and Martin Blum founded their company in 1998 with the mission of ridding the world of disposable plastic bottles and take-away containers. The new black+blum multifunctional bowls and boxes, with their attractive, simple design and multifunctionality, are microwave, oven, freezer and dishwasher

safe. The containers are stackable for secure and space-saving storage. The vacuum-sealed lid also serves as a steam vent and ensures safe transport. They are 100% leak-proof, fully recyclable and of course BPA-free.

.....
The fact that sustainability is not just an empty promise at black+blum, but actively lived, is demonstrated by Sales Manager Nick Turner: “We do not participate in sales promotions like Black Friday and Cyber Monday, which generate huge amounts of greenhouse gas emissions. Instead, we donate 10 per cent of all sales made on these weekends to our partnerships with City Harvest and Trees for Cities. In addition, one per cent of all annual sales go to the ‘1% for the Planet’ initiative.”
.....



Sustainable gadgets from tobra: quality made from certified wood

A similar approach is pursued by tobra (PSI 47317), in expanding their original focus on producing USB sticks and powerbanks to include sustainable gadgets made primarily of FSC-certified wood. Sales Manager Daniela Grünen describes the company's goals as follows: "In addition to increased sustainability, we are well on our way to moving away from a dependence on foreign suppliers and thus also building a stable supply chain!" A side effect of this approach is the strengthening of individual customer care and more possibilities to respond to each customer's wishes.

At the trade show in Düsseldorf, the company's two innovations were the focus of particular interest: the "flipster" is a dual-purpose smartphone holder made of FSC-certified Finnish birch, which is useful both as a phone stand and as a charging aid. The second highlight was the so-called "Seed Bomb". These small balls of earth contain seeds that can be used to create a decorative and environmentally useful bee meadow in no time at all.



High-quality pet food frunol delicia: effective promotion throughout the year

Food, but this time for birds and squirrels, is also the focus of frunol delicia (PSI 60571) from Delitzsch in Saxony. The company produces exceptionally high-quality food mixtures, both for the promotional market and for distribution via garden centres and markets. Export Manager Laure Bernard explains why: "Many commercially available mixtures leave the unsightly

residue of uneaten remains at feeding points. This is different with our mixtures due to the absence of shells and husks." In addition, each unit of feed, such as bird feed, tit ball or squirrel feed mixes, is vacuum-sealed and are thus not exposed to vermin infestation.

All mixtures are designed for year-round use, because "feeding birds is not just for the winter", as Sales Manager Lüder Gerdau knows. Especially for promotional customers, delicia offers gift packs in the form of Easter eggs, Christmas baubles or colourable houses as standard motifs. Alternatively, cardboard sets with several products or refill packs, which can naturally also be customised, are available.



Apres-Allstars schnapps is suitable for the outdoors: a schnapps glass always to hand

Another start-up came to Düsseldorf from Chiemgau with a completely different invention: the ski-boot shot glass with binding. Here, the Apres-Allstars (PSI 60639) bind the popular shot glass into a ski binding and make it suitable for outdoor use with a cork stopper. Shot glass boots can be hooked into the binding with a click and then worn on a customised lanyard. "The idea for this product actually came about in 2021 at a party in a ski-house in Chiemgau," explains Tobias Deckert. As a further development, the mini bindings can now also be screwed onto a board – or preferably an old ski – and used as a shot board.

It is particularly important to the founders that production in Germany takes place to a large extent in cooperation with the Caritas and Lebenshilfe workshops. This also applies to a completely new product that was shown for the first time at the show: a block of ice, which can be produced on site using a silicone mould, mutates into a "Shot Slope Slalom" and allows iced drinks to flow straight into the glass.



Protection and outdoor products from Protect Ideas: no more wasps in your glass

Where there are drinks, there are insects. Anyone who enjoys sitting on the terrace and having a beer in the summer, or enjoying a refreshing bottled drink on the beach has experienced this. Raimund Hansen, Managing Director of Protect Ideas (PSI 60208), brought an unusual protection against these annoying and often dangerous "fellow drinkers" to Düsseldorf. His FlyEx bottle cap has a very simple automatic mechanism that only opens a path to the liquid when the bottle is raised to the mouth to take a drink. After each refreshing sip, a metal ball ensures that a small cap seals the bottle again.

"The system naturally works not only against flies and wasps, but also keeps dust and dirt away from the bottle contents," reports the company's CEO. The FlyEx Cap is just one of numerous innovative and unusual product ideas that enterprising entrepreneurs have already launched. Automatic bottle openers, beer crate coolers, forest loungers or seat cushions for beer crates are among the products on offer.



Healthy soft drinks from myDROPZ: natural aromas for tap water

Local tap water with a healthy taste is at the top of the wish list for Swiss founders Zafar and Larissa. Reason enough to come to the show with the company myDROPZ (PSI 60507) and their 20 different Dropz varieties. With these Dropz, the two want to “make tap water ‘sexy’ again”, as they proudly tell us. Through gentle extraction, they obtain natural flavours from the finest fruits and herbs, which are processed into practical Dropz. Dissolved in tap water, these then become true taste sensations – without sugar and, of course, without calories. This makes the colourful tabs an alternative to PET and soft drinks, as the company is also particularly committed to PET recycling. Every bag of Dropz supports the GoReclaim Foundation with the goal of developing a sustainable and transparent PET value chain.

“I came into contact with the idea of transforming tap water into tasty soft drinks with natural flavours at an early age,” says founder Zafar. When he was a child, his mother enriched drinking water with ginger, apple or lemon to save money. Instead of over-sweetened soft drinks, he had enhanced tap water. When he realised over time that this type of drink not only tasted good to him, but also to his guests, he made the idea “lifestyle-ready” and founded Dropz.



Kulero's edible tableware and cutlery: fight the waste

The story of Kulero (PSI 60647) began in India in 2017. At a festival, Hemant Chawla and his cousin Kruvil Patel were not given disposable cutlery to go with their rice dish and were forced to improvise, using a piece of bread as a spoon. Proud to have saved waste, the two set about making spoons out of dough in their home kitchen. After countless attempts, they came up with an edible alternative to wooden or plastic cutlery that not only tastes good but also helps people lead a more environmentally friendly life. The spoons now presented in Düsseldorf are vegan and last one hour in cold dishes such as ice cream, frozen yogurt and desserts, and 30 minutes in hot dishes such as soups.

The founders Juliane Schöning and Hemant Chawla were able to rely on support from Germany's “Lion's Den” to launch their company and want to use their products to make sustainable consumption easy for everyone. “Sometimes it's the simple ideas that can help solve social challenges. With our edible tableware and cutlery, we want to create this kind of solution,” Sales Manager Tamara Hering and assistant Elisa Bölling explain to us at the trade show stand. In cooperation with partners, they are making edible coffee cups, edible drinking straws and edible bowls as well as plates available, and these are increasingly dominating the scene in ice cream parlours, at food trucks, at festivals and in private use for parties and on the road.





Brandsupply's SaniBall disinfectant dispenser: practical, playful, sustainable



Hygiene awareness and the desire for ubiquitous cleaning options have increased significantly in recent years and were the impetus for Berlin twins Paul and Hansen Hoepner to come up with an invention that is multifunctional and saves on plastic bottles at the same time. The portable, magnetic and refillable SaniBall disinfectant dispenser, presented in Düsseldorf by Brandsupply (PSI 42275), is a practical, playful and sustainable solution for disinfecting or cleaning hands anytime, anywhere and in a fun way.

The SaniBall can be easily refilled by means of a valve pin and is now also available in a hiking version, with insect repellent or liquid soap. The ball is available in many colours, with a stable and almost "loss-proof" magnetic suction base that holds it to the lanyard. "With the SaniBall, which we have developed over the past three years, we combine the effectiveness of hand disinfection with fun," explains inventor Paul Hoepner, who brought the ball to market through a Kickstarter campaign with more than 400 supporters.

Whether they are new to the market or already successful top sellers, custom-made or showcase responsibility products: the PSI Product Presentations at the PSI 2023 were a show of exclusive products, with exhibits curated in advance by an international jury of distributors.

PSI Product Presentations with an exclusive flair

Product highlights in centre stage

Setting the product highlights of the PSI on centre stage: for this purpose, the PSI had already launched the PSI Product Presentations in 2019. This year, the exclusive product show focused once again on four aspects: Bestseller, responsible product (CSR), novelty, and custom-made. The deciding factors were the product's current success, its being a responsible alternative to comparable products and thus corresponding to the idea of corporate social responsibility (this entails, for example, the voluntary contribution of the business to sustainable development, going beyond the legal requirements), whether the product was being presented for the first time at the PSI Trade Show 2023 or was produced individually to meet customer wishes and needs.

The product presentations for our theme sections "Easter, Garden, Hobby, Craft" as well as "Health, Sport, Fitness" follow from page 42.



CATEGORY Bestseller

koziol ideas for friends

Cutlery set in case, Klikk Ready

Knife, fork, spoon – ready and packed in a practical, hygienic case. The modern Klikk cutlery is an ideal companion for all who enjoy consuming food on the go. All the pieces are easy to assemble. The multitude of customisation options on the case or the cutlery (such as special colour, pad printing, laser and single name engraving or embedded customer logo) makes Klikk a fun promotional medium and offers users a high and almost lifelong use. The new legislation from 1 January 2023 regarding the ban on disposable products gives this bestseller a massive additional impetus.



TFA Dostmann GmbH & Co. KG

LOGOneo wireless thermometer

Know the temperature at a glance – with TFA's LOGOneo wireless thermometer. This slim instrument receives the outdoor temperature on site via its own wireless transmitter; the room temperature is measured by an internal sensor. Regulating room temperature is an important factor for a healthy indoor climate and helps to save energy. Lowering the temperature by just one degree can reduce heating costs by up to six percent. The LOGOneo wireless thermometer has a particularly large print area directly on the front of the product – whether for digital, screen or pad printing.

The Outdoors Company

The North Face Sangro Jacket

The North Face Sangro Jacket for men and women is fully waterproof and breathable and uses multi-layer Hyvent technology to provide complete protection in wet weather. The adjustable hood stows easily in the collar and can be rolled up quickly. This shell jacket is ideal for spring and winter and can be printed or embroidered with a custom logo, for example on the chest, arm, cuff, neck or back, making it optimal for co-branding.





Victorinox AG

Classic Precious Alox Kollektion

The Classic Precious Alox pocket knives now present themselves with the Precious Alox design in a brand new, exciting look. The knives are available in a selection of beautiful colours with Alox shells, whose woven pattern gives them a haptic structure and feel. Five practical functions are packed into this extremely useful knife, which masters every task with elegance and is thereby a valuable, practical and indispensable companion for every day. Inscriptions can be etched into the pocket knife blade.

Zippo GmbH

Zippo windproof lighter

The genuine Zippo windproof lighter, with its distinctive Zippo "click," that works virtually anywhere. This elegant bright chrome refillable lighter features the Zippo logo surrounded by an engraved filigree design. Depending on the base of the models used, there are more than 25 different customisation options available for the windproof lighters, such as car/laser engraving, colour image, lustre, double gloss, fusion, laser two-tone, emblem, stone attachment, and chrome plating.



TROIKA Germany GmbH

GO URBAN EXPANDABLE

The laptop bag that transforms into an XL backpack – from 6 to 14 litres in just 20 seconds: simply open the zip. Two large main compartments, one of which is padded: the perfect protection for laptops up to 16". Several inner and two front pockets, plus two mesh pockets for a bottle and an umbrella in "backpack mode". The outer material of the GO URBAN EXPANDABLE is made of 100 percent recycled PET, making it resource-friendly, robust and splash-proof to IPX4. With a loop for attaching to a trolley and stowable shoulder straps. The GO URBAN EXPANDABLE brings order to the digital world of work and leisure. High-quality materials and workmanship are designed for long use. Recycling goes business.

CATEGORY Responsible product (CSR)

Blooms out of the Box

O2 out of the Box

This BloomsBox consists of a mixture of three air-purifying houseplants. The Air So Pure plants purify the air and increase humidity. The BloomsBox is made of 100 percent sustainable materials and is produced in a CO₂-neutral manner. The shipping packaging also acts as the plant pot and has an integrated water reservoir. The plants only need to be watered once a month, as the BloomsBox can hold 1.8 litres of water. The box can be engraved with a logo or slogan by laser or branding. As a socially committed company, Blooms out of the Box works together with special needs workplaces and thus offers people who are far from the labour market a healthy and meaningful working environment.



GIUSEPPE DI NATALE S.p.A.

ERBA COLLECTION

ERBA is our brand-new, eco-friendly collection of grass-paper notebooks and diaries. Grass paper is recyclable, compostable, FSC certified and contains no chemical products. It consists of up to 40 per cent dried grass fibres and its production process has little impact on the environment. The use of grass fibres in paper production can save up to 90 percent of water and energy. Therefore, the collection has a very good environmental balance and a very natural feel and smell. The products in the collection are fully customisable and are made in Italy. Grass paper can be produced in digital and offset printing and can also be printed with foil. The notebooks are available spiral bound, perfect bound or stapled. In addition, formats and interior layouts can be customised.

HERKA GmbH

Waldviertler Hammam Towel

The Waldviertler Hammam Towel by HERKA Frottier from Austria: an extra-light, doubleface fabric with an elegant striped look and discreet relief weaving. The ideal companion for the beach, swimming pool, sauna, sports or when travelling. 30 percent material savings, particularly fast drying, customisation including design service, 100 percent cotton and 100 percent "Made in Austria" speak for themselves. In addition, up to 40 Ökotex-100 certified yarn colours are available for the customer's corporate design. Also possible: a branded sleeve made of recycled grass cardboard or in GOTS organic quality.





Retulp

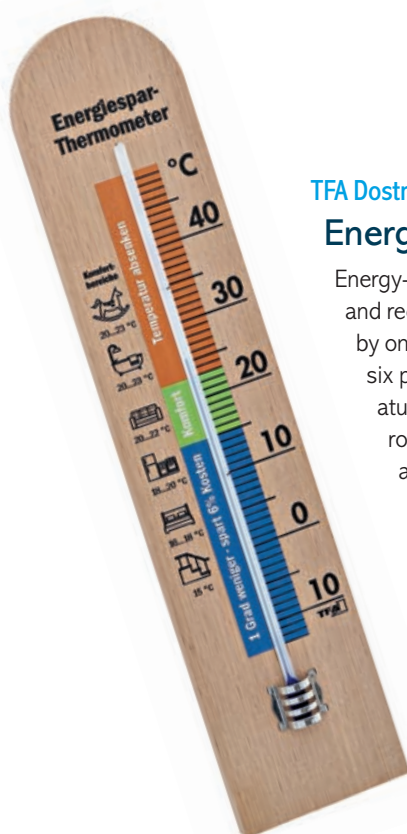
Big Mug Premium

The Retulp "Big Mug Premium" is a practical stainless steel container for transporting food – both hot and cold. The Retulp lunch pods are durable, free of BPA and other toxic substances and can be filled again and again. This helps to avoid the use of disposables, as one "Big Mug" replaces 167 disposable products. For every container sold, Retulp donates 1000 times the content in litres of clean drinking water to developing countries. The big mugs can be personalised with a logo or message by laser engraving, pad, screen or full colour printing.

Schneider Schreibgeräte GmbH

Reco

According to the company, Reco is the first ballpoint pen to be awarded the world-renowned eco-label 'Blauer Engel' (Blue Angel). It impresses people with its exceptionally environmentally friendly and resource-saving production. The barrel is made out of 92% recycled plastic. The streamlined, dynamic design, in combination with the matt shimmering surface, provides a simple but elegant appearance. It comes in three different versions and is equipped with the recycling, large capacity refill cartridge Eco 725 M, which also has 'Blue Angel' certification. Additionally, pad printing can be used to place an imprint on the seven printing surfaces of the pen. All individual parts of the three versions of the model can be freely combined with each other. Three different types of shafts can be selected in two colours, and three versions of the clip are available in ten colours.



TFA Dostmann GmbH & Co. KG

Energy-Saving Thermometer

Energy-saving measures in your own four walls protect the environment and reduce electricity and heating costs. Lowering the room temperature by one degree Celsius reduces energy consumption by an average of six percent. The energy-saving thermometer helps users with temperature recommendations and concrete tips for heating and ventilating rooms correctly to achieve their personal savings target. All materials used, such as beech wood, come from Germany and are entirely produced in the company's in-house facilities in Wertheim, Germany. The thermometers can be finished with custom prints using digital, pad, silkscreen or laser printing.

Uma Schreibgeräte Ullmann GmbH

Uma RECYCLED PET PEN PRO F Ocean

This retractable ballpoint pen is made from recycled PET materials sourced from ocean-bound plastic and has a matt, covered shaft and clip. The ocean-bound plastic collected by Plastic Bank, otherwise known as Social Plastic® is upcycled in Europe and reused as a recycled PET writing instrument for long-term and sustainable use in advertising. Thanks to the European and climate-neutral production, Uma's product, RECYCLED PET PEN PRO OCEAN, makes another sustainable contribution to protecting the environment. The clip can be finished using pad printing, and the shaft by means of silkscreen printing.



CATEGORY Novelty



Brandsupply GmbH

Saniball

The Saniball is a clever way to disinfect your hands while out and about. It is an effortless and sustainable way to wash and disinfect your hands. The patented ball can be used with one hand and can be filled up with lotion instead of disinfectant. The silicone membrane ensures it is leakproof when closed. When it is not filled with a liquid, Saniball turns into a ball for playing games. This sustainable and food-safe product is very versatile, and many finishing and customisation options are available. It can be used with any type of magnetic surface or with the loop that comes included.

Belamy GmbH

Belamy Bottles

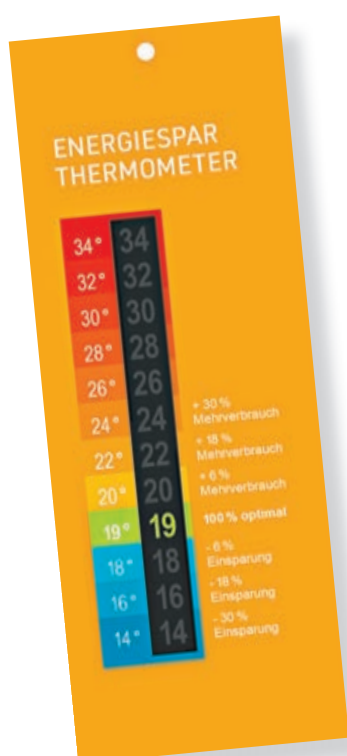
BELAMY bottles are beverage bottles made from clear glass with no stones, blurs or glass seams. According to the company, these high-quality bottles are sustainable and have a one-of-a-kind design. The robust and lightweight bottles weighing only 350 grams have a reinforced base for better impact protection, are dishwasher safe and suitable for carbonated beverages. Thanks to the countless colours and colour gradients available, there are practically no limits to customising the beverage bottles with new technologies – including the cap and packaging. Each bottle can also be printed with another name in another colour for a selected design and feature a 360-degree design! Additionally, the base of the bottle can feature elegant engraving upon request.



Gift Star

Exercise bands

Fitness bands, otherwise known as resistance bands, are a fantastic accessory for workouts because the rubber offers you eight to thirteen kilograms of resistance. Due to their current popularity, exercise bands with imprints can be an effective marketing tool to promote a company's activities. Prints can be placed on the bands using full-colour sublimation printing.



JH Innovations GmbH

Energy-Saving Thermometer

This inexpensive giveaway has a high advertising impact and a long-lasting use-life, encouraging customers to change their mindset. This energy-saving room thermometer is the first to be equipped with luminescent crystals that light up even at 19 degrees Celsius. The standard format of the card is 16 by 6 centimetres. The energy-saving thermometer can be used as a promotional card or mailing booster or be incorporated into displays or calendars. It can be produced in a water-resistant format or other special formats. Additionally, the front and back of the card can be fully customised. The thermometer itself can also be modified.

POLYCLEAN International GmbH

HFX®-DisplaySprayer

The brilliant HFX®-DisplaySprayer combines two functions: spray and wipe and you will have a clean display – without chemicals and only using water! The combination of a P-9000® microfibre material and water removes annoying fingerprints. When the spray bottle is full, it will be ready for 80 spray applications. The HFX®-DisplaySprayer can be quickly and easily refilled. This product is made in Germany and REACH-certified. The front catches people's eye with a high-quality imprint, and the back consisting of a P-9000 microfibre material ensures your displays are clean. This display cleaner is reusable and only has to be refilled with water. Custom motifs can be placed on it with a full-surface and high-resolution 4/0 print. This display cleaner comes with a paper sleeve, which also offers additional advertising space.



CATEGORY Custom-made



Carry Products GmbH

CARRY Bottle 0.7 | Digital Printing with Embossing

The CARRY bottles are made 100% in Germany and consist of 60% of recycled glass. They can be filled with carbonated and hot beverages and are dishwasher-safe. CARRY bottles can be finished with an individual design using silkscreen or digital printing. It is also possible to personalise the bottles with individual names, a tactile embossing print, a multi-coloured print image with colour gradients and shading, or an all-around print. The different layers of varnish create different structures to achieve an exciting and tactile print result.

FARE – Guenther Fassbender GmbH

Custom-Made Pocket Umbrella for Idealo

The umbrella is a custom-made version for Idealo and fits perfectly with the online portal. A matching navy colour was selected for the canopy material made from recycled plastic. The logo/slogan was printed on the panels of the umbrella. The shaft was also dyed in Idealo's dark blue tone; the ribs, hinges, the ring around the open/close button are in the Idealo orange colour, and the handle features a doming sticker. Many customisation options are available for the canopy, shaft, ribs, hinges, ring around the open/close button, doming, sheath, promotional label and hangtag. Customisation is what turns this umbrella into a brand ambassador.



PromoCollection

Bucket Hat with Sublimation in Original Size

This customised and reversible polyester bucket hat offers 2 hats in 1. It is the perfect accessory for camping holidays, outdoor sports activities and festivals. Single-sided or double-sided options are available for sublimation printing. Moreover, the interior and exterior can come with two completely different designs. A bucket hat is available for adults (product size 58/60 centimetres) and for children (product size 54/56 centimetres).





PromoCollection

Resin Key Ring with Customised Shape

The versatile and resin key ring can be fully customised. Information can also be printed on labels with a special shape. The 5.8 by 1.6 centimetre large key ring can also be cast with special mould.



Teko Tryck AB

Swedish Dish Towel

The dish towel was invented in Sweden in 1949. In 1990 the company Teko Tryck put kitchen towels with silkscreen printing on the market. The Swedish kitchen towel is made 100% out of biodegradable materials: 70% of the cellulose comes from FSC-certified forests and 30% consists of cotton waste. It can be washed, boiled and reused in a washing machine or dishwasher. The colours are naturally water-based and environmentally-friendly. If the towel has reached the end of its use-life, it can be discarded in compost, where it will decompose in eight to twelve weeks. The dish towels are available in eleven different colours with different packaging solutions.

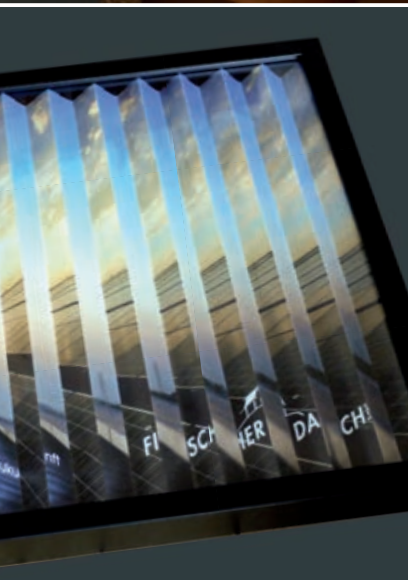
<https://psiproductfinder.de/product-presentation>

EXKLUSIVE
TROPHÄEN & POKALE
AUS GLAS

EXCLUSIVE
TROPHIES & AWARDS
MADE OF GLAS

LASERGRAVUR
& FARBDRUCK

LASER ENGRAVING
& COLOR IMPRINT



BEST PARTNER

- ✓ Nachhaltige Produkte
Sustainable products
- ✓ Moderner Maschinenpark
Modern machines
- ✓ Kompetente Beratung
Professional service
- ✓ Made in Germany



Stiefelmayer-Contento GmbH & Co. KG
fon +49 (0) 9342 9615 82
promotion@contento.com
www.contento-promotion.com



We are very happy that the following PSI members have been part of the promotional products industry as part of the PSI network for so many years. We warmly congratulate them all!

We say THANK YOU for your loyalty!



... in 2020

Membership & category

Distributor
Distributor
Distributor
Distributor
Distributor

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier

PSI Member

5772 ABAKUS Magdeburg GmbH, Germany
5777 Dansk Firmagaver I/S Inh. Marianne M. Lund, Denmark
5674 Dekolet Skilte & Print Knud Husted, Denmark
5863 GAMMA PUBLICITY BVBA, Belgium
5708 Gerhard Niebauer GmbH Präsentationssysteme & Werbegeschenke, Austria
5845 Herweh Präsent Anja Herweh-Kohl, Germany
5477 HM Hans Müller GbR Hans Müller, Helmut Heckel, Germany
5502 KEY-Promotion Werbemittelgroßhandel und Außenwerbung, Germany
5830 Kolibri HandelsgesmbH, Austria
5638 Maas van't Hoog B.V. Zeefdruk en Reklame Industrie, The Netherlands
5538 Margit Zettl e.U., Austria
5807 Promotionservice Schmitt GmbH, Germany
5729 RIONDET ENTERPRISES - SERIPUB, France
5529 Schenken & Werben e.K. Barbara Schwarz, Germany
5689 Spicex Importacao e Exportacao Lda, Portugal
5806 VIP PRÄSENT Inh. Regina Müller, Germany
5782 WB + V WERBEMITTEL GmbH, Germany
5561 WBF Werbedruck AG, Switzerland
42692 EMSA GmbH, Germany
42720 Falk & Ross Group Europe GmbH, Germany
42706 Kalfany Süße Werbung GmbH & Co. KG, Germany
42719 Nürnberger-Spielkarten-Verlag GmbH, Germany
42644 Peiniger GmbH Stahlwarenfabrik, Germany
42669 Polyform Kunststofftechnik GmbH & Co. Betriebs KG, Germany
42713 POUL WILLUMSEN P/S, Denmark
42768 Sieper GmbH, Germany
42735 TEN-PACK GmbH, Germany
42638 Weiss Messwerkzeuge GmbH, Germany
42793 WeLoc - Weland M. AB, Sweden
42772 XINDAO BV, The Netherlands

Web

www.abakus-magdeburg.de
www.dansk-firmagaver.dk
www.dekolet.dk
www.gamma-publi.be
www.niebauer.co.at
www.herweh.de
www.hm-werbemittel.de
www.key-promotion.de
www.kolibri.eu
www.maasvanthoog.nl
www.werbezettl.at
www.promotionservice-schmitt.de
www.riondet-seripub.com
www.schenken-werben.de
www.vip-praesent.de
www.wbv-werbemittel.de
www.werbedruck.ch
www.emsa.com
www.falk-ross.eu
www.ksw24.com
www.nsv.de
www.peinigersolingen.de
www.poul-willumsen.com
www.siku.de
www.ten-pack.de
www.weiss-messzeuge.de
www.weloc.com
www.xindao.com

Membership & category

Distributor	6288	A/P/M GmbH, Germany	www.apm-werbemittel.de
Distributor	6275	ALLROUND WERBESERVICE Yvonne Bouguila e.K., Germany	www.allround-werbeservice.de
Distributor	6107	AOK-Verlag GmbH, Germany	www.aok-verlag.de
Distributor	5911	B.Pl. Trading sprl, Belgium	www.bpitradning.be
Distributor	5916	Creaciones Artisticas Publicitarias, S.A. CAPSA, Mexico	www.capsamex.com
Distributor	6198	HABERKORN business present Hjördis Pfeiler, Austria	www.haberkorn.co.at
Distributor	5980	Home Diffusion SARL, France	www.homediffusion.com
Distributor	5986	Importexa S.A., Switzerland	www.importexa.com
Distributor	6143	Industrie- und Verwaltungsbedarf GmbH, Germany	
Distributor	6228	INTERimage B.V., The Netherlands	www.interimage.nl
Distributor	6217	JK Werbung Joachim Kuhlmann GmbH, Germany	www.jk-werbung.de
Distributor	6307	JM Printing Eric Carlée, Denmark	www.jm-printing.dk
Distributor	6196	Jürgen Blumberg KG, Germany	www.werbemittel-partner.de
Distributor	6368	KNEIKO Handels GmbH, Austria	www.kneiko.at
Distributor	6339	Konsimpex GmbH, Germany	www.konsimpex.com
Distributor	6066	Margt Smatt Margt Smatt ehf., Iceland	www.margtsmatt.is
Distributor	6256	Mäuser Werbemittel GbR Volker & Jürgen Mauser, Germany	
Distributor	6138	MHW Maria Hermann Werbemittel, Germany	www.mhwerbemittel.de
Distributor	6362	ML Werbeartikel Monika Lingenfelder, Germany	www.mlwerbeartikel.de
Distributor	6268	NOVIDARTE Welt der Werbeartikel AG, Switzerland	www.novidarte.ch
Distributor	6020	Novitet Danmark ApS, Denmark	www.novitet.dk
Distributor	6100	PRE VOX REKLAM AB, Sweden	www.prevox.se
Distributor	6372	Proforma A/S, Denmark	www.proforma.dk
Distributor	6055	Samdam Belux NV, Belgium	
Distributor	6058	Screenbolaget AB, Sweden	www.screenbolaget.se
Distributor	6175	SIKA Werbung GmbH, Germany	www.silke-werbung.de
Distributor	6337	SPEED PRESS Plus a.s., Czech Republic	www.speed-press.cz
Distributor	6273	Style Action VOF, The Netherlands	
Distributor	6079	TEJO BRINDE Comercio de Brindes Promocionais, Lda, Portugal	www.tejobrinde.pt
Distributor	6272	Topwise OY, Finland	www.topwise.fi
Distributor	6181	Unger Werbung Frank Unger, Germany	www.unger-werbung.de
Distributor	6211	WEPRO AG Werbeproduktion, Switzerland	www.wepro.ch
Distributor	6250	werbemax GmbH, Germany	www.werbemax.de
Distributor	6311	werbemittel-online.com Olaf Malsch, Germany	www.werbemittel-online.com
Supplier	42860	ADGA - Adolf Gampper GmbH, Germany	www.adga.de
Supplier	42811	BOOMERANG S.A.S. CITIZEN GREEN, France	www.bewear-pro.com
Supplier	42972	Grüner Laser Products GmbH & Co. KG, Germany	www.laser-gruener.de
Supplier	42819	Gustav Daiber GmbH, Germany	www.daiber.de
Supplier	42807	HR-SERVICE Reitter Import-Export, Germany	www.hr-service.de
Supplier	43000	IMTC Manufacturing & Trade GmbH The Pad Company, Germany	www.axopad.de
Supplier	42907	Inspirion GmbH, Germany	www.inspirion.eu/de
Supplier	42959	Le Creuset GmbH, Germany	www.lecreuset.de
Supplier	42884	M.A.P.S. GmbH Mach Art Promotion Service, Germany	www.machartpromotionservice.com
Supplier	42943	Online Schreibgeräte GmbH, Germany	www.online-pen.de
Supplier	42938	REIDINGER GmbH, Germany	www.reidinger.de
Supplier	42955	WIL Langenberg GmbH, Germany	www.langenberg-one

Membership & tegory

Membership Category	PSI Number	Member Name	Web
Distributor	6839	Abakus Gesellschaft für Werbemittel und Verkaufsförderung mbH, Germany	www.abakus-brandenburg.de
Distributor	7051	ADG (Allen Diskin Gifts), United Kingdom	
Distributor	6554	AMC Diffusion Publicitaire A.M. Crausaz, Switzerland	www.amc-pub.ch
Distributor	6633	Bach Firmagaver Reklameartikler, Denmark	www.bach-firmagaver.dk
Distributor	6560	BSW - Werbung Inh. Michael Szabo, Germany	www.bsw-werbung.de
Distributor	6823	ConEra AB, Sweden	www.conera.se
Distributor	6758	DiWeRS - Klaus-Peter Lawall Druckdienstleistungen-Werbeartikel-Grafik, Germany	
Distributor	6527	Equus OHG SNC Longo & Co., Italy	www.equus.it
Distributor	6703	Frunske-Werbung Inh. Gerlinde Frunske, Germany	www.frunske-werbung.de
Distributor	6389	Furtmayr GmbH, Germany	www.furtmayrs.com
Distributor	6739	Halftime OY, Finland	www.halftime.fi
Distributor	6748	heizmann ideen werbeartikel Ronald Heizmann, Germany	www.werbeartikel.ideen.de
Distributor	6868	Image Smart A division of National Trading House WLL, Bahrain	
Distributor	6906	Impuls Marketing Inh. Roland Meissner, Germany	www.werbemittelagentur.de
Distributor	6829	Jürgen Feiner Werbung + Verlag, Germany	www.jf-werbung.de
Distributor	6709	Kähler Werbung Sabine Kähler, Germany	www.kaehler-werbung.de
Distributor	7037	Label Pub Sàrl, Switzerland	www.cmpublicite.com
Distributor	6725	LOTUS Präsentation Werbung GmbH, Germany	
Distributor	6891	Meiers Neuheiten AG, Switzerland	www.meiersneuheiten.ch
Distributor	6442	Mühlbacher GmbH World of promotion, Germany	www.wop-24.de
Distributor	6495	Perch Reklame ApS, Denmark	www.perchreklame.dk
Distributor	6405	Pieper Werbemittel GmbH, Germany	www.pieperwerbemittel.de
Distributor	6869	PRESENT PERFECT Incentive GmbH, Germany	www.present-perfect.de
Distributor	6466	Profashion Schlüter GmbH, Germany	
Distributor	6557	PromOcean GmbH, Germany	www.milespromocean.eu
Distributor	6867	Promotex Handels AG, Switzerland	www.promotex-ag.ch
Distributor	6600	Publikado SPRL, Belgium	
Distributor	7038	REKLAMA CENTRUM s.r.o., Czech Republic	www.reklama-centrum.cz
Distributor	6895	Rothe Werbeartikel, Germany	www.rothe-werbeartikel.de
Distributor	6841	SCI Sabine Scheibeck Ideen für Werbeartikel, Germany	www.sci-scheibeck.de
Distributor	6909	Solutions corporate fashion give aways-merchandise GmbH & Co. KG, Germany	www.solutions-hh.de
Distributor	6922	Stoll Werbegeschenke Inh. Günther Stoll, Austria	www.stoll-werbegeschenke.at
Distributor	6474	T.P.S. - Tessartz Präsent-Service Frédéric Tessartz, Germany	www.tessartz.de
Distributor	6394	Tim Niemeyer Handelsagentur Time Perfect International, Germany	www.time-perfect.de
Distributor	6626	Zankel GmbH, Germany	www.zankel.de
Supplier	43152	AHB GmbH Autohandelbedarf, Werkstattbedarf, Werbeartikel, Germany	www.ahb-shop.com
Supplier	43065	Aulenbacher GmbH, Germany	www.aulenbacher.de
Supplier	43064	Brands by HEKA GmbH, Germany	www.heka.jetzt
Supplier	43251	Bühner Werbemittel GmbH & Co. KG, Germany	www.buehner-kalender.de
Supplier	43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de
Supplier	43242	GÖCKENER GMBH, Germany	www.goeckener.de
Supplier	43136	Gummiwerk Czermak & Feger, Austria	www.gummiwerk.at
Supplier	43076	Joh. Brendow & Sohn Grafischer Großbetrieb und Verlag GmbH & Co. KG, Germany	www.brendow.de
Supplier	43332	Maximex Import - Export GmbH, Germany	www.maximex.de
Supplier	43108	PECOTEX Bergenthal GmbH, Germany	www.pecotex.de
Supplier	43053	Pustefix GmbH, Germany	www.pustefix-promotion.de
Supplier	43307	Sachsenballon Produktions-GmbH, Germany	www.sachsenballon.de
Supplier	43287	STABILO Promotion Products GmbH & Co. KG, Germany	www.stabilo-promotion.com



... in 2020

Membership & category

Distributor
Distributor

Distributor
Distributor

Distributor
Distributor
Distributor
Distributor

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

Supplier

Supplier
Supplier
Supplier
Supplier
Supplier

PSI Member

666 EGS Werbemittel GmbH, Germany
794 Horst Brandenburger Werbemittel-Beratung
Inh. Heribert Albert eK, Germany
733 Ideen Plus Werbegesellschaft mbH, Austria
782 konkretwerbung karlsruhe - die agentur für werbung
+ verkaufsförderungsinhaber harald romann, Germany
755 Kranz GmbH, Germany
750 Mastermark OY, Finland
3002 obbo GmbH Abt. Werbegaben, Germany
760 Organisations- und Service Gesellschaft
der Gewerkschaft der Polizei mbH, Germany
3232 POLYDONO AG, Switzerland
664 Sandkuhl Werbeartikel GmbH, Germany
916 Thoens Agentur AS, Norway
2223 triplex FISCHER Werbemittel KG, Germany
827 Werbe-Olek GmbH, Germany
708 Werbung International Jürgen Zenth GmbH, Germany
650 WP Exclusiv Werbeartikel GmbH, Germany
41259 Lehoff Im- und Export GmbH
Ihr Partner für Prämien & Werbeartikel, Germany
41248 Leser GmbH, Germany
41251 Stafotechnik GmbH Gebr. Retzlaff, Germany
41308 terminic GmbH, Germany
41268 Walter & Prediger GmbH & Co. KG, Germany
41334 WISA Enschede B.V. printed balloons
and paper promotional articles, The Netherlands

Web

www.egs-werbemittel.de

www.brandenburger-werbung.de
www.ideenplus.at

www.konkretwerbung.de
www.kranz-werbung.com
www.mastermark.fi
www.obbo.de

www.osg-werbemittel.de
www.polydono.ch
www.sandkuhl.de

www.triplex-fischer.de
www.werbe-olek.de
www.werbung-international.com
www.wp-exclusiv.de

www.lehoff.de
www.leser.de
www.stafo.de
www.terminic.eu

www.wisa.nl



... in 2021

Membership & category

Distributor
Distributor

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier

PSI Member

1027 alpha-praesent ALPHA-GRAPHIK Medienwerbung GmbH, Germany
879 Andreas & Mathias Scharbatke oHG
Altenholzer Präsent-Werbung, Germany
884 EWA-Werbung Daniel Warnks, Germany
918 GWG-Intergro Großhandels-Ges. mbH & Co. KG, Austria
853 IWR Hantke & Röhrich oHG, Germany
1034 Kühl-Werbeartikel GbR, Germany
862 Kynä Oy Pen Ltd., Finland
859 MN Werbe-Service GmbH, Germany
941 Radlgruber Werbegeschenke GmbH, Austria
921 RIES PromoPrint AG, Switzerland
1021 Riisbro Reklamegaver ApS, Denmark
899 Rivanco BVBA, Belgium
864 ScanMark Norge AS, Norway
895 Stremmer Werbemittelagentur GmbH, Germany
987 Thiele Creativ Team GmbH, Germany
967 TREND Werbeartikel GmbH, Switzerland

41338 Bären Luftballons GmbH, Germany
41435 Böckling GmbH & Co. KG, Germany
41430 Eckenfelder GmbH & Co. KG, Germany
41387 EHRENBURG GmbH, Germany
41369 elasto GmbH & Co. KG, Germany
41422 Louis N. Kuenen GmbH, Germany
41394 PLANET Schreibgeräte GmbH, Germany
41446 Promocorp BV, The Netherlands

Web

www.alpha-praesent.de

www.a-p-werbung.de

www.i-w-r.de
www.kuehl-werbeartikel.de
www.penltd.eu

www.radlgruber.at
www.ries.ch
www.riisbro.dk
www.rivanco.be
www.scanmark.no
www.stremmer.net
www.t-c-t.de
www.trend-werbeartikel.ch

www.baerenballons.de
www.boeckling.de
www.eckenfelder.de
www.ehrenberg-gmbh.de
www.elasto.de
www.kuenen.de
www.planetwriting.com
www.buttonboss.com

... in 2022

Membership & category

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier
Supplier

PSI Member

1161 DARPO Reklame B.V., The Netherlands
1146 Diethelm Schröer Werbestudio, Germany
1273 Eberhard Müller, Germany
1110 EURODOR SARL, France
1278 Griippi Oy, Finland
1082 Heisse Werbemittel e.K. Ursula Heisse, Germany
1121 Hoo-Hoo OY, Finland
3557 Hubert Raase Werbemittel GmbH, Germany
1059 Liebhaber Werbeartikel GmbH, Germany
1047 Marc Stechl e.K. Der Werbemittelpunkt, Germany
1253 präsent-service von Steinmetz GmbH, Germany
1220 RENTA Erdmann + Maschke GmbH & Co. KG, Germany
1211 STEGE Werbung Inh. Michael Stege, Germany
2303 SWS - Sympathie-Werbe-Service GmbH, Germany
1096 T.O.P. Werbemittel GmbH, Germany
1138 Trend Present HandelsGmbH, Austria

41490 COMPAKT-WERBUNG GMBH, Germany
41421 Coolike-Regnery GmbH, Germany
41583 HEPLA-Kunststofftechnik GmbH & Co KG, Germany
41545 JUNG since 1828 GmbH & Co. KG, Germany
41505 Kellermann & Co. „Drei Schwerter“ GmbH, Germany
41565 KP Plattner GmbH, Austria
40972 PF Concept International Cooperatief U.A., The Netherlands
41462 Spranz GmbH, Germany

Web

www.darpo.nl

www.eurodor.fr
www.griippi.fi
www.heisse.com
www.hoo-hoo.fi
www.raase.de
www.liebhaber.com
www.stechl.de
www.praesent-service.de
www.renta-deutschland.de
www.stegewerbung.de
www.sympathie-werbe-service.de
www.top-seckach.de
www.trend-present.at

www.compakt-werbung.de
www.coolike.de
www.hepla.de
www.jung-europe.de
www.kellermann.de
www.kp-plattner.at
www.pfconcept.com
www.spranz.de



... in 2020

Membership & tegory

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

PSI M . mb ilee

3161 Der Ring GmbH, Germany
3148 Gerhard Mundt GmbH & Co. KG, Germany
3140 Hans-Georg Richter KG Direktwerbung und Druck, Germany
3157 Harry Misfeld Marken-Werbeartikel e.K. Inh. Jürgen Schröder, Germany
3139 Lachmund GmbH Werbeartikel, Germany
3178 Louis Sales Promotions B.V., The Netherlands
3256 Präsentstudio SOENNECKEN e.K., Germany
3261 Richard Sauer Präsentwerbung e.K. Inh. Jens Nesper, Germany
3158 Schieweg Werbepräsente GmbH, Germany

Web

www.mundt-werbemittel.de
www.richter-direktwerbung.de
www.hami-werbeartikel.de
www.lachmund.com
www.lspbv.nl
www.praesentstudio.de
www.webshop.sauer-buero.de
www.schieweg.de

Supplier
Supplier

41857 EUROSTYLE - Emil Kreher GmbH & Co. KG Lederwarenfabrik, Germany
41853 Frank Bürsten GmbH Bürstenfabrik, Germany

www.eurostyle.eu
www.frank-brushes.de

... in 2021

Membership & tegory

Distributor

PSI M . mb ilee

3291 Dieckmann & Strübing e.K. Inh. Albrecht Laue, Germany

Web

www.werbemittelidee.de

Supplier
Supplier
Supplier

40567 BRUNNEN & EILERS Promotion Service GmbH & Co. KG, Germany
40511 Clipper B.V., The Netherlands
40588 Weidner GmbH, Germany

www.brunnenpromotion.com
www.clippergifts.com
www.weidner-sw.de

... in 2022

Membership & tegory

Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor
Distributor

PSI M . mb ilee

3385 Brauer-Werbung Inh. Simone Brauer, Germany
3508 Bücheler Werbegeschenke AG, Switzerland
3515 Euro Gifts S.A., Belgium
3087 Gemaco NV General Marketing Company, Belgium
3398 HOWORKA WERBEARTIKEL GMBH, Austria
3432 Kurt Hoffmann GmbH Exklusive Werbeartikel, Germany
3456 Pen Point Benelux B.V., The Netherlands
3519 Praesent Werbung Noppen, Germany

Web

www.brauer-werbung.de
www.buecheler.ch
www.gemaco.be
www.howorka.at
www.kh-werbeartikel.de
www.penpoint.nl

Supplier
Supplier
Supplier

40604 Ackermann Kunstverlag Merkur Marketing Services GmbH, Germany
40641 midocean Mid Ocean Brands B.V., The Netherlands
40637 PLASTORIA S.A., Belgium

www.ackermann-kalender.de
www.midocean.com

Updated: 12 Jan 2023
Subject to change



MOUTHPROPAGANDA.COM



#ADVERTISINGFORTHETONGUE



The following pages are covering “Hapticals” that match the upcoming season: since we have now already arrived in February, **springtime promotional buoyancy** is just around the corner.





PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de

Bright eyes on Easter

Companies can start the new advertising year in a friendly and very memorable way with a sweet Easter greeting for customers and employees. Thus, advertising messages from CD-Lux are bound to be on everybody's lips at the beginning of the year already. In the coming days, the company is presenting its brand new catalogue "Easter and Spring 2023". It includes discoveries such as the new premium Easter basket with the finest chocolate from Lindt or Milka, individually printable promotional Easter baskets made of ecologically sustainable materials such as grass paper or the new customisable Easter egg sets. Please just send your logo and individual text idea to the CD-LUX team for a free layout suggestion.

Delicious variations

Under the name Chocolate Varieties Mini, B&B Promotional Sweets is introducing a box with various delicacies covered with Belgian chocolate. Possible fillings include, among others, hazelnuts in milk chocolate with coffee, hazelnuts in orange chocolate, almonds in milk, white or orange chocolate, and raisins in milk chocolate with chili or coffee beans in milk chocolate. The pralines are packaged in a clear plastic box and covered with a customisable cardboard lid.



PSI 47460 • B&B Promotions Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

**SUBLIMATION
SPECIALIST
FROM ROMANIA**



multiscarves // flags // beachflags // supporter scarves // towels // drawstring // bags // sports equipments // stadium cushions // pennants // giant flags // giant towels // giant pennants // giant tshirts // printed masks // bibs // covid fence // printed table cloth // garlands // printed boxers // hand warmers // blankets // bike seat cover

we can also supply
sublimation paper printed in roll or sheets
fabrics printed in roll and laser cutted, ready for sewing
we have also a recycled (rPET) products line

www.media-concept.ro
office@media-concept.ro

Printed treats for Easter

Carrot cake, eggnog cupcakes, blossom cookies, yeast buns, raspberry plucked bread, chick cake pops and much more – this book from the EMF publishing house includes numerous sweet recipes spanning from classic to modern. Here readers will find springtime inspirations to bake and enjoy. EMF (Edition Michael Fischer) has created a customised book suitable for the target group. It is also possible to put your own logo on the cover and to integrate products and services. Different layout variations are available.



PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 213107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



PSI 46887 • Römer Wellness
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

Citrus scent for relaxed summer nights

This outdoor candle from Römer Wellness with its tangy aroma of fresh lemon is the perfect companion for relaxed summer nights. The exquisite grey glass protects the flame from wind, which is why the aroma candle is ideal for use in the garden or on the balcony. The silver screw cap keeps the inside dry and clean when the candle is not being used. It also provides space for an engraving of your choice. The look of the candle is harmoniously rounded off by a grey bow and a stylish label, which you can also design yourself. When the wax is used up, the glass can be further used as a lantern in combination with a maxi tea light. The burning time is about 45 hours.

Spring messengers with a flair

Spring is just around the corner. When the buds and leaves start sprouting and Easter, Mother's Day and Valentine's Day approach, there are ideal opportunities for humorous, loving and useful advertising messages with lasting benefits. On this occasion, the emotion factory is presenting a colourful program for the new season, in which trade show gifts, mailing products or affectionate presents can be individually designed. The seed paper confetti once again lives up to the idea of environmentally friendly and ecologically sustainable advertising. Plant seeds are integrated into the biodegradable paper and begin to grow after the first rain or watering.



PSI 41016 • Heri-Rigoni GmbH
Tel +49 7725-93930 • armin.rigoni@heri.de
www.heri.de
www.emotion-factory.com



*New
Fleece-
jackets*

NOW IN STOCK!

KARLOWSKY FASHION



60°

**up to
5XL**



SUSTAINABLE FLEECE JACKETS IN 10 TREND COLOURS

CERTIFIED | SUSTAINABLE | WARMING

**MADE FROM RECYCLED PLASTIC | WASHABLE AT 60° | EASY-CARE MATERIAL
UP TO 5XL | PERFECT FOR TEXTILE FINISHING**



PSI 49729 • Condedi GmbH
Tel +49 2942 2160 • info@condedi.de
www.condedi.de

Handy advertising tools

There is a lot of work going on during springtime. With just a few simple steps, the multifunctional tools from Condedi help with unexpected problems or small changes. They come as the metal cards "Gero", "Bike" as well as "Auto" from the product series "Selter works". As an all-round tool & multi-tool, they are suitable companions with numerous different functions for the home, garden and office. Every multi-tool is packaged in a black case. Of course, it can also be safely stowed away in clothing. The metal cards are refined by printing and engraving, as well as by printing on the case.



Rabbit bag with a stub tail

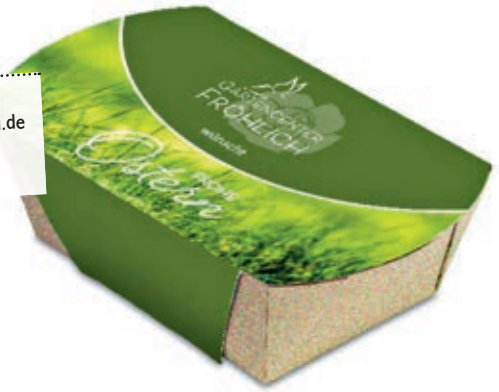
My logo on food presents the ultimate Easter rabbit bag with a mischievous look, long ears and a stubby tail made of pure cotton. The ecologically valuable eye-catcher named Bunny Bag is filled with a Lindt mini gold rabbit weighing 10 grams as well as six Lindt mini eggs made of Alpine milk chocolate. This fancy Easter bag is offered in six different variations. It can be customised on both the front as well as backside by means of printing or with a sticker.



PSI 45384 • my logo on food GmbH
Tel +49 2861 9588888
f.fischer@mylogoonfood.de
www.mylogoonfood.de



PSI 41016 • Heri-Rigoni GmbH
 Tel +49 7725-93930 • armin.rigoni@heri.de
 www.heri.de • www.emotion-factory.com



Green Easter with flair

It will be both green and easterly with the Sixpack Flower Ball Midi or the Plantodrome Easter basket from emotion factory. The flower balls are delivered in a printable egg carton to match the theme. The Plantodrome symbolises an Easter basket and is simultaneously good for our green footprint. The single pack baking cups, which come with a backing cup in the shape of your choice in a box with a viewing window deliciously complement the product. The packaging is the ideal advertising messenger and a logo can be printed on it, for example. The supplier emotion factory is part of the tradition-rich company Heri Rigoni, which is celebrating its 60th anniversary this year.



A perfect egg in no time

The cube-shaped digital timer from TFA Dostmann is specially designed for cooking eggs and extremely easy to use. The four most frequent boiling times (3 - 5 - 7 - 10 minutes) are pre-programmed and printed on the upper side of the cube. Just turn the desired time upwards and the timer starts immediately. The small display rotates along and shows the countdown time. The red LED light pulsates. If the selected time is reached, the LED light blinks and a beep reminds you to stop boiling the egg. The TFA Cube Timer is available in numerous other time and colour variations for home, school, education, sport and games.



PSI 41875 • TFA Dostmann GmbH & Co. KG
 Tel +49 9342 3080 • info@tfa-dostmann.de
 www.tfa-dostmann.de



Refreshingly sparkling Easter greetings

Exclusive Easter greetings in the form of a sparkling piccolo wine from Römer Drinks in Traben-Trarbach are a true alternative to Easter eggs. You may choose between the sets of six "Hasengold", a sparkling wine with a 22-carat food-safe gold leaf, harmoniously complemented with a dash of fruity vineyard peach liqueur or "Easter Piccolo", a classic sparkling Italian wine with the friendly message "Happy Easter" to toast to a good time together with customers, employees or business partners. Starting in quantities of 120, an individual label can be put on the bottles.

PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 81290
info@roemer-drinks.de
www.roemer-drinks.de



Sparkling freshness

The vinegar-based fruit syrup Shrub! From Schuster's Spezialitäten consists of only three ingredients: organic apple vinegar, fruits and sugar. It is wonderfully suitable for spring salads and gives them a natural fruity flavour. Shrub also goes perfectly with sparkling mineral water or in sparkling wine for Easter brunch. Here too, the syrup also provides for a fruity surprise. It is available in over 20 different tasks spanning from classic raspberry to unusual flavours such as juniper & friends or rosemary-lemon.

PSI 60617 • Schusters Spezialitäten GbR
Tel +49 9554 9237603
info@schusters-spezialitaeten.de
www.schusters-shrub.de





PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de



Fascinating photo motives

It is not without reason that flowers are popular photo motives – the more intensely you deal with them, the more fascinating details there are to discover. With wonderful ease, the English photograph Mandy Disher puts together compositions from the resulting flower pictures for 2024 on behalf of Ackermann Art Publishing House. She gives every single flower a very special radiance. Like all Ackermann calendars, it is also made in Germany and printed in a climate-neutral manner on paper from ecologically sustainable forestry in cooperation with NatureOffice. Advertising imprints are available in quantities of 50 and more.

No cutting down trees for boxes

The Zerotree® magnet boxes from FF packaging are made of a combination of straw paper and recycled grass paper. The fibres in the paper can be clearly seen and felt. As the name suggests, no new trees are used for these boxes. Custom-made boxes can be delivered in quantities of 500 or more with a print of your choice. Magnetic boxes are available ex stock in quantities of 25 or more. In addition, bags, shipping boxes and luxury boxes are also available either custom-made or ex stock.



PSI 17344 • FF-Packaging
Tel +31 341 430413
info@ff-packaging.com
www.ff-packaging.com



PSI 43892
Römer Wein und Sekt GmbH - Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de

For your own blooming bee pasture

The recipients of the “seed bombs” in the original mini egg box from Römer Presents can design a colourful bee pasture this spring and make the world a bit more vibrant and (bee-)friendly. The six balls contain a meadow flower seed mixture, safely coated in mud and natural colours. This way, users can make their surroundings more colourful and bee-friendly. In the standard variation, the egg box comes with imprinting on the banderole that says “for flourishing cooperation”. However, the box is also available as an Easter basket with a Happy Easter banderole, which can be individually designed in quantities of 100 or more.



PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de

Grass paper from the Easter Bunny

Ecologically sustainable products are trendy at the moment – this also applies to the sweet Easter promotional products from CD-LUX. Selected products are therefore available in cardboard made of 25 per cent grass fibres on request. Significant reductions of CO₂ emissions can be achieved by using grass paper. Grass paper has a nearly 75 per cent better CO₂ footprint than cellulose. Those interested can explore the entire ecologically sustainable range of products in the new 2023 Spring and Easter catalogue, which is now available online.

FOR THE LOVE OF HORSES

09 – 15 MARCH 2023

EXHIBITION CENTRE ESSEN
GERMANY



**SIMPLY SCAN
AND GET
YOUR TICKET!**



Built by



In the business of
building businesses

EQUITANA
EQUESTRIAN SPORTS WORLD FAIR

2023

EQUITANA.COM



A rich harvest for hobby gardeners

This book from the EMF publishing house is the ideal companion for all hobby gardeners. Plant portraits, flowerbed plans, seed information, cultivation and germination times as well as a pest table provide for a rich harvest. The most important tasks for each month are clearly presented and there is plenty of space to create your own planting and schedules and products. The number of pages and layout are flexible and can be adapted to customer requirements. The EMF team is also happy to place your logo on the book cover.

PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 213107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Warming decorations for eggs

It will not be long before the first early bloomers come up and remind us of the upcoming Easter holiday. The colourful figures, pendants and special shapes made of felt from Gabriele Bühring's team wonderfully go along with the season. The egg-warmer cap is a real eye-catcher on the breakfast table. The colourful hoods made of recycled PET felt or 100 per cent merino wool are sewn by hand in Germany and can be refined with a logo by blind embossing or screen print transfer. Due to the individual production to order, all modifications are possible.

PSI 40807 • Gabriele Bühring
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com





Egg cup as an eye-catcher

These high-quality eggcups made of certified beech wood from happyROSS beautify the set table and are sure to be part of any breakfast. A logo can be laser-engraved and even indentations can be milled into the wood at different levels. In addition to the models shown, the eggcups can be created in their own unique shapes, making this item an individual and innovative promotional gift.



Help for plants and animals

When the last frost melts in the spring, it is the perfect time to make a valuable contribution to our environment with the seed balls from tobra. The balls can be sown from April to July by simply throwing them into the green, perhaps stepping on them and waiting for nature to do the rest. The mixture contains more than 20 different varieties such as cornflowers, mallows, corn poppy, red clover, alfalfa, dill and crown sweet clover. These environment helpers are delivered in individually designable and printable cardboard packaging.





Multi-helper for outside

Troika Germany is introducing a multifunctional tool with 14 functions for outdoor use, the Fire Tool 14. The multi-tool has everything that friends of the outdoors need when out in nature – the flint for up to 300 applications, the signal whistle, scissors, various knives, a bottle opener and a cardboard knife. There are fourteen functions in total, all of which are positioned externally for quick access when it matters most. The heavy edition with internal springs and sturdy metal shell-type handles comes in a nylon bag with a belt loop.



Mini-screwdriver that has it all

The Metmaxx® “MiniPowerTool” which Spranz is now introducing really has it all. The innovative micro all-in-one tool for home and work is a powerful cordless screwdriver with an integrated chrome vanadium bit set, LED work light and high-performance rechargeable lithium-ion battery with 300 mAh. The six bits in this tool are delivered to the recipient in a stylish design box.



PSI 41462 • Spranz GmbH
Tel +49 261 984880 • info@spranz.de
www.spranz.de

33TH INTERNATIONAL TRADE FAIR FOR
HUNTING, FISHING, OUTDOOR ADVENTURES & TRAVEL



DIE HOHE JAGD & FISCHEREI

16.-19.02.2023

MESSEZENTRUM SALZBURG
WWW.HOHEJAGD.AT

Save your
tickets now!



Built by



In the business of
building businesses

ORGANISED BY:

SPECIAL AREA:





PSI 47306 • emco Bautechnik GmbH
Tel +49 591 9140603 • n.rudau@emco.de
www.emco-bau.de

Easter on the ground

Emco floor mats are a popular advertising medium to ring in spring or Easter. Attractively designed with a company name, website or customer logo, they make their mark at the entrance to a business, as a promotional mat at the point of sale or simply as a wonderful present for customers. Among the advantages are not only the short delivery time, but also the realisation of individual measurements and the absorption of dirt and moisture as well as the low risk of tripping and slipping.

Chocolate egg with a charming imprint

Slodkie offers an Easter egg, which impresses with its charming imprint directly on the chocolate. The eggs are offered with a selection of nine types of chocolate, including plant-based chocolate without any traces of milk. The chocolate is packaged in R-Pet shapes (which consist of 80 per cent recycled material) and in FSC-certified paper packaging. This packaging can be customised with digital printing based on customers' requirements.



PSI 46325
Slodkie Upominki Spółka z o. o. Sp. K.
Tel +48 22 6479000 • sales@slodkie.com
www.slodkie.eu

Mini Easter Egg 40 g
Cat. No. 0360



slodkie

5 TAGE

15.–19. März 2023
Messe Wien



Wohntrends,
Möbel, Garten &
Design

WOHNSINN

Built by
RX
In the business of
building businesses

wohnen-interieur.at

**[WOHNEN &
INTERIEUR]**[®]

KTHE | Karrik by Jean-Baptiste Morizot + Lucas Le Bihan, Solide Mirage by By Jérémy Landes + Walid Bouchouchi (Velvet Type Foundry)

Mandatory since January – Gastronomy must offer reusable containers

From 2023, reusable containers for take-away food and drinks and for ordering are to help avoid waste, save raw materials and protect the environment: Caterers, delivery services and restaurants will be obliged to also offer reusable containers as an alternative to disposable containers for takeaway and ordering food and drinks. Gastronomes therefore have the obligation to take back their own reusable packaging. Those who do not want to organise this themselves can also cooperate with providers of reusable systems. There is to be an exception for small businesses - such as snack bars - with a maximum of five employees and a maximum sales area of 80 square metres. They should be able to fill their customers' food and drinks into containers they have brought with them. They should clearly point out this possibility to their customers.

The fact that the catering industry now has to provide disposable containers will increase the demand for suitable products. Plastic is certainly the material of choice here, although porcelain is of course also suitable in principle. However, there are many arguments in favour of plastic, because it is robust, light, food-safe and can be personalised with various processes and thus not only made identifiable, but also provided with advertising messages or information. If then not only the return procedure but the reusable tableware itself sets a sign in the direction of sustainability, then the system makes even more sense.

With elasto and Koziol, two responsible pioneers in sustainability have developed interesting products made of sustainable biocircular material that can occupy a niche, also thanks to the new regulations.



Waste prevention

An end to disposables: since 1 January 2023, the catering industry must also serve food and beverages in reusable containers at the request of customers. Only small businesses are exempt.

CHOICE Group grows – mbw takes over Brandit

At the beginning of January 2023, mbw, a company based in Wanderup near Flensburg, will take over Berlin-based Brandit GmbH. Under the leadership of mbw Managing Director Jan Breuer, Brandit, a specialist for protective mobile phone and tablet cases with logo imprints, will now continue to grow and benefit from the strong network of the CHOICE group of companies. Visitors to the CHOICE Group's joint stand at the PSI trade fair already had the opportunity to experience Brandit's product portfolio live and convince themselves of the high quality of the protective covers as well as the well-known references.

In a statement, it says: "Brandit's long-standing customers, suppliers and partners can be confident that, apart from the new owner and managing director, everything will remain 'the same'. The customer service contacts will also remain the same." Brandit GmbH will continue unchanged as an independent company based in Berlin.

www.mbw.sh • www.brandit-protection.com

CHOICE



"Passing the baton" at the JCK Holding location in Quakenbrück: Markus Teufel, founder and former managing director of Brandit (left) and mbw managing director Jan Breuer.



On the death of Dr. Michael Fuchs

Dr. Michael Fuchs, an entrepreneur and politician from Koblenz, Germany, passed away on Boxing Day 2022, an important figure in the promotional products industry and in public life. He was 73 years old. As founder and managing director of the Impex Electronics import company, he actively and successfully helped shape the promotional products industry in the 1980s and 1990s.

After obtaining his license to practice pharmacy in 1973, the doctor of pharmacy initially worked as a pharmacist in the pharmacy he founded in Koblenz. In 1980 he founded Impex Electronics and in 1984 its subsidiary in Hong Kong, Impex S.E.L. Long-time PSI members will certainly remember Impex as a recognized supplier of innovative and creative promotional products under the ARCO brand and as a major PSI exhibitor. ARCO products have won the prestigious Industrie Forum Hannover design award several times.

In 1999, Dr. Fuchs brought Impex into Mid Ocean, becoming one of the shareholders of the group, which also included KCF Products BV (Holland) and International Trading Design SA (Spain). From a strategic point of view, the alliance between Impex and Mid Ocean made a great deal of sense for both companies at the time, because Mid Ocean was now excellently positioned in the market with the product range of the Dutch KCF, the Spanish ITD and the German ARCO products as a premium line.

In 2002, Dr. Fuchs largely withdrew as an entrepreneur and has since devoted himself to his political career. Back in 2006, he was elected to the federal executive committee of the CDU, and before that he sat on the Koblenz city council from 1990 to June 2006. From 2002 to 2017, he was a member of the German Bundestag. He was a member of the executive committee of the CDU/CSU parliamentary group in the Bundestag and was chairman of the parliamentary group for small and medium-sized businesses from 2006 to 2011. From November 2009, he was one of the deputy chairmen of the CDU/CSU parliamentary group in the Bundestag, where he was responsible for the economy and energy, small and medium-sized businesses and tourism. Dr. Michael Fuchs always entered the Bundestag as a directly elected member of parliament for the Koblenz Bundestag constituency. Fuchs did not run again for the Bundestag in the 2017 federal election.

In addition, Dr. Fuchs held positions as a supervisory board member and consultant, among other things, and was a member of various committees and trade associations. From 1992 to 2001, Dr. Michael Fuchs was president of the Federation of German Wholesale and Foreign Trade (BGA), of which he later became honorary chairman. There and in the Bundestag, Dr. Fuchs did his utmost to promote the promotional products industry, to which he had strong ties throughout his life.

He died on 25 December 2022 at the age of 73.



PROMOWOLSCH takes over BWFO AMWORLD

At the beginning of January 2023, the Westphalian plastics specialist PROMOWOLSCH GmbH & Co. KG, based in Geseke, has taken over the promotional products division of the Belgian foam manufacturer BWS FOAMWORLD GmbH, whose foam production takes place in Europe.

Erich Cormann, owner of BWS: "It was clear to me from the beginning that a successful turnover of our range of promotional products FOAMWORLD only makes sense, if another plastics specialist is interested in it. Wolfgang Schmidt and I have known each other for over 30 years. I have also been acquainted with his son Uwe-Karsten for 25 years. We quickly came to an agreement. We have many joint customers, above all in the German-speaking region. With its active dynamics on the market, I am certain that PROMOWOLSCH will inspire existing and new customers with "foaming ideas".

Wolfgang Schmidt, owner of PROMOWOLSCH: "We had foaming ideas for more than 25 years, until Erich Cormann and his company B.W.S. in Belgium finally brought the great products such as pool noodles, seat cushions, waving hands and other creative promotional items made of various foams onto the promotional products market. Right at the start, we searched for and found each other and then exhibited products together at trade shows in Germany and abroad. Erich, who was also managing director of the Belgian promotional products association BAPP for many years, now wants to retire after a fulfilling working life.

What could be more obvious in this case than to contact his friends in North Rhine-Westphalia." After short negotiations, the long-term partners already came to an agreement. PROMOWOLSCH takes over the programme, which will be guided into the future by son Uwe-Karsten Brand-Schmidt.

www.promowolsch.de • www.foam-world.eu



The key players (from the left): Uwe-Karsten Brand-Schmidt, Erich Cormann, Wolfgang Schmidt.

elasto publishes its 2023 digital general catalogue

According to the motto, "The future is digital", elasto GmbH & Co. KG, a renowned European promotional products manufacturer based in Sulzbach-Rosenberg, publishes its new digital general catalogue for 2023.

"elasto brings brands within reach and offers solutions for conveying custom messages – with the service pledge of a family-run company. The versatile repertoire guarantees an all-round positive brand experience", states a company release. Along the way, elasto insists on both climate-positive plastic production "Made in Germany" and efficient global sourcing. The focus lies on products that captivate with their utility – and make an impression when it comes to sustainability, too.

Borne by the sustainability concept, the promotional products specialist now also presents its 2023 digital general catalogue – and economises, by dispensing with printing, on almost 17 tonnes of additional CO₂ pollution. The basis for this decision is the 2021 elasto customer survey, in which the majority of respondents makes use of the digital catalogue and uses the printed catalogue in addition as a supplementary medium. This is what elasto has acted on, seizing the opportunity to reduce CO₂ emissions by moving over to just one medium.

On 346 pages, the 2023 elasto digital general catalogue shows exciting products and sustainable concepts in a straightforward and uncomplicated way. The digital new edition can be accessed via the QR code. www.elasto.de



Groundbreaking ceremony for new Logistics and Service Centre

The groundbreaking ceremony for Stabila's second German site took place on 28 November in the new inter-municipal industrial estate Wilgartswiesen/Hauenstein, about 12 kilometres from the company's headquarters in Annweiler/Pfalz. Measuring instrument manufacturer Stabila is investing 15 million euros in land purchase, construction and technical equipment. By the beginning of 2024, in the first stage of development, a logistics and service centre of just under 8,000 square metres will be built on a total site area of 22,000 square metres.

"Due to our extremely strong growth over the past few years, the Annweiler location is at its limit," says Managing Director Dr Ulrich Dähne, explaining their high investment. "This second location gives us enough space and optimal conditions for further growth. We are consciously investing in Germany as a location, in Stabila's future, and in job security for our employees."

In the first step, Stabila is relocating the finished goods warehouse and the shipping department from Annweiler to Hauenstein. In a second expansion stage, parts of the production from Annweiler and from abroad can be relocated, and production capacity expanded. The new building will be 75 metres wide and almost 100 metres long, and built according to the latest energy efficiency standards. 100 per cent of the energy required for operation will be generated by a photovoltaic system, making the building climate neutral.

There will be 35 jobs at the Wilgartswiesen/Hauenstein site, 20 of which are new; 15 are moving from Annweiler. A daily shuttle transfer will bring goods from production in Annweiler to the new logistics centre. The work processes will be designed and automated according to the latest logistical standards in all areas – from goods receipt to the replenishment and picking warehouse to the packaging and staging area. In addition, all sets of spirit levels and construction lasers distributed by Stabila worldwide will be assembled and packed in the logistics centre. All workstations are ergonomically optimised.

The new logistics centre is already Stabila's second major investment in Germany within the past few years. It was only in 2020 that a new production warehouse for the manufacture of spirit levels was commissioned at the Annweiler site, in response to the increased demand for quality spirit levels "Made in Germany". www.stabila.com



The groundbreaking ceremony for a new Stabila Logistics and Service Centre in Wilgartswiesen/Hauenstein took place on 28 November 2022 (from left): Michel Arbogast (Stabila Technical Manager), Dr. Rainer Himmelsbach (Stabila Advisory Board Chairman), Dr. Susanne Ganster (District Administrator), Dr. Ulrich Dähne (Stabila Managing Director), Michael Zimmermann (Mayor of Hauenstein), Matthias Glatte (Architect).

New Key Position in Sales

Mister Bags, the sustainability bag label from Essen, has a new employee in its sales department: Jessica Julien. The former sales representative has several years of experience in the field and will make a valuable contribution to increasing brand recognition. In the future, she will utilise her knowledge of the international aspects of the industry in the areas of customer retention and customer acquisition at Mister Bags. 'With her excellent contacts, Jessica is the ideal person to assume this important key position for us. Having Jessica on board puts us in the best position to achieve our growth objectives over the next few years', says Peter Backes from Mister Bags. www.misterbags.de



Jessica Julien

After a two-year break, the 23 suppliers participating in the A&O Advent Tour made their way through Germany to offer their customers an informative afternoon in their facilities and treat them to a special evening. This roadshow event was full of variety and had a high networking factor, which was perfect for the Advent period.

A&O Advent Tour 2022

A Get-Together in the Holiday Season



A lively event as the year comes to an end: The A&O Advent Tour 2022.

The supplier team was on the road for more than two weeks, stopping at a total of ten locations with a cosy flair. The entourage started in Vienna and Linz, made their way through the southern cities of Mainz, Stuttgart, Munich and Nürnberg and then went up north to Hamburg, Berlin and Gütersloh before arriving at their final destination in Moers. At each location, the exhibitors presented selected new products and ideas for the upcoming season in the afternoon, which gave existing and potential customers many ideas for future projects. The fact that only a small selection of the new products was on display increased their customers' appetite for more inspiration, which they can find on the PSI platform, Europe's largest innovation platform. After a traditional Christ-

mas music performance from the trumpeter Harald Vöth from the company 'team-d' and Uwe Horstmann from Multibrands, everyone enjoyed a traditional roasted goose dinner in a pleasant ambience. The personal discussions held in a relaxed, friendly atmosphere were even more meaningful in light of the two-year break.

Organic, Fairtrade and recycling are the trump card

In December 2022, we stopped in Mainz and experienced the cheerful exhibitors and interested visitors first hand. When we took a look around the well-attended exhibition rooms, the assortment of colourful rainbow cotton bags at the Mister Bags stand caught our eye. Lisa Sieverding and Peter Backes explained the ins and outs sustainabili-

ty in detail, which has been an integral part of their company's DNA since its founding in 2018. With high-quality organic cotton bags, stylish drawstring bags and reusable food bags that come from suppliers with multiple certifications, the company has developed an attractive brand, which can credibly document their sense of responsibility for humanity and nature for their customers. Sustainable cotton production, fair commercial practices and its own certified GOTS printing facilities are the main pillars of the company's sustainability concept. This is how Mister Bags can offer a wide assortment of fully sustainable products. However, Mister Bags wants to become even more sustainable: 'Our aim next year is to increase our share of fairtrade products to at least 35 per cent. We are particularly proud of our new product line made from recycled fibres. The material consists of 70% waste cotton and 30% rPET and is certified under the GRS Standard (Global Recycled Standard)', explains Peter Backes. Mister Bags is also presenting the practical shopping bag Shopper Bruno made out of recycled cotton and the new fair-trade cotton bag with an adjustable handle and inside compartment, which many visitors took a closer look at.

Quality prevails

Sustainability is more than just a trend, it is in high demand, and consumers are increasingly willing to accept higher prices for it. In addition to sustainability, customers are demanding and rewarding other inner values. Astrid Nasse from SNAP Sportwear is experiencing this more often as well: "Today, the motto is "quality instead of price". However, product characteristics such as washability and the material – organic cotton or materials that contain a share of recycling fibres – are also becoming more important. The focus is also on intelligent product developments and innovative finishing', states the Managing Director of SNAP Sportwear. We think the sophisticated cushion and blanket set is exceptionally well designed as it can be useful in many situations. The special thing about this versatile 2-in-1 product is that a blanket is stored inside the practical cushion, which makes it perfect to use if you are forced to stop driving while in a traffic jam during the wintertime. In addition to high-quality, classic textiles such as shirts, polos, jackets, etc., SNAP is selling cosy fleece products like blankets, scarves and gloves that have been finished with laser engraving, giving them a really unique, stylish look.

Trends: Natural, elegant and environmentally-friendly

Appealing trends can be observed across all product groups. Magna, which is known for creative sweets and giveaways, is also heading in the direction of sustainability: It offers alternatives to some of its products and packages them in



little paper bags free of charge. Another product highlight is their chewing gum, which really goes back to nature. It is called 'Tree Gum' and is made from the sap of sapodilla plant (chicle), which is the original material used by the inventor of chewing gum, Thomas Adams. This natural, sugar-free chewing gum also is packaged in small paper packets. With its new product-line, 'Frui Momento' (enjoy the moment), Magna now also has lovely presents in its product-line, including fine chocolates and exquisite wines. These products can be upgraded and packaged to send to clients who you want to give high-quality gifts to show your appreciation. The company 'ipa', a specialist for cosmetic products with pharmaceutical quality and sweet promotional products, also has sustainable products ready to be discovered. For example, they are selling a hyaluron cream, which comes in environmentally-friendly containers that can be fully emptied and refilled. Their product-line also includes a refillable, glass mini-spice mill with two grinding levels.

The themes mentioned above were just some of the highlights that could be experienced first-hand in many ways at PSI. You can follow our reports on other highlights from the PSI Trade Show in this edition as well as the next edition of the PSI Journal.

<

After two digital years, the Welcome Home finally started its tour through Germany again in its customary “analogue” form at the end of November. True to its motto “The best. At home.”, eleven renowned manufacturers and suppliers once again invited visitors to their home sites and attractive locations for a highly promotional new product show.

Welcome Home 2022 at SND and Jung since 1828

Sustainability in a green ambience



The green ambience of the Botanikum was reflected in stands filled with numerous products committed to the pioneering trend of sustainability.

Eleven well-known protagonists of the trade were at the start this time – the companies Aditan, Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, Reflects, SND and uma – to offer their guests from the promotional product trade not only the latest promotional novelties and personal advice directly from the specialists, but also a look inside their product forges.

Pre-Christmas ambience

In keeping with the season, the organisers welcomed their visitors in a pre-Christmas ambience and also provided

“the best advisory skills” along with the new “hapticals”. This year’s stops were Hamburg, Bielefeld, Remscheid, Munich, Fischerbach and Erbach, where the guests were well taken care of and enjoyed typical local dishes.

Focus on “sustainable promotion”

Everywhere, the hosts were very well received and their presentations met with great interest on the part of the promotional media consultants. This time, too, current trends and topics such as “sustainable advertising” were in the focus of the range of offers. Once again, the organisers set a good example in this respect, because, as they



All sorts of feel-good products at mbw (left).

Fashionable promotional clothing at its best at Gustav Daiber.



The stands were very busy, for example here at umbrella specialist FARE (bottom).



uma presented the new uma RECYCLED PET PEN ocean, another building block towards climate protection (left).



A happy atmosphere at the stand of confectionery specialist JUNG.



Uwe Thielsch, Head of Incentives & Promotion, explains the advantages of sustainable kozioł products.



SND Managing Director Silke Eckstein (right) in discussion with two customers.

announced, the event enjoyed a climate-neutral organisation, thanks to their cooperation with Climate Partner.

Green event location

Once again, the concept of the Welcome Home Tour was very well received, as we were able to see for ourselves from the editorial side during our visits to Munich and Erbach (see the two following pages). The hosts on 6 December in Munich were the SND Porzellan Manufaktur and the confectionery specialist Jung since 1828. The teams of the two companies the advertising dealers of the southern German region at the Botanikum. Behind the name is a creative concept that combines nature, people and art. The operators transformed the classic nursery in the north-west of Munich into a unique paradisiacal art biotope and a charming, green event location with a Mediterranean flair.

Strong attendance – lively interest

In a greenhouse decorated with lush plants and flooded with light, the exhibitors placed their welcome stands on the left and right in such a way that visitors were able to take a relaxed tour – unless there was a traffic jam at the presentations, which happened from time to time due to

the large crowd (150 people had registered). But there was enough time for everyone to take a good look at the new products and their specific promotional effectiveness. The green ambience was in perfect harmony with the numerous products committed to the trend of sustainability, which are a strong expression of the new ecological self-image of many companies in the trade.

Haptic diversity – personal advice

In the end, hosts and guests were very satisfied with demand and the range of products on offer. The haptic-promotional variety was very well received by the trade visitors, in-depth discussions offered first-hand advice and promotion support, both here in Munich and at the other stops on the tour. In keeping with this particular date, however, every guest at the Botanikum was given a sweet Father Christmas to take home with them. <

The greenhouse in Munich's Botanikum, where the promotional product specialists received their visitors, was festive with Advent decorations.





The products presented under this heading are bursting with **‘healthy’ promotional potential** – just right for the expansive, constantly growing business sector that serves the leisure trend for exercise-based stressbusting.

retumbler.

BEST OF DRINKWARE

Drinkware Series mySteelOne

Bottle and mug with plenty of style



Promotional clocks for fans

Polish promotional products specialist Likor manufactures a variety of promotional wall clocks in Poland, including many for sports teams across Europe. The most popular sports products are colourful clocks made of plastic, where the colour of the clock case can be matched to the club colours. This is a fun gadget for all fans who are supporting their teams. Likor also produces unique, free-form PVC items on request, such as a watch in the shape of a logo. Also available is an aluminium clock that comes in different sizes: elegant and stylish for fans who would like to display their team's logo in a slightly more refined way.



PSI 49677 • Likor East-West Promotion
Tel +48 61 6521212 • office@likor.pl
www.promotionalclocks.eu



Thermo mug & thermo drinking bottle with more **than 1.000 colour combinations from stock!**

Whether it's a **thermo drinking bottle** with strong inner values or a user-friendly **thermo mug** with a particularly large 360° lid: the products in our RETUMBLER-mySteelOne drinkware series are sure to inspire with their eye-catching original design and certain extras. They are versatile and created for those who care about a respectful and sustainable way of life.



REFLECTS GmbH | Toyota-Allee 54 | 50858 Köln | Germany
T +49 2234 9900-0 | info@reflects.com

reflects.com

PSI 46551
 Sanders Imagetools GmbH & Co. KG
 Tel +49 9401 607980
 welcome@imagetools.com
 www.imagetools.com

Hand cleaner for professionals

Sanders Imagetools offers the perfect all-purpose companion for gardening, handicrafts or the hobby cellar with its hand-washing paste. The concentrated, paste-like and particularly skin-friendly double action professional hand cleaner reliably removes heavy dirt such as plant discolouration, resins, oils, greases, lubricants, many types of printing inks, dusts and, of course, simple dirt. The complex-acting surfactant system made from renewable raw materials is biodegradable according to the OECD screening test, Made in Germany and dermatologically tested with „very good“.

The hand-washing paste does not clog drains and is free of silicone and solvents. High-quality fatty substances of natural origin provide lasting skin protection. The variety of packaging by Sanders Imagetools has a suitable option for every application: tubes in 25, 50 or 100 millilitres as well as in the handy 50 ml bottle or as a „bumper“ with silicone loop in different colours. The hand-washing paste is now available in a refillable 250 millilitre dispenser. The packaging is made of 100 per cent recycled PET and thus underlines any sustainable promotional message.



PSI 46095 • Lumitoys-GmbH
 Tel +49 2331 377545-0 • info@lumitoys.de
 www.lumitoys.de

Extra safety

Thanks to its comfortable fit, this ultra-light waist pack with LEDs and additional reflective strips is particularly suitable for outdoor athletes. In spite of its slim cut, there is enough space to store keys or money safely in the zip compartment. The adjustable, wide Flexi Strap is equipped with a large quick-release fastener that is easy to operate even when wearing gloves. The LEDs in the integrated luminous strip ensure extra safety, especially in the dark. Different flashing modes can be selected at the touch of a button, and the integrated battery charges quickly and conveniently via USB. The bag is available in different material and LED colours; customisation is of course possible.

Pure drinking pleasure

Larq offers a revolutionary, portable water filtration system that combines a powerful Nano Zero filter with a seamless, low-pressure drinking experience. Nano Zero technology improves taste and removes lead, heavy metals, chemicals, chlorine, PFAS, microplastics and other particles from water. The low-pressure flip-top straw filters the water as you drink. A detachable, silicone-coated carabiner clip ensures that the drinking vessel is available when you are out and about. The double-walled, insulated stainless steel design keeps the water cold for up to 24 hours. BPA and phthalate free.

PSI 60604 • LARQ inc.
 Tel +31 639762598
 sales.international@livelarq.com
 www.livelarq.com



13 – 16 APR 23 Exhibition Centre Cologne

FIBO

GLOBAL FITNESS

For a strong and healthy society.



Built by
RX
In the business of
building businesses

Get your ticket
fibo.com



PSI 46131 • KHK GmbH
Tel +49 2233-71771-0 • sales@lipcare.de
www.lipcare-werbemittel.de



Protection and care for athletes

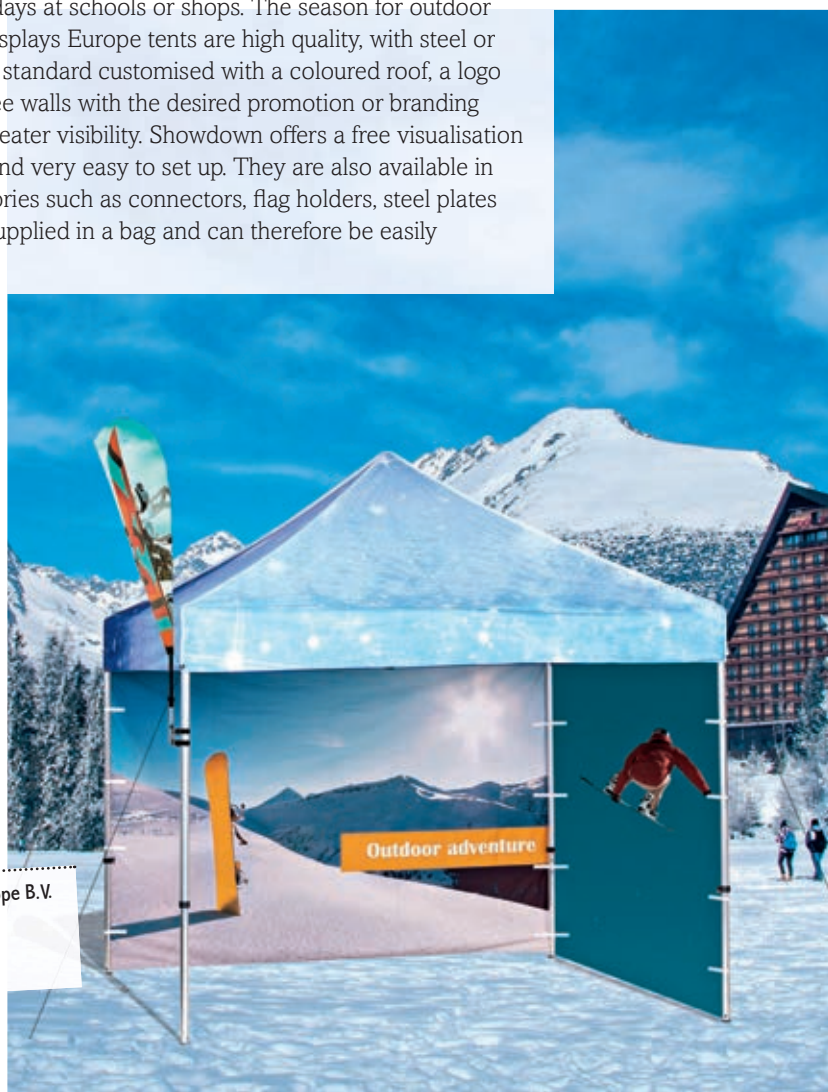
During hard workouts, the Sport Stick by KHK prevents chafing on nipples, inner thighs, buttocks and feet. The vegan, natural, cosmetics-compliant balm contains plant oils from certified organic cultivation as well as moisturising shea butter and bisabolol. Natural pine oil gives the formula a spicy-fresh scent and has an anti-inflammatory effect. The sturdy stick fits in any jacket pocket and accompanies men and women to any outdoor activity, such as cycling, hiking or even marathons. It is finished with a 4c label. The high-quality formula was developed in the company's own laboratory. All KHK care products are produced in Germany in accordance with the new Cosmetics Ordinance and Cosmetics GMP and are registered on the CPNP portal.

Promotional tents for outdoor events

Tents are a perfect solution for promotional activities at outdoor events, sporting events, company celebrations and for visiting days at schools or shops. The season for outdoor events is about to begin. Showdown Displays Europe tents are high quality, with steel or aluminium frames. The product can be standard customised with a coloured roof, a logo print or full company branding. Marquee walls with the desired promotion or branding complete the effect and ensure even greater visibility. Showdown offers a free visualisation service. The tents are water-repellent and very easy to set up. They are also available in different sizes and with various accessories such as connectors, flag holders, steel plates and sandbags. The portable tents are supplied in a bag and can therefore be easily transported to events.



PSI 43489 • Showdown Displays Europe B.V.
Tel +31 85 0660320
info@showdowndisplays.eu
www.showdowndisplays.eu





PSI 46706 • ASB Herbalind gGmbH
Tel +49 2872 92760
mwillemsen@herbalind.de
www.herbalind.com

Handmade cushion creations

High-quality waffle pique cotton fabric as well as natural fillers characterise the various heating and cooling cushions from ASB Herbalind, an inclusive company from Münsterland. Customers are free to choose a filling of cherry pits, seeds or grains. From a quantity of 100, the label is custom-made with logo and promotional print. All cotton fabrics are Oeko Tex certified; the fillers are carefully selected and sustainable. High-quality handicraft, Made in Germany.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0 • info@spranz.de
www.spranz.de

Smart fitness tracker

Best buy fitness tracker with a top range of functions: the Metmaxx® SmartEco fitness tracker, available from Spranz, the specialist for design products without a design surcharge, displays health heart rate, blood oxygen levels and blood pressure, and has sports functions for four sports. It additionally displays calls and messages. This sporty, splash-proof must-have for recreational athletes is easily rechargeable in just 45 minutes. When fully charged, it has an average operating time of five days, guaranteed by the powerful quality lithium-polymer battery, which is good for a generous standby time of ten days. Supplied in packaging units of 100 pieces each in design boxes.

Practical protein shaker bottle

The protein shaker bottle with mixer ball is ideal for preparing protein shakes or other powdered drinks at home, on the go or right in the gym. The dishwasher-safe shaker bottle has a leak-proof screw cap and a closable drinking attachment. When the bottle is shaken, the ball mixes the protein powder smoothly with the liquid. The practical storage box for powder at the base of the shaker rounds off the product perfectly. The shaker can be customised in colours close to Pantone and finished with a print. The minimum order is 2,000 pieces.

PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 93086-15
info@globalinnovations.de
www.globalinnovations.de





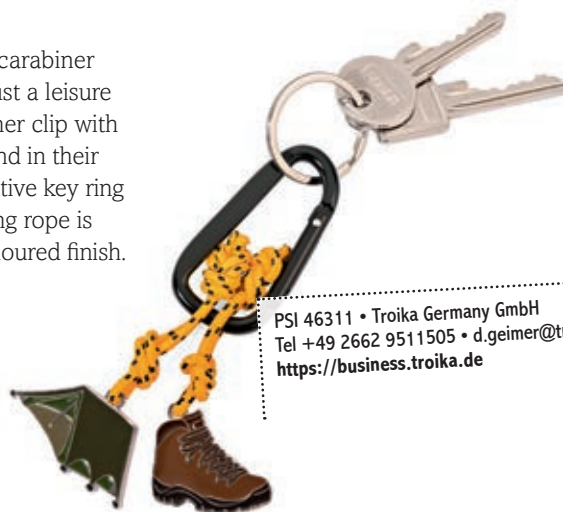
PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com
www.buehring-shop.com

Connected to nature

A real evergreen among sustainable sports and recreation items is the 'Feel Good' yoga mat by Gabriele Bühring. Their specialty: 100% natural, 100% Portugal. Sustainably grown cork under strict state supervision is processed into this yoga mat as cork granules (also made from real cork veneer if desired) and the surface has a water- and dirt-repellent coating. An underside made of natural rubber, which compensates for small bumps, ensures a secure footing. In addition to printing, modern laser engraving is recommended for finishing, making small series particularly attractive. Integral production in the EU country of origin avoids unnecessary transport and ensures fair working conditions and sustainable materials.

Camper's outdoorsy friend

Zelten, from the Troika range, is a key ring with a tent and hiking boot on a carabiner clip. It is ideal for anyone for whom outdoor activities and camping are not just a leisure activity, but a way of life. The tent and hiking boot are attached to the carabiner clip with decorative climbing ropes. This key ring is made for all those who like the wind in their back. Incidentally, it also cuts a fine figure on a trekking rucksack. This attractive key ring with its two lovingly designed elements hanging from their decorative climbing rope is made of aluminium, enamel, cast metal and nylon, with a shiny and multi-coloured finish.



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511505 • d.geimer@troika.de
<https://business.troika.de>



PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 2123107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Health diary

Less sugar and more exercise: these resolutions can be easily implemented with this practical diary from the EMF (Edition Michael Fischer) range. Trackers for sleeping, drinking and eating habits raise awareness for a healthy lifestyle. Delicious recipes with lots of fruit and vegetables, information and tips on sport, sleep, water and important nutrients as well as inspiring quotes and active daily tasks increase motivation. The content and design of the book can be individually adapted to the company and the target group. Own products and services can also be integrated into the diary. EMF publishes customised print media with an all-inclusive guarantee from concept to delivery.

IN 4 TAGEN UM DIE WELT.

FERIEN-MESSE WIEN

16.-19. MÄRZ 2023

JETZT TICKET
SICHERN!



FERIEN[®]
MESSE WIEN

Built by



ruefa

KROATILIEN
Voller Leben

FERIEN-MESSE.AT



PSI 47460 • B&B Promotional Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

Vegan and delicious

B&B Promotional Sweets energy bars are nutritious and tasty handmade granola bars. They are suitable for vegans and contain no preservatives. The 50 gram bars are available in 5 flavors: Blackcurrant, Strawberry, Coconut Cranberry, Chocolate and Coconut Apricot. These treats are packed in a transparent foil bag and a paper sleeve with a full-color digital print in CMYK colors. The minimum order quantity is 100 pieces.

Sporty fashion must-have

Jogging pants, track pants, joggers or sweatpants: no matter what you call the trousers once ridiculed by Karl Lagerfeld, jog pants are no longer just for sports or the living-room couch. These comfortable trousers from Fruit of the Loom are versatile, stylish and belong in every well-stocked wardrobe – because feeling comfortable in your clothes has never been as trendy as it is today. With its sweats collections, Fruit of the Loom has no fewer than four models of high-quality jog pants: casual it-pieces in many colours and sizes that can be attractively customised. If you prefer a lighter model, the Lightweight Open Hem Jog Pants with a fabric weight of 240 g/m² are the perfect choice. This sporty lightweight with an open leg hem is made of French terry fabric and has an elastic waistband with cord as well as two side pockets. If you prefer a closed leg hem and a higher fabric weight of 280 g/m², go for the Classic Elasticated Cuff Jog Pants. These pants have an inner side made of softly brushed fleece for extra comfort and an outer side made of 100 % cotton for excellent print results. When only the best quality fabric is considered, the Premium Elasticated Cuff Jog Pants are just right. Combed, ring-spun cotton and a 100% cotton outer ensure excellent finishing results. The heavy fabric weight (280 g/m²) and the fine, soft, brushed fleece on the inside ensure a truly premium feel. Modern, urban, casual: the fashion statement of jog pants stands for a unique attitude to life and a new kind of freedom.



PSI 42743 • FOL International GmbH
Tel +49 631 3531328 • service@foltinc.com
www.fruitoftheloom.eu

PSI 17344 • FF-Packaging
Tel +31 341 430413 • info@ff-packaging.com
www.ff-packaging.com

Canvas shoulder bags

Dutch company FF-Packaging has expanded their portfolio with a trendy shoulder bag, where the length of the handle can be adjusted by knotting the two straps. This practical shoulder bag can combine different colours for the handle and the material. The shoulder handle can be printed in one colour on one side. The customer can give the bag a unique look by having their logo printed on the shoulder handle. The canvas bags are made to measure and are available from 500 pieces.



PSI 47672 • Bulb-Bottles-Innique AG
Tel +41 43 8337733 • hello@innique.ch
www.bulb-bottles.ch



Sustainable drinking vessel

Flow makes you want to take extra drinking breaks: made in Switzerland by Bulb-Bottles-Innique from high-quality materials and with 100 percent renewable energy, Flow drinking bottles embody sustainability in its most beautiful form. The bottles are available in either Tritan™ or glass, are conveniently dishwasher safe and thus remain indispensable companions for a long time, whether on the road, in the office or at home. With an additional, custom-lasered branding on the rim of the lid, the Flow drinking bottle becomes a high-quality, sustainable and refreshing ambassador for your company. In addition, every bottle sold supports a project of the Swiss climate foundation myclimate.

Safely through the night

Leisure sports enthusiasts who are underway with horses and dogs in the dark season increase their likelihood of being seen when using high-quality reflective products such as click and jogger tapes, tags or stickers from reflAktive. Visibility is improved many times over, especially when crossing streets. The articles are Made in Germany with quality-tested, German and Western European materials. They comply with all applicable regulations and meet the necessary supply chain law requirements that have been in force since January 1st, 2023. In the beginning, this only applies to larger companies, but compliance with the relevant guidelines will certainly be passed on to their suppliers and thus also to the suppliers of promotional materials, according to reflAktive.



PSI 46970
reflAktive – Eine Marke der safeReflex GmbH
Tel +49 4971 9233-12 • info@reflaktive.de
www.reflaktive.de



PSI 42743
 Russell c/o FOL International GmbH
 Tel +49 631 3531328 • service@folinc.com
 www.russelleurope.com

Sporty team outfits

In warm or cool temperatures, indoors or out, Russell Europe's Authentic Sweat, Authentic Hooded Sweat and Authentic Zipped Hood Jacket are smart all-rounders for every season. In the popular corporate-wear colour Convoy Grey, all three sweat classics are also available in size 4XL. In the classic colours Black and French Navy, the three men's models are even available up to 5XL. The top-selling items for women, the Authentic Hooded Sweat and the Authentic Zipped Hood Jacket, are now also available in 2XL in the core colours Black, French Navy and Light Oxford. The Authentic Sweat is a classic sweat with attached sleeves and a contemporary design. The upper thread is made of 100 percent cotton and offers the ideal surface for customisation. The 3-thread sweat material feels thick to the hand and has low shrinkage. The neckband in herringbone look increases wearing comfort and provides additional stability during sporting activities. With its contemporary cut and modern look, the Authentic Hooded Sweat combines everything that a modern hooded sweat should have in order to stand up to everyday life or sports, available in many different colours and sizes. Perfect for layering, the Authentic Zipped Hood Jacket is also an unmistakable classic and is available for men and women. Side pockets and an antique silver YKK zip ensure a casual look. With a fabric weight of 280 g/m² and a 100% cotton surface, the jacket not only keeps you cosy and warm in lower temperatures, but also provides the perfect surface for customisation.



A clean "hole in one"

Frank Bürsten has conquered the hearts of die-hard golf fans with an unusual promotional medium: this practical brush, which imitates the shape and size of a golf ball, is not only a real eye-catcher, but also proves to be an extremely practical companion on the golf course. With its hard, synthetic bristles, it frees golf clubs from dirt in no time at all, ready for the next precise tee off. Made in Germany, the golf brush can be attached to golf bags with a carabiner clip, so it is always ready to hand. If desired, a personalised company or promotional logo can be placed on the golf brush. A customisable gift box rounds off the professional appearance of this innovative promotional ambassador.

PSI 41853 • Frank Bürsten GmbH
 Tel +49 7673 88865-0
 info@frank-brushes.de
 www.frank-brushes.de



WE ARE



all advantages

Representation of our members in the sector.

As a Promogift promoter association, we make it easier for our members to participate as exhibitors at a lower price.

Annual Business Excellence Award.

Roadshows in various Spanish cities to present our members and their products.

Participation in international fairs of great significance in the sector.

And much more....

JOIN US



Pza. Sta. M.^a Soledad Torres Acosta, 1 - 5.^a PI (Oficina 24) -
28004 Madrid T. +34 91 010 54 43 - M. +34 671 68 47 44
aimfap@aimfap.com
www.aimfap.com

PSI 49110
Klam Textiles Marketing & Stickerei
Tel +49 7129 92869-0 • mail@klam.de
www.klam.de



Sporty throughout the day

Even before the athleisure trend, sports fashion was a part of everyday life. Whether for leisure or work, functional and stylish garments such as Stickerei Klam's hybrid jacket accompany the wearer throughout the day and offer the highest level of comfort thanks to their combination of functional materials paired with a modern look. Custom finished with a company logo or lettering that is implemented using high-quality embroidery, the textiles contribute to a successful brand presence. Klam's creative and service team advises customers on the latest colours, materials and cuts, in order to find the right model for their needs.

Relaxation in a gun

The ProfiCare electric massage gun from the Lehoff range is ideal for preventing the tension of sore muscles after a hard workout or a long day at the office. This relaxation tool is used in everyday life to relieve pain, promote blood circulation or relax scar tissue. Four different attachments are available for effective and ideal use. Powerful vibrations of 1900-2800 strokes per minute provide a deep-acting massage on the chest, biceps or neck. Eight LEDs provide information about the current operating status of the device. The massage gun is equipped with a powerful 2,000 lithium-ion battery. The power supply lasts about four hours, depending on the speed level used.

PSI 41259 • Lehoff Im- und Export GmbH
Tel +49 40 529607-0 • info@lehoff.de
www.lehoff.de



Added value for active people

The Polyclean ActiveTowel® is the perfect companion for sports and outdoor activities, ideal for fitness fans and all sports enthusiasts. In everyday life, at home, in the gym or during an outdoor workout: this compact, light microfibre towel is used everywhere. Thanks to the supplied practical mesh bag, it can be easily transported. Plus point in terms of promotional impact: the full-surface print in photo quality on the ActiveTowel® Sports, which offers a wide range of options for individually designing the towel according to your wishes. The super-light sports towel is made of high-quality P-9000® microfibre and can be delivered at short notice from 25 pieces.

PSI 46596 • Polyclean International GmbH
Tel +49 2561 86558300
info@polyclean.com
www.polyclean.com



Expo and Event logistics

Getting your show on the road

Worldwide event transport planning and coordination -
with local expertise.

→ www.kuehne-nagel.com



See new products in advance, be informed in the old year and look behind the scenes of the hosting suppliers – the Welcome Home concept is still working. We visited the plastic manufacturer Koziol at the end of the 2022 Preview Show and took a look around the Factory of Happiness.

Welcome Home 2022 at koziol

Home in the Factory of Happiness



preview events is used, they are an occasion for a communicative afternoon and cultivating contacts with the participating suppliers and colleagues.

Exclusivity, information and personal flair

On 8 December, koziol organised the last of a series of events at the company headquarters in Erbach. Sales Director Uwe Thielsch was not only highly satisfied with the overwhelmingly positive customer response to the "Love brand" koziol, but also with the overall successful presentation format: "Welcome Home has become a brand which scores points with its harmonious environment for exhibitors and personal atmosphere. We attach great importance to avoiding overlaps in the range of products – each group of products is only represented one time, which gives it a certain degree

Live presentations of new products, an inside view of production facilities and personal atmosphere: The host koziol offered customers a diversified day in the "Factory of Happiness".

Leleven companies and brands, which are carrying out six events, are participating in the 2022 Welcome Home Tour: Daiber, Jung, Uma, reflects, mbw, Geiger Notes, Fare, Halfar, aditan and koziol. A key part of the concept of Welcome Home is that suppliers regularly invite distributors to their "home" or to a selected location. Wherever the doors are open for customers, they can expect not only a compact display of new products, but also company tours that provide information on production, companies and products as well as background knowledge. Regardless of how intensively the offer of the

of exclusivity. SND has joined the event so that we now have high-quality porcelain in the product portfolio again as well." The newcomer organised the event in Munich together with Jung and rates his debut as very successful: "We are really excited that we were able to greet so many open-minded and interested customers at all the stations. The tour was a successful re-start for us and our co-exhibitors after the restrictions of the past years", says Adelheid Stauss-Wissig from SND. With over 100 registrations for Erbach alone and very good visitor numbers at the other locations as well, Welcome Home once again met the expectations of the participants – as an opportunity

for exhibitors to present their new products and trends for the upcoming year and for visitors to take their time to look around and receive advice. The fact that the respective hosts do everything to make their guests feel comfortable and provide them detailed information is what makes this format so appealing.

A special atmosphere in the Factory of Happiness

The “home visit” to koziol was particularly special due to the extraordinary atmosphere. Thanks to the well-designed visitor guidance system, the customers became acquainted with the entire “Factory of Happiness”: the way to the exhibition led through the Experience Museum, which showcases the family history and development of the company using multimedia. The stands were placed in the intersection area to the “Happiness Café”, with direct access to the flagship store and the associated outdoor store. There, visitors were able to examine a selected range of products and make purchases directly on site. The great offers seduced some exhibitors and visitors to spontaneously buy practical design articles, which will not only inspire them at home but also serve as attractive gifts. Those who had a little time before or after the tour through the production facilities could take a break at the “Happiness Café” and enjoy a hearty Odenwald specialty. It was a well-rounded concept and successful day with the year 2023 on the horizon, during which koziol celebrates its 95th anniversary.

Koziol as an ecologically sustainable brand

koziol has defined sustainability as one of the main parameters of the brand, which can be traced back to company's history. Since its founding in 1927, koziol has been producing exclusively at its headquarters in Erbach, where responsibility for people and nature is actively lived out

and consistently takes on new dimensions. In the past years in particular, koziol has heavily invested in improving its carbon footprint. The company has become climate-neutral and since 2022 has been primarily processing bio-based and recycled plastics. The state-of-the-art machinery for production and finishing is also operated in an energy-efficient and environmentally friendly manner.

Triumph of bio-circular materials

Many single-use products have been banned in the EU since mid-2021 and starting in 2023, caterers, delivery services and restaurants are obligated to offer both single-use and reusable containers for take-away food and drinks. Against this background, the business decision to push for the use of bio-circular materials is even more important. What is special about these plastics? “Our revolutionary new plastic consists of renewable raw materials (which do not compete with food production as well as used vegetable oils from the catering industry. This preserves resources and thus the environment”, explains Uwe Thielsch. However, he still rates the longevity and robustness of koziol products as key factors for sustainability. After all, no one wants to part with what he or she likes, what is functional and of high-quality. Precisely this benefits the environment. In this respect, Koziol completely lives up to its claim to be a “sustainability brand”. <



Necessity is the mother of invention: the trade show vehicle was developed during the corona period as a mobile new products display to visit customers during the lockdowns. Distributors can now book the trade show vehicle on a daily basis for events and in-house trade exhibitions – a huge success, says Uwe Thielsch.



Unique atmosphere: the way to the exhibition led through the Experience Museum. Among other things, the story of the dream ball is re-enacted there, which visitors can experience in the legendary Beetle of its inventor Bernhard Koziol.

VIDEO PACKAGES BY RX

We deliver professional...

Storytelling Video Production Media Spread



SCAN ME

**Your benefit
exclusively with us!**

Benefit from our full-service video production
combined with the unique industry network and
visibility of our RX Events!

“FULL-SERVICE”

Main Actor:
Your Booth

Event
Video

In Spotlight:
Your Company
or Product

Image
Video **BasiX**

In Spotlight:
Your Company
or Product

Image
Video **DeluXe**

Contact your Expert:

Anja Späker – anja.spaecker@rxglobal.com

created by



Media Solutions

built by RX Austria & Germany





All-rounder for the barbecue

With the Rominox® barbecue tongs BBQ 5-in-1 from Römer Lifestyle every garden party will be an exciting event. The innovative all-round product has **five practical functions in one**: barbecue tongs, a barbecue fork, bottle opener and grid lifter are combined in one tool. The robust and high-quality workmanship makes the promotional product a highlight for every hobby BBQ fan. To customise the product, Römer Lifestyle offers optional engraving on the tongs.

PSI 43714 • Römer Lifestyle – ROMINOX GmbH
Tel +49 654 181290 • info@roemer-lifestyle.de
www.roemer-lifestyle.de



From plastic waste to writing utensil

uma has already written history with its idea to make upcycled writing utensils from recycled PET bottles. With the new uma RECYCLED PET PEN, it is taking an additional **step towards climate protection and ecological sustainability**. There are two big advantages of working with Plastic Bank: curbing plastic in the ocean by collecting plastic waste in endangered coast areas, before it reaches the sea and improving the lives of members of the collection community through life-enhancing services in exchange for the plastic collected. By doing so, the socially oriented company Plastic Bank not only recycles plastic waste as part of the circular economy, but also offers members living in poverty the chance for a better life.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH
Tel +49 7832 7070 • info@uma-pen.com
www.uma-pen.com





Using resources wisely

Ecological sustainability defines our everyday life and is also indispensable for promotional products. Whether it is printed drinking cups for small and large events, lanyards or coffee-to-go mugs, more and more attention is being paid to sustainability. AWAVE® views this **responsibility as an opportunity** and not only limits itself to the use of recycled materials in production, but also controls every step in the supply chain up to the finished recycled product. Many of these products are also available as ocean bound plastic, which is collected directly from the sea and beaches. Awave was able to acquire DJ Bobo as a brand ambassador who perfectly embodies and lives out the same responsible philosophy. AWAVE® invites promotional products distributors to jointly and resolutely counteract the throw-away society.

PSI 60621 • Awave GmbH
Tel +49 7807 9566190 • info@awave.de
www.awave.de

Relaxed travelling and rest

With the upcoming spring season, our desire to travel also increases. This frequently goes hand in hand with long overnight flights. To this end, Filanti introduces **eye masks made entirely of organic silk**.

The eye masks can be printed on both sides. The inlay consists of 100 per cent organic silk and the masks are of course not only suitable for travel, but also for a relaxing break at home. The minimum order quantity is 100.

PSI 46918 • FILANTI S.R.L.
Tel +39 031 563668 • info@filanti.com
www.filanti.com





Entrance with real wood

For D&K GmbH & Co. Kg from Schallstadt near Freiburg, it is all about identification systems for businesses. In addition to furniture locking systems that can be opened with the employee ID card, the company offers ecologically sustainable ID card accessories – for example, **the environmentally friendly green lanyard**. It consists of 100 per cent recycled PET bottles (RPET material) and is available in the colour of your choice with many components such as buckles, carabines, and predetermined breaking points. A wooden ID card can be attached to it. This real wood card is available in six types of wood and colours and can be printed on. Each card is unique due to the different wood grain. Additional ecologically sustainable products from D&K include organic ID cards, cord lanyards, cloth control wristbands and luggage straps.

PSI 45649 • D&K ID Group
Tel +49 7664 611880 • marketing@dk-id.com
www.dk-id.com

Vegan and plastic-free

Ecologically sustainable care products "Made in Germany" are the focus of the cosmetics specialist KHK. As long-lasting ecological products, they are perfect for personal advertising with a clear conscience. The environmentally friendly push-up case made of FSC certified, recyclable cardboard is filled with **vegan natural cosmetic lip care products**. The also vegan enclosure is made entirely without plastic and is compostable. The lip care products with organically grown olive oil, jojoba oil and shea butter make lips smooth and prevent them from drying out. Sun care lotion and a hand cream are available in the larger push-up container from the eco series.

PSI 46131 • KHK GmbH
Tel +49 2233 717710 • sales@lipcare.de
www.lipcare-werbemittel.de





New classics for the team

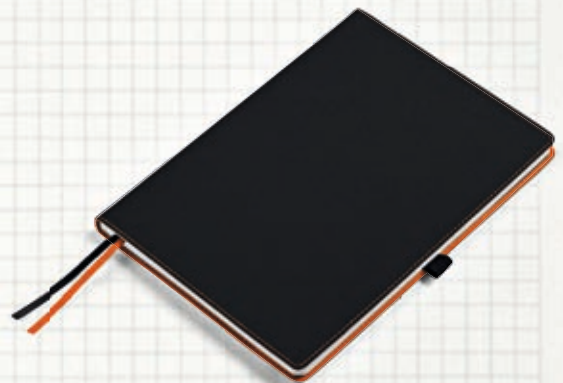
Russell Europe 2023 presents two new products: With the Classic Long Sleeve T 180L, the brand for high-quality team wear launches a new long-sleeved model **with the makings of a classic**. Already established and a prime example of material quality, wearing comfort and durability: the Classic T 180M. Russell Europe is giving the popular classic T-shirt made of 100 % ring-spun cotton a modern colour update. From January, the Classic T will be available in six new trend colours – Powder Rose, Mocha, Mineral Blue, Indigo, Olive and Natural. The Classic Long Sleeve T 180L is not only convincing in terms of material quality, but also with a timeless Classic Fit. The new addition is available in White, Black, French Navy, Convoy Grey and in an extensive range of sizes from XS to 4XL. navy Grey und in einem umfangreichen Größenlauf von XS bis 4XL erhältlich.

PSI 42743 • Russell c/o FOL International GmbH
Tel +49 631 3531328 • service@fotlinc.com
www.russelleurope.com

Classy and sustainable

The new Filoflex is a particularly classy and ecologically sustainable notebook in A5 format from Klio-Eterna. The cover is made of double-processed apple leather and the squared paper for the inside pages is completely made of recycled fibres. The Filoflex is **flexible and robust at the same time**. It is equipped with two colour-coordinated bookmarks. A perforation on each inner page makes it very easy to tear out important notes. There is also space for a suitable ballpoint pen in the pen loop on the side of the notebook. A total of 5 fresh colour variations are available. The cover can be customised with an embossing.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
www.klio.com





Natural thirst quencher

With the high-quality and low-sodium mineral water of beverage specialist Römer Drinks, companies provide their business partners, customers or employees with well-needed refreshment in the form of **nature's purest element**. The water comes from a spring in the Hunsrück-Hochwald National Park. This beverage specialist from Traben-Trarbach offers 0.33 and 0.5 litre sizes from quantities of 264 bottles, with a foil label. There is a choice of white or transparent film in glossy or matt finish. The bottles are environmentally friendly, thanks to a € 0.25 DPG deposit in Germany. Römer Drinks is a member of the Römer family and offers a wide range of promotional drinks, from natural mineral water to modern beverage cans and champagne bottles, to the worldwide-patented promotional tea and coffee.

PSI 50967 • Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0 • info@roemer-drinks.de
www.roemer-drinks.de



Less CO₂, less plastic, top performance

The Mini from Austin was small, economical and fit into even the smallest of parking spaces. Developed as a stylish response to the first energy crisis of the post-war era, it showed no traces of austerity though. The Mini was simply enough in every way for a car that you needed to get around and have fun with, low to the ground in a neat package – just like the new DS6 S Mini from Prodir. It is up to 24.4 mm shorter and requires up to 20 % less material than comparable models, which not only makes a lasting difference, but also means it takes up less space in a bag. Its body is not only shorter, but also consists of 100 % recycled ABS, produced with 40 % fewer CO₂ emissions than standard ABS thanks to a special process. In this way, its **“less” becomes that significant “more”**, which a product requires nowadays: less material, less CO₂ and still full performance. Its floating ball 1.0 refill with a lead-free tip and low-emission ink writes and writes – and can be easily replaced. Thus, a rather short pen with a really long life, available in eight fresh standard colours and every special PMS colour upwards of 10,000 units, always in a matte housing. And just to show everyone what a great product they've got, the CO₂ reduction symbol is applied in relief on the DS6 S cap alongside the recycling logo.

PSI 42332 • PRODIR
Tel +41 91 935 5555 • sales@prodir.de • sales@prodir.ch
www.prodir.com



From party cult item to trendy gadget

These 4 cl shot glasses in the shape of ski boots with a matching snap-in binding from Apres-Allstars are currently conquering the catering and event industry throughout Europe, and not just in winter sport resorts. **The original click feeling** in the individually branded miniature ski binding not only makes for a special eye-catcher, but also lots of party fun. The binding itself is either firmly attached with the included screws or optionally worn around the neck with an individual lanyard.

PSI 60639 • Apres Allstars GbR
Tel +49 8662 4910025 • info@apres-allstars.com
www.apres-allstars.com



Heart-warming promotion

Hepla's heart-shaped ice scraper is an attractive promotional item with a large print area that provides ample space for promotional ideas and heartfelt communication. There are ice-breaking prongs on the underside of the product and an ice scraper on the side, ensuring a **clear view in the winter**. This heart-warming promotional item is Made in Germany by Hepla and is therefore available in larger quantities at short notice. The standard colours are white and red. Thanks to the in-house production, custom colours are also possible on request. All of the manufacturer's own products are made from a single type of material and consist of 100 percent recyclable plastic. On request, the ice scraper, which is also available in different sizes and designs, can be finished in the in-house print shop using screen or effective digital printing.

PSI 41583 • Hepla-Kunststofftechnik GmbH & Co. KG
Tel +49 5681 9966 • info@hepla.de
www.hepla.de





Snacking becomes a question of meaning

These days, many people eat very consciously. However, that doesn't mean they don't snack. Römer Präsente has a highlight in its assortment of snacks for people in search of meaning. **The motivating fortune biscuits** with happy chocolate provide inspiring moments and thoughts. This fortune biscuit combines a delicious chocolate taste with messages that reach the heart and soul. It is made with Fairtrade cocoa and comes to the recipient in a customisable box with a motif print.

PSI 43892 • Römer Wein und Sekt GmbH – Römer Präsente
Tel +49 6541 81290 • info@roemer-praesente.de
www.roemer-praesente.de

Bert on his way to becoming a cult figure

Mr Bert®, with his ten centimetres of concentrated joy, has everything to become a cult figure. The crumpled figure from mbw was designed by Massimo Indrio, who penned some very popular comic figures. After the first Bert® as a screwdriver was so well received mbw developed additional figures. Today, there are **more than 70 models**: Busy Bert®, Dr Bert®, Santa Bert®, Swimmer Bert®, Super Bert®, etc. What is more, Mr Bert® has received a lovely companion: Berta®.

PSI 42020 • MBW Vertriebsges. mbH
Tel +49 4606 94020 • info@mbw.sh
www.mbw.sh





Double drinking pleasure with style

The promotional products specialist REFLECTS® is complementing the thermos bottle from its brand RETUMBLER® – Best of Drinkware with a thermos mug and thus creating its first product family. In doing so, it will be focusing on ecological sustainability, user-friendliness and its own eye-catching design. The **double-walled thermos drinking bottle** with vacuum insulation and the matching thermos mug form a strong duo. The drinking bottle has a 750 ml capacity and is available powder-coated in black, white and silver. With 816 colour combinations, it offers almost endless design possibilities. Both drink containers can be refined with laser engraving, pad printing or UV printing.

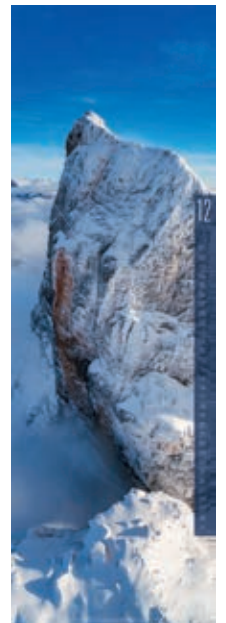
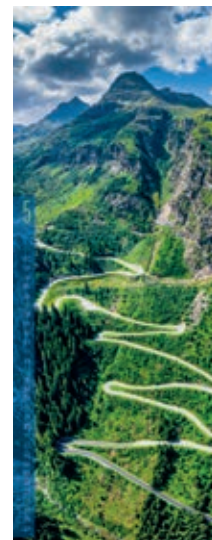
PSI 42487 • REFLECTS GmbH
Tel +49 2234 99000 • info@reflects.com
www.reflects.com



Exciting bird's-eye view

The Terra 2023 calendar from the Ackermann Kunstverlag range shows our world from a different perspective: nature is the best teacher and shows us how valuable it is to see the world from a new perspective every now and then. A bird's eye view, which is unusual for humans, reveals true beauty and exciting landscape formations. Aerial photographs of the earth from above show new sides of our planet and unfold a wonderful effect **in an elegant portrait format**. Like all Ackermann calendars, they are produced exclusively in Germany and printed climate neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional prints are possible from 50 pieces.

PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273 • info@ackermann-kalender.de
www.ackermann-kalender.de



BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.: +49(0)211-90 191-114/-315+++FAX: +49(0)211-90 191-180+++MAIL: PUBLISHING@PSI-NETWORK.DE

EVENTS

www.rxglobal.com

WERBEARTIKEL FÜR EVENTS /
PROMOTIONAL ITEMS FOR EVENTS

PSI No. 46925

www.pinsundmehr.de

MIKROFASERTÜCHER / MICROFIBRE CLOTHS

PSI No. 46235

www.herka-frottier.at

STELLENANGEBOTE / JOB OFFERS

SCHAUMSTOFFPRODUKTE / FOAM PRODUCTS

PSI No. 44724

www.promowolsch.de

FIRMENVERKAUF / COMPANY SALE

Import & Großhandel für textiles Zubehör zu verkaufen

Renommiertes Familienunternehmen mit sehr guter Ertragslage und großem Kundenstamm wegen geplanter Nachfolge an artverwandtes Unternehmen oder Existenzgründer zu verkaufen.

Wir vertreiben textiles Zubehör (Nischenprodukte) an ausschließlich gewerbliche Abnehmer, (99% Direktkunden). Die Produkte werden importiert, bedruckt und/oder kommissioniert und teilweise auch noch selbst hergestellt.

Der Betrieb ist seit über 25 Jahren am Markt etabliert, bei soliden Umsätzen (€ 2,5 Mio, <10 Vollzeitmitarbeiter). Die betrieblich genutzte Immobilie kann vom Erwerber mit übernommen oder gemietet werden (keine Bedingung).

Die Geschäftstätigkeit ist nach Übernahme nicht standortgebunden.

Bitte senden Sie Ihre aussagefähige Anfrage unter **Chiffre Nr. 20221201** an:

PSI Promotional Product Service Institute
RX Deutschland GmbH | PSI Journal
 Völklinger Str. 4
 40219 Düsseldorf
 verlag@psi-network.de

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page			
41859	BIC GRAPHIC EUROPE S.A.	002+003, U4/	45328	Stilolinea Srl	009
OBC			41848	uma Schreibgeräte Ullmann GmbH	U1A/Cover
45452	CD-LUX GmbH	U2A/IBCA,		Wohnen & Interior	RX Austria & Germany 057
U2B/IBCB			Beilage I Insert (* Teilaufgabe / Partial circulation)		
	EQUITANA - RX Austria & Germany	051	49467	Einkaufswagenlöser.de Pinkey AG	*
	Ferien Messe - RX Austria & Germany	073	42087	Kössinger AG & Co. KG	*
	FIBO - RX Austria & Germany	067	43410	Mister Bags GmbH	*
5076	Gesellschaft zur Förderung des Werbeartikels mbH (GFW)	011			
42819	Gustav Daiber GmbH	007			
	Hohe Jagd - RX Austria & Germany	055			
47464	Karlowsky Fashion GmbH	045			
PSI Partner	Kühne & Nagel	079			
49967	MEDIACONCEPT SRL	043			
43410	Mister Bags GmbH	004+005			
60492	MOUTH Propaganda GmbH	040+041			
46925	Pins & mehr GmbH & Co. KG	KAB			
42332	Prodir Pagani Pens SA	001			
	PSI - RX Austria & Germany	095, U3/IBC			
42487	REFLECTS GMBH	067			
	RX Media Solutions	082+083			
45280	Stiefelmayer-Contento GmbH & Co. KG	033			

An optimistic new awakening

I really enjoyed the PSI 2023. For three days, I was able to experience packed halls as well as the strong capacity and viability of the branch for the future. This was a great reward for all the work, which my team and I invested into this trade show. Three years of ups and downs, sometimes hope and sometimes fear, along with postponements and cancellations. The pandemic made things difficult on us – all of us. The industry is back now – galvanised, strengthened and prepared for the future.

With this relaunch, the PSI has shown after three years of waiting that it is the vital and leading trade show of Europe's promotional products branch: 487 exhibitors, 10,509 visitors from 75 countries. Who would have thought one year ago that so many people from so many countries would again meet so many exhibitors at the PSI. I was particularly impressed by the positive international reception of the event, not just from Europe, but also from North America, the Middle East and Northern Africa. This shows that the PSI is the platform for trade, exchange and cooperation at the international level.

We also saw at the PSI that a high level of ecological sustainability and quality are becoming more and more important for manufacturers, distributors and customers. These are topics which affect all of us and which we must address together so that the promotional products industry has both a sustainable and successful future. By the way, this sustainability is also very much welcomed among policy-makers and hopefully will be rewarded as well.

Therefore, it was also a trade show highlight for me to have the opportunity to hold good talks with politicians about the importance of promotional products. Several members of the German Bundestag who were present were very impressed by the trade show and now see our industry in a new light.

We are working together to shape the future of the promotional products industry and preparing for all challenges and opportunities, which are certain to arise. On this note, I am looking forward to the PSI 2024 and seeing you there.

Yours faithfully,



Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

10 –12
JAN
23

The Industry's
Who and How.
My PSI. Live.

Thank you for an overwhelming PSI 2023



scan me



The leading European trade show for
the promotional products industry



Built by



In the business of
building businesses



Mobile and Promotional

Mobility has become the keyword in times of global networking. Occasions such as business trips, city tours, excursions and holidays consistently offer even more effective opportunities to disseminate promotional messages along the worldwide transport network. The items from the product segments bags, luggage and leather goods, which we are presenting in the next edition, are the ideal means for conveying strong promotional messages. Whether they are used as giveaways or higher quality promotional gifts, the products all have creativity, colourful pep and young trends in common. Promotional product consultants will definitely find what they are looking for when it comes to finding a suitable product for different target groups in our mobile society. Our second product section showcases the latest information on the topics of 'protective and hygiene products and occupational safety'.

Please start thinking about your product presentations for the April 2023 edition of the PSI Journal, which is dedicated to the topic areas of 'fashion, workwear, caps and accessories' as well as 'office supplies, stationery and calendars', and send us your product suggestions (image and text) by 18 February 2023 at the latest: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de



PSI 2023: Inspiring Re-Launch

After a three-year 'analogue' compulsory break, PSI 2023 was a really inspiring re-launch. The trade show was a comeback to start off the promotional product year, which awakened positive emotions and confidence for an upbeat industry future. This journal

edition has an initial summary of the event. It will be followed by our trade show special edition, which will include more information, impressions and voices of attendees that illustrate three inspiring trade show days in detail.



Traditionally sustainable

The Swiss firm SIGG has cultivated tradition, innovation and environmental awareness for 115 years. It is best known throughout the world with its style icon, the classic, Swiss-made, aluminium Traveller bottle. SIGG makes a lasting impression with a collection that leaves almost no (advertising) wishes unfulfilled. We could see this for ourselves while visiting the company's production site in Frauenfeld.

Imprint



Built by
In the business of
building businesses

Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,
RX Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Petra Lassahn

Management: Benedikt Binder-Kriegelstein, Michael Köhler, Barbara Leithner, Ivo Sklenitzka

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI Promotional Product Service Institute – RX Deutschland GmbH

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Manfred Schlösser

Editors: Martin Höchemer, Anke Zimmermann, Christian Jacob, Jutta Menzel, Christoph Zimmermann

Duty Editor: Martin Höchemer

Head of Media Solutions: Anja Späker

Advertising Sales Manager: Lars Kessler

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@rxglobal.com

Sales Manager:
Martin Metz,
martin.metz@rxglobal.com

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-expo.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi
erika.poleggi@reedexpo.it

Spain: Reed Exhibitions Italia Srl
Malvina Tralli
malvina.tralli@reedexpo.it

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
RX Deutschland GmbH

Layout: Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer, Anke Zimmermann. Title theme: Adobe Stock. The editorial content include the use of photos from Adobe Stock.

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 54 of 1 November 2021 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

RELX produced according RELX Sustainable Paper Policy

RX Austria & Germany

Exhibition Centre Düsseldorf

9 – 11

JAN

24

The Industry's
Who and How.
My PSI. Live.

see you. PSI 2024

SAVE
THE
DATE

The leading European trade show for
the promotional products industry



Built by



In the business of
building businesses

Your Brand Ambassador



BIC® 4 COLOURS

The iconic BIC® 4 Colours, now even more iconic.

Upgrading the icon

We all know it: BIC® 4 Colours is simple, inventive and reliable. We all recognise it: we have 4 different ink colours in one. And we all love it: it has a long writing length and it's refillable. Besides, it's made in Europe and manufactured and printed in BIC factories for a low impact carbon footprint.

So, how to upgrade a classic? By using a range of branding options to customise the product with your brand's graphics. Or setting new trends with finishes like wood-style or even with new soft textures.

Start your collection!

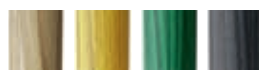
4 COLOURS



SOFT



WOOD STYLE



FASHION



SHINE



GLACÉ



FINE



FLUO



3+1



SUN



* Print 360°



Made in Europe



Manufactured and printed in BIC factories



Low impact carbon footprint

Think BIC
www.bicgraphic.com