

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

April 2023

Volume 62

-Advert-

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Most innovative printing of the year

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Thanks for their support on the occasion of their vote which led us to be voted the most innovative printing for the second consecutive year.

Proud to be able to add this award to those received in the recent years.



2021
The "Specialist"
Supplier of the Year



2021
Printing of
the year



1st PLACE IN
Economic Excellence
Social Initiative
Sustainable Products

2nd PLACE IN
Social Initiative

3rd PLACE IN
Environmental
Initiative

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Avoiding waste

Reusability is the key

Product Guide

Fashion, Workwear, Caps,
Accessories

Office supplies, writing utensils,
calenders

USA/Canada

Market dynamics
with record sales in 2022

SIGG

Sustainable out of conviction

PSI Product Finder

Optimally used
a profitable sales tool





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Editorial

The bot as a partner?

For a long time, AI, or artificial intelligence, was considered an ambitious project for a future time, the subject of vague imaginings. But AI is already apparent in many fields today: digital assistants in cars, smartphones or computers, smart home solutions, online shopping, translation, product optimisation - more and more applications are based on "technologies that complement and strengthen human abilities in seeing, hearing, analysing, deciding and acting," according to Microsoft's innocuous-sounding definition (2020). The tech company has invested billions in developing the ChatGPT chatbot, which was introduced at the end of 2022. By early January 2023, it already had 100 million users, making it the fastest-growing consumer application to date, and its launch has reignited the debate about the chances and risks of AI.

AI as a mastermind, as a programmer, artist, journalist and marketing genius – and as a new world power? Many things are expected of these machines trained by humans, and not only positive ones. In concrete terms, critics fear that AI could increasingly replace expensive, highly qualified workers who would have to switch to lower-paid jobs. This would make the key skills of many people worth less. On the other hand, disruption also frees up energy for developments that could lead to new job profiles. But can a bot really replace a creative mind, a successful manager or an experienced salesperson? "The bot doesn't understand anything about the world," says AI ethicist Sandra Wachter in Spiegel magazine. Therefore, it can't really create anything new, it only derives probabilities from stored information, which it convincingly presents as "insights". It is only as good as the data programmed into it. This is where the opportunities of AI lie, but also the dangers, especially due to the permanent collection and networking of data.

If we keep informed and stay open, we will develop a sense of how we can use AI in business. Perhaps we can optimise customer profiles, speed up processes, simplify logistical procedures or improve something else. But no bot can replace a personal consultation in which samples are discussed and a spontaneous idea convinces a customer. Or a trade show with its variety of multi-sensory experiences, relationships and long-standing partnerships – no bot can get to the core of business in this sector. But AI is a fast-growing billion-dollar market in which more and more corporations want to make money. Against this background, too, we have to ask ourselves how much AI we want to allow in our lives and in our working world, and how much power we want to grant it. This is something that each person and each entrepreneur must decide individually and for which they must also take responsibility.

On that note

Ursula Geppert | Deputy Chief Editor PSI Journal

Your opinion: geppert@edit-line.de

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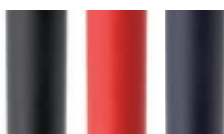
We call it “Super” and we are not exaggerating.

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?

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ADVANCE



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MISTER BAGS®

Our new

FAIR Shopper!

Mats - Our Fairtrade bag with the certain something.

Thanks to the incorporated snaps, the length of the handles of our shopper can be adjusted to their needs at any time. The durable material withstands even heavy weights, so you can fill your bag to the brim with a clear conscience.

The particularly strong grammage of 320 gsm makes the natural-colored bag made of 100% cotton look robust and stable. With **Mats** all your purchases can be transported safely.

A partner for all cases. You can refine your company on an area of 28 × 28 cm by means of a screen or transfer printing process. In addition, you have the option to decorating your bag with a high-quality embroidery. Advertising messages can be applied on both sides, prominently and legibly.



All cotton was grown by Fairtrade producers, certified according to Fairtrade standards and traded. Fairtrade promotes better working and living conditions for cotton producers as well as environmental protection. More info: info.fairtrade.net/sourcing

www.misterbags.de

NEW!

Mats

N° 2315



Reusability is the key

12

Since January, businesses are required to offer reusable containers for food and drinks to go and take away. This is supposed to contribute to reducing waste from the "to-go lifestyle". An overview of the steps taken to avoid waste so far, first experiences with the recycling requirement and new opportunities for innovative companies.

Fashionable and smart classics

16

Fashionable promotion is well placed in this industry. The textile specialists have a wide range of products that are as fashionable as they are sustainable. Something like that can also be certified the always young, dynamic product groups office supplies, writing utensils, calendars. These smart helpers are always at hand.



Sustainable soap products with tradition

58

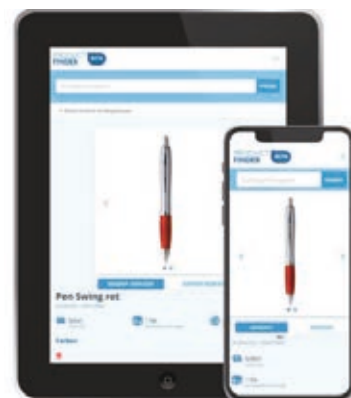


Although new to the PSI network and both youthful and contemporary in appearance, the Klar Seifen company can look back on a tradition of over 180 years. Germany's oldest soap manufacturer produces high-quality soap products according to old and new recipes and processes: clean promotion that you can feel and smell.

Optimally used, a profitable tool

68

The principle of the PSI Product Finder is as simple as it is effective. To actively use this tool for successful sales, PSI supplier members only have to enter their product data and keep it up-to-date at all times. We explain why this is so crucial.



TRENDS THAT REFLECT THE TIMES

'Not all trends are the same,' says the Zukunftsinstitut. This is not surprising as there are so many of them. Technology, consumer and fashion trends, sociocultural trends, trends that reflect the spirit of the times, and even microtrends. Consumer trends and zeitgeist trends in particular also give inspiration to the promotional product industry and are reflected in it. In this edition of the PSI Journal, we take a look at two of the 'three biggest interior trends' for 2023 that were featured in the magazine Grazia.

Trend:

Asymmetric and geometric shapes

'Straight lines are history', says the magazine Grazia, which sees more playful designs for pillows and cups or 'candleholders that have a truly unique look'. (Grazia-magazin.de, 'Die 3 größten Interior-Trends für das Jahr 2023') You can also follow this trend in an appealing way with haptic advertising.

A lot of shine from a natural design

Zoom tea light holder with a magnifying glass (makes the flame of tea lights look considerably bigger)

XXD GmbH
www.xxd.de
PSI 47734



Not only to warm your heart

Heart-shaped grape seed pillows
ASB Herbalind GmbH
www.herbalind.com
PSI 46706



Coffee on wheels

Speedy mug
MAXIM Ceramics GmbH
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PSI 46503



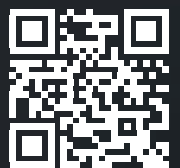
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TREND: BACK TO NATURE



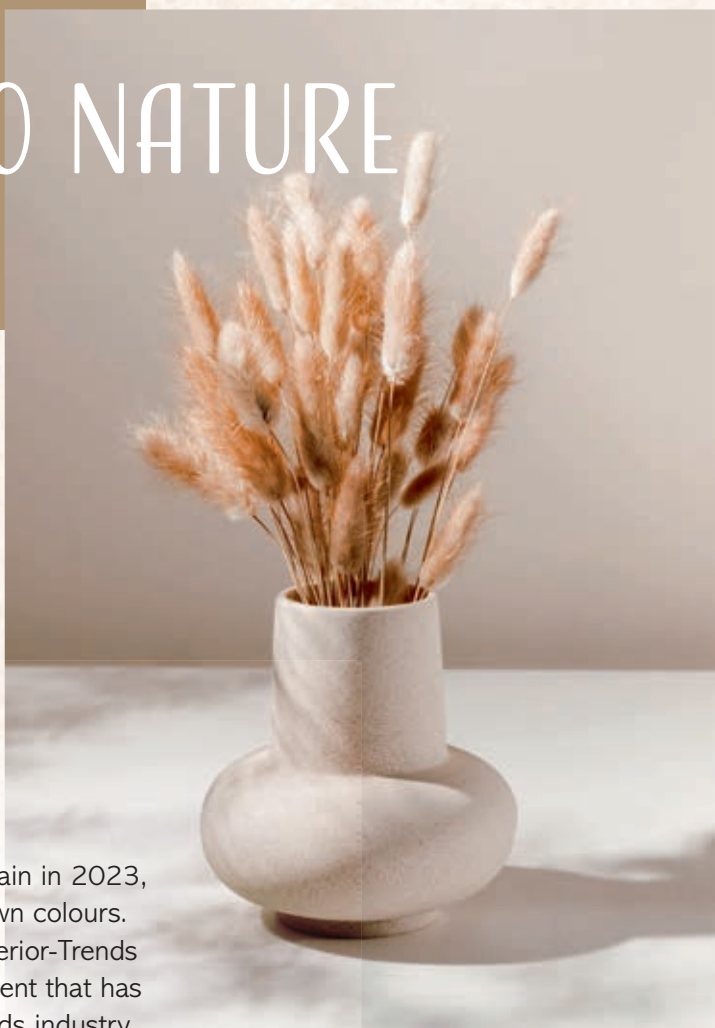
Natural summer cooling

Cork fan 'Nature'

B&W Werbeartikel GmbH

www.bw-import.at

PSI 44362



Linen, cotton, ceramics and wood are trendy again in 2023, as well as styles in beige/cream, white and brown colours. (grazia-magazin.de, 'Das sind die 3 größten Interior-Trends für das Jahr 2023') 'Back to nature' is a movement that has long since found its way into the consumer goods industry. This development has also been noticeable in the promotional product industry for the past few years. The number of products that are ecologically oriented and eye-catching at the same time is constantly growing.



Naturally relaxing

Premium yoga mat (made from cork and renewable natural rubber, 100% recyclable)

Swabian Stil GmbH

www.swabian-stil.com

PSI 49863

Golden goal with a natural look

Slinky (football in a natural retro design)

Makito Promotional Products

www.makito.es

PSI 47096



Natural writing style

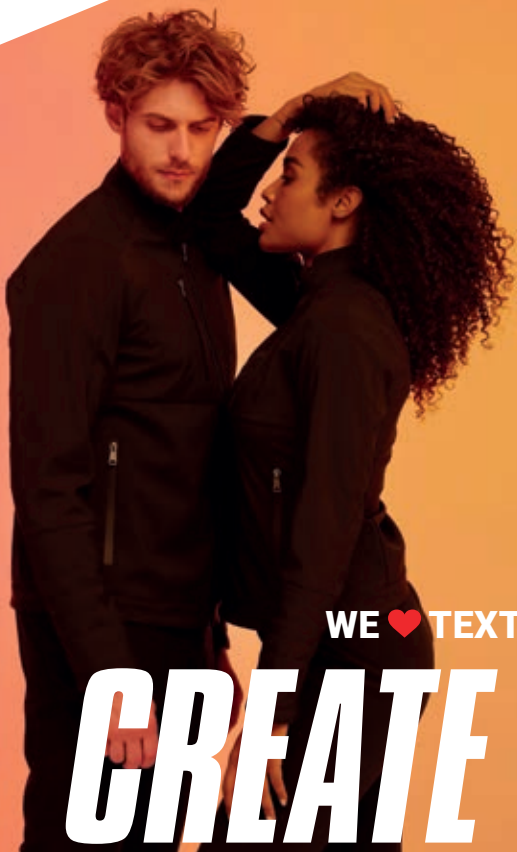
MAMBOO writing set (pen and retractable pencil; bamboo shaft)

Asgard Sp. z.o.o.

www.asgard.gifts

PSI 49556

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4.3 billion

dollars were invested in European companies by Chinese investors in 2022. Transaction volumes decreased by two-thirds compared with 2021, according to a study by Ernst & Young. [presetext.com](https://www.presetext.com)

WORKING 4 DAYS

per week is becoming more and more popular in many countries. Sixty-one British companies tested this model in the world's largest study. The results of the study showed that well-rested and motivated employees miss work less often. [tagesschau.de](https://www.tagesschau.de)

Five

innovative ideas for the circular economy were published by the magazine 'absatzwirtschaft' in an article covering several current studies on different brands' activities in the circular economy. [absatzwirtschaft.de](https://www.absatzwirtschaft.de)

740.9 billion

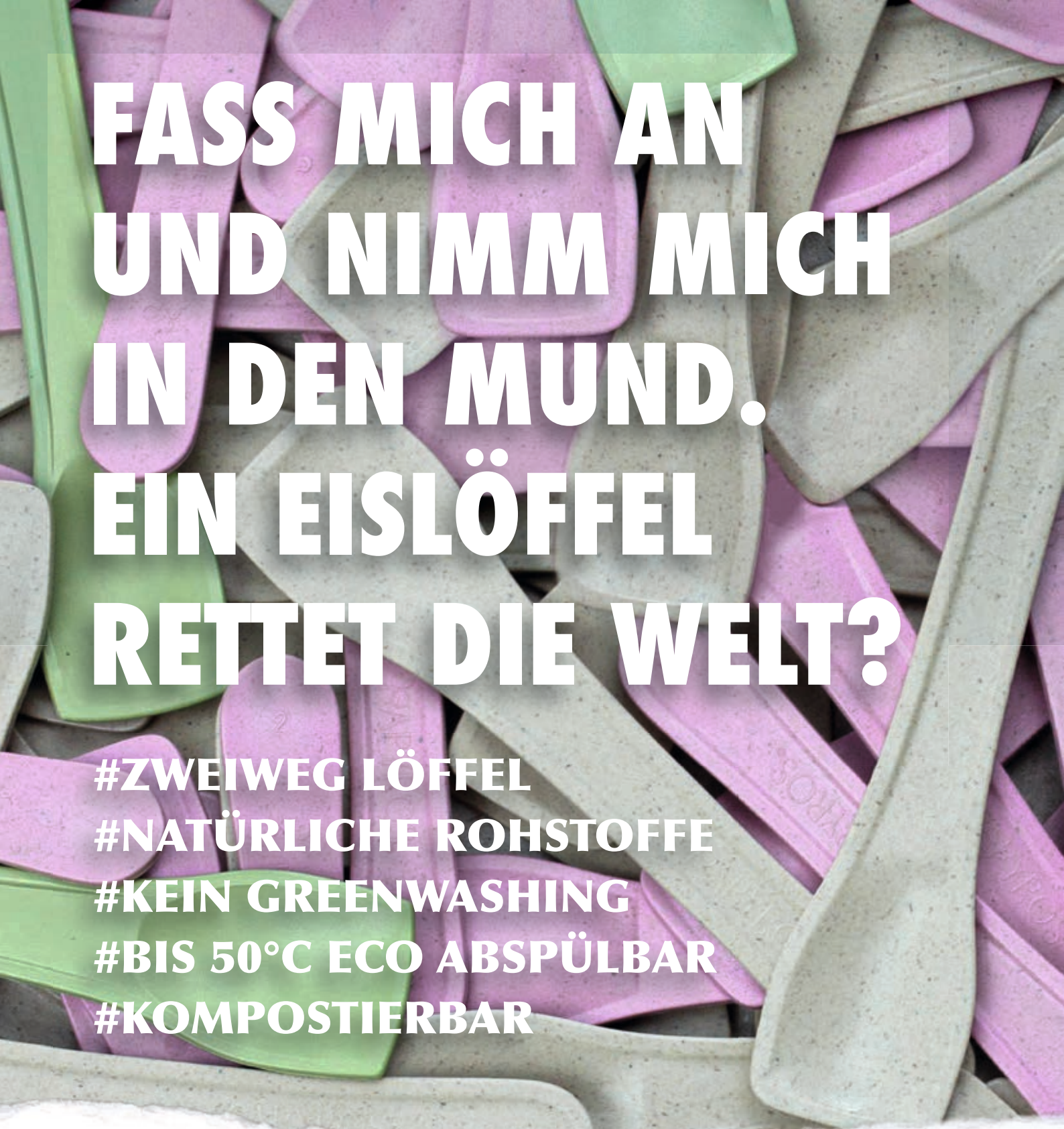
dollars (net) is projected to be invested in the global advertising market by the end of the year, according to the Dentsu Ad Spend Report 2023. This would be a plus of 3.8 percent. [dentsu.com](https://www.dentsu.com)

36.7 billion

euros (gross) were invested in Germany in above-the-line advertising in 2022. This was an increase of around 1.3 billion euros compared with the previous year. [statista.com](https://www.statista.com)

For the 4th time

in a row, the 'ifo' business climate index has increased. It reached the 91.1 mark in February. Nevertheless, the economy continues to be weak. [tagesschau.de](https://www.tagesschau.de)



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UND NIMM MICH
IN DEN MUND.
EIN EISLÖFFEL
RETTET DIE WELT?**

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#NATÜRLICHE ROHSTOFFE

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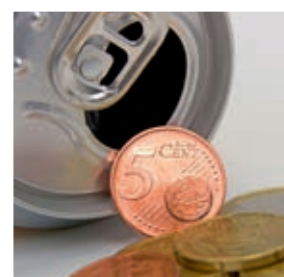
BESTELLUNG STIELMITTEL.DE

Avoiding waste

Since January, businesses are required to offer reusable containers for food and drinks to go and take away. This is supposed to contribute to reducing waste from the “to-go lifestyle”. An overview of the steps taken to avoid waste so far, first experiences with the recycling requirement and new opportunities for innovative companies.

Focus

Reusability is the key



Since the beginning of 2022, all non-reusable beverage bottles made of plastic and all beverage cans are subject to a deposit. This is supposed to reduce the amount of waste and promote recycling. The flood of waste endangers the habitats in the seas, impairs the recreational value of nature and damages the health of humans and animals.





The ideal reusable material:
plastic cutlery for deposit systems.



Whe waste prevention programme of the German federal and state governments was already launched in 2013 in order to get a grip on the constantly growing use of resources and enormous amount of waste. In the meantime, the Packaging Act has been amended several times and the specifications are being implemented step by step. Many things have happened in 2021 and 2022 in particular and at the beginning of 2023 stricter requirements came into force again. An overview of the applicable regulations in the Packaging Act, which also open up new opportunities for creative suppliers from the industry.

2021: The end of disposable plastic products

Since July 3, 2021, the manufacture and sale of disposable plastic products has been banned across the EU. This includes disposable cutlery and plates, straws and stirrers as well as cups to go and single-use food containers made of polystyrene, plastic cotton swabs and balloon sticks. Disposable plates, cups or cutlery made of bio-based or biodegradable plastics have also been banned since then. The same applies to disposable plates and bowls made of cardboard, of which only a small part consists of plastic or is covered with plastic. According to the German Federal Ministry of the Environment, approx. 320,000 disposable cups for hot drinks are used every hour in Germany – of which up to 140,000 are cups to go. Single-use cutlery and to-go packaging resulted in more than 346,000 tonnes of waste in 2017 according to an enquiry by the Association for Packaging Market Research. Between 2015 and 2017 the amount of plastic waste in total increased by 3.9 per cent to 6.15 million tonnes according to the German Federal Ministry of the Environment. That was the highest amount up to now. The flood of waste endangers the habitats in the seas, impairs the recreational value of nature and damages the health of humans and animals. It is therefore high time to act.

2022: Expanded bottle deposit requirements

In a next step, all single-use plastic beverage bottles and all beverage cans became subject to a deposit at the beginning of 2022. A transition period up to 2024 applies to plastic bottles with milk beverages. In Germany, hundreds of thousands of tonnes of plastic are used for disposable plastic bottles alone. Returnable bottles, by contrast, can be reused up to 50 times. A returnable crate with twelve bottles (0.75 litres) accordingly replaces 450 non-reusable plastic bottles (1.0 litre). Another requirement concerns labelling: single-use and reusable bottles must be marked more clearly to make it easier for consumers to decide to avoid unnecessary plastic and buy recyclable products. The deposit system for one-way beverage bottles ensures that they can be recycled. In most cases, the recyclate is mixed with other materials or plastics, from which new products are made. A glimmer of hope: since the new Packaging Act came into force, over 50 per cent



Disposable or reusable should not really be an issue because reusable bottles can be used up to 50 times, while plastic bottles cause tonnes of waste.

more plastic packaging has been recycled. Further regulations are already planned. For example, starting in 2025 single-use beverage bottles must contain at least 25 per cent recycling plastic, so called recycle. As of 2030, this proportion will be increased to at least 30 per cent for all beverage bottles made of disposable plastic. Many promotional products distributors have recognised the signs of the times and already have product lines made of or with a share of rPET in their assortments of bags, backpacks, textiles as well as writing utensils, bottles, packaging, give-away items and much more.

2023: Mandatory reusable offer

As of 2023, reusable containers for food and drinks to go and take away shall contribute to avoiding waste, saving resources and protecting the environment: caterers, delivery services and restaurants are required to offer reusable containers as an alternative to disposable containers for food and beverages to go and take away. There will be an exception for small businesses – snack bars, late-night shops and kiosks with no more than five employees and no more than 80 square metres of sales area. They should also be able to fill their customers' food and drinks in containers which they have brought with them. They are supposed to clearly point out this possibility to their customers. However, the exception has some peculiarities: large chains, for example railway station bakeries, cannot make use of the exception for small business, even if the sales area of the individual sales outlets is often less than 80 square meters. If a total of more than five employees work in the entire company, the exception does not apply to them. Those who violate the new rules risk a penalty of up to 10,000 Euros.

Reusable products must not be more expensive

The fact that reusable packaging must now be offered by law is seen as an important step towards waste avoidance and is also welcomed by consumer advocates. It is also



required by law that environmentally conscious consumers must not be disadvantaged if they choose reusable packaging. Thus, the same product in reusable packaging may not be more expensive than in single-use packaging. Appropriate reusable cups must also be available for all offered sizes of drinks to go. The reusable packaging may be issued against a deposit, which will be refunded upon return. However, the German Consumer Advice Centre misses incentives for consumers to select the reusable option.

First positive effects

There is no question that the implementation of a sensible regulation on the whole brings about organisational challenges and financial burdens for catering business. For example, the German Hotel and Catering Association (DE-HOGA) criticises the unfavourable timing of these measures, which burdens the industry with further investments in a phase of overall difficult economic conditions. However, there are also voices from the food service industry, who welcome the new law and view the additional efforts as relatively small – and are happy to have new environmentally-conscious customers. The use of brought along containers seems to be a viable solution for small businesses as well as their customers from which both sides benefit, even though special hygienic standards have to be observed with this option. However, there is also critique from environmentalists, who are calling for a require-

Bottle deposit requirements for all single-use plastic beverage bottles and beverage cans

Since 2022

PET single-use beverage bottles must contain at least **25 percent recycling plastic**.

As of 2025

At least **30 percent recycling plastic** for all single-use plastic beverage bottles.

As of 2030

As of 2023

In addition to **single-use containers**, **reusable containers** for fast food and food to go.

Small businesses are excluded.

Steps to avoid waste

Source: Bundesministerium für Umwelt, Naturschutz, nukleare Sicherheit und Verbraucherschutz (BMUV)



Innovative manufacturers offer an attractive range of products made from bio-circular materials. This way, reusing them makes even more sense.



ment for reusable packaging without exception as well as additional fees or higher prices for single-use packaging. Yet the first positive effects can already be observed: many businesses have already reduced their range of to-go and thus single-use products and are taking back their own reusable packaging. In particular large businesses use recycling systems with or without deposits or app-based registration systems. An expansion of the offer is expected in the future, also thanks to new digital developments.

Time for innovations

During the implementation of all the regulations mentioned above, some products have indeed completely disappeared from the market, but many more new product ideas, innovative materials and environmentally friendly manufacturing processes have been developed in recent years, which enrich the market. Bans and requirements certainly spark the fantasy and creativity of manufacturers. This is also clearly visible in the industry. The fact that food service businesses now also must provide reusable products will increase the demand for suitable products. Plastic is surely the material of choice, even though porcelain is of course essentially suitable as well. However, there is a strong argument for plastic, because it is versatile, robust, light, food-safe and can be personalised and thus made identifiable with various procedures, while advertising messages or information can also be applied to it.

Use of resource-saving materials

The system will make even more sense when not only the return procedure, but also the reusable cutlery itself sets

an example of ecological sustainability. Elasto and Koziol, two responsibly minded pioneers with regard to sustainability, have developed interesting products, which can occupy a niche thanks to the new regulations as well. Elasto relies on the use of resource-saving materials in plastic production and is gradually expanding the use of alternative raw materials. The company also reports that it has not only been climate-positive, but also ISCC plus certified since 2022. The International Sustainability and Carbon Certification (ISCC) standard is an independent, global certification system on a voluntary basis for the entire supply chain. It distinguishes the extraction of resource-saving raw materials and the products made from them. Elasto replaces fossil resources with ecologically sustainable bio-circular material during the plastic production for ISCC-certified items. Bio-circular polypropylene is obtained from renewable raw materials such as pine oil, used cooking oil, straw or waste from forestry. According to the ISCC Mass Balance Approach, 87 per cent of this bio-based material is implemented in the finished product.

Cutlery from bio-circular plastic

Koziol has also developed bio-circular plastic. The circular plastic is obtained exclusively from used sunflower and rapeseed oil from industrial production and the food services industry. The oils are collected and converted into plastic through a special recycling procedure. These materials, which previously could only be used thermally, can now be used in a meaningful way for the first time. In addition, no additional arable land is required. The added bio-circular wood fibres are obtained from trees, which are left over from forest maintenance as well as residues from paper production. All woods are cultivated in Europe and FSC® certified. The new material combines the positive properties of wood such as insulation and naturalness with the benefits of plastic such as elasticity, lightness and individual colouring. The material is free from melamine, BPA and bamboo and is of course food-safe and fully recyclable. These are just two examples among many, which demonstrate that manufacturers take their product-related responsibility seriously and integrate ecological sustainability into their business activities.

Sources:
Bundesministerium für
Umwelt, Naturschutz,
nukleare Sicherheit und
Verbraucherschutz (BMUV)
tagesschau.de
F.A.Z.
SWR

Fashionable promotion is well placed in this industry. The textile specialists have a wide range of products that are as fashionable as they are sustainable.





Welcome with a wristband

Cinta Punto premium entry wristbands for events and festivals are available in 14 colours. They fit any wrist size and are comfortable to wear. For easy traceability, the wristbands are consecutively numbered and tamper-proof. A water-proof and adjustable adhesive closure makes the wristbands universally usable for nightclubs, festivals, sporting and business events. The manufacturer promises customisation in excellent photographic print quality.

LEDs make this cap an eye-catcher

Lumitoys GmbH's luminous baseball caps, which skilfully showcase promotional messages or logos, garner that extra bit of attention. The Multicolour Basecap scores with its custom produced logo, which is completely illuminated by the LEDs. Both single-colour and colour-changing LEDs can be used as required. The "Screen" baseball cap has a wide LED display that can be programmed with various texts. The caps are naturally adjustable in size.



Clean Environment Set

... aus dem Schwarzwald

ef
emotion
factory

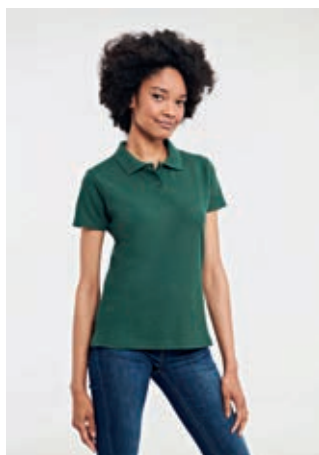


Cultivation set



Seed paper Funny animals





A timeless classic all-rounder

There is a reason why the polo shirt is a timeless classic: it is comfortable to wear and always looks elegant. The polycotton polo shirts from Russell Europe are versatile and offer a wide selection of different styles for every conceivable occasion – perfect for everyday work or corporate events. Russell Europe's Classic Polycotton polo shirts are smart and timeless all-rounders for any team and everyday work, while providing an excellent basis for customised textile finishing.

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



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 8010 • info@ksw24.com
www.suesse-werbung.de

Sweet anti-stress fruit gums

Kalfany Süße Werbung produces around 2,000 tonnes of fruit gums per year in its own IFS-certified production facility. This makes the company Germany's most flexible fruit gum producer in the promotional product sector. Now, in cooperation with the company mbw®, a very special new product has been created: Mr Bert®, the popular Squeezies® figure, is now also available as anti-stress fruit gums. These fruit gums are available in a colourful mix of orange, passion fruit, lemon, cherry, pineapple and raspberry flavours. They are packaged in transparent or white promotional sachets in the desired design. Alternatively, the fruit gums are available in the form of doctors, gardeners or firemen.

Customise little girls' dreams

From pearl brooches to glitter fins: with over 400 stickers, little fashion fans can design a whole array of mermaid outfits and create diverse underwater worlds. EMF-Verlag (Edition Michael Fischer) is happy to adapt the content and design of their book to the promoting company. For example, great outfits can also be created on a horse farm, in fairyland or on the catwalk. The format and number of pages can be customised, and the company logo can be placed on the cover of the book.

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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



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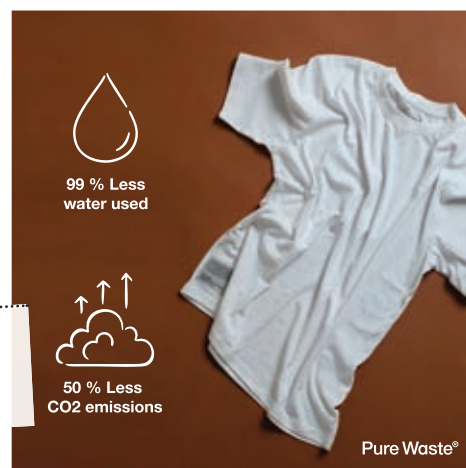
Transformable Promotion

The TRIGGI®Cap is a master of transformation – quite literally. With specific designs in 2D optics, the swappable cap takes care of a captivating presentation for every customer. The basic TRIGGI®Cap shape is 1.6 mm and injection-moulded – with a silkily glossy look. This fundamental TRIGGI®Cap element is also possible with embossing upon request. The customisable cap consists of soft rubber, entirely without the use of plasticising phthalates. The material can be produced in an almost infinite number of full-colour tones. Extraordinarily appealing and flexible promotional message bearers arise from the removable caps' original design – and can even be used as accessories. Creative designs, in comic style, pop art or simply traditional – the TRIGGI®Cap offers a diverse array of promotional possibilities. Includes a ball chain for key fobs. The product also comprises a matching carrying card with an additional surface for promotion. The whole item comes securely packaged in a biodegradable bag.

Responsibly produced clothing

The topic of sustainability is also the dominant product trend in the promotional product sector. The Finnish company Pure Waste, a recent member of the PSI network, has been offering responsibly produced clothing made from 100 per cent recycled fibres without subsequent dyeing since 2013. The production of these garments uses 99 per cent less water and produces 50 per cent less CO₂ emissions than garments made from new materials.

PSI 60570 • Pure Waste Textiles Oy
Tel +358 40 1705767
sales@purewaste.com
www.purewaste.com



Small accessories with a big impact

The company mbw® in Wanderup has been established for 40 years and specialises in the production and finishing of promotional items. They offer a wide range of options for placing small and large messages on cute triangular scarves or mini shirts. Paired with the charming soft toys from MiniFeet®, this is an optimal way for companies, clubs or communities to draw attention to themselves. The soft toy accessories can be printed photo-realistically in an all-over print process – from a minimum order quantity of only 50 pieces. The accessories are largely made of SEAQUAL® YARN, a high-tech yarn made from marine waste.

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





Classic, chic all-rounder

There is a reason why the polo shirt is a timeless classic and an integral part of workwear: it is pleasantly light on the skin and always looks elegant. Fruit of the Loom's premium polo shirts are versatile and offer a wide range of different styles for every conceivable occasion. All premium polo styles from Fruit of the Loom are also available in the colour Athletic Heather. The special feature of this colour is the blended fabric made of 90% cotton and 10% recycled polyester. This makes the textile feel comfortable against the skin and is very much in the spirit of sustainability, as it is reprocessed and made from pre-used materials.

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



Basics for gardening enthusiasts

MACMA's gardening tool set helps gardening enthusiasts discover their green thumb. This "workwear" set on a cotton belt with a practical click fastener consists of a rake and two shovels of different sizes. This way, gardening enthusiasts always have the most important tools at hand and can indulge in their gardening passion. Logo or promotional message are printed on the case, the supplier informs.



PSI 40909 • MACMA Werbeartikel OHG
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www.macma.de

-Advert-



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Pure Waste®

www.purewaste.com



PSI 49767 • J.S. Fashion GmbH
Tel +49 2871 241650
info@js-fashion-gmbh.de
www.js-fashion-gmbh.de

A tie for any size

Just as every body shape is different, the new Go Tie set from J.S. Fashion can also be individually adapted to every body size. Another special function is that you can now add a logo to the tie knot. Thanks to the patented knot, the tie length can be changed at any time. This requires just a few grips. Ties are available in any desired design and colour. The Go Knot can therefore be combined with any Go Tie and offers countless style variations for security companies and transport companies or clubs.

Italian-inspired chic

Inspired by Italian artisanship, Gabriele Bühring and her team present the new Necessaire collection. Practical everyday companions meet modern design here. Whether as a key bag or small purse: Necessaire is reminiscent of a small clutch and also functions as a handbag organiser. Inside, there is an additional compartment to protect sensitive cards from coins or keys, for example. Also available in other formats and many colours. Since the article is made to order, anything goes.

PSI 40807 • GABRIELE BÜHRING
Tel +49 4154 795400
Vertrieb@Buehring-Shop.com
www.buehring-shop.com

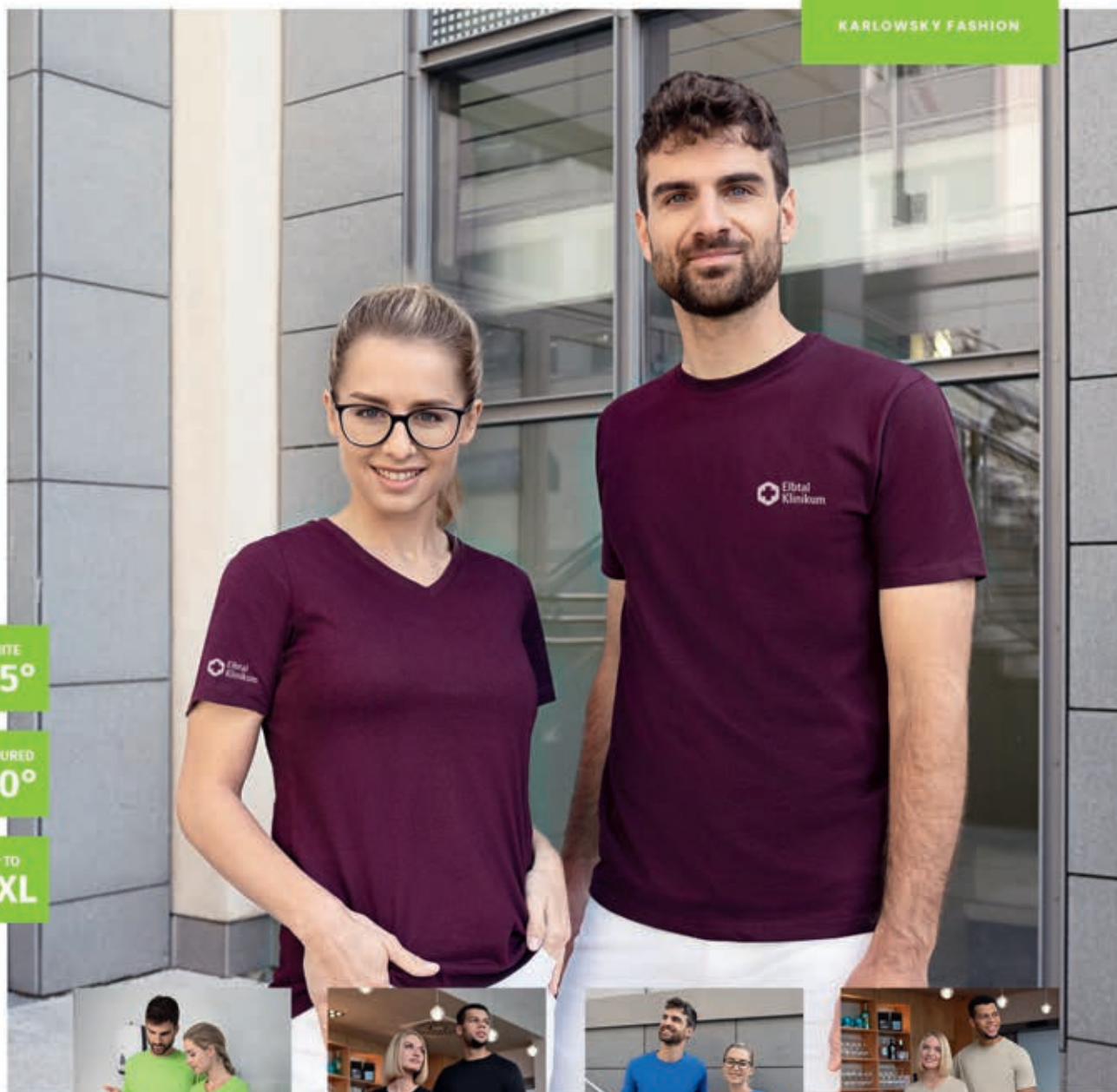


PSI 45666 • Halfar System GmbH
Tel +49 521 982440 • info@halfar.com
www.halfar.com

Backpack with a heart for sustainability

Who wouldn't love this backpack? The new FELLOW from bag-makers HALFAR® has everything a backpack needs today. It starts with a heart for sustainability thanks to recycled rPET material made from plastic bottles. It also comes with plenty of space for laptops up to 15 inches, two cargo pockets at the front for quick access and lots of comfort with a padded back, adjustable chest and shoulder straps and an extra handle. This straight cut backpack with five fresh colours such as blue, yellow, green, navy and black is ideal for university, office and leisure.

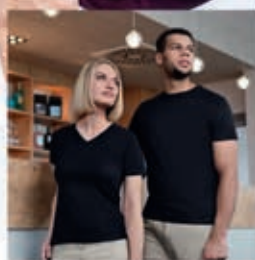




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MADE FROM RECYCLED PLASTIC | PERFECT FOR TEXTILE FINISHING

Handmade fragrant greetings

Herbalind's scented cushions are made by hand, lovingly crafted in an inclusive company in Westmünsterland. ASB Herbalind GmbH is a non-profit enterprise that offers many people with special needs suitable and meaningful work. Customers create their cushions from the diverse range of fabrics and a large colour palette as well as their choice of filling, from lavender blossoms, rose petals, mint leaves, a mint/ointment mixture or a Herbalind herbal mixture, as well as Swiss stone pine chips.

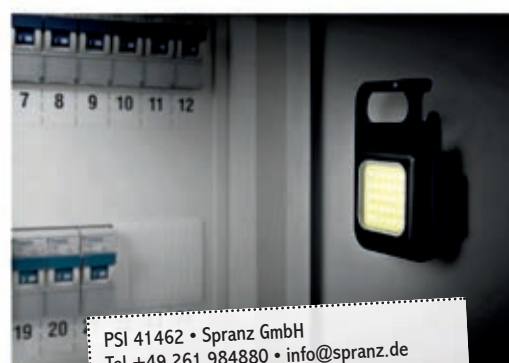


PSI 46706 • ASB Herbalind gGmbH
Tel +49 2872 92760 • info@herbalind.de
www.herbalind.com



Multilight on a keychain

With the Metmaxx® LED MegaBeam lamp MiniSquareLightReCharge, Spranz introduces an innovative rechargeable 500mAh worklight. Designed as a keychain made of aluminium, the lamp offers super-bright 500 lumen light, three light modes, a lithium-polymer battery and is equipped with a carabiner clip, magnet and set-up mechanism. This can be mounted directly on a tripod or selfie stick. It is also equipped with a bottle opener.



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

-Advert-



stilolinea





PSI 40909 • MACMA Werbeartikel OHG
Tel +49 911 9818133 • verkauf@macma.de
www.macma.de

Fully protected in the sun

Let the summer come: MACMA provides perfect protection from the sun's aggressive rays with two important accessories. The environmentally friendly baseball cap made of organic cotton with an infinitely adjustable Velcro fastener can be printed with a company logo on the front. The two-tone sunglasses made of high-quality plastic are also effective eye protection in summer. The UV 400 protection of filter category 3 ensures this. Promotional messages can be placed on one of the foldable temples.

Health at a glance

The new smartwatch in the Tiflo collection comes with a strap made of (RCS certified) recycled TPU material. A customised digital logo on the display is possible for orders as low as 100 pieces. This model, with its sharp, full touch screen and broad sports, health and social features, is the perfect companion to help wearers make healthy decisions. With a perfect unisex size, it's a great gift for both men and women.



PSI 48780 • Tiflo b.v.
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Telefon: +49 (0) 521 / 98 244-0
www.halfar.com

Fashionable from start to finish

Unusual cuts, high-quality materials and stylish colours are the focus of Klam's special fashion productions. Whether complete collections or individual pieces: at the company's location in Lichtenstein, the service team develops the appropriate solutions and then implements them, in cooperation with reliable partners throughout Europe. From the initial creative idea to the design, textile production, finishing and packaging, Klam creates products that stand out from the crowd.

PSI 49110 • Stickerei Klam
Tel +49 7129 92869-0 • mail@klam.de
www.stickerei-klam.com



Stars on the gastronomy stage

Karlowsky Fashion GmbH's premium brand ROCK CHEF® has been impressing customers for over 10 years with innovative and high-quality workwear and lifestyle products that are far from standard. The latest collection, Stage2, is now getting a new addition. The stylish short-sleeved Chef Jackets RCJM 19 & RCJF 14 for men and women come with a slim silhouette and cool dark jeans look. The innovative biker style with asymmetrical snap fastener strip, red contrast stitching, large logo patch at the neck and decorative straps at the shoulders ensures a distinctive look. Inspired by the trends of the English rock scene, the famous red Glen plaid fabric has of course also been integrated here. The matching RCLS 14 and RCBSS 6 Bib and Bistro Aprons, on the other hand, are more understated. Here, the Stage2 elements are kept more discreet but, as usual, form an unmistakable unit in combination with the other products in the line. The collection is complemented by a simple but expressive Bandana RCKM 16, which shines especially through the use of sustainable and lightweight materials. The polyester portion of the bandana is made of 100% GRS-certified recycled polyester – of course awarded with the Green Button.

ROCK CHEF®
BY KARLOWSKY®

Karlowsky Fashion GmbH
Tel +49 3 92 04 - 9 12 80
info@karlowsky.de
www.karlowsky.de
www.rockchef-original.de



-Advert-



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PSI 41248 • LESER GmbH
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E-Mail: j.binder@leser.de
www.leser.de



Smart textile packaging

In order to successfully market fashion items and accessories, optimal shipping and sales packaging is usually required. Leser's stylish boxes have a universal format (317 × 317 × 65 mm), a stable shape and high-quality finish, offering a variety of textiles reliable protection as well as an attractive presentation. The high lid not only looks smart, it also contributes to the robust construction and leaves plenty of scope for implementing your own corporate design. In the standard range, the high-quality cardboard boxes are available in black and white from just 60 pieces.

Beanies made from wood

No, this is not about having a "wooden head": beanies are one of Holz Fichtner's sought-after lifestyle accessories. They actually fulfil just one main function: to keep you warm. In a plain design, they can be combined with many different outfits. As a reversible cap, there are two different colours available. Naturally, the hats are not made of boards, but of fabric obtained from wood fibres. Lyocell, also known under the brand name Tencel, is the trendy fabric for sustainable fashion. The material feels silky soft and is very comfortable to wear. The caps have properties similar to functional underwear.

PSI 41782 • Reiner Fichtner
Tel +49 921 789510 • info@holz-fichtner.de
www.holz-fichtner.de



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Vera Chambers

FOL International

FOL International boosts its designer team

FOL International GmbH boosts its team of designers at the Kaiserslautern offices. Vera Chambers is assuming responsibility for developing European design and products for the Fruit of the Loom and Russell Europe brands.

In this role, Vera Chambers is in charge of creative direction for all design processes, ranging from the initial idea for a new product through to refining and improving existing products. When it comes to the early stages of developing new designs in particular, she will be collaborating closely with the production team at the firm's own production facility in Morocco in order to press ahead with the creation of new materials, colours, styles and fits. To develop designs that cater to customer needs, Chambers also works together with the European sales team and is responsible for concept creation, market analysis and research into colour and future trends.

"What attracts me to Fruit of the Loom and Russell Europe is the combination of long-standing tradition and quality. I'm looking forward to designing and further developing the diverse portfolio of products with my focus on innovative and sustainable solutions", said Vera Chambers. She joined the designer team at FOL International in early 2022 and draws on over 16 years' experience in the fashion sector. More recently, she worked as a freelance designer for various fashion brands.

www.fruitoftheloom.eu

"Away from disposable goods"

Who would simply throw gold away. This raw material is just too valuable. But plastic? This magic material is produced in masses for all kinds of products and then disposed of – in incinerators, on landfills or in the sea.

The seminar "Away from disposable goods" was organised by the Academy for Textile Finishing (Akademie für Textilveredlung, Aka-Tex) and hosted by RX Deutschland GmbH, the organiser of the PSI, in Düsseldorf under the direction of Lutz Gathmann. At the event, participants learned about the "Green Deal" presented by the European Commission. Gathmann gave an overview of the changes this political climate package will bring for companies in the coming years. The goal of the Green Deal is climate neutrality in Europe by the year 2050. In order that plastics, for example, but also textiles,



Aka-Tex Seminar

electrical appliances, building materials and much more, are no longer simply thrown away, these products must be given a higher rating, i.e. become more expensive. "Recycling gold has never been a problem," said speaker Lutz Gathmann, designer and expert on product safety and sustainability. And in the same way, other materials and substances may not be so easy to dispose of in the future. As a solution, many concepts – and laws – are emerging for a circular economy that will fundamentally change the economic system.

The seminar on the EU Green Deal will take place again in the autumn. The Academy for Textile Finishing will announce the venue and date shortly. Interested parties will receive all pertinent information with the monthly Aka-Tex newsletter at **<https://aka-tex.de/newsletter>**

Lutz Gathmann gave an overview of the changes the European Commission's „Green Deal“ will bring.

New dual management at Karlowsky Fashion

The management of tradition Magdeburg company Karlowsky Fashion GmbH remains firmly in the family: Niels Karlowsky took a management position at the beginning of January 2023 and will now steer the company's fortunes alongside his father, Thomas Karlowsky.

The Karlowsky family is now managing this specialised workwear company in the 5th generation. The name "Karlowsky" is not only an expression of one of the most successful textile companies in the new federal states of Germany, but has also been the core of the brand for more than 130 years. It stands for quality, innovation, tradition, sustainability and service and is a familiar brand even outside Europe.

"After more than three decades alone at the helm of our family heritage, building a strong medium-sized company after the fall of the Berlin Wall, it is a great pleasure for me now to manage the business together with my son Niels. The areas of digitalisation, internationalisation and sustainability in particular are important topics that can now be focused on even more strongly thanks to Niels' move to management. The change is an important impulse that will pave the way for the company's future," says Managing Director Thomas Karlowsky about the new dual management.

33-year-old Niels Karlowsky has known the company, its goals and visions practically from childhood. He has also been with the company for almost 10 years and has taken on more and more tasks and responsibilities over time. Most recently, the areas of export, strategic corporate development as well as the management of IT and marketing were in his hands.

"In my new role as Managing Director, I am looking forward to further advancing my father's visions, as well as bringing in my own visions and thus helping to shape the future of the company even more intensively," says Niels Karlowsky about his new position. The new co-managing director sees the establishment and expansion of international markets and the topic of product and corporate sustainability as a particular priority of his medium-term tasks: "In our industry, we constantly have to deal with strong international competition, which we will counter with innovative sustainable products and unique digital solutions. www.karlowsky.de



Karlowsky Fashion

Niels Karlowsky

Three new sets of team expertise

In recent months, Kalfany Süße Werbung has had the pleasure of welcoming not one, but three new Customer Service colleagues at its Herbolzheim site. Export receives immediate support from Tabea Bender and Alexandra Matthes in looking after customers, while Nicole Kühnle joins the Customer Service Team for the Southern Germany region. All three colleagues bring along experience in sales.

Tabea Bender provides support to English-speaking customers. She previously worked as a Junior Export Manager in the Food sector, as well as in customer service in the transport and logistics field, where she conducted international correspondence with partners and customers. Alexandra Matthes also supports the Export team, looking after customers in Austria and Switzerland. She is responsible for VAT auditing in addition. Previously, she spent many years in sales for the areas of logistics, customers and hazardous goods. Prior to her time at Süße Werbung, Nicole Kühnle was already active in customer services and as an assistant to the management in an advertising agency. She supports her two colleagues in preparing offers and processing requests for customers from the Southern Germany region. www.suesse-werbung.de



Kalfany Süße Werbung

The "new girls" (from left): Tabea Bender, Nicole Kühnle, Alexandra Matthes.



(from l.): Lisa Neumaier (uma) and Marta Madej (Capira) welcomed visitors to the booth at the latest PROMO SHOW in Warsaw.

Heightened sales presence in Poland – awarded with **SUPER GIFT**

uma Schreibgeräte Ullmann GmbH and CAPIRA SP. Z O.O. SP.K. benefited from PROMO SHOW in Warsaw in mid-February 2023 as a platform for consolidating the two companies' collaboration, while at the same time presenting new co-operation benefits to numerous Polish customers in face-to-face conversations at their jointly run booth. The Capira team, led by managing director Karolina Malyska, locally takes care of distributing the uma writing instrument range, familiarising Polish distributors with the options and solutions in the uma product spectrum. The uma inhouse Export Team provides active support for optimum order processing and completion, which also means providing in-person backing at the trade show in Warsaw.

In addition, during its very first attendance at PROMO SHOW, uma was the recipient of an audience award in the "SUPER GIFT" trade show competition, for the uma RECYCLED PET PEN PRO OCEAN made from ocean-bound plastic. More than 100 products had been submitted by the participating trade show exhibitors and put to the visitors' vote in seven price-based categories. uma achieved 2nd place in the promotional products up to 5 PLN category. The sustainable pen was the only writing instrument to receive a reward. www.uma-pen.com

The was an audience award at the trade show for the uma RECYCLED PET PEN PRO OCEAN made from ocean-bound plastic.



Brand portfolio expanded with Finisterre

The Outdoors Company has announced a new partnership with sought-after, Cornish brand Finisterre, bringing sustainable corporate pieces to the B2B market. Adding to The Outdoor Company's portfolio of sustainable brands, Finisterre have been making clothing that has remained true to their original design ethos of functional and sustainable since their beginning in 2003. Since 2018, Finisterre has been B-Corp certified and was the first outdoor clothing company in the UK to achieve this. The range will feature sustainably made Waterproof and Insulated Jackets, Sweat-shirts and Tees. The Nebulas Insulated Jacket contains 100% REPREEVE Recycled Insulation, made from ocean-bound plastics. It reduces emissions, energy and water consumption considerably in comparison to the production of virgin polyester. This appointment further confirms the Outdoors Company is the UK's leading distributor of premium outdoor brands to the corporate sector. In addition to Finisterre, they have similar partnerships with Berghaus, Columbia, Patagonia, Rab, The North Face and many more global brands. For more information on the Finisterre range, please visit: <https://theoutdoorscompany.co.uk/brands/finisterre>

The Outdoors Company



Obituary Klaus Rabe

Klaus Rabe, owner of the promotional material distributor "PHILU Präsent mit Pfiff!", Hamburg, passed away suddenly and unexpectedly on 8 February 2023. Klaus Rabe founded his company in 2007, and ran it together with his wife until his death. He always kept in the background, only attended selected trade shows and events and only intervened in the day-to-day running of the office when the boss' decision was required. In accordance with the succession regulation, the company will continue to be operated by his wife Roswitha Rabe.



Brilliantly lit promotion

At the leading European trade show for the promotional product industry, Solingen-based company Ledlenser – a world-renowned manufacturer of portable LED lighting products – presented innovative product ideas. This expert for flashlights, headlamps and multifunctional lamps has been offering mobile lighting solutions for every situation for over 20 years.

Whether torches or headlamps, lanterns or work lights, Ledlenser's portable LED lights are high quality, durable and equipped with innovative features. During the PSI, promotional product professionals therefore found an extensive selection of promotional product ideas for every business occasion at the Solingen-based company's stand. In Düsseldorf, mod-



Ledlenser

Mini lanterns can also be found in the Ledlenser range.

els were also on display that were designed exclusively for the promotional product trade, each packaged in an elegant gift box. These include the CL2R and CL4R clip lamps, the K2L key lamp, a selection of compact torches in black or silver as well as the SEO3, H4S headlamps and the PL6S lantern.

All lights can be personalised by laser engraving. Ledlenser offers this service for orders of 50 or more. Other models from the lighting expert's wide range can also be provided with a company logo and thus ensure a long-term promotional presence. These include, for example, the robust torches of the Core series, which Ledlenser has designed for everyday use in trade, industry and the private sector.

Rechargeable models such as the Red Dot Award-winning P5R Core will be on show at the sector meeting, as well as battery-powered versions. Thanks to the patented Advanced Focus System, users can switch continuously from homogeneous close-range light to sharply focused long-distance light. The headlamps of the NEO series were also shown at the stand, including the lightweight NEO1R, which has established itself as a daily companion for athletes and runners. Those who want to give their customers a useful safety tool reach for the key lamp, for example the rechargeable models K4R and K6R. As an additional feature, model K6R Safety has an alarm function.

From key lamps to mini lanterns with warm white light: Ledlenser was able to give its business partners and customers in Düsseldorf a clear picture of their wide range of useful lights. Further information on Ledlenser at: www.ledlenser.com



The headlamps of the NEO series were also shown at the stand, including the lightweight NEO1R, which has established itself as a daily companion for athletes and runners.





Anniversary year gets off to a good start

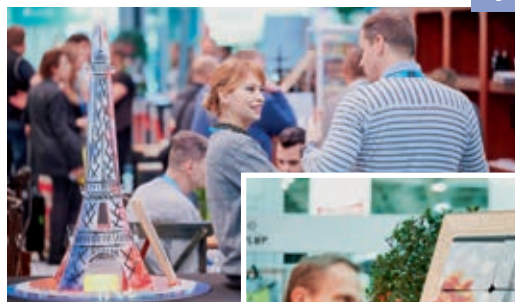
Plan Concept's company exhibition has a long tradition: in mid-February, the 16th exhibition for promotional merchandise was held in the Philharmonie Essen. This is where 56 exhibitors presented an impressive cross-section of what the promotional merchandise sector has to offer. Visitors could discover new products conveying powerful marketing messages but also classic and brand-name articles, and there were quite a few surprises in store too. Every product group was represented so that the roughly 360 visitors were faced with a very varied and interesting array of ideas for promotions. Managing Directors Christoph Ruhrmann, Arian Reimann and Ulf Paschwitz expressed their overall satisfaction with the positive outcome of the event: "We're really delighted with the excellent atmosphere here in this fantastic location: curious customers, dedicated, highly motivated exhibitors and ideal surroundings ensured a lively event with an extremely high turnout. We recorded a significant increase in visitor numbers compared with the previous year, which tended to be marked by uncertainty and restraint." As the PSI has already demonstrated, customers are enjoying returning to trade fairs and appreciate personal advice as an important source of information and inspiration. Sustainability was the key focus of the exhibition in Essen too and was interpreted creatively and innovatively. www.werbeartikel.tv

Plan Concept Newsday



Industry Art at the Community Café

The industry not only makes creative products, it even makes artworks too – as was clear to all who enjoyed a quick break at the Community Café in Hall 10. For that was where objects from the exhibition “The Paris Club Art Experience” were on view, earning astonishment and admiration from all quarters. Upon closer investigation, the background of this remarkable collection revealed itself: The project had been initiated by CyberWear, with the aim of presenting the industry in a wholly new light and demonstrating that it approaches its business with plenty of passion, creativity and a high level of sophistication. To that end, partners were asked to create artworks that reflect exactly those attributes: innovation, quality and close attention to detail. The results are unique artworks in a diverse array of techniques, made all the more appealing by the fact they come from industry teams who see their opportunity to prove how imaginative and artistically gifted they are. PSI, the industry’s biggest and most important innovation platform, offered a perfect stage for making these works and their messages accessible to an enlarged circle of visitors.



A Tasteful Touch to Any Campaign

The GUSTO space is the classic at PSI. That is because sampling is fun, and makes especial sense when one is on the lookout for culinary treats for customers. That is precisely why there is GUSTO: and this year, the exhibitors Dankebox, Hellma, Kernenergie and Naschlabor joined in to organise tastings. At Dankebox, the creative provider of custom-designed, exquisite gift ideas, visitors had the chance – among other opportunities – to taste the delicious

PSI 2023 Review



Kernenergie, specialist for gourmet nuts and fine nut blends, provided extraordinary taste experiences.

tartufl and pralines that can be used to fill the Dankebox. Hellma, the portion packaging expert, exhibited practical, attractive and high-quality portion products for promotional campaigns of all stripes. Kernenergie, the specialist in gourmet nuts and exquisite nut mixes, delivered the very special taste experiences we get from freshly roasted nuts: the specialist insists on utmost freshness and maximum quality from its very own roast house. Exquisite chocolates from the inhouse chocolate manufactory Kernschmelze complete the seductive range. Whether in flowpacks, sachets, jars or tins – all units can be customised. In addition, there are gift sets in cartons and in magnetic or wooden boxes. High-quality fruit gums and sweet gifts in a wide selection and for every occasion are on offer by Naschlabor in its online shop, which also supplies special packages and ranges for celebrations – weddings and company parties, for instance. Of interest to promotional products advisors: Since 2014, Naschlabor has also been serving events with the unique concept for sweet gifts for attendees or creative candy bars, which are individually put together according to customer wishes.

Record sales in record time. The North American promotional product market is booming. An interview with Michele Bell, vice president of editorial, education and special events at the Advertising Specialty Institute (ASI), about market dynamics in North America, surprising trends and the importance of PSI to overseas companies.

Dynamics in the North American market

There is a change in thinking and demand



The Advertising Specialty Institute® (ASI) is the world's largest membership organization for the promotional products industry, with its own live events in North America. How did it feel to be back in Germany for PSI?

Michele Bell: "I couldn't be happier! It's been three years and I really missed the European market with its participants. To see that the industry has recovered and is making its comeback with events like this: it's fantastic!"

In 2020, the U.S. faced a dramatic economic downturn in the face of the outbreak of the pandemic and increasing recession. What is the current situation?

Michele Bell: "In fact, we just now have the North American promotional sales numbers for 2022 and they are exactly where they were in 2019, before Covid, which was

a record year for the promo industry in the US and Canada: 25.8 billion dollars – up 11.4 per cent over 2021's sales figures, which is wonderful news."

Which markets are currently showing the most potential?

Michele Bell: "Segments that are doing extremely well are education, healthcare, associations and non-profits."

Which product tops the rankings in the U.S.?

Michele Bell: "One surprise is actually the 'drinkware' segment, which has grown tremendously over the last three years. Due to pandemic-related new everyday and drinking habits, the drinkware market grew by 17 percent and is currently the second largest product category in North America – after T-shirts."

What is the biggest difference between the European and North American promotional products industries?

Michele Bell: "Well, I've been coming to PSI for about 20 years. And in all those years, I've observed that the European market has always been ahead of the U.S. in terms of sustainability, and still is. But: there is a change in thinking. Manufacturers are paying much more attention to ensuring that promotional products don't end up in the trash, if possible. Demand has changed: responsible production that is as sustainable as one can get, from materials to manufacturing to the degradability of the product, is becoming increasingly important. Along with this, packaging is being understood differently. Consumers are paying much more attention to how the products they buy are packaged. There is an emphasis on packaging being sustainable AND looking nice. This is a fairly new development in our country – unlike in Europe, where I have always admired the fantastic solutions at PSI." <

"There is a change in thinking. Manufacturers are paying much more attention to ensuring that promotional products don't end up in the trash, if possible."

Michele Bell



Record sales in record time

Un February, the Advertising Specialty Institute® (ASI), the leading technology, marketing and information provider in the promotional products industry, published its sales survey. It shows that distributor sales and optimism both rose in 2022.

A remarkable comeback story

To put a figure on it: sales has reached 25.8 billion dollars, the previous pre-pandemic high. “ASI’s findings tell a remarkable comeback story, driven by the agility, resilience and ingenuity of distributor entrepreneurs who powered through a historic downturn to match record sales in record time,” said Timothy M. Andrews, ASI president and chief executive officer. “Our industry also experienced dramatic and much-needed change, thanks to distributors and suppliers who embraced technology and new ways of doing business to meet the demands of customers working and living in very different times.”

Pre-COVID all-time record high

The recently Distributor Quarterly Sales Survey from ASI Research shows that distributors collectively increased sales 11.4 percent year over year in 2022 to 25.8 billion dollars, tying the industry’s all-time record high, set in the last pre-COVID year of 2019. In 2020, with businesses worldwide shuttered and live events at a standstill, industry revenue fell nearly 20 percent. As ASI reports, 2022 sales were fueled by a return of events, strong demand and higher, inflation-fueled pricing distributors passed along to end-clients. “The recovery from 2020’s COVID-induced decline has been sharper than I believe most people expected,” said Nate Kucsma, ASI’s senior executive director of research & corporate marketing.

Distributors report optimism

Notably, 71 percent of distributors increased their sales in the fourth quarter – not only the highest percentage of any quarter in 2021 or 2022 (when distributors had their greatest rebound from pandemic lows), but the highest



“ASI’s findings tell a remarkable comeback story, driven by the agility, resilience and ingenuity of distributor entrepreneurs who powered through a historic downturn to match record sales in record time.”

Timothy M. Andrews

of any quarter since ASI Research started tracking the metric in 2010. Overall, the hottest markets in the fourth quarter were, in top five order, education, healthcare, construction, nonprofit and professional services. By the end of 2022, distributors also reported optimism not seen since COVID-19 shutdowns began, with the Counselor Confidence Index measuring distributors’ financial health and business optimism rising to a pandemic-era high of 109. The index measured 112 in the fourth quarter of 2019 before dropping due to the pandemic. <

On 15 March, HAPTICA® live '23 took place at the World Conference Center in Bonn's Bundesviertel. Concentrated on one day, visitors could experience how haptic advertising touches and moves in the "World of Experience Haptic Advertising". The organiser WA Media was "very satisfied" with the response.

HAPTICA® live '23

"Touchpoint to haptic advertising"



"Very satisfied" is how organiser WA Media expressed its satisfaction with the response to HAPTICA® live '23. Image: © WA Media GmbH

If you want to score with your target group, you should rely on haptic advertising. This was once again the focus at this year's edition of HAPTICA® live on 15 March at the WCCB in Bonn. 109 exhibitors presented innovations and highlights from their product ranges. The organiser WA Media counted 1,116 visitors (+ 29 % compared to the previous year). The extensive advertising measures included a mailing in the run-up to the event, inviting visitors to the "touchpoint for haptic advertising" with a red sticky dot. HAPTICA® live provides suppliers and visitors from the industry with contacts - in marketing jargon: touchpoints. And it wants to bring visitors from marketing and purchasing in general into contact with one of the most fascinating forms of advertising of all: haptic advertising.

Compressed into one day

Till Barth, Project Manager of HAPTICA® live, sums up: "We are very satisfied with the event and are pleased about

the very positive feedback from our exhibitors and visitors. It is clear that the market has picked up again after three years of pandemic and that there is great interest in haptic advertising among decision-makers from the advertising industry. Important decision drivers here are value and sustainability, which was also clearly reflected in the exhibitors' product presentations." Compressed into one day, the marketing discipline of haptic advertising was illuminated from many points of view. The exhibitors represented the entire spectrum of the promotional products market, including many young companies with fresh ideas. For the first time, WA Media had also set up a newcomer area, where companies attracted attention with backpacks made from scrap cars, anti-scratch wool socks or aprons in a jar.

Varied programme

In the Best Practice Show, examples from all over the world showed extraordinary realisations of haptic marketing measures. In addition, the 35 winners of the Promotional Gift Award 2023 could be viewed at the judging at the beginning of December - 32 jury prize winners and three audience prize winners. The speakers of the varied lecture programme also received a lot of encouragement. According to the organisers, interest in HAPTICA® live was particularly high among the core target group, the advertising industry. Around two thirds of the visitors are responsible for marketing or purchasing activities in companies, associations or public institutions. Many agencies and dealers also took the opportunity to scout for ideas for their customers or to take their customers around the fair themselves. They were also able to take part in numerous activities that underlined the "world of experience" character of the event.

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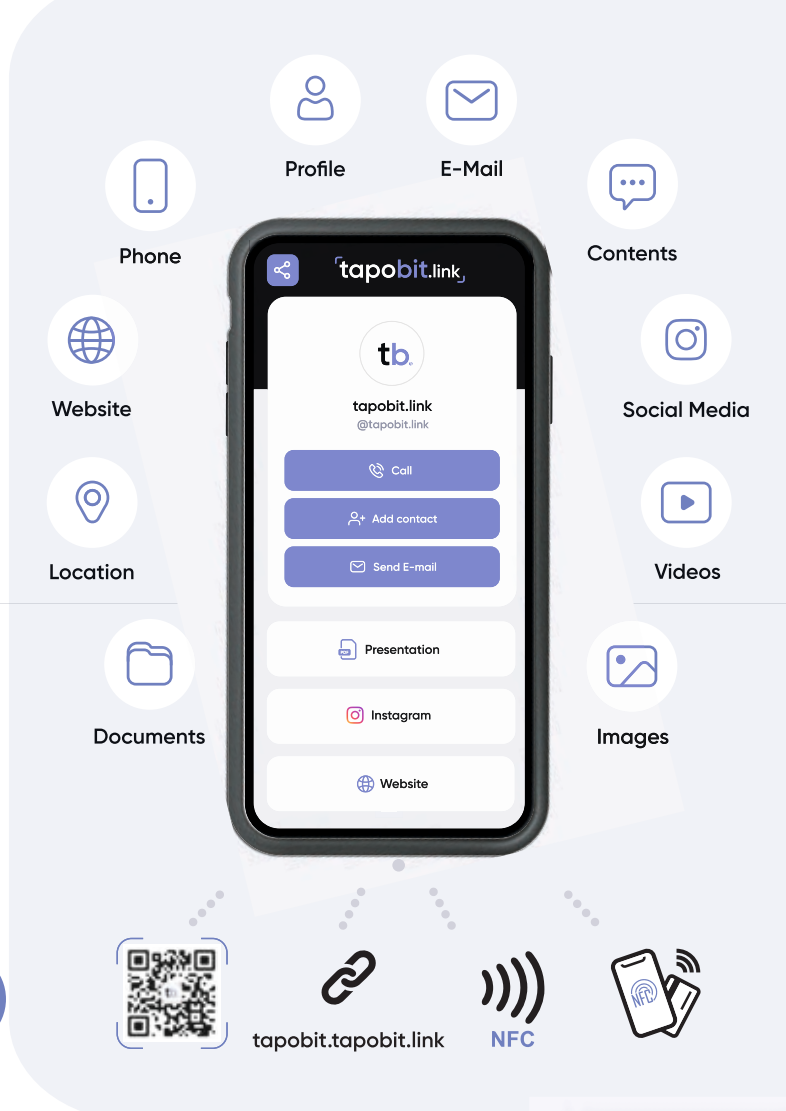
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In this section, you can see the small and smart novelty additions to the **promotional classic** – the young, dynamic product groups. These smart helpers are always at hand.





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

A clear overview of appointments

Football practise, piano lessons, doctors' appointments, deadlines at work and relatives' birthdays: it is important to keep an overview of everyday family life. Yet there is now an end to the appointment chaos: the family planner from Edition Michael Fischer has a modern design and space for all upcoming tasks and appointments and is structured so clearly that nothing can be overlooked. Besides practical weekly overviews, there is space for the kids' timetables, important addresses, holiday packing lists and much more. EMF adapts the layout, content and design to corporate marketing and customers' wishes. Product placements inside are possible and a logo can be put on the cover. This results in a custom-made book, which perfectly suits the brand.

Original 3D eye-catcher

It is a trademark of the Polish manufacturer DreamPen: the 3D-Clip on the versatile, colourful writing utensils. The clip can be made in almost every possible shape, which makes it such an original eye-catcher and universally applicable advertising tool. The pens from the eastern European specialist are thus the perfect selection when promoting your own company or any kind of campaign in a unique way. Made in Poland.



PSI 45720 • DreamPen Producer of ballpens
Tel +48 68 4772232 • sales@dreampen.com
www.dreampen.com • www.clip4you.com



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



Handy and practical

Frank Bürsten is introducing a handy brush for cleaning computer keyboards to ensure that you can enjoy using them for a long time. Dust and crumbs easily get stuck in the gaps between the keys and are often difficult to reach. However, these spaces can be cleaned easily and efficiently with this small special brush. The natural wooden holder made of beech wood lies comfortably in your hand and is covered with pure natural bristles. Logos and advertising messages in up to two colours are printed by Frank Bürsten on its own premises.



PSI 43892
Römer Lifestyle by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-lifestyle.de
www.roemer-lifestyle.de

Practical organiser

The Rominox® desk organiser Butler from Römer Lifestyle ensures order on your desktop. The clever box has three compartments: two larger ones for office accessories such as calculators, rulers or scissors and a smaller one with a cover, which serves as a removable tray for paper clips, coins and co. The tray also has built-in holes to keep your favourite pens within close reach. The bamboo wood organiser additionally has a large engraving area and is therefore perfectly suitable as an ecologically sustainable promotional gift. Römer Lifestyle offers a broad range of lifestyle promotional products related to the themes space and ambience, cooking and preparing food, travel and outdoors, tea, coffee, wine and much more. All items are available in quantities of one and more.

Naturally beautiful holder

When it comes to the current theme of writing utensils and office supplies, PubliRoom offers a practical holder for smartphones among its versatile range of products. The telephone holder is made from beautiful and haptically appealing natural wood and is thus completely plastic-free. To communicate an individual advertising message, customisation is possible both on the front and back side of this extremely environmentally friendly gadget.

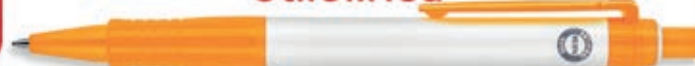


PSI 45888 • PubliRoom Snc
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www.publiroom.com

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PENS - CLIP4YOU

 **DreamPen**

www.dreampen.com



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CAR AIR FRESHENER



PSI 44457
elxact Internationale Werbemittel GmbH •
Tel +49 6126 9511-75 • service@e-xact.de
www.e-xact.de

Writing with a flag

The promotional pen from the range of promotional products from elxact presents itself with a retractable promotional flag, which can be printed on both sides in photo-like quality. The customer has a gigantic advertising space of 202 cm² with this product. Nine standard colours can be chosen for the case. On request, the promotional products specialist can make the case in approximate PMS colours for the customer. It is also possible to print on the clip or shaft.

Haptically appealing pen holders

The pen holder Quadro from Condedi creates order at the workplace. The solid, functional product has a square, business-like design with a visually attractive pine wood texture. The pen holder Roundabout from the Living series is also one of the top-sellers: the ecologically sustainable and practical product made of stylish natural wood captivates people with its wonderful haptics and is the ideal container for the favourite pens of young and old. Both products are manufactured in an ecologically sustainable manner in the EU and can be refined by printing or engraving. The item is available from stock, even in smaller quantities. Additional exciting promotional products made of wood can be found on the website, in the new catalogue or conveniently in the PSI Product Finder.



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

Diverse products for the office

The company 12M, a printing house and manufacturer of promotional products, offers a large range of office items. They include many different types of desk pads and mousepads, for example with calendars or wrist supports, which can be welded, glued or come in thin or with special pockets. Furthermore, 12M manufactures in Poland various types of rulers, book-marks and foldable pen holders for office supplies such as pencils, pens and scissors. Each product can be customised with the customer's design.

PSI 49009 • 12M
Tel +48 77 4413500 • agnieszka@12m.eu
www.12m.eu



Crispy meetings

Perfect for the table during meetings or simply as a snack in-between: the crispy breadsticks with extra virgin olive oil and an authentic Italian taste experience from Amor di Pane Grissini are now available from Kalfany Süße Werbung in rosemary and pizza flavour in a practical advertising slipcase with a window to see the particular flavour. The slipcase format of approx. 80 × 155 × 40 mm offers a great deal of space for your own, very personal design. Even an agenda for the next meeting can be printed on the slipcase. After approval for printing, the recipients can start nibbling on the breadsticks in around 20 working days.



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
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www.suesse-werbung.de

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New

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presents

DENK ZETTEL

PSI 46897 • Dosenspezialist GmbH
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 www.dosenspezialist.de



A serious appearance

The successor to the smallest violin is the smallest suitcase in the world from the box specialist Dosenspezialist GmbH. This mini business card suitcase made of aluminium is perfectly designed for use in everyday business and fits compactly into every pocket with its robust and durable aluminium cover: this way, the user will always have his or her business cards within hand's reach. The business card mini suitcase is made for all standard sizes of business cards, in order to present and hand them out appropriately before business meetings.



Timeless elegance

Those who enjoy clear shapes and timeless design will particularly enjoy the new retractable ballpoint pen elance 421 45 from Staedtler: the noble-looking writing utensil made of metal impresses people with its linear design and pleasant haptics, while ensuring a pleasant writing experience thanks to the replaceable blue large-capacity refill. The writing utensils specialist with headquarters in Nuremberg presents the new model of the popular classic in matt black, shining white and silver.

PSI 41108 • Staedtler Mars GmbH & Co. KG
 Tel +49 911 9365514
 Promotional.products@staedtler.com
 www.staedtler-promotional.de

Long-term writer

Construction Endless from Troika is a multi-tasking pencil with a durable endless writing tip. It is ideal for long-distance writers. It redefines pencil technology: no more sharpening, no more broken lead – instead, a durable endless writing tip in HB for a writing length up to 20 kilometres, replaceable, erasable and unbreakable. In a typical construction look with a centimetre as well as inch ruler and 1:20 and 1:50 scale. The product is made of aluminium and matt metal and also available in black, dark blue, red, silver, yellow and neon orange. Ideal for all craftsmen, carpenters, masons, concrete and steel reinforcement workers. The durable lead is erasable, unbreakable and replaceable.

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





Digital communication in writing

The Metmaxx® ballpoint pen DigiGenerationPenNFC available from Spranz combines a high level of writing comfort with digital marketing and is the ideal message pen in the internet era: the integrated NFC Chip enables Near Field communication, which is integrated into nearly every smartphone. Upon activation of the NFC function, the desired website is opened on the smartphone when the pen and smartphone lie next to one another: this way, traditional writing can be combined with digital advertising messages. You can shift back and forth at will, as a self-saved and thus always updatable website is referred to by NFC. It also comes with a touch function for pads and smartphones as well as a set-up function for the end device on the plane or train and for measuring: the scale is ideal to link with a promotional message such as “We do things exactly” or “Measure your retirement savings”.

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



Always well connected

The charging cables from micx media bring innovative features into the everyday life of their user. For example, the new USB-C&A Cable Data always offers the right connection thanks to three interchangeable adapters of the type Micro-USB, Apple, USB-C – both for charging as well as data transfer. Furthermore, the charging cable also has a USB-C input along with a USB-A adapter. This caters to the current trend towards more USB-C ports in cars, laptops and power plugs. However, every conventional USB-A connection can also still be used thanks to the integrated adapter.



PSI 45899
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PSI 46095 • Lumitoys-GmbH
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www.lumitoys.de



A shining example

Everyone will “see the light” when looking at and using the luminous ballpoint pen from the range of products from Lumitoys GmbH: the writing utensils, some of which have a stylus, are eye-catchers on any desk, regardless whether they are fully or partially illuminated, with a lasered or printed logo. The different models are available in various LED colours, metal looks or optionally with individual housing colours. Depending on the model, the logos are lasered or printed. On request, the pens can also be packaged in an individual box. The refill and batteries are also replaceable.



PSI 45666 • Halfar System GmbH
Tel +49 521 98244-0 • info@halfar.com
www.halfar.com



Perfectly organised

Modernclassic, two climate-neutral office organisers from Halfar®, hold the most important office utensils for a meeting or a spontaneous relocation to your office at home. The two felt bags are designed to transport keyboards, thermoses, telephones and anything that is needed for everyday office life. They are made ecologically sustainably from Recycle PES felt and have been climate-neutral products since 2022. Large computer keyboards also fit into the new XL version and can be transported somewhat more discreetly thanks to the cover items. There is space in the zip and open pockets for a thermos flask or mug as well as a laptop, tablet, smartphone, notebooks, cables and more. The main compartment is large enough for keyboards and folders. Particular highlight: the bag can be securely fastened to the passenger seat using a strap. The company recommends large-scale embroidering on the organiser.





Ecologically sustainable cleaner

Customers can clean and advertise in an ecologically sustainable manner with the rPET GripCleaner®. The P-9000® microfibre made from recycled PET bottles conserves resources and simultaneously makes a contribution to environmental protection. The GripCleaner® not only shines as a mousepad, but also as a practical glasses and display cloth. Thousands of micro-dots on the back side ensure a strong hold during use. A 100 per cent compostable cellulose bag made from renewable raw materials is used as packaging. Polyclean puts the desired message in words and pictures on the GripCleaner®. Quick and in best quality, made in Germany.

Colourful classic

This fully coated ballpoint pen from the Nuremberg-based promotional products specialist Macma prominently stands out from the large field of classic writing utensils. The pen is made of metal, attractively adorned with three decorative rings and equipped with a large-capacity refill that writes in blue. Advertisements are engraved on the right of the clip.



PSI 40909 • Macma Werbeartikel OHG
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www.macma.de

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The useful set contains a **USB-C to USB-C charging cable** with a length of 48 cm, plus **adapters for Micro USB, Apple® 8 Pin and USB-A**. Depending on the end device and adapter, the USB-C cable is suitable for fast charging up to 60 watts. The slim case of REEVES-myConvertics allows for nearly any configuration. It is available in black and white, and is equipped with a matching colour snap hook. A silicone ring adds additional colour accents and there are 17 colours to choose from.



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



Ergonomic writing, made in Germany

Those who write a lot will have often noticed that it is not always beneficial for our hands. That is why, right from the development stage for a new instrument for writing, manufacturer of writing instruments Klio-Eterna pays attention not only to technical and aesthetic aspects, but also to writing ergonomics. One accomplished example of this is the model Tecto. The model variants Tecto high gloss, with a Silktech ballpoint refill, and Tecto high gloss pencil, with a push mechanism, specifically take the strain off the hand musculature and thus prevent aches and pains. This is achieved via the housing's special three-sided shape in conjunction with an anti-slip gripping zone plus reliable, softly writing refills. Both model variants are available in 14 standard colours and, from 5,000 pieces, even in custom colours. In addition, using a clever "mix 'n' match" modular system, the individual components can be colour-matched at no extra cost. 6 printable surfaces on each instrument offer ample space for individual personalisation. The Silktech L refill used in the ballpoint pen or the 0.7mm fine refill in the push-mechanism pencil guarantee longevity and enduring writing enjoyment. The two model variants are also available as an attractive and cost-effective writing instrument set with matching sleeve. In combination with the new Filoflex notebook, the modern writing instrument duo turns into a valuable and well-made bundle for working in the office and at home.



PSI 48471 • MrDISC
Tel +49 40 67587722 • info@mrdisc.de
www.mrdisc.de

Versatile source of power

The charging cable Venus Plus (6-in-1) with a customised illuminated logo is available from MrDISC. Compatibility with all common devices and connections enables the 6-in-1 function of the Venus Plus charging cable with Micro USB, Type-C and lightning connection for Apple devices on one side and USB, USB A and USB C connections on the other side. A customised illuminated logo can be applied to the round connector. This personalised logo lights up when the cable is powered by electricity. HKS and pantone printing enable the matching logo colour. Vector data with at least 600 dpi are required for doing so. The charging cable is available in black, white, red, blue and green. Venus Plus can be used flexibly in the car, at home and in the office and allows for personalised advertising impact.

PSI 43892
Römer Präsente by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-praesente.de
www.roemer-praesente.de

Writing pleasure while enjoying wine

Gift givers demonstrate their good taste with the exquisite business set from Römer Präsente. The high-quality grey cardboard box with a gold-silver imprint contains an exclusive combination of writing utensils and wine: a Lamy set consisting of a ballpoint pen and a notebook as well as a high-quality Château Haut-Mouleyre Bordeaux, a French red wine with a tin label. The notebook is suitable for a laser- engraved finish. Römer Präsente offers a large range of culinary promotional gifts, which are all available in quantities of one and more. The specialist is well-known for the quick and reliable processing of orders, as numerous refinements are carried out in-house.



-Advert-



stilolinea





Popular everyday companion

The pencils from Reidinger are perfect as creative promotional products that stand their ground even in our digitalised world. With their sophisticated combination of wood and graphite, the writing utensil is a popular and durable everyday companion. It impresses people with its wonderful haptics and warm radiance. You can quickly take notes and draw sketches with this purely natural product and then erase them if need be. Pencils are and will remain the first-choice advertising ambassadors for environmentally-conscious businesses, in particular when they are climate-neutral and made in the EU with a FSC® certificate, as is the case with Reidinger. The selection of pencils is enormous. The colour, shape, length and hardness of this classic product can be flexibly combined. The full length of the shaft is ideal for individual printing. Erasers or magnet caps offer additional benefits. Added sparkling crystals or royal crowns make the pencils even more eye-catching. The advertising pencils can be designed conveniently and quickly according to your wishes with the online configurator at www.reidinger.de.

Individual all-year advertising

Standard calendars are great, but individual calendar products are better: with its postage-saving brands, Hanbückers produces inpoka® folding wall planners for effective advertising, which can be printed in any desired colour in quantities of 100 or more. The typography can also be customised. The cleverly designed calendars are available in sizes DIN A 0 to DIN A 3. All wall planners can also be folded to DIN A4 or DIN C4 to avoid expensive cardboard packaging and save postage when sending them as "Dialogpost" in a normal envelope. Also new in the range of products are individual company picture calendars in any format from DIN A 5 to a size of 50 × 70 centimetres. They are printed on high-quality, haptically appealing types of paper in quantities of 50 and more.



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carl@tacx.nl



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Tel +49 911 9818133 • verkauf@macma.de
www.macma.de



Eye-catcher on the desk

Among its wide range of office supplies, the promotional products specialist Macma offers, for example, a wonderful pen holder with a clock as well as an attractive desk calendar made of natural materials. The elegant swivelling table clock is made of aluminium and integrated into a natural-coloured bamboo base with a pen holder, which can be printed on. The practical desk calendar is equipped with a non-slip underside "for eternity" made of long-lasting bamboo and can be used again every year. Advertisements are engraved on the bracket.



Functionality meets design

Thanks to the picture block option for the header, even more advertising space can be created on the new multi-block monthly calendars from Geiger Notes. Twelve or six individual images convey any advertising message. After all, pictures say more than 1000 words. The new calendar products of the promotional products manufacturer make working life more efficient and offer a successful combination of functionality and design. This ensures maximum advertising impact.

PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag

Everything according to plan

The multi-tasking ballpoint pen Construction from Troika is a planning aid and toolbox in one. The newcomer really has a lot to offer on the outside – and on the inside, such as different scales, a centimetre and inch ruler, a slot and Philipps screwdriver, a stylus and level. This way, nothing can go wrong anymore. Robust and cool, the pen in the exquisite concrete look will win you over in terms of its appearance and functionality. The product is available with a black refill, in brass, lacquered, in matt and in the colour combination grey-silver as well as in many additional colours on request. It is perfectly suitable as a wonderful gift for any occasion, ideal for architects, construction planners, technical drawers as well as engineers.



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



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

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 49627 • Promoteus 1000KOZ, s.r.o.
Tel +420 222 932315
sales@promoteusgifts.com
www.promoteusgifts.com



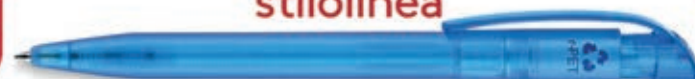
Universal USB gadget

The connection possibilities for a computer or tablet can be expanded with a USB hub from Promoteus. The hub enables you to connect several devices to a USB connection of a computer. Furthermore, the useful product can act as a reducer between the connection of the attached device and the USB input of the computer. Promoteus makes unique HUBs according to customers' wishes both in terms of technology and design. Customers can choose the connections available in their HUB as well as the cable for connecting the HUB with a computer or tablet. Both USB A as well as USB C connections offer a universal option. On request, USB connections with all conventional plug types, including USB A, type C, USB micro and lightning, can be combined.

-Advert-



stilolinea





PSI 41794 • Karl Knauer KG
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www.karlknauer.de

Energy for home and the office

Hardly anything is currently booming more than solar and photovoltaic systems. This positive news can now also be used for corporate marketing thanks to the promotional products manufacturer Karl Knauer: the promotional products specialists are creatively taking up this topic with a new high-quality note box in the shape of a small one-family home, which can be individually designed in quantities of 500 or more and consists of renewable materials. In addition to the house box, the durable note set includes a small card with self-adhesive paper markers, which can be attached to the roof of the house and look like solar panels. Even though they do not capture solar energy, they bring colour to everyday office life and help users keep an eye on the essentials. Perfect as an employee and customer gift, for example for the construction and real estate industry, financial service providers and insurance as well as crafts and trades.

Colour multi-talent

Stabilo woody 3 in 1 duo with a shatterproof XXL refill is a colourful multi-talent: one pencil, two colours and ten colour combinations distinguish this all-rounder, which functions as a coloured pencil as well as water colour and wax crayon. The pencil writes and paints on different surfaces consisting of paper, glass and metal. It is also characterised by its high opacity and high colour intensity. Its extra thick design allows for very effective advertising. Made from 100 per cent PEFC-certified wood, this pencil can be used with a clear conscience when it comes to environmental protection. Also available as a set in a cardboard case, which can be designed individually according to the customer's wishes.



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Bright prospects

The new smartphone and workplace cleaner from Sanders Imagetools will add a new splendour to everyday office life. The spray gently removes dirt from smartphones and tablets as well as all other surfaces at the workplace. It is ideal for quickly and easily cleaning mouses, keyboards, telephones, laptops and tabletops: spray it on, let it soak in for a moment and wipe it off with a towel. The cleaner leaves behind a pleasant, fresh lemon scent and a matt shine. The spray is available in quantities of 150 or more in 20 millilitre pocket format or in quantities of 250 or more as a 50 millilitre spray with or without a bumper with individual printing in a short delivery time.

Custom-made folding cubes

The folding cubes from elxact are available in different sizes and shapes such as a container, can, DVD, CD or a diamond, just to name a few. The classic among the folding cubes has an edge length of seven centimetres. The cube can be designed in different ways: for example, it can be turned into a storybook cube, which explains complex topics step by step. In the version as an automobile brochure, entire cars can be placed on the interior surfaces. The folding cube also makes a good impression as a calendar, because it has a total of 12 square surfaces. The team from elxact is available for working out details and the layout design.



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SIGG has been cultivating tradition, innovation and environmental awareness for 115 years. Known all over the world for the classic Swiss-made aluminium traveller bottle, SIGG inspires with its collection that leaves almost nothing to be desired in terms of quality, design and sustainability. We were able to convince ourselves of this during a visit to the production site.

Ecologically sustainable out of conviction since 1908

Tradition, Innovation and Environmental Awareness



Environmental awareness has always been at the heart of the history of the renowned Swiss manufacturer SIGG. It is the “centre-piece of our vision, our values and our company history. The need to reuse excess aluminium waste was the catalyst for the development of our first reusable water bottles. Since this day, we have endeavoured to offer our customers innovative and climate-friendly products”—this is the credo of the Frauenfeld-based manufacturer.



The history of SIGG Switzerland Bottles AG begins in the year 1908: Ferdinand Sigg, a specialist in metal processing, founds a factory for aluminium goods in Biel together with his friend Xaver Kung.



From the start, SIGG sells a wide range of pots, pans, teacups, cutlery and household goods, including hot-water bottles and water bottles as well. In 1958, the offer comprises far more than 10,000 products! The SIGG bottle becomes part of the range of houseware products by accident.



The SIGG "Original Swiss Bottle", designed by Kurt Zimmerli, has made it to the Museum of Modern Art in New York as a style icon.



During the production process, each of these aluminium disks, so-called "slugs", becomes an aluminium bottle.

Specialist for metal processing

The history of SIGG Switzerland Bottles AG begins in the year 1908: after his years of apprenticeship and travel, Ferdinand Sigg, a specialist in metal processing after whom the company was named, returns to Switzerland. He founds a factory for aluminium goods in Biel together with his friend Xaver Küng. Sigg and Küng share their love of metal and conviction that aluminium is the material of the future. Their success proves them right: just one year after the start of production, Küng, Sigg & Cie already employ 30 workers. It is renamed to SIGG AG Aluminiumwarenfabrik (Aluminium Goods Factory). The company keeps its name when it is taken over by the main supplier in 1936 after years of expansion and success.

The aluminium bottle is created

From the start, SIGG sells a wide range of pots, pans, teacups, cutlery and household goods, including hot-water bottles and water bottles as well. Over time the company successfully conquers new markets numerous times with new ideas. In 1958, the offer comprises far more than 10,000 products! The SIGG bottle becomes part of the range of household products by accident. The manufacturing of pots and pans results in large amounts of excess aluminium as waste.

From 1965, design becomes an important factor for all SIGG products. In the following years, the SIGG designers develop classic objects such as the Traveller Screw Cap, style-defining cookware and well-known household appliances.



During the war years when resources are scarce, the company searches for and finds a sensible way to use the valuable raw material: SIGG develops a bottle. To this day, the SIGG bottles are an integral part of the collection.

An odd origin – design as an important factor

The origin of the modern-day SIGG Bottle is odd though: its predecessor is not the canteen from the 1920s, rather the bed/hot-water bottle, which went on the market in 1961. Its design is later roughly adopted from the classic Traveller Bottle, which soon became widespread and is still considered the epitome of reusable aluminium drinking bottle. From 1965 the design becomes an important factor in all SIGG products. The range of products is reduced. In the following years, the SIGG designers develop classic objects such as the Traveller screw cap, style-defining cookware and well-known household appliances.

Further developments

In the early 1990s new products are developed such as the 0.75-l aluminium sports bottle with an innovative three-level sports cap. At the same time, SIGG introduces multi-colour bottles for children as well as travel bottles, thus catering to the trends and needs of the coming years. >>



View of the own small SIGG museum at the company headquarters in Frauenfeld.

View of the entirely automated production lines.

Rise to “design excellence”

The “Original Swiss Bottle” is also an example of world-famous design and manufacturing excellence. SIGG receives its highest recognition by being inducted into the renowned Museum of Modern Art (MoMA) in New York City in 1993. In the same year SIGG produces the first design collection, turning a functional product into a coveted fashion accessory and collector's item. An additional “historical” date is the year 1996. Since then, SIGG Switzerland AG has been sponsoring events. Special SIGG Bottles with event logos are created for various events such as the Air & Style Contest and Quiksilver Roxy Jamoder Mountainbike Worldcup. The SIGG Event Bottles are now treated as rarities among connoisseurs.

New orientation and focus on water bottles

After the takeover of SIGG Switzerland AG by a group of investors in 1999, the company has realigned its focus and range of products. As the global market leader in aluminium drinking bottles, it wishes to further expand its position. Therefore, it decides to focus its business and production on bottles. The unmistakable design still plays a central role: for example, in 2003 at the beginning of the SIGG Limited Editions with the elaborately manufactured

“Swiss Cross” bottle, refined with exquisite materials, with a red leather cover and a Swiss cross framed in white, which serves as a popular collector's item. The company moves into the new facilities at the company headquarters in Frauenfeld in 2004. The new office and storage building reflects the pioneering spirit and dynamics of SIGG: the façade of the building is made of aluminium and the surroundings area is made of the mineral stone bauxite, the raw material for pure aluminium. The aluminium bottles continue to be manufactured sustainably at the Frauenfeld site, even after the takeover by a Chinese manufacturer of stainless steel vacuum bottles, which has become the ideal partner thanks to access to the Chinese market and its know-how regarding products made of stainless steel, polypropylene and titanium.

Ideal material – 100 % recycling

During the tour of the production area, it becomes clear what sustainable production in Switzerland by SIGG means. Aluminium as a starting material for bottles is ideal for the SIGG bottles due to its nearly unlimited recyclability without loss of quality. It is also corrosion-resistant, light and easy to shape. The inner coating is resistant to fruit acid, taste-neutral and free of harmful substances. Each of the discs from which the bottles are made in the



An important stage in the production cycle: manual quality control ensures that all bottles are in perfect condition.

The bottles are also printed/finished at the Frauenfeld plant.

production cycle consists of recycled aluminium. Continuous quality controls guarantee the highest production standards. The five to seven thousand products that are made every day are individually refined, packaged and shipped on site using screen or digital printing. More complex small orders are also processed on the company's premises. "We love what we do", says SIGG Director of Marketing René Abegg and this conviction is also directly noticeable and visible within production and administration.

Ecologically sustainable production

The overarching goal to keep the environmental impact as low as possible is not only limited to ecologically sustainable production per se. Thanks to innovative solutions, it was also possible further reduce the "ecological footprint" as well. Nowadays SIGG uses energy, of which more than 55 per cent comes from renewable sources, in the production of bottles. The little waste from production is 100 per cent recycled and the water used to clean the bottles is also collected in closed systems and reused. Thanks to the durability of the high-quality and reusable aluminium bottles, the SIGG aluminium drinking bottles are characterised by a significantly better carbon footprint than disposable PET bottles.

A consistent pathway

"Together with ClimatePartner we have measured the carbon emissions, which result from the manufacturing of our aluminium bottle collection due to raw materials, logistics, production, and waste disposal: the so-called product carbon footprint. We compensate for all currently unavoidable CO₂ emissions from the aluminium bottle collection by supporting various climate protection projects. Therefore, the aluminium bottle collection is certified as climate-neutral", explains Abegg. SIGG wants to consistently further pursue this path. In the near future, a plant expansion and an enlargement of storage capacities on site are planned to enable even more efficient operations – and in conjunction with the related investment a "clear commitment to Switzerland as a production location", says Abegg.

Reliable partner of the branch

Besides the retail and online business, the promotional products segment is the third important growth factor for SIGG. As a reliable partner, it offers the branch drinking bottles made of glass, stainless steel and plastic as well as lunch boxes made of aluminium and stainless steel – in addition to the core area of aluminium drinking bottles available in 18 different shapes and sizes. <

Although new to the PSI network and both youthful and contemporary in appearance, the Klar Seifen company can look back on a tradition of over 180 years. Germany's oldest soap manufacturer produces high-quality soap products according to old and new recipes and processes: clean promotion that you can feel and smell.

Sustainable soap products with tradition

Gentle, fragrant and sustainable promotion



The new manufactory shop in Plankstadt.

There, interested parties can not only view the production on site, but also purchase products in the stylish manufactory shop.

As a new member of the PSI network, making their first appearance among the “new-comers” at the latest PSI trade fair: Klar Seifen GmbH, based in Plankstadt, near Heidelberg. Although youthful and contemporary in appearance, the Klar Seifen company can look back on a tradition of over 180 years.

Over 180 years of tradition

Klar Seifen is thus Germany's oldest soap manufacturer. Since its inception in Heidelberg in 1840, this traditional company has been producing high-quality soap products

according to old and new recipes and processes. In addition to modern production techniques, many products are still made by hand, using moulds that are up to 100 years old. Klar Seifen believes in preserving traditional recipes – but places equal emphasis on constant innovation using functional and, above all, sustainable plant-based ingredients. All products are vegan, plastic-free and most are COSMOS certified natural cosmetics.

Product development

Where do products come from? How are they manufactured? Questions like these are increasingly on the minds



The Klar Seifen production site in Plankstadt, near Heidelberg, first came into operation in the summer of 2020.

of end consumers. It is all the more pleasing when their favourite products are made in a manufactory in Germany. Like the vegan products from Klar Seifen. These are developed there on the basis of customer wishes and first tested by the small family team itself. Only when they meet all quality standards are they cleared for sale.

Service portfolio

In addition to classic bar hand and body soap, the product range also includes bar shampoo and conditioner, natural-based deodorant cream, bar shaving soap, mild facial soap, laundry detergent, bar dishwashing detergent and various accessories manufactured in Germany. Gentle, fragrant, clean and sustainable in the best sense of the word, the body care products Made in Germany are of course ideally suited as multi-sensory promotional products.

Customised production

Klar Seifen sells their own products through their online shop, but also serves a network of dealers. All products be purchased not only with Klar Seifen branding, but also with your company's branding. Customised production with specific ingredients and/or branding is possible even from small quantities; the price is calculated according to order complexity.

Unique selling points

There are many reasons for using Klar Seifen creations. Their unique selling points include vegan natural cosmetics, predominantly regional ingredients, plastic-free and Made in Germany, making the range appeal to the responsible customer. "Bars of soap are returning to the bathroom. And not only because of the increased demand for soap during the Corona pandemic. The image of bar soap is changing. This classic from the colourfully tiled bathrooms of the 70s, which liquid soap quickly supplanted, is now a trendy, zero-waste product for skin and hair. Those



Represented as a "newcomer" for the first time at the recent PSI: Managing Director Jan Heipcke chats with interested visitors at the stand.



The soap is stamped into its final shape.



Examples of soap moulds from the Private Label production.

who value a plastic-free bathroom use bar soap," explains Managing Director Jan Heipcke.

Sustainable through and through

The topic of sustainability encompasses more than just plastic-free packaging. In addition to sustainable packaging, the Heidelberg-based company Klar Seifen has taken it upon themselves to be even more environmentally aware. The result: natural-based soap, completely free of animal products. Their bar soap is PETA-certified and for the most part already palm oil-free. Many of their soap bars are now certified natural cosmetics. Regional ingredients and production in the company's own factory ensure short transport routes. The new manufacturing building in Plankstadt, which first came into operation in the summer of 2020, is also in tune with this aspect. The production facility is the solution for increased production numbers as well as the demands on a modern and sustainable manufactory. For this reason, the building was equipped with a photovoltaic system that generates all the energy required. There, interested parties can not only view the production on site, but also purchase products in the stylish manufactory shop. "Constantly on the lookout for

improvements, the topic of sustainability will continue to accompany Klar Seifen in the future," says Jan Heipcke. <

Germany's promotional industry grew to 48.66 billion euros in 2022 – an increase of 2.8 percent. This was the first time in three years that it was above the 2019, pre-crisis level, according to the German Advertising Federation (ZAW) in its 2022 preliminary market forecast. The final figures will be published in May 2023.

Slight plus in 2022, worrying outlook for 2023

Promotional market on an emotional rollercoaster



he trend is also rising in the industry's other core data: according to the ZAW, investments in promotion have risen to 36.99 billion euros – which corresponds to a plus of 2.6 percent. The net promotional revenues of the media grew by 1.9 percent to 26.37 billion euros. The ZAW sees the decisive factor for the gains in the disproportionate growth of digital promotion compared to other promotional media. However, as in the previous years, this growth was largely achieved by a few mega-platforms. National players, on the other hand, only benefitted to a below-average extent.

Depressing inflation, high commodity and energy prices

In addition, the effects of inflation-related price increases, which were already strongly felt in 2022, are responsible for the nominal growth. The desperately desired recovery of the market, driven by a sustained increase in promotional investment, is countered by depressing inflation, high commodity and energy prices, and the associated restricted consumer sentiment. Accordingly, ZAW President Andreas F. Schubert summarises the situation of the promotional industry as follows: "Historically high energy and commodity prices, supply chain problems until the middle of the year and declining consumption are burdening the industry in 2022. The plus is less than our industry needs. Mainly generated by digital promotion, the gatekeeper platforms are raking in the gains. A negative economic outlook, an uneven playing field in the digital promotion market and the threat of promo-

tional bans for individual products: We are looking very anxiously to 2023."

Disproportionate growth of digital promotion

After crashing -7 percent to 44.86 billion euros (2019: 48.33 billion euros) in the 2020 "Corona year", the promotional industry was able to record a plus of 5.5 percent in 2021, but did not completely return to the pre-crisis level with 47.34 billion euros. 2022 was different: here, revenues rose by 2.8 percent to a total of 48.66 billion euros. The ZAW sees the reason for this increase in the disproportionate growth of digital promotion, which benefited national and European players very little. The promotional industry is suffering in many areas from the tense economic situation in Germany. High paper and energy prices are a particular burden on promotional print media, and the minimum wage, which has been rising since October 2022, is making delivery more expensive, according to the umbrella organisation of the promotional industry.

Companies do not promote products they cannot bring to market

According to the ZAW, the high prices of raw materials in the food sector, for example, such as the extremely increased prices for sugar (+100 percent), butter (+57 percent) or wheat (+60 percent), complicate product manufacture and increase material bottlenecks due to supply chain problems. The conclusion: "Promotional companies do not promote products that they cannot bring to market in the foreseeable future. Consumers, in turn, are groan-

ing under high food and energy prices, cutting back and saving.” In terms of promotional revenues, the ZAW expects a slight increase for video and cinema promotion as well as for individual promotional print media, while for other categories it sees no increase, or stagnation.

Relief expected for second half of 2023

Recessionary economic data, inflation and falling consumer sentiment are a burden. Looking ahead to the first quarter of 2023, 48 percent of ZAW members fear cancellations of investments in products and 55 percent in services. Only nine percent see investment relocations abroad. 39 percent still fear liquidity bottlenecks, 42 percent expect closures and 33 percent even insolvencies. Looking ahead to 2023, ZAW President Schubert predicts, “The first half of 2023 will be difficult in view of the previously announced budget cuts, also because the general economic situation remains tense. From the second half of the year onwards, we expect the situation to ease and improve – provided the geopolitical situation and the economy improve. An important factor is clearly the existing uncertainty in many markets. Risks can be calculated and priced in, uncertainty cannot, and this is an obstacle to sustainable promotional investments. Promoters then tend to play it by ear. However, the industry showed in 2021 that it can react quickly if – as is conceivable – there are improvements in the overall environment in the second half of the year. We are definitely not writing off 2023, but we are currently assuming at least to break even in our industry; we could also reach a small plus.”

Shortage of skilled workers also in promotion

The labour market, which was overheated in 2021 due to the 2020 “Corona year”, with job offers +90 percent, normalised in 2022 with a plus of 21 percent, according to the ZAW trend analysis for the months January to October 2022. 90 percent of ZAW members continue to describe the shortage of skilled workers as high or middling. 91 percent have high or middling problems in recruiting new staff. According to the ZAW, this accords with the German Association of Communications Agencies

(Gesamtverband Kommunikationsagenturen, GWA) statement in its survey of 21 November 2022: 78 percent of agencies surveyed are already confronted with budget cuts or the announcement of cuts, yet around 70 percent of the agencies claim not to want to cut staff or personnel costs. As the labour market is generally not an early but a late indicator for the economic situation of an industry, the results of this trend analysis can only be considered a limited predictor.

Economic uncertainties affect everyone

The mood among ZAW members has deteriorated significantly. In response to the question “How do you assess the current situation of the promotional industry – eco-

nomically, politically, socially?”, the answers were clearly more negative with a total of 2.8 points compared to the spring 2022 survey with 3.5 points (autumn 2021: 3.7 points). Especially regarding the political situation, members are more pessimistic with 2.5 points (spring 2022: 2.9 points; autumn 2021: 2.7 points). Commenting on the concerns

of ZAW members, ZAW Managing Director Bernd Nauen says, “The economic pressure felt by our members is brutally high. Economic uncertainties are affecting all sectors. Politicians are saddling the promotional industry with further ballast completely unnecessarily. Targeting the promotion of food, although it has been proven that no child or adult will become slimmer or healthier through promotional bans, is not a sustainable health policy. Data from other countries show that child obesity cannot be curbed by promotion bans. The disadvantages for media as a promotional medium alone are real.”

Advised promotional bans are not a confidence-building policy

The ZAW members’ reaction to the Federal Government’s announced moratorium on promotional burdens is restrained: 64 percent criticise the direction as unclear, while 15 percent state that it is too shortsighted and will not have any noticeable effects. “From the point of view of the companies, vague announcements on protection against burdens coupled with advised promotional bans are not a confidence-building policy,” says Bernd Nauen. <





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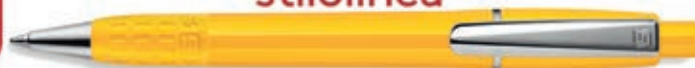
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	Produktthema 1	Produktthema 2	ET	Redaktions- schluss	Anzeigen- / Druckunterlagenschluss
01/2023	Messeneinheiten PSI 2023		03.01.2023	09.11.2022	18.11.2022
02/2023	Garten, Hobby und Handwerk	Gesundheit, Sport, Fitness, Frauen VM	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	Taschen, Reisegepäck und Lederwaren	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps und Accessories	Bürobedarf, Schreibgeräte, Kalender	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	Werbeartikel für Haustiere	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	Nachhaltig und Energiesparend	01.06.2023	20.04.2023	05.05.2023
07/2023	Weihnachten, Präsentsets und Sonderanfertigungen	Spielzeug und Plüschräume	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ökologische und nachhaltige Produkte, Veganes	Schokolade und Süßes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeug und Messer	Gesundheit und Hygiene	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	Auto, Fahrrad, Verkehr und Sicherheit	01.11.2023	19.09.2023	06.10.2023
12/2023	Marken- und Designprodukte, Fair Trade	Made in Europe / GSA (Germany, Switzerland, Austria)	01.12.2023	19.10.2023	09.11.2023
01/2024	Messeneinheiten PSI 2024		02.01.2024	11.11.2023	18.11.2023

Druckunterlagen (PDF, 300dpi) Übermittlung per Upload an <https://share.messe.at/f/edrop/anja.spaeker@rxglobal.com>

	Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
01/2023	Trade Show Innovations PSI 2023		03.01.2023	09.11.2022	18.11.2022
02/2023	Easter, Garden, Hobby and Handicraft	Health, Sports and Fitness, World Cup Woman	10.02.2023	16.12.2022	18.01.2023
03/2023	Protective and Hygienic Articles, Occupational Safety	Bags, Luggage and Leather Goods	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	Office supplies, Stationery, Calendars	03.04.2023	18.02.2023	09.03.2023
05/2023	Beverages, Drinking Vessels and Tableware	Promotional Products for Pets	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	Sustainable and Energy-saving	01.06.2023	20.04.2023	05.05.2023
07/2023	Christmas, Gift Sets and Custom-made Products	Toys and Soft-Toys	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ecological and Sustainable Products, Vegan Products	Chocolate and Sweets	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Umbrellas, Tools and Knives	Health and Hygiene	02.10.2023	19.08.2023	08.09.2023
11/2023	Electronics, Digital and Smartphone Accessories	Car, Bicycle, Traffic and Safety	01.11.2023	19.09.2023	06.10.2023
12/2023	Brand and Design Products, Fair Trade	Made in Europe / GSA (Germany, Switzerland, Austria)	01.12.2023	19.10.2023	09.11.2023
01/2024	Trade Show Innovations PSI 2024		02.01.2024	11.11.2023	18.11.2023

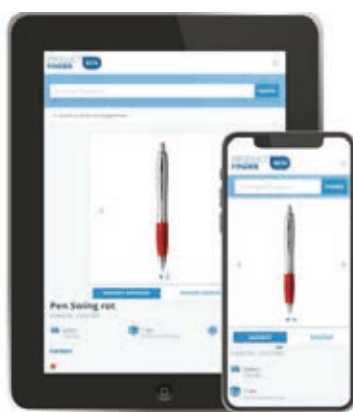
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PSI No.	Inserent / Advertiser	Seite / Page			
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60650	Blackroll AG	007	42487	REFLECTS GMBH	047
45720	DREAMPEN Dariusz Libera, DreamPen - ucer of Ballpens	041	43489	Showdown Displays Europe B.V.	053
43144	FARE - Guenther Fassbender GmbH	027	45328	Stilolinea Srl	018, 022, 024, 026, 040,
42743	FOL International GmbH	019		045, 048, 051, 063, 064	
42819	Gustav Daiber GmbH	U1A/Cover, 009	45767	Tacx B.V. a Tacx International Company	049
45666	Halfar System GmbH	025	44970	Trigon Deutschland GmbH (ehemals SEMO Deutschland GmbH)	039
41016	Heri-Rigoni GmbH emotion factory	017	Beilage I Insert (* Teilaufgabe / Partial circulation)		
42706	Kalfany Süße Werbung GmbH & Co. KG	U4/OBC	41848	uma Schreibgeräte Ullmann GmbH	*
47464	Karlowsky Fashion GmbH	023			
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	043			
47814	Lupenmaxx GmbH	KAB			
43410	Mister Bags GmbH	004+005			
60492	MOUTH Propaganda GmbH	011			
46925	Pins & mehr GmbH & Co. KG	066			
42332	Prodri Pagani Pens SA	001			
60608	Promix Clean GmbH	037			
	PSI - RX Deutschland GmbH	071			

PSI Product Finder | Optimally used, a profitable sales tool



PRODUCT
FINDER LIVE

The principle of the PSI Product Finder is as simple as it is effective. All PSI supplier members have the opportunity to list their products and present them to over 3,500 certified PSI distributors at once – at no extra cost. PSI supplier members should actively **use this PSI service for successful sales**. The only thing that promotional product suppliers have to do on their **own responsibility** is to **enter their product data** and **keep it up-to-date** at all times. To ensure that new users can also do this quickly and easily, the Help Centre contains lots of information, tips and advice on filling and importing the data table and on product data maintenance in general.

By the way: the PSI Product Finder is not the same as the PSI Supplier Finder. There, promotional product suppliers only list their product groups and certificates twice a year. The PSI Product Finder, however, promotes actively at the product level, offering promotional product suppliers the opportunity to present their product range all year round.

For more information on getting a successful start with the PSI Product Finder, please see <https://psiproductfinder.de/helpcenter/supplier>. The PSI Product Finder team also provides personal support and advice – for assistance, there is only the need to send an e-mail to importe-productfinder@reedexpo.de or to call +49 211 90191-721.

What are the advantages of listing products in the PSI Product Finder?

The PSI Product Finder ...

- ... is an additional sales channel and at the same time something like a free sales representative.
- ... is available around the clock, every day.
- ... has a lot of traffic from PSI distributor members. On average, 250,000 visits and 2,450,000 page impressions are recorded each month.
- ... is easy to use.

Automatically, the PSI Product Finder does not in any way display promotional product distributors who do not list any products. This means that promotional product distributors and consultants will miss them in their research.

Why should products in the PSI Product Finder be updated regularly?

- > The attractiveness of the PSI Product Finder increases when the listed products are up-to-date. Otherwise, promotional product distributors and consultants may make requests for outdated products, be disappointed and turn to other suppliers. Therefore: the responsibility for data entry and updating product data lies with the promotional product suppliers.
- > PSI Product Sourcing uses the PSI Product Finder for its research. The more up-to-date the product data in the PSI Product Finder, the more precisely PSI Product Sourcing can make recommendations and thus provide new customer contacts.
- > New features will ensure that search results can be filtered according to the latest products, and the date of the last update will be displayed on the detail page.

my > PSI

Membership in the PSI | A world full of advantages



Whether you are a promotional product distributor or supplier, a finisher, consultant or agency: the PSI is the largest network in the European promotional products industry, and offers its members a comprehensive portfolio of services – from the leading trade show and the promotional product industry's sustainability award to a forward-looking think tank such as the PSI Mindclub. With diverse tools, such as the PSI Product Finder and the PSI Supplier Finder, members optimise their daily business and can also benefit from the personal service of the PSI Sourcing Team. In addition, they have exclusive access to the collected knowledge of the industry in the form of figures, data, facts and tutorials. **Over 5,000 members (1,806 supplier and 3,649 distributor members)** currently belong to the PSI network, some of whom have been members for decades. More information on the benefits of membership at: <https://psi-network.de/mitgliedschaft>

Promotional product trends | Sustainability wins

What are the trends in the promotional product market? At the start of the year, many promotional product suppliers and manufacturers traditionally expand their ranges with creative, practical, sustainable and useful promotional messages. The PSI Sourcing Team knows which these are. These professionals in the field of haptic promotional media advise retailers who are looking for the right product or promotional product manufacturer for their customer, and thus also provide information about the top sellers and innovative, trendy products in the PSI Product Finder. Whether in a personal telephone call or online by mail or website – the PSI idea generators are at the source. The February evaluation of the enquiries received confirmed that the megatrend of the past months, and the focus of greatest interest, was sustainable products. Branded products have also once again moved into focus. The topics “drinking bottles”, “outdoor” and “sports and fitness” were among the top ten in their role of haptic messengers of spring, as were the all-time classics bags, pens and key rings/lan-yards. By the way: the “surprise winner” among the most requested promotional items of the month of January, household and kitchen accessories, found itself in sixth place in February. If you are a PSI member and would like to draw on the expertise of the PSI Sourcing Team, please do not hesitate to call **+49 211 90191-333** or send an e-mail to: productsourcing@rx-global.com



Let us focus on our strengths



One of the main insights from the PSI in January is that as the promotional products industry we have to focus much more on Europe. After three years of near standstill, corona has created large gaps in many partnerships, company friendships and associational contacts.

Moreover, the dramatic changes to the global economic situation due to the Ukraine war and the showdown between America and China make European cooperation all the more important in my opinion.

We all have become aware of the extent of our dependency on product procurement and supply chains. Surely, we will not be able to remedy this in just a few months. Nevertheless, we must make an effort to become more self-sufficient and less dependent.

What concrete actions are needed? As a European industry, it is important that from Bucharest to Lisbon, from Helsinki to Catania and from Ankara to London, we become aware of our strengths and communicate them among ourselves: Who can produce particularly efficiently where? Platforms such as the PSI Product Finder are certainly already doing this, but the direct exchange between companies and business associations must be stimulated even more. Cooperation and exchange are more important than ever!

Throughout this process, the interest associations can ensure the transfer of knowledge and initiate networks. We as the PSI will continue to make our contribution in close coordination with the interest associations. Besides the product side, it is imperative to learn more about the legal and tax situation in various European countries. What works where and how? Where are good markets for which products? It is also important that the tax law situation does not force the industry to produce cheap products, because higher-quality products become uninteresting for our customers. After all, even though promotional products are highly effective advertising tools, they are always competing with other forms of advertising.

In order for our messages to be heard among policy-makers, we in Europe must pull together. If we do so and finish our homework, I am certain that we will all benefit and overcome our dependencies.

Let us discuss these issues together and openly and work together on sustainable, future-oriented solutions and concepts.

Yours,

Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

9 – 11

JAN

24

The Industry's
Who and How.
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the promotional products industry



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A freshly set table with advertising products

In the May issue, we present products from the "Beverages, Bottles and Tableware" section in our first thematic section. Here, the catchword table culture basically comprises the entire cultural environment of human nutrition and the history of its development. This includes, for example, decorations, table customs, rituals and ceremonies, food and regional specialties and thus the associated cultural identification and, above all, the utensils required for eating. The promotional items to go along with the theme once again show the creativity with which the industry is able to convert its ideas into products that are both useful and attractive on the outside, while also achieving pleasant and enjoyable as well as consistently long-lasting advertising effects. The second thematic section introduces new promotional products for "Home and Pets".

Please already start thinking now about your product presentations for the June 2023 issue of the PSI Journal, which is dedicated to the thematic groups "Wellness, Cosmetics and Beauty" as well "Ecologically Sustainable and Energy-Saving" and send your product suggestions (image and text) by 20 April 2023 at the latest to: Edit Line GmbH, PSI Journal Editorial Staff, E-Mail: hoechemer@edit-line.de

Soft feel-good advertising



Inclusion – made in Germany – sustainability – social and fair: these are all catchwords to describe the company which we are happy to present to you in the upcoming edition. Herbalind is a pillow manufacturer and an inclusion-oriented subsidiary company of the "Münsterland Regional Association of the Federation of Samaritan Associations – ASB". The range of products comprises a large selection of very different pillows and types of cushions for feel-good advertising.



Preventing the brazen theft of ideas

On February 3, 2023, the negative "Plagiarius" prize was awarded to manufacturers and distributors of particularly brazen counterfeited and pirated products. The aim of the Plagiarius action is to raise awareness of the problem of product and brand piracy. We present the "award-winners" in the following edition.

Imprint



In the business of building businesses

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