

# PS1

## EUROPE

**PSI Journal**

International Magazine

For Promotional  
Products

May 2023

Volume 62



Due diligence in the  
supply chain

### **Herbalind**

Heat pad handmade  
René Kloppenburg

### **Product Guide**

Drinks, drinkware, table culture  
Promotional products for house  
and animal

### **Joytex**

Pioneering the 4-day week

### **Kalfany Süße Werbung**

Limited Edition 2023

Companies  
must act now



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**2021**  
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**2021**  
Printing of  
the year



**1<sup>st</sup> PLACE IN**  
Economic Excellence  
Social Initiative  
Sustainable Products

**2<sup>nd</sup> PLACE IN**  
Social Initiative

**3<sup>rd</sup> PLACE IN**  
Environmental  
Initiative





## Editorial

# The pressure is rising

**W**he development is dramatic: within 10 years, the German industry has almost completely lost its sales of promotional products costing more than 10 euros. While there was still 29 percent in this price segment in 2012, today there is only a dramatic 4 percent left. Almost 30 percent was still quite a respectable amount, and many companies acted mainly within this segment – in which today there is almost no chance to do business.

For anyone who is not very familiar with the German tax laws: companies using promotional items that have a value of less than 10 euros do not have to record the names of the recipients – above the limit of 10 euros, however, they do. During tax audits in industrial companies, the authorities have pounced on this area with particular pleasure, and still do. It is clear that the higher-priced products can hardly be used any more. Very few want to go through the bureaucracy, or risk trouble.

Politicians in Germany have long been called upon to make improvements in this respect. A static limit of the goods' value can not remain appropriate over time. Especially when inflation is shooting up. It is currently at 7.4 percent; consumer prices for energy have even risen by 19.1 percent and food by almost 22 percent. These price increases also affect promotional items. Many good, sustainable and very effective products are already very close to the limit and will break through it in the foreseeable future – we are risking a crash.

Associations and companies must therefore do everything they can to enlighten politicians and make them aware how dramatic this situation is. If inflation continues like this – and it looks like it – then the items whose suppliers still feel safe today will quickly reach their value limit.

Talks have been held in the capital for months now by the General Association of the German Promotional Products Sector (Gesamtverband der Deutschen Werbeartikel-Wirtschaft, GWW) – above all by its CEO Steven Baumgaertner – and also by the PSI with its Berlin representative. It is not an easy mission, alongside the Ukraine war, energy debates, China and economic issues. Berlin has over 1,000 lobbyists and there are currently more and weightier lobbyists in front of its political doors.

It is therefore all the more important that all companies in the industry use their political contacts at home and push our problems into Berlin's channels. Please be active in this matter.

In this spirit

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

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

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# MISTER BAGS®

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**Bob** is different - **Bob** is individual - **Bob** is perfect. It is made of 100% Fairtrade-certified cotton and proves to be an extremely robust little helper thanks to high-quality grammage of 390 g/m<sup>2</sup> and over-lock stitching. As a bottle bag with the dimensions 16 x 27 / 8 cm, it can be used perfectly as a promotional gift - with or without contents. Despite its comparatively small size, it is possible to apply a sufficiently clearly recognizable logo and advertising message. With high-quality screen printing, the print size corresponds to about 12 x 16 cm, with equally qualitative transfer printing approx. 14 x 22 cm.

### Bob

N° 2358

Bottom fold  
8 cm

In 3 different  
Colors



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](http://info.fairtrade.net/sourcing)

[www.misterbags.de](http://www.misterbags.de)





## Entrepreneurial responsibility regarding supply chains 10

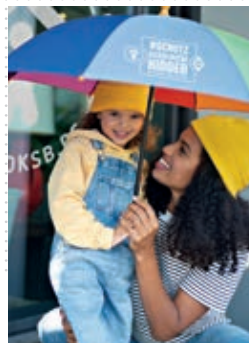
Since the draft for the Supply Chain Due Diligence Act (LkSG) was presented in spring 2021, the discussions about it have not stopped. The act came into force on 1 January of this year, but German companies have not sufficiently adjusted to it. An overview.

## Digitalisation as a business guarantor 44

The well-known printing company Gernet Printpack GmbH is increasingly working on innovative projects that have only become possible due to digital transformation. For example, a case study on a comic store illustrates how a simple paper bag can be turned into a thrilling collector's item.



## For the children's sake 50



The Kinderschutzbund and the specialist umbrella brand FARE presented the new joint campaign #SCHUTZschirmfürKINDER. The goal of the campaign is to support the vital work done by the Kinderschutzbund, which, with over 400 local branches all over Germany, is an advocate for children and families.

## Against brazen theft of ideas 54

On 3 February 2023, Aktion Plagiaris awarded its negative prize "Plagiaris" for the 47th time to manufacturers and distributors of particularly brazen plagiarisms and counterfeits. The aim of the campaign is to sensitise the public to the problem. Once again, PSI member koziol had been one of the victims of imitation.



# TRENDS COUNTERTRENDS

"People can only consciously take notice of something for which there's an opposite," says Malte M. Wilkes, innovation expert and management consultant for customer centricity. Future researcher Matthias Horx formulates it thus: "According to the laws of trend dynamics, every trend generates a countertrend." Recursive trends which appear, at first glance, to contradict the megatrend, often turn out to be "retro-trends" on closer examination. (www.zukunftsinstitut.de, "Wie um die Megatrends gesellschaftlicher Wandel entsteht")

## Perfect for all retro fans

Fountain pen M Bohemian Art  
(made of semi-transparent  
acrylic in bohemian style,  
turned by hand)  
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PSI 42943



## Retro on the outside – digital on the inside

"Modern Retro" alarm clock  
(with digital time and date display,  
alarm with retro ringer)  
Inspirion GmbH  
www.inspiron.eu/de/  
PSI 42907



## Not only for car nostalgics

Colouring book "Retro Cars"  
(collection of 16 retro cars for individual illustrations)  
Verlag für Prävention Wilken  
www.wilken-verlag.de  
PSI 49769



## Wanderlust and adventures

Travel Time 2024  
(Poster calendar featuring modern,  
but historical-looking reinterpretations)  
Ackermann Kunstverlag  
www.ackermann-kalender.de  
PSI 40604



Retro conveys a "feeling of freedom and youth", wrote the Süddeutsche Zeitung (SZ) a whole decade ago. It is, the newspaper says, the yearning for the old days. Retro design dispels the fear of acceleration and recalls times that were without obligations, but full of possibilities. "We nostalgically cling to yesterday because tomorrow becomes more bearable as a result," opines the SZ. (Sueddeutsche.de, "Gefühl von Freiheit und Jugend"). The promotional products industry lends appealing optics and haptics to this feeling.



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Apropos of trend and counter-trend: cash is trending. On TikTok, influencers are giving out banknotes in envelopes for various purposes. Behind the "cash stuffing" is young people's intention to get a handle on their finances. During a time when, in Germany, the first restaurants, hotels and businesses are refusing cash now, "cash stuffing" looks to be a countertrend. Having lost its significance in recent years, cash is enjoying new appreciation as a result. (tagesschau.de, "The money sock's comeback")

At the same time, however, contactless payment is becoming more and more popular. Purchasers in Germany are now choosing to use their contactless debit card in four out of five cases. An NFC chip in debit or credit cards enables this. What is more, it is possible to transfer money contact-free using a smartphone or smartwatch via an appropriate app. (tagesschau.de, "Contactless payment more and more popular") Now, whether the intention is to attractively stash cash for (promotional) impact purposes or to use smartphones and NFC technology, the promotional products business has suitable products at the ready.

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(NFC button sewn into workwear)

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95°

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# Fourteen

per cent increase in turnover was posted in 2022 by the most successful family businesses in the world. That is revealed in the current Global Family Business Index from the EY consultancy in cooperation with the University of St. Gallen for the 2022 financial year. [presetext.com](https://www.presetext.com)

# Fifteen

*minutes less each day spent on social media strengthens the immune system and prevents depression and loneliness. That's the result of a study by Phil Read at the School of Psychology at Swansea University. [presetext.com](https://www.presetext.com)*

# Five

questions that concern every advertiser when it comes to reach and ROI are answered by the market research company Nielsen in their Insights. [nielsen.com](https://www.nielsen.com)

# 81 per cent

of those surveyed for pilot Radar stated that they would no longer buy a brand if the company's behaviour was not correct or was anti-social. At the same time, the statement "Brands shouldn't get involved in social and environmental issues" got 67 per cent of the vote. [pilot.de](https://www.pilot.de)

# No. 1

among the most popular promotional products in the USA in 2022 was outerwear followed by performance wear. That's the result of the 2022 Ad Impressions Study from ASI. [asicentral.com](https://www.asicentral.com)

# 55 per cent

more than in the previous year was invested by German companies in the AI field. In contrast, spending on TV advertising showed a drop of 257 million euros, although with 48 per cent it still represents the marketing channel where most money goes by a long way, according to Nielsen's February scorecard. [wuv.de](https://www.wuv.de)





*A fragrance that will leave  
everyone surprised.*



Our new product  
**Luxury Fragrance Diffuser**





## Supply Chain Due Diligence Act (LkSG)

# Companies must act now

Focus





**Since the draft for the Supply Chain Due Diligence Act (LkSG) was presented in spring 2021, the discussions about it have not stopped. The act came into force on 1 January of this year, but German businesses have not sufficiently adjusted to it. An overview.**

**T**he globalisation of economic cycles has resulted in a situation in which around 80 per cent of world trade is based on global value chains. They are responsible for the livelihood of more than 450 million people. Yet many of the products and raw materials which ensure our prosperity are manufactured or obtained under unacceptable environmental and working conditions, for starvation wages or even with exploitive child labour. An example, which is a cause for concern: a t-shirt travels approximately 18,000 kilometres before it lands in a store. This is irresponsible from an ecological point of view. Yet it is even worse that the wage of the seamstress of a brand name shirt is 0.6 per cent of the sales price. Through the supply chains, we are closely linked with the developing and emerging countries and bear responsibility – because there is a human being at the beginning of every supply chain.

### **A reasonable objective, but controversial implementation**

The development of the German Supply Chain Due Diligence Act (LkSG), which came into force in January, must be viewed against this background. It initially applies across all sectors to companies with 3,000 or more employees. Starting on 1 January 2024, it also applies to companies with 1,000 or more employees. It is supposed to enhance the protection of human rights within global supply chains, for example by guaranteeing compliance with internationally recognised social standards such as the ILO Core Labour Standards, preventing child and forced labour and banning substances that are hazardous for humans and the environment. The due diligence obligations for businesses extend to the entire supply chain – from the raw material to the finished product. The requirements are graded according to the influence of companies. Regular risk analyses of one's own company as well as direct suppliers are mandatory. The due diligence obligation only applies on a case-by-case basis to indirect suppliers. In such cases, businesses only have to investigate and take action when they learn of human rights violations. Yet it is controversial that policy-makers are delegating the re-



**The protection of human rights is an important goal. However, it remains disputed whether the supply chain law is the appropriate instrument to recognise and prevent violations.**

sponsibility of doubtlessly important objectives to businesses – especially because this can be at the expense of the end consumer, when corporate restructuring or changes in supply chains are reflected in price increases.

### **Taking advantage of support offers**

The Federal Office for Economic Affairs and Export Control (BAFA) is to monitor compliance with the law on the basis of an annual reporting procedure and sanction violations. For this purpose, the questionnaire drawn up by the BAFA must be completed, submitted and published every year. However, the law does not create any new civil law liability regulations. Civil liability under German and foreign law still applies. This means that concerned foreign persons can sue for damages before German courts. However, the laws of the country in which the dam- >>

>> age occurred apply. The BAFA and Federal Ministry of Labour and Social Affairs (BMAS) provide extensive and continuously updated support offers to businesses to implement the due diligence requirements. They should be taken advantage of when questions arise.

### Even stricter European Supply Chain Directive

The draft of a European supply chain law presented at the end of February 2022 goes beyond the German legislation in many respects: according to the law, due diligence requirements shall already apply to businesses with 500 employees and an annual net turnover of 150 million Euros. In high-risk sectors such as the textile and food industry, companies with 250 employees or more and a turnover of 40 million Euros are affected. The vote on the European Supply Chain Directive is scheduled to take place in the plenary session of the European Parliament in May 2023. Current developments indicate that the Parliament will take a significantly stricter position than the Commission's proposal. The proposal by the Commission already goes far beyond the German Supply Chain Due Diligence Act in many respects and will pose significant additional challenges for businesses.

### Critique from the industry

Since the beginning of the legislative process, the industry has repeatedly expressed massive critique regarding the effects of the law on smaller and mid-sized businesses, among other things. At first glance, it may seem as if the law did not affect the promotional products industry with its primarily mid-sized business structure and many small businesses. However, this impression is misleading, because small and mid-sized businesses can be obligated to comply with certain standards due to their contractual relationships, which critics interpret as the unlawful transfer of defined obligations to contractual partners. However, irrespective of the Supply Chain Due Diligence Act, small and mid-sized businesses have been long obliged to comply with the United Nations Guiding Principles on Business and Human Rights as well as (in Germany) the National Action Plan for Business and Human Rights (NAP), which apply to businesses of all sizes. The industrial associations criticise the fact that businesses have to monitor their own area of business and the entire supply chain, which results in a considerable additional bureaucratic and financial effort. The larger a company's circle of suppliers, the greater the burden, which some companies no longer can cope with. This holds, in particular, when businesses discover a human rights violation in their own area of business. In such cases, they must immediately take remedial action, which must result in stopping the violation. If violations by the direct supplier become known, the company must draw up a concrete plan to minimise and



**The Supply Chain Due Diligence Act as a "bureaucratic monster"? Industry associations criticise the large burden imposed on companies.**



prevent the violations if it cannot remedy them itself in the foreseeable future. Therefore, demands for limiting due diligence obligations to direct suppliers and more external support is being voiced, among other things.

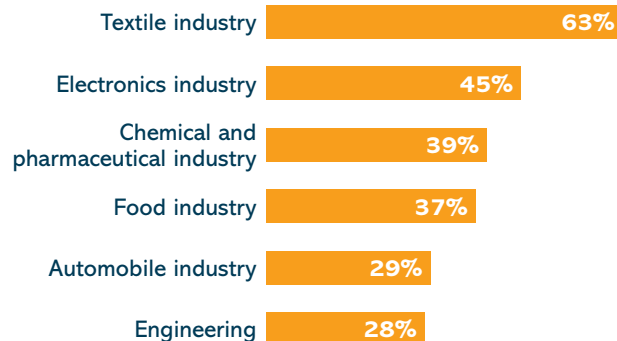
### Partial deferral achieved

Together with other German peak business associations, the Federation of German Wholesale, Foreign Trade and Services (BGA) exerted significant pressure on the Federal Government to modify or suspend the supply chain due diligence act. They indeed succeeded in achieving a slower implementation of the law. The application of some due diligence requirements has been postponed. It is now to be verified by 1 June 2024 whether the reporting obligations for the past financial year have been fulfilled. The Federal Office for Economic Affairs and Export Control has announced that it will verify the compliance with the supply chain law with little bureaucracy and sound judgement. This also means that, given the current political sit-





## Dependence on advance services from other countries (by economic sectors)



uation and unstable supply chains, the additional burden on companies will be taken into account in accordance with the principle of appropriateness in particular in the first year of the audit. The start of the law shall be as user-friendly and easy to implement as possible, in particular regarding the reporting obligation. The BGA describes the questionnaire with more than 400 questions as a true “bureaucratic monster” and hopes that it will be revised to make it more user-friendly.

### The law as an impetus for action

Even if people continuously point to the competitive disadvantages of affected businesses, there is a broad consensus that the reporting obligation brings issues of human rights, environmental risks and corporate responsibility into focus. The Supply Chain Due Diligence Act (LkSG) and the European Supply Chain Directive can at least be regarded as an opportunity for companies to deal with the issue, which is ultimately an aspect of the ecological sus-

tainability debate being carried out on a large scale. In this context, a study\* provided an interesting result: when asked what motivates companies to consider human rights and environmental risks in their supply chains, 56 per cent of those surveyed responded that they would only take action if required by law.

### Supply chains not very transparent

This study on the implementation of the law, which was reported about on tagesschau.de, shows that most businesses still do not yet feel well positioned. Even though the law has been in force since the beginning of the year, only around four percent of businesses indicated that they are very well prepared at the organisational level, while 70 percent felt that they were moderately to very poorly prepared. Even though the data are from January, they give an impression of how businesses are reacting to human rights issues and the requirements set out in the law. Jan Wiese, an author from Berlin-Brandenburg Broadcasting (rbb), describes it as “sobering” that only 13 percent of companies with more than 1,000 employees have complete transparency with regard to risks such as potential human rights violations among their direct business partners.

\* Study by the Federal Association of Materials Management, Purchasing and Logistics (BME) and the risk management firm Integrity Next. The BME includes nearly 10,000 members from all sectors, including all 40 DAX-listed companies. Nearly 250 member companies, spanning from small businesses to corporations with more than 50,000 employees, participated in the survey. (Information: rbb24)

#### Sources:

- > Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung: [www.bmz.de/de/themen/lieferkettengesetz](http://www.bmz.de/de/themen/lieferkettengesetz)
- > Bundesamt für Wirtschaft und Ausfuhrkontrolle: [www.bafa.de/DE/Lieferketten](http://www.bafa.de/DE/Lieferketten)
- > Bundesministerium für Arbeit und Soziales (BMAS): [wirtschaft-menschenrechte.de](http://wirtschaft-menschenrechte.de)
- > Bundesverband Groß- und Außenhandel: [www.bga.de](http://www.bga.de)
- > [www.tagesschau.de](http://www.tagesschau.de) (rbb)
- > reuschlaw Legal Consultants: [www.reuschlaw.de](http://www.reuschlaw.de)
- > Oliver Köster, Eden Tahmasian, Baker Tilly Beratungsgesellschaften

On the following pages,  
you will find equally creative  
and attractive realisations  
of the industry's ideas for  
**beneficial, enjoyable** items  
that score points with  
enduring promotional effects.







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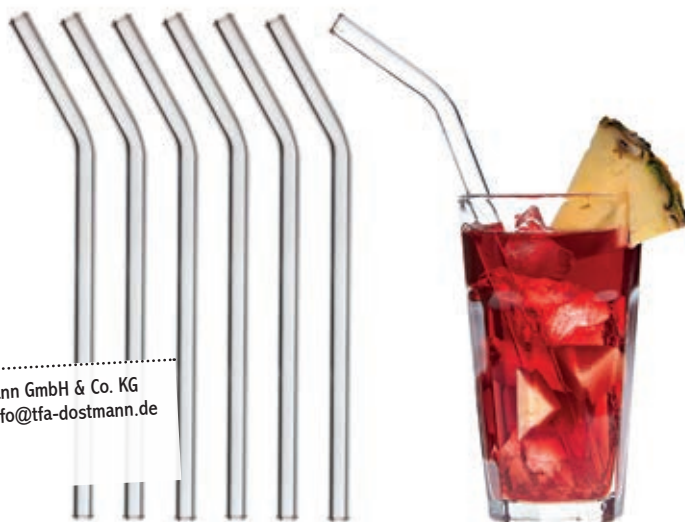
## Ultra-flat bottle

elxact's folding bottle and folding vase are extremely practical on the go. The bottle is equipped with a cap, and the outer surfaces of both ultra-flat products can be completely printed with any desired logo. They are ideal for mailing because they are flat and light. After filling, they take on their shape, and the wide welded seams then form the stand. The folding bottle comes with a carabiner clip, is unbreakable and absolutely leak proof. It comes in a standard rectangular shape; special shapes are also available on request.



## Crystal clear drinking innovation

Under the GlasWerk brand, TFA Dostmann has brought out a glass drinking straw. The straws are made in the company factory, exclusively from high-quality, German Schott glass. The choice of material is clear, as glass is food-safe, insensitive to temperature fluctuations, reusable and meets all hygiene standards. On request, TFA can customise the straws, which are available in various wall thicknesses, lengths and diameters, by laser engraving or printing. The Short model, for example, is suitable for many short drinks, aperitifs and smaller drinking vessels. The set includes either 10 or 50 pieces. The Medium is a 20-centimetre standard size that is suitable for average glass sizes. The Long and Curved models are recommended for drinks in a tall glass, such as smoothies, milkshakes or bubble tea.



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## Ideal for the office or on the road

The practical and sustainable mug from the Global Innovations Germany range does not leave any microplastic residue and is ideal for the office or on the go. This cup is made from a new, innovative material: the core consists of sunflower seed shells, which are encased in organic PBS made from corn starch. The material is optimised for injection moulding and can be used in existing moulds. Products made from this material can be disposed of in a standard household garden composter. The sustainable coffee-to-go cup is available in different colours, thicknesses and shapes. It has good insulation and is dishwasher safe. The minimum order for this Made in Germany production is 5,000 pieces. Global Innovations is currently building up a broad product range for plants and households with this innovative material.



PSI 46626  
Global Innovations Germany GmbH & Co. KG  
Tel +49 6502-93086-17  
info@globalinnovations.de  
www.globalinnovations.de



## Hot and cold

Keeping hot things hot and cold things cold: the 720-millilitre Geysir thermos bottle in the Troika range. Made of 18/10 stainless steel, it can withstand a lot and is the perfect companion for your next outdoor trip or a long day at the office. The attractive bottle is designed in titanium colours, matt anodised in the trendy rough-hammered design and food-safe. The thermos bottle has double-wall, vacuum insulation. The Geysir keeps coffee or tea warm even when you're on the go.



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www.troika.de/business





## An eye-catching mug

Lumitoys-GmbH's luminous mugs really catch the eye. The custom all-over print makes company logos and promotional messages instantly noticeable. The absolute highlight, however, is when the drink is poured in: the integrated LEDs start to glow when they come into contact with liquid, making the cup the ultimate eye-catcher. Naturally, the cups can be used several times, the batteries can be replaced and the material is recyclable. Available sizes are 300 millilitres and 450 millilitres. The LED colour can be changed according to wish.



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WMF's Waterkant Tritan drinking bottles stand for sustainable drinking pleasure. The customisable design and exchangeable, leak-proof and dismountable drinking attachments guarantee a clear, stylish look, perfect for an active life on the go. Thanks to the large opening, the bottles are easy to fill and clean. The dishwasher-safe design ensures optimal hygiene, and the completely BPA-free construction ensures safety and carefree drinking pleasure. Made of high-quality and professionally processed materials, the reusable drinking bottles make drinking on the go not only convenient, but also environmentally friendly: ideal for training or sports.

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www.lehoff.de

PSI 49506 • Pro Media Sp. z.o.o.  
Tel +48 73 3007630 • adam@kubki.com.pl  
www.kubki.com.pl



## Stylish ceramic mug

Polish promotional product specialist Pro Media would like to bring the latest product in their Duran Style product line to your attention: a stylish ceramic promotional mug with a trendy white matt finish and glossy colours inside. The size of the mug, with a capacity of 320 millilitres, a height of 88 millilitres and a diameter of 92 millilitres, is suitable for most coffee machines. The cup can also have custom promotion using a variety of decorating techniques.

PSI 60479 • Retulp Custom BV  
Tel +31 6 22 586785 • customize@retulp.nl  
www.retulp.nl



## Trendy cold safes

The Tumbler model from Retulp with a capacity of 300 millilitres has just been expanded with three new colours: fresh, trendy and stylish. The new members of this family are called Hot Red, Vintage Green and Sand Beige. The Retulp Tumbler is made of stainless steel and keeps drinks hot for up to six hours and cool for eight. The sleek and stylish design makes this thermos ideal on the go. It fits in most car cup holders and in almost any bag. The design gives the user plenty of space for a promotional message, which can either be printed or engraved. Other benefits of these cups, besides avoiding single-use plastic, include the fact that 300 litres of water are donated to people in need with every bottle sold.





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

## Glamorous energy boosters

Römer Drinks is a member of the Römer family and offers a wide range of promotional beverages, from natural mineral water to modern beverage cans, from champagne bottles to the worldwide-patented promotional tea and coffee. With their own label, all drinks offer a sparkling promotional presence at trade fairs, customer or employee events. Römer Drinks supplies mineral water from Germany, energy drinks, sports drinks, apple spritz, secco, latte macchiato in cans as well as exclusive sparkling wines in various bottle colours. The sparkling wine is available as Secco, Cuvée, Champagne and Riesling Goldflakes in premium brand quality. Innovative and patented products such as the environmentally friendly Water-Dropz, Fairtrade organic promotional coffee and organic promotional tea in original brew bags are also part of the range and are perfect for an enjoyable promotional presence.

## Drinking in style

On the subject of drinking vessels, the Christian Seltmann porcelain factories have entered the race with their new Push and Go porcelain mug. This product consists of a porcelain mug – the classic for maximum drinking pleasure – topped by a sliding silicone lid. Custom design is possible from a minimum order of 300 pieces. The mug, with a capacity of 0.42 litres, is dishwasher safe and Made in Germany.



PSI 49025  
Porzellanfabriken Christian Seltmann GmbH  
Tel +49 961 204-144  
l.anzer@seltmann.com  
www.seltmann.com

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



## Antibacterial thirst quencher

Spranz, the Koblenz-based promotional products specialist, is launching Metmaxx® GenerationRefill ProAntibak L, a double-walled, antibacterial, high-tech stainless steel bottle with a capacity of half a litre. This dishwasher-safe product has an extremely robust powder-coated surface. Thanks to the vacuum and copper coating technology, liquids can be kept either hot or cold for an extremely long time. The screw cap fits tightly and prevents liquids from leaking during transport. The antibacterial coating with silver ions reliably kills bacteria on the surface during the entire period of use. More articles on this or many other topics are listed in the current Spranz collection and in the catalogue, which is available free of charge.



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

## Stylishly laid tables

More and more content is being accessed online. Klam Textiles Marketing & Embroidery is moving with this trend: companies can promote information stylishly, with an embroidered QR code. Information such as WLAN access or a complete menu can be embroidered on napkins or towels and sustainably shared with guests. Klam also carries out classic embroidery for customers on home textiles, clothing or accessories. The competent design and service team is happy to advise you on the many possibilities for custom product finishing.



## Hot drinks and sweet treats

The Tea Bears® from Kalfany Süße Werbung, with 10% fruit content from fruit juice concentrate and tea extract from our own IFS-certified production, offer a hot drink and a sweet treat for a targeted promotional campaign. A glass of tea and the unique fruit gum enjoyment with a delicately sweet flavour of ginger lemon, cinnamon orange, peppermint or raspberry vanilla ensure customer enthusiasm. The Tea-Bears® are unique on the international market. These innovative fruit gums dissolve in hot water in no time at all, creating an aromatic, sweet hot drink. Of course, they can also be simply eaten in the traditional way. Packaged in conventional or compostable promotional sachets, these sweet promotional ambassadors are suitable for use in many target groups.

PSI 42706  
Kalfany Süße Werbung GmbH & Co KG  
Tel +49 7643 801-0 • info@ksw24.com  
www.ksw24.com





## Never-ending use

The Brand Company, specialised in customising sustainable catering products for events, presents Bottle Up, an infinitely reusable half-litre water bottle filled with pure spring water. Thanks to the attractive packaging, made entirely from sugar cane, the bottle can be used again and again without compromising its quality. Bottle Up is available in pink, light blue and indigo blue, with "Water" or city names like London embossed on the sides. It can be customised with a full-colour label, by direct or laser printing, and delivered within two weeks for a minimum purchase of 24. With the purchase of each bottle, the purchaser contributes to bringing clean water to third world countries, where it is most needed.



PSI 46304 • The Brand Company  
Tel +34 93 7915188  
info@thebrandcompany.net  
www.thebrandcompany.net



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[uma-naturals.com/en/material-alu](http://uma-naturals.com/en/material-alu)



PSI 44954 • happyROSS GmbH  
Tel +49 4532 28050 • info@happyross.de  
www.happyross.de

## Very special opener

Promotional bottle openers are not only suitable for the beverage industry; their practical use makes them the first choice for many other companies. At happyROSS, bottle openers can be produced in custom shapes. The surface of their elegant, heavy design in cast metal can remain colourless, be covered with soft enamel or even be printed. As the product is produced to order, the surface finish can also be selected freely: plain black, elegant matt silver or classic antique are three popular examples. For photo-realistic motifs, a cost-effective version made of printed steel is available. The particularly clever design also incorporates a shopping trolley chip.

## Indispensable in everyday life

In addition to a large selection of cans and containers, Dosenspezialist GmbH also has a variety of drinking bottles. In cooperation with a bamboo supplier, they have created a bottle suitable for sports, on the go as well as in the office. With a capacity of 350 millilitres, this bottle is an indispensable companion in everyday life. And best of all, purchasing a bottle from the Dosenspezialist range not only supports the consumer's health, but also the environment.



PSI 46897 • Dosenspezialist GmbH  
Tel +49 3621 733800  
info@dosenspezialist.de  
www.dosenspezialist.de



## Individual and versatile

For Carry Bottles from Berlin, a sustainable, healthy lifestyle starts with the small, everyday things, such as drinking water. The customisable glass bottles, which are 100 per cent Made in Germany, are made of approx. 60 per cent recycled glass and are refined in an energy-saving process. Custom designs can be implemented in both screen and digital printing all around and over the entire surface. In addition to fine lines, colour gradients and a photo-realistic print, the bottles can be customised with individual names or an embossing print, for example. The bottles are available with capacities of 0.4 litres, 0.7 litres and 1 litre and are leak-proof, carbonated and dishwasher-safe.

PSI 45140 • Carry Products GmbH  
Tel +49 5533 40867117  
sales@carrybottles.com  
www.carrybottles.com





## Sustainable alternative

Bamboo Espresso Doppio by Troika, dishwasher safe and made of high-quality stainless steel, is the environmentally friendly alternative to the coffee-to-go paper cup. With a capacity of 160 millilitres, the small thermal cup provides hot espresso on the go. Can be used again and again thanks to the robust design with double-walled, vacuum-insulated stainless steel. The neutral or engraved lid is included, also suitable as a coaster, made of FSC-certified bamboo and equipped with a silicone seal. The cups fits all standard coffee machines and cup holders. The thermal cup is ideal for espresso, coffee and other hot drinks, which are kept warm up to seven times longer thanks to double-wall insulation. Available in matt, black or silver and optimal for desk space, home office or meetings.

PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0 • d.geimer@troika.de  
[www.troika.de/business](http://www.troika.de/business)



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



## Health special

Römer Präsente's retro pharmacist bottle is a very special gift for anyone from the health sector. Römer Präsente can fill the original half-litre pharmacist bottle, with its glass cork and matching label, with a Cabernet Sauvignon. No prescription needed - although red wine in moderation is often therapeutic. Alternatively, the original Romoscent® aroma candle from Römer Wellness is available in the form of a pharmacist bottle. The candle combines the captivating aroma of authentic, sweet sandalwood with earthy, woody scents. The scent has a stimulating and calming effect on body, mind and soul. The chic bottle with its matching glass cork is decorated with a label and a jute cord and comes in a cardboard gift box with print. The burn time is approximately 40 hours.

## Shapely bottle

Whether on a tour in the mountains, cycling in the city, during daily training, or simply to carry a warm coffee to work: Anda Present's Zoboo Plus bottle ticks all the boxes. As a member of the Cool 2023 catalogue by Anda, the Zoboo Plus insulated bottle ensures a positive brand image. Its double stainless steel walls not only make it particularly durable, but also ensure hours of constant drink temperature. The bamboo bottom and lid give the bottle a natural, elegant look. The label can be rotationally engraved or screen printed.



PSI 45753 • Anda Present Ltd.  
Tel +36 1 2100758  
export@andapresent.com  
www.andapresent.com



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

## Chic coat

Every year, almost 2.8 billion disposable coffee cups end up in landfill sites in Germany. They are only briefly used and cannot be recycled due to their plastic coating. Gabriele Bühring provides a sustainable solution with the beautifully shaped Tumbler To-Go cup made of odourless, BPA-free plastic and coated with natural cork for a good haptic feel. Thanks to the closable lid, the 350 millilitre container can also be stowed in a bag when on the go. The highlight: the product is sustainably produced entirely in Portugal and rejects any unnecessary transport, opaque supply chains and imports from the Far East. A PETA certification adds clarity to the product, which is especially interesting for vegans. For promotion and finishing, laser engraving or plant-based printing is recommended, depending on the quantity.

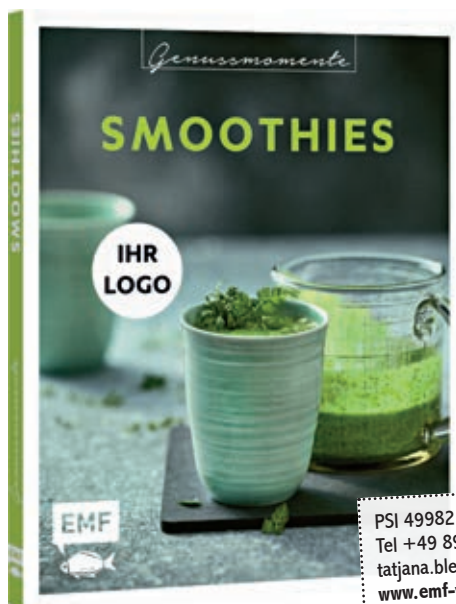


## Eye-catcher on the breakfast table

The breakfast boards from the iubilo promotional product range are made of solid German ash and are a real eye-catcher in the kitchen. Their natural material makes them an exceptionally beautiful addition to any table: the breakfast boards are made of only regional wood. The tree rings give the surface a very attractive appearance. Ash wood is extremely robust, resistant to warping and harder than oak. The carefully selected material is sanded smooth by hand, oiled with linseed oil on request and can be customised with a promotional laser engraving or branding.



PSI 44109 • iubilo Werbeartikel  
Tel +49 2571 93760 • hallo@iubilo.net  
www.iubilo-werbeartikel.de



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

## Refreshing variety

Whether raspberry smoothie with pineapple, wild berry shake or persimmon vanilla dream: an inspiring, refreshing variety of smoothies, united in EMF (Edition Michael Fischer) Publishing House's book and perfect for bringing your brand positively into conversation with the clientele. The EMF team adapts the content and design to the company and the target group. Format and number of pages can also be adapted to the customer's ideas and wishes. The result is a customised product with an all-inclusive guarantee from concept to delivery. If desired, the customer's logo can be printed on the book cover.

## Change in the management board: Tobias Köckert succeeds Frank Jansen

According to the official announcement from GWW, Frank Jansen is resigning his seat on the management board at the German "Gesamtverband der Werbeartikel-Wirtschaft" due to differences in opinion regarding collaboration. He notified the board of this mid-month. Jansen was a member of the management board and confirmed as spokesperson for the brands segment in September, receiving 82 per cent of votes at the annual general meeting. Tobias Köckert, who until now has been deputy spokesperson for the segment, will replace Jansen on the board. "We are very pleased to have Tobias on the board as a successor whose expertise in brand management, marketing and merchandising is greatly valued in the branch as a whole" said Steven Baumgaertner, chair of the board at GWW.

[www.gww.de](http://www.gww.de)



Tobias Köckert (l) succeeds Frank Jansen as spokesperson for the brands segment on the board at GWW.

## BPMA appoints vice chair and co-opts new blood for the board

The BPMA has announced well respected Board Director, Clive Allcott of Direct Textiles + Bags Europe, has been appointed as Vice Chair to support Chair Haydn Willetts. In line with Board plans, the BPMA has also co-opted Jules Adam of WCM+A and Richard Sullivan of Navillus to join the Board with immediate effect.

Delighted with the appointments, Willetts said 'Clive has a great track record with the Board, already responsible for our Charter programme on the Board bringing about significant change for Charter members, his appointment as Vice Chair represents the next steps in development for the BPMA. We also welcome new blood in the form of two new talented business owners, Jules Adam and Richard Sullivan, co-opted to the Board to bring fresh skills and vision to our progressive plans.'

Announcing the moves at the BPMA's first International Women's Day on 8th March, the news was met with applause from assembled members. Supporting the event, Clive Allcott, Jules Adam and Richard Sullivan were congratulated by attendees. Jules Adam also took part in a series of panels also featuring fellow Board members BPMA President Angela Wagstaff, Board Directors Helen Brennan and Melissa Chevin during the event.

Jules Adam said 'I am delighted to be joining the BPMA Board at this exciting and incredibly important time for our industry. I thoroughly enjoyed my first Board meeting and was impressed with the level of dedication and the amazing plans the BPMA Board are putting together for the future.' Richard Sullivan added 'I'm honoured to be invited to join our dynamic BPMA board and very much looking forward to giving something back to the industry that has supported me for over 30 years'.

Making the moves now, CEO Carey Trevill explained the co-opting would be made official at the AGM this November. 'It's important to bring skills into a board at optimum times and with key planning for the next two years, this was the perfect timing to bring Jules and Richard on board with their wealth of experience, and with Clive taking up Vice Chair supporting Haydn, we're all set for progress.'

The BPMA also recently added to the executive team with appointments earlier in February, welcoming Sarah Connor as Events & Training Manager and Sarah Irwin as Membership Executive, supporting Tom Robey as Membership Director.

[www.bpma.co.uk](http://www.bpma.co.uk)

**BPMA**



Clive Allcott, BPMA Vice Chair  
Direct Textiles + Bags



Jules Adam, BPMA Board Director  
WCM+A



Richard Sullivan, BPMA Board Director  
Navillus



## Experts for customised mobile phone and tablet cases

For over 15 years, PSI member Brand.it GmbH has been a reliable partner for customised mobile phone and tablet cases. The Berlin-based specialists offer premium protective cases that are specially tailored to the needs of their corporate customers worldwide.

Brand.it cases not only protect smartphones and tablets from damage, but also help to increase brand visibility.

Mobile phone cases custom printed with brand, logo or company lettering have a variety of benefits and applications.

In addition to protecting the device, they can be used as a promotional tool or personalised gift. Choosing the appropriate printing process, adapting the design and checking the print quality are crucial for a high-quality result.

“Thanks to our high degree of flexibility, we can offer personal service, supporting each individual business project quickly, easily and reliably. We are only satisfied if your project is a success,” says the company.

“Our high-quality protective cases are made of robust, durable plastics. In this way, we extend the lifetime of your electronic devices and avoid unnecessary electrical waste. In addition, as an alternative to our standard cases, we also offer a compostable mobile phone case made from bio-plastic PLA and bamboo fibres. This can be fully industrially composted within 12 to 24 months through a natural, biological process,” Brand.it further describes its services.

When selecting materials for printable mobile phone cases, various options are available, including silicone, plastic and PU leather. It is important that the material has a smooth surface and is suitable for the chosen printing process. Another factor in material selection is its durability and environmental impact.

“At Brand.it, customer satisfaction is our number one priority. We want to provide you with the best possible experience and help you strengthen your brand and protect your electronic devices,” is the specialist’s credo.

Contact: Tel. +49 30 555735999 • [info@brand.it](mailto:info@brand.it) • [www.brandit-protection.com](http://www.brandit-protection.com)



## GWW-NEWSWEEK 2023 successfully launched

The promotional products roadshow GWW-NEWSWEEK, which was first launched 20 years ago, has had a positive start to this year’s series of events with two dates and 87 exhibitors, according to the organisers, the German Association of the Promotional Products Industry (GWW). The organisers counted 488 visitors on 28 March at the Cruise Center Steinwerder in Hamburg and 404 one day later in Hall 2 of the Dortmund Trade Fair Centre. “All in all, it was a very successful start with a great atmosphere and good discussions,” was the summary of Dunja Beck, responsible for press and public relations for the association as a whole. NEWSWEEK continued in April in Dresden (24 April) and toured on to Berlin (25 April).

The other dates: Stuttgart (10 May), Frankfurt (11 May) and finally Spreitenbach/Switzerland (27 September in cooperation with the Promoswiss association). More details at: [www.gww-newsweek.de](http://www.gww-newsweek.de)



There was also lively interest in high-quality products in Dortmund, here at the stand of the renowned Swiss producer SIGG.

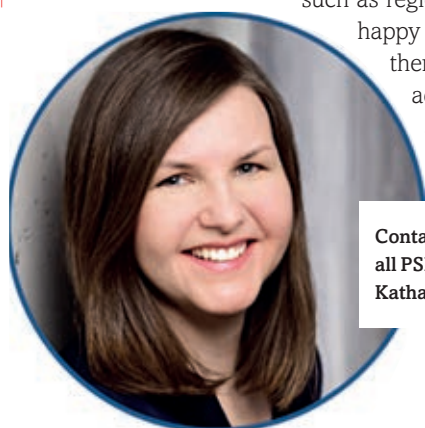
## New customers who rely on high-quality promotional products

Those looking for companies celebrating a milestone anniversary, companies using a large quantity of promotional products, or trade show exhibitors who require giveaways and customer gifts for their trade show stand – the address list provider and research company for business addresses known as “interfon address” from Hannover is the right place for you.

Every day, the research team from the specialist and member of the PSI Network traces by telephone numerous business representatives responsible for marketing, sales and management from companies with at least 20 employees. In addition to selecting the right contacts, those interested can narrow down their target group by many other characteristics such as region, company size or industry. Interfon address is

happy to personally advise those wishing to convince themselves of the well-researched and up-to-date address lists and make available up to 50 sample addresses free of charge and without obligation. “And we continue to research individually on behalf of our customers wherever a more detailed selection with contact partners including direct contact data and specific services are required. This way, we bring your mailing lists up to date and help you target new customers”, says Katharina Bock, who is happy to advise customers on the use of addresses of business decision-makers. Contact: Tel. +49 511 6067777-8 • kb@interfon-adress.de • info@interfon-adress.de **www.interfon-adress.de**

**interfon address**



Contact partner for  
all PSI members is  
Katharina Bock.

## Listawood expands its european sales team

Leading Drinkware Manufacturer Listawood have announced the expansion of their European Account Management Team with the appointment of two new team members.

Liliana Kud joins as a French speaking Account Executive and Julia Walkowiak as a German speaking Account Executive. Liliana and Julia will be handling orders and enquiries for customers, based in their Polish manufacturing plant specifically set up to cater for their established and growing customer base in Continental Europe.

“We’re pleased to welcome both Julia and Liliana to the Listawood team” Commented Alex Turner, CEO. “A strong team alongside investment in our factories is an important part of our European growth strategy. Additional investments in team members as well as the implementation of fully automatic colour glazing lines, digital print technology and automatic direct printing machinery continues to strengthen our offer; delivering innovative and affordable drinkware products to our distributors worldwide.” Concluded Turner.

With manufacturing facilities in the UK and the EU, the company stocks over 6 million drinkware bodies, all readily available for quick turnaround. Their dual manufacturing footprint makes the company uniquely well placed to provide product and service continuity to distributor customers on a ‘Pan-European’ level. Enquiries and further information about Listawood and its product portfolio at: enquiries@listawood.eu.com • **www.listawood.com**



**Listawood**

New in the team (from left): Julia Walkowiak and Liliana Kud.



## New top people

After five years as Co-Director and Chief Sales & Marketing Officer, Eckhard Sohns has left the Swiss company Pagani Pens at the end of March 2023 for personal reasons. Against that background, the Administrative Board has restructured the company's management team.

At the management level, Rossana Porotti, already Co-Director, will in future be supported by Alessio Marotta, who, in addition to his CFO role, moves up onto the Board as Co-Director. As Chief Commercial Officer, Tom de Kleyn assumes overall responsibility for sales and marketing within the writing instruments division comprising the brands Prodir and Pigra; he remains CEO of the Prodir subsidiary in the Netherlands. Florian Seidenberg, alongside his role as Sales Director, will be sharing the executive management of the German Prodir GmbH with Rossana Porotti in the future.

Giorgio Pagani, founder and VR President of Pagani Pens, issued a statement in order to thank Eckhard Sohns and emphasised the continuity at the top: "Over the course of his longstanding, loyal collaboration, Mr Sohns has made a crucial contribution to the success of the Prodir brand. We owe him enormous thanks for his extraordinary commitment and wish him all the best for the future. We are on course for continuity with the new management team. Rossana Porotti, Alessio Marotta, Tom de Kleyn and Florian Seidenberg are experienced employees with proven industry knowledge, who have already demonstrated their strong leadership qualities in various roles in the company. The Administrative Board is convinced that, in a context that continues to be highly dynamic, they will lead Pagani Pens successfully into the next development phase."

**[www.prodir.com](http://www.prodir.com)**



Eckhard Sohns

**Pagani Pens**

**P: PAGANI  
PENS**

## Major expansion in Europe launched

The company Tie Solution GmbH, a renowned manufacturer of neckerchiefs, scarves, mitzahs, ties and winter scarves from Germany with headquarters in Wetzlar, is now focusing on European countries and plans a strategic expansion in Europe. Currently, Tie Solution GmbH is represented in Germany, Austria, Switzerland and Spain as a supplier in the merchandising, corporate identity and fashion segment. The website is to be relaunched in February 2023 in order for Tie Solution to cater to other European countries with Tie Solution products and services. Its quality is reflected by numerous successful national and European productions for well-known clients. To promote sales, the company is aiming for a strong presence on the internet. With the involvement of the Vlarom e-commerce agency, it will be approaching countries such as Italy and France as well as Scandinavia in the coming months. "We attach great importance to the fact that our B2B customers are only advised by native speakers", explains Antonio Gea-Sanchez, managing director of the company. In the B2C segment Tie Solution GmbH took over and successfully tested the brand PB Pietro Baldini®™.

**[www.tiesolution.de](http://www.tiesolution.de)**

**Tie Solution**



**Tie Solution is launching  
an even greater expansion  
in Europe.  
© Tie Solution GmbH**



## Writing fun times three

With its range, uma Schreibgeräte Ullmann GmbH from Fischerbach in the Black Forest represents sustainable innovation and extensive variety. Customers of the promotional products business can glean all this from the uma sales documents which are hot off the press.

The new uma catalogues come in packs of three and are available today both in printed form and as a catalogue for browsing online. uma NATURALS demonstrates how variety-packed sustainable writing instruments can be, with the entire series being produced, finished and transported climate-neutrally. Extraordinary novelties and beautiful promotional writing instruments with additional useful features can be explored in the NEWS 2023. The three-pack is complemented by the uma main catalogue for 2023/2024, which presents all uma promotional writing instruments and product solutions on more than 300 pages. [www.uma-pen.com](http://www.uma-pen.com)



## Sustainable, Customised, Premium Quality

Sweet promotion ideas are always a universal hit. With their versatile range – squeezed into the new catalogue “Werbung mit Genuss” – the specialists from CD-LUX present indulgently sweet tokens of appreciation that make it easy to show how much customers, employees or suppliers are valued.

In the current catalogue, CD-LUX introduces almost 30 novelties: for example, premium “Süße Grüße” from Lindt in customised packaging. Alternatively, an exquisite special edition mix by Lindt that comprises an exclusive array of melt-in-the-mouth chocolate. Ideal sustainable gifts come in the form of the new grass paper present box, filled with

Lindt Lindor pralines or the HELLO mini sticks from Lindt. Personalised, memorable messages can be conveyed with the new present box containing one or three duplo bars. Quality, service, enthusiasm and sustainability: those are the themes at the focus at CD-LUX. The entire range is 100% climate neutral. CO2 compensation that will always be free to customers takes place for all CD-LUX-made products.

The new “Werbung mit Genuss” catalogue features exclusive novelties, innovative product concepts and versatile products for every target group and is also available in a print and online version. Patterns, free suggested layouts and offers can be requested from the CD-LUX customer support agents. Distributor contact: [www.cd-lux.de](http://www.cd-lux.de)



## Commitment to the trade

Founded in 1961, a PSI Supplier Member since 1977 and thus committed to trade-oriented sales, Heri-Rigoni GmbH goes one step further with their brands heri and emotion factory. The annual catalogue, as well as the Easter, Summer and Christmas seasonal flyers, can now be designed in pdf and flip catalogue format, with the logo and slogan of each individual promotional product distributor. “In addition to providing an extensive data and image database, this is another step towards offering the promotional product trade the service it needs to be successful on the market,” says Managing Director Armin Rigoni.

Heri Rigoni GmbH is a traditional company from the Black Forest. It specialises in the production and marketing of writing instruments with an additional custom stamp function, and distributes these unique writing instruments worldwide. The company celebrated its 60th anniversary in 2021 and focuses on sustainability throughout the value creation process for all its products. Sales Manager Adrian Rigoni is on board in the third generation. Production starts from a quantity of twenty pieces, but is also possible in large quantities at the Fischbach site, where production is carried out with a focus on eco-friendly manufacturing and environmental protection. For further information, please see: [www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)

**Heri-Rigoni**





## Cotton Classics Roadshow 2023: New Visitor Record

This year, the annual roadshow by textile wholesaler Cotton Classics went on tour from 16 January until 3 March, stopping at 16 locations in six countries along the way. As reported by the organiser, Cotton Classics Handels GmbH, more than 2,500 visitors picked up information about new textile products and bestsellers – which amounts to a new visitor record. Cotton Classics and the participating brands alike have expressed their extreme satisfaction.

This year's roadshow had kicked off at Schönbrunn Palace in Vienna – right on the doorstep of the Cotton Classics head office in Schwadorf. Following further locations in Graz, Ljubljana and Salzburg, the mobile trade show paid a visit to Munich. Six successful German locations ensued, before the road continued via Zurich and Prague to Bratislava.

“Experiencing inspiration and partnership live – even on our 14th roadshow, we achieved exactly that,” summarises Wolfgang Horak, CEO and founder of Cotton Classics. Tobias Seidel, Head of Sales & Marketing at Cotton Classics, adds: “Partnership always takes priority – including among the exhibiting brands.”

The Cotton Classics team travelled through Europe with experts from the textile brands for four weeks. “Having time for individual solutions and conversations is an important component of the roadshow's formula for success. An additional specificity of the roadshow is the collaborative attitude among all industry participants,” says Seidel. The planning for 2024 is already under way.

The Cotton Classics Roadshow is a series of events that takes place every year. It is exclusively addressed at specialist distributors from the fields of textile printing, embroidery, workwear, promotional products distribution, merchandising and online distribution. The 14th edition took place climate-neutrally for the first time – that is, the tour's CO2 footprint was measured and a certified climate protection project supported, in order to compensate for the rising emissions. More information:

<https://roadshow.info> • [www.cc-shop.de](http://www.cc-shop.de)



Cotton Classics



## Ecobrand with sustainable newcomer

Austrian sustainability specialist “ecobrand respectful distribution gmbh” is strengthening their market development in Germany and the Netherlands through a cooperation with Alexander Szirota. The industry expert with experience in this field has already successfully marketed eco-friendly products for several companies for 10 years. With the brand representation “Asmaca.de”, Szirota already supports MOYU and Schusters Spezialitäten (Shrub!). Now he is also taking part in the narrative of “Brands with a Story,” ensuring a higher market presence and the best possible service. The cooperation will begin with the events around the “GWW Newsweek 2023”. [www.ecobrand.respectfuldistribution.de](http://www.ecobrand.respectfuldistribution.de)

ecobrand

**eco brands**  
respectful distribution

According to surveys, an ample 2/3 of all employees wish to see a 4-day week. Currently under discussion and on everybody's lips, the bag supplier Joytex, after brief and detailed planning, is aiming at swift implementation and is the pioneer in Rhede and surroundings to do this.

## Improved Productivity and Motivation

# Embarking on the 4-Day Week



Joining colleagues in looking forward to long weekends at Joytex: managing director Katja Übbing-Mölders and authorised signatory Sven Weidemann.

he bags are packed: from 1 May, Joytex is taking time off – every week, one extra day, no less. The company, which imports bags and operates screenprinting on 10 machines in Rhede, is industry-renowned for its promotional bags and employs a 15-member team in its offices and 35 workers in warehousing and production. Now, it has very appropriately picked the 1st May, “Labour Day”, for the launch of its 4-day week.

“Probably more for organisational than employment policy reasons, but basically, both play an important role,” comes word from Rhede. According to surveys, an ample 2/3 of all workers wish to see a 4-day week. Currently under discussion and on everybody's lips, the bag supplier Joytex, after brief and detailed planning, is aiming at swift implementation and is the first medium-sized industrial operation in Rhede and surroundings to do this.

### An inspiring idea

Managing director Katja Übbing-Mölders followed the debates surrounding the British working hours project and, having immediately felt enthused, began outlining how realisation could look for her company: “When I understood that, with a few organisational steps, it would be realisable for our company too, I shared my thoughts with the executives straight away. The idea inspired everyone from the get-go and so we were in the actual planning phase in no time at all. Now the model has been decided, we are reducing working time to 36 hours at the same level of pay. And in 4 weeks, after restructuring and creation of legal certainty by means of additions to the existing employment contracts, we will be able to get started or rather: get some time off!”

### Motivation through work-life balance

If it goes as planned, productivity will remain constant or even improve, creating more of a work-life balance for everyone at Joytex. This will further enhance motivation among the workforce. “That’s because motivation is what’s been ensuring high-quality print results for Joytex for years, thus securing the company’s market position. Specifically, because of the high cost pressure, there are only a hand-



ful of screenprinters of this size still in Germany today. Specialisation in textile bags and the quality of the prints are crucial in deciding the market winners," says Übbing-Mölders. In recent years, she reports, it has become ever more difficult to keep motivation high and find new motivated employees. "There's been a vacancy in our distribution for quite a while," reports distribution manager Sven Weidemann. "We're feeling the demographic change every time there's a job to refill. With a daily output of up to 35,000 prints and the seasonal fluctuations well known



Good mood among the staff: here at the screen printing machine.

to the industry, we repeatedly need staff. To keep employees' motivation high, it makes sense to meet their needs. At the same time, a sensible work-life balance is something that motivates everybody, be they apprentices or workers who have been here for decades. More leisure time motivates us all," Weidemann is convinced.

### Survey proves productivity benefits

Besides the productivity benefits revealed by the British survey, such as fewer sick days and lower fluctuation, Joytex will also be raising the number of machine operating hours and the service level in distribution due to longer

reachability by 1 to 2 hours each day. At first, nobody at Joytex had suspected that side-effect before hearing from the British survey about the 4:3 project, in which companies from the IT, construction, gastronomy, healthcare and finance sectors took part. The question was whether that could be implemented at an industrial operation like Joytex, which has to manage work scheduling with many fixed, short-notice delivery dates and employees working in shifts.

### Longer reachability

Due to spreading the future nine working hours across 4 days, machine runtime per shift, and sales reachability too, increases by about 1 hour daily. Since some of the team start the weekend on Fridays and the others keep working until the Monday, that could be an additional benefit from the company's viewpoint. As a result of Joytex having always worked with part-time and temporary staff, when it comes to reacting flexibly to labour peaks the work schedules can also be planned, taking the "4:3 model" in account, on 5 days in the week. Due to positive experiences, recruiting the temporary staff that may additionally be needed for this is not something that intimidates Joytex.

### Benefits for all involved

Due to the clearly palpable motivation boost even a few weeks before actual commencement, Joytex is taking a calm view of the future labour market situation. Firmly intending to continue the same vein, at the end of 2023 the Rhede-based printers will appraise their experience and could at that point, theoretically, return to the 5-day week. However, just ahead of the introduction, that is not something any of the enthusiastic workers want. "In the future, we can use additional temporary staff to utilise our production to capacity and that will also benefit the results, the deadlines and thereby promotional product distributors and their customers," says Übbing-Mölders. <



The Joytex company building in Rhede.



The 17<sup>th</sup> Werbemitteltag (Promotional Product Day) of the Bartenbach Gruppe took place in early March, this time in a new location. The exclusive flair of professional football in this venue, the larger exhibition space and the balanced product range of the 55 exhibitors attracted more visitors than ever before. A multifaceted event that was fun and inspiring.

## Return after a three-year break

# Relaunch in the Arena of Ideas

**A**fter a three-year break, Bartenbach Gruppe started up again, inviting visitors to their 17th Werbemitteltag in the "Arena of Ideas". The promotional wholesaler from Mainz benefited from their many years of experience as a trade show organiser and once again set standards in the industry with their relaunch on 9 March. With 2,000 m<sup>2</sup> of exhibition space, the VIP area offered twice as much room for boundless ideas, 50 percent more exhibitors and more than 6,000 product ideas from all ranges of haptic promotion.

## Enthusiastic about new location

Both the hosting Bartenbach team and their guests, i.e. exhibitors and specialists from commerce, distribution, industry and trades, were equally enthusiastic about the new venue. Anyone who strolled along the promenade with its 55 stands could feel the enthusiasm and relief of finally experiencing the show live again, and seeing and touching the products. This haptic experience cannot be offered by a catalogue or an online shop, but only on site. The guests obviously saw it the same way – and the response was correspondingly great: 530 visitors from 320 companies came, more than ever before since the premiere in 2004.

The 17th Werbemitteltag of the Bartenbach Gruppe took place in early March, this time in a new location. Not only the football fans were enthusiastic about the new location.







The supporting programme was also football-themed: a discussion with Christian Heidel, CEO of Mainz 05 (with Tobias Bartenbach) and an autograph session with two professional players. A guided tour of the stadium was also on the programme.



### Haptic live experience always unique

And they all found a good overview of the products in the promotional jungle, as well as very practical and individual decision-making support in choosing the right promotional material. "Our last Promotional Product Day in March 2020 was one of the last trade shows before the lockdown. After the long forced break, people were really looking forward to the 17th event, with personal contacts and haptic live experience", says Managing Director Tobias Bartenbach.

### Great interest in haptic promotion

Together with his Co-Managing Director Ralf Stöckl, he is pleased about the successful event and thanks his team: "We really did put on a superlative show". For both of them, the strong demand is proof of the great interest in haptic promotion and its importance for small, medium-sized and large companies. "Our concept worked: with the move to the MEWA Arena, we have many more opportunities to provide a stage for the promotional product genre," says Ralf Stöckl.



### The whole spectrum of communication

Not only the location was first-class, but also the programme: the event was so much more than a product show. Not only haptic promotion was on view: visitors experienced the whole range of communication - also that beyond haptic promotion. The entire Bartenbach Gruppe presented itself across many touchpoints of communication and, together with prominent guests, showed how the impact of haptic promotion can be optimally used and expanded. An attractive programme of lectures on promotion, events and digitalisation, as well as a fashion show for corporate wear offered new impulses. The supporting programme was also a hit, with guided tours of the stadium, a panel discussion with Christian Heidel, CEO of Mainz 05, and an autograph session with two professional players. <

The lectures accompanying the trade show offered interesting information and new impulses.





In this rubric, we place the spotlight on equally useful and promotionally impactful products for Man's four-legged or feathered friends. A new target group for hapticals that guarantee **fun for animal and owner.**





PSI 49982  
Edition Michael Fischer GmbH - EMF Verlag  
Tel. +49 89 21231744  
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www.emf-verlag.de

## Fluffy designs for pet fans

From playful dogs, cute kittens and fluffy rabbits through to colourfully-feathered canaries – when it comes to pets, most children and also many adults are instantly aflame with enthusiasm. Pet-owners will be thrilled with the colouring-in books packed with animal motifs from publishers Edition Michael Fischer, who will be pleased to develop a customised book for companies and target groups. Simply ask the EMF team to place your logo on the cover. Products and services can also be presented on the inside pages.

## Doggy doormats

Personalised with a customer's own design and logo, emco logo mats are an optimum solution for pets. The mats, made of sustainable ECONYL® yarn, can be simply washed in the washing machine when dirt accrues. Alongside this particularly high functionality, the carpet mat – which can be printed on – is a persuasive feature with its gleaming colours as well as the enduring customer logo. Thanks to production in Germany, short delivery times are possible and special finishes can be effortlessly realised.



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## Watertight and easy-care

The 12M mat as an underlay for dogs' or cats' bowls is watertight and easy to clean. The size is perfectly suited to two bowls, therefore for water and food. It is made out of slightly elastic materials, which means it will not slip on the floor and the animal is unable to push the bowls into another room. Any size, shape and graphic design is possible.

## Treats and a feast for the eyes

With the belt bag Step from Halfa, owners reward their darlings – and themselves: the bag is practical for treats, and a feast for the eyes on top of that. The climate-neutral bag excitingly and attractively combines colours and materials. Glossy ripstop in Cyan, May Green, Marine, Red or Black meets grainy-smooth polyester weave in Anthracite. Tidiness is ensured by front pocket with zip, main compartment with 2-way zip, and zipped compartment inside. The latter is perfect for navigating tickets, credit cards or smartphones more securely through crowds.



PSI 45666 • Halfa System GmbH  
Tel +49 521 982440 • info@halfa.com  
www.halfa.com

## Refreshment on journeys

When beloved four-legged friends come travelling too, packing the necessary refreshment is a must. To that end, Condedi supplies tail-waggingly good products for on the move – for example, the foldable drinking bowl Barrie and the Freddy snack bag. Both items are convincingly practical and come supplied in standard colours, or in special colours upon request, and can be custom-printed. Both products are easy to clean, simple to stow away and, due to their light weight, ideal for journeys. Suppliable from just 25 pieces and, naturally, finishing by means of printing and engraving can be performed.



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PSI 60446 • Schwertkrone – Daniel Weber  
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www.schwertkrone.de

## Spring – the tick season is open

If you are looking for a reliable tool to remove ticks safely and effectively, the Schwertkrone company is the right choice. The portfolio includes a wide selection of high-quality tick removers, tick nippers and tick tweezers made of durable stainless steel. These tick tools are perfect for removing ticks quickly and easily and can be customised with a customer logo from just 50 pieces. The Schwertkrone range also includes a variety of kitchen knives and kitchen aids.

## Home diagnosis possible

Diagnostic lights by Richard Cermak are often used in vets' practices, but are also highly practical at home as well and easy to use, in order to check the dog's teeth, for example. The diagnostic light NOVA NO100D made of high-quality ABS plastic (Made in Germany) is available in many colours. The adapted LED or lightbulb is tested for use in optical diagnostics, the provider confirms.



PSI 44668  
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## Pecking fun for all seasons

Fly to the top of the pecking-order with DELICIA® promotional gifts: this is enabled by the year-round usable, suspension-ready PickSpaß birdhouse with vacuum-packed PickMeUp block. Whether in the garden, on the balcony or the terrace, filled with high-quality and nutritious PickMeUp blocks, our feathered friends will enjoy enormous pecking fun. The feed consists of 100 percent organic raw materials and comes to the recipient customised with a promotional message.

PSI 45753 • ANDA Present Ltd.  
Tel +36 1 210 0758  
export@andapresent.com  
www.andapresent.com



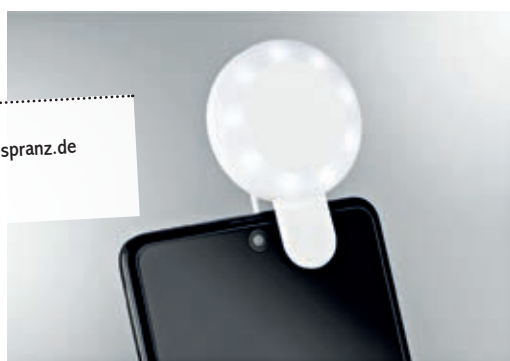
## Walkies comes clean

ANDA Present has a surprise for animal fans in its range, in the shape of a clever and practical accessory. The Pavesave poop bag dispenser is the perfect promotional gift for dog-owners and their best friends. The entire surface of Pavesave can be designed with unique patterns or graphics. With material made out of recycled PET polyester it is part of the environmentally friendly GO GREEN collection from ANDA, which ensures that not only its use, but also its manufacture underscores your company's environmentally friendly stance. Thanks to the metal karabiner, Pavesave is easy to transport.

## Enlightening evening tours

The rechargeable battery-driven, ultra-compact multi light Metmaxx®MultiActivityLED from Spranz not only ensures safety on the move while jogging or walking. It is equally usable as a safety light for animals, while walking the dog, for example. It is additionally ideal as a smartphone or tablet light for conferences or selfies. It possesses three brightness settings, a 55 mAh rechargeable battery, and comes to the recipient in a designer box.

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





PSI 43717  
 Walter Broch Nachf. GmbH & Co. KG  
 Tel +49 212 338175  
 info@broch-nachf-solingen.de  
 www.broch-nachf-solingen.de



## Perfect cut – perfect styling

With the high-quality Solingen-made face and paw scissors from the brand RUDERER by Walter Broch Nachf. GmbH & Co. KG, animal-owners are optimally equipped for the finer details of their four-legged friend's fur care. The scissors are available curved or straight. With micro-serration on one blade, fur will not slip off during cutting. High-quality materials and professional finishing ensure long product life, while hand-ground scissor blades and annealed edges produce long-lasting sharpness. Last but not least: the scissors have an extensive promotional surface for etching or laser engraving.



## Clever bow-WOW effect

Many four-legged family members present companies with an opportunity to reach new target groups. Whether as a reward from insurers, as a promotional gift from dog-training schools, as a profit-driving sales item or brand message-bearer at the pet supplies store, the possibilities for use are diverse! mbw is the specialist in producing and finishing these promotional products. With a printed logo or slogan, companies can make a cool statement and boost customer loyalty. The product range from mbw® contains everything required to satisfy the natural playful instinct of young, but also adult dogs. All items have been developed under high safety standards and with an eye to the needs of beloved pooches. The collection comprises products for stimulating, encouraging rough and tumble, burning off energy and learning, but also for cuddling after the endurance training. Naturally you will also find, in the dog range, products that are sustainably made from 100% recycled PET bottles. The Recycle animals convince both optically and due to their inner values.



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PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450 • info@lumitoys.de  
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## Safely through the night

The flashing fobs for four-legged friends by Lumitoys-GmbH are outstandingly helpful and practical to use. Quickly and easily affixed with the aid of the karabiner to the dog collar, for example, these little helpers ensure improved visibility and hence added safety in the dark. The fobs can be switched on and off via a simple push of the button and offer different illumination modes (flashing + beam). Various LED and housing colours are available; customisation is performed by means of printing. The batteries can be replaced.



## Nobody's left in the dark

The automatic nightlight AN03 from Indexa will not leave anybody in the dark. Thanks to the built-in motion detector, the LED switches itself on when there is movement and automatically turns off again. Therefore, the staircase does not become a tripping hazard and the nightlight provides the necessary orientation in the children's bedroom too. A particularly clever and energy-saving feature: the AN03 is additionally equipped with a twilight sensor, which ensures that the light is only activated during hours of darkness.



PSI 44531 • INDEXA GmbH  
Tel +49 7136 98100 • info@indexa.de  
www.indexa.de

## Snack for birdies

The 20-gramme wild bird food in a parchment paper bag is a nice give-away for bird lovers. It is available under item number 4406 from promotional product specialist Multiflower. A promotional imprint or an individual design of the header is possible from 250 pieces. The size of the advertising space on the standard motif is 50 × 30 millimetres, that on the individually designed version 79 × 120 millimetres.

PSI 45974 • Multiflower GmbH  
Tel +49 6226 927980 • info@multiflower.de  
www.multiflower.de







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

## Deliciousness for dogs

The treat packet rustles, the dog's ears prick up – you can see right away your four-legged friend is looking forward to a tasty emotion factory snack. "Every dog has its day" in the truest sense, with these products based around man's best friend: the provider has opened up a new customer group on the promotional products market. Filled with high-quality, healthy dog treats from Bavarian producer Happy Dog in the lightweight "Leckerli-Pack" packaging type, this product variant is ideal for the next mailing promotion or as a giveaway. Further packaging options are the treat tin or treats in an organza pouch.



## Safety for human and animal

The reflective accessories from reflAktive have been well-known for more than 25 years. Alongside products to improve visibility and safety for pedestrians, cyclists and children, items that protect animal companions are also produced. Besides use by runners and athletic cyclists, the "joggers' bands"; in particular, are ideal for enhancing visibility for horses and dogs. With the aid of scissors, the design makes it possible to adjust the length of the "Jogger-Band" by cutting off superfluous material at the welded strips. Since the back consists entirely of velour, optimum attachment is guaranteed at all times using the hook strap.

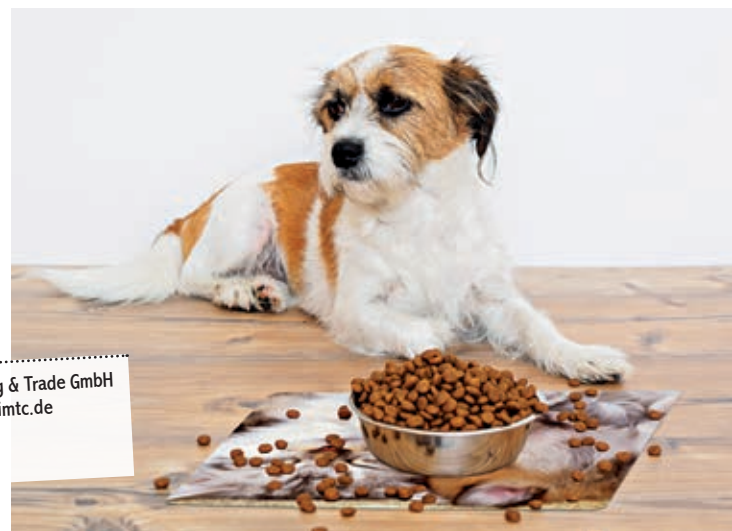


PSI 46970 • ReflAktive Thomas Wassmann  
Tel +49 4971 923312  
thorsten.hueber@reflaktive.de  
www.reflaktive.de

## A designer spot for a dog's bowl

The custom dog's bowl mats from IMTC Manufacturing & Trade are not only ideal floor-protectors: they additionally offer space for an eye-catching promotional message. The company makes bowl underlays in different qualities, shapes and variants. They can be printed on using UV offset or digital printing. AXOPAD® is manufactured in Germany.

PSI 43000 • IMTC Manufacturing & Trade GmbH  
Tel +49 8171 43390 • imtc@imtc.de  
www.axopad.de



The well-known printing company Gernet Printpack GmbH is increasingly working on innovative projects that have only become possible due to digital transformation. For example, a case study on a comic store illustrates how a simple paper bag can be turned into a thrilling collector's item.

## Transforming a simple paper bag into a collector's item

# Digitalisation as a business guarantor



Gernet Case Study  
Ultra Comix – a  
promotional teaser  
tailored to the  
comics industry.

**D**igital printing is not a replacement for traditional printing”, explains Managing Director Michael Bromberger of Gernet Printpack GmbH in Mannheim. Instead, it changes the nature and purpose of a product and turns it into an individual and customised product, thereby striking a chord with customers. The case study on the comic store Ultra Comix, which was presented at the PSI 2023 trade show in Düsseldorf, highlighted how a ‘means of transport’ can be turned into a fascinating collector's item in a digital printing workshop.

### Digital transformation

The well-known special printing company is increasingly working on innovative projects and products that have only become only possible due to digital transformation,

such as tote bags with custom prints or flexible (small) quantity print-on-demand services. This already begins in the ordering process in the webshop, where all interfaces come together. With the help of reliable, smart production processes and intelligent workflows, significantly more orders can be processed daily than before, and run times can be reduced. This results in shorter delivery times, and express delivery within 48 hours is also available.

### Flexibility and sustainability

In addition to time factors, the topics of flexibility and sustainability are also becoming increasingly important – both on the demand and the supply side. More is less. Digital printing technology makes it possible to produce smaller runs and/or to change the motif more often. Keeping the average quantities produced in line with demand, in turn, leads to lower costs and prevents having to dispose of excessive amounts of printed materials that will end up out of date at some point.

### Value added for customers

The value added for customers becomes apparent with the example of the Ultra Comix paper bag. The initial ordering cycle of over 3,000 pieces per year was modified to 250 pieces every two weeks for a new event-related or season-related layout. This made the limited transport medium highly sought after, and in the best case scenario, generated additional added value for the comic store. People surely have a positive perception of the product thanks to its reusability and sustainable materials, and the designs and ideas are transferable to other promotional products.



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Inclusion – Made in Germany – Sustainability – Social and Fair: all of these attributes apply to Herbalind. The company is a manufacturer of cushions and pads and, as a sheltered workshop, a subsidiary of ASB Regionalverband Münsterland e.V.. The product portfolio includes a broad selection of very different cushions and pads that deliver feel-good advertising.

**Heat pads handmade in Münsterland, Northern Germany**

# Soft, feel-good advertising



Herbalind  
Managing Director  
Réne Kloppenburg:  
“We’re one team!”



They attended the relaunch at the PSI trade fair in January 2023 with a small but very attractive stand and their products were very well received by visitors. Herbalind, the cushion and pad manufacturer from Rhede in Münsterland, North Rhine Westphalia is a sheltered workshop that employs around 50 people. Since 1 April 2020, Herbalind has been a wholly-owned subsidiary of ASB Regionalverband Münsterland e.V.

A sheltered workshop such as ASB Herbalind employs people with disabilities, offering them a chance of permanent employment. Sheltered workshops are non-profit institutions, but operate as a business competing on the



Top: The new company premises were built in 2016.

This is where the pads are filled – as you can see, people are enjoying themselves.

open market. Their employees have regular employment contracts and are paid accordingly too. “WE’RE ONE TEAM” is what inclusion means at Herbalind. Each employee is a team member on equal terms, irrespective of any disabilities of whatever kind” emphasises Managing Director René Kloppenburg. ASB Herbalind employs nearly 50 people. The proportion of employees with a disability at Herbalind is over 40 per cent. The company, which produces locally and inhouse, has a product portfolio that includes a broad selection of very different cushions and pads delivering feel-good advertising. Scented and herbal pads and sachets are made in addition to heating and cooling pads, filled with a variety of natural kernels, seeds and grains.





### Sustainability on many levels

"2023 got off to successful start for us with the PSI trade fair. The trade show was very well attended after the break of two years due to Covid-19. Both visitors and exhibitors equally found it attractive," said Réne Kloppenburg. "We received a lot of positive feedback about our product portfolio. The materials for our pads are chosen with care and ensure responsible, sustainable production. The filling consists of sustainable raw materials, organic to some extent. All raw materials are totally natural. And our products do not contain any additives or artificial fragrances." Sustainability is a priority for the company. For example, they use recycled cardboard packaging wherever possible. There are only short distances from production through to packaging. More and more raw materials are grown organically. Cottons have the OEKO TEX certification.

### Environmentally responsible practices from a full-service provider

Germany has deliberately been chosen as the economic base and Rhede as the production site. As Réne Kloppenburg says: "Production, sales, shipping – it is all located under one roof. So we play our part in reducing climate emissions. The building is heated using an eco-friendly heat pump. And as our production facility is immediately adja-

cent, pad production is able to react quickly to accommodate individual customer requirements. What is more, Herbalind products are handmade and Made in Germany."

### Alternative fillings

"At this year's PSI show, we realised that people had been unaware of the variety of alternative fillings, such as rapeseeds, grapeseeds or even mixtures of different grains, and they reacted very positively" reported Kloppenburg. "We can place promotional messages for PSI customers in accordance with individual customer wishes. The pads are made from a wide variety of fabrics in a huge range of colours, with individual fillings, customer logo and address on the label and custom printing on the pad using up to 4-colour screen printing. Depending on the customer's budget, we are able to deliver different sizes according to whatever the specifications are."

**Left: Herbalind also markets customised scented sachets.**

**Middle: This shows an example of heating/cooling pads with colour selection cards.**

**Right: Employee Saman Salo on the shop floor (screen printing).**

### ASB Herbalind gGmbH

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## Examples of fillings for Herbalind's heating/cooling pads.

### Cherry stones ...

... have long been popular. As fillings in pouches or pads, they are used to apply heat to joints or other parts of the body. Organically cleaned cherry stones provide a marvellous massage effect and are often used in occupational therapy.

### Rapeseeds ...

... are oil seeds and have excellent heat-retaining capacity thanks to their high oil content. Rapeseeds are small, almost perfectly round and can adjust to fit to nearly every region of the body. They can be used in therapies to stimulate the sense of touch.

### Cereal grains ...

... have a wonderful natural fragrance once they are heated. Herbalind only uses high-quality organic rye and organic wheat grains in its mixture.

### Grapeseeds ...

... are an alternative filling with a fruity fragrance for use in heat pads. They have a greater proportion of natural oils and antioxidants. These ensure that the oil content of the grapeseed stays fresh for longer.

It is no secret that Kalfany Süße Werbung has its own foundry for making fruit gums in many different colours, shapes and flavours, at its Herbolzheim site. Approximately 2,000 tonnes fly off the conveyor belt in its own IFS-certified production annually. From this year, all fruit gums and boiled sweet products made in-house are being marketed under the “Bären Company” brand.

## Making of: Limited Edition 2023

# Lavender Lime in Trendy Purple

Something we've not seen before:  
fruit-gum bears in trendy purple with  
fruity-fresh lavender & lime flavour.



**B**ehind the development of the “Bären Company” fruit gums is a terrific team of talented product developers. Linda Schmelter, Dorothee Kühn and Bakiye Kahriman develop new, innovative fruit gum varieties at the Herbolzheim site, and they do so right from raw ingredients selection through to the finished product. They optimise recipes and are the hands-down experts in their field when it comes to matters of foodstuffs law.

### Completely new taste experience

When the team from Süße Werbung were discussing product novelties for the new main catalogue, the product developers proposed, for 2023, the company's own Limited

Edition fruit gum. “We wanted it to be something very special that nobody's ever eaten before. An on-trend fruit gum that delivers a flavour surprise,” reports Linda Schmelter. After brief consideration it was clear that there is no getting around the colour purple, including in the fashion industry, and that this trendy colour should make its way into sweet promotion too. Once the colour had been decided, the next task was to find the right flavour. The solution was, in fact, immediately obvious: Lavender! “A flavour that nobody associates with fruit gums straight away, so a fantastic opportunity to surprise consumers with a completely new taste experience. That was why it was all the more exciting for us to take up this challenge. We wanted it to be something special, but still very tasty,” reports Dorothee Kühn



In the Süße Werbung range, the delicious XXL bears are available in glossy or matte laminated promotional bags, and in promotional bags that are transparent and alternatively white.



### Working away on the right recipe

In order to create the perfect taste experience for the “Limited Edition 2023 – Lavender Lime”, the product developers spent a long time working away on the right recipe. They were confronted with one or two problems in the process. The first thing to do was identify the correct lavender flavour ratio – under no circumstances should that be too dominant. It quickly became clear that lavender flavour only is too boring, and the fruit component to complete the fruit flavour expected of fruit gums was missing. One more suitable component therefore needed to be found. After numerous tests on different flavour combinations, which were jointly tasted in the team, everyone was in agreement: It was to be lavender with a shot of lime. A fruity-fresh flavour had been found for the Limited Edition.



Kalfany product developers Linda Schmelter and Dorothee Kühn took a long time working away at the right recipe. Their efforts paid off.



Premiere at the Kalfany Süße Werbung booth at the latest PSI: The “Limited Edition 2023 – Lavender Lime” was a hit with visitors in every respect.

### Purple premiere at PSI

Another difficulty was hitting on the right colour shade, which could only be realised using natural plant extracts. In order to achieve the desired warm purple shade, the right amounts of black carrot and spirulina extract plus citric acid needed to be fine-tuned. The Limited Edition was to celebrate its premiere at PSI in January. To match the trade show booth and the new main catalogue, where there were to be optical echoes of the purple theme, the intention was to give Lavender Lime flavour samples to visitors for trying out. However, the flavourings very nearly thwarted that plan. “Due to the long supply times for these natural flavourings, the schedule for our sample production had been extremely curtailed. The Lavender Lime fruit gum managed to get produced in a larger number of units and packaged for the trade show at virtually the last minute,” reports Bakiye Kahriman.

### Positive feedback in every respect

“The samples were all gone in seconds flat! We were absolutely thrilled the feedback turned out so positive and continues to be so. In talking with visitors, the Lavender Lime fruit gum was a great opportunity to demonstrate how flexible we are thanks to our creative team and our proprietary IFS-certified production,” reports Jenny Mangold, Marketing Manager at Kalfany Süße Werbung. With the Lavender Lime variety, Kalfany Süße Werbung has not only created a very special taste experience, but also a genuine eye-catcher. Not only does it perfectly match the current colour trend, but it is also a great opportunity for brands to position themselves on the fruit gum market and as manufacturers. In the Süße Werbung range, the delicious XXL bears are available in glossy or matte laminated promotional bags, and in promotional bags that are transparent and alternatively white.

The Kinderschutzbund and the specialist umbrella brand FARE presented the new joint campaign #SCHUTZschirmfürKINDER to the public at the Haptica live in Bonn. The goal of the campaign is to support the vital work done by the Kinderschutzbund, which, with over 400 local branches all over Germany, is an advocate for children and families.

## Kinderschutzbund and FARE launch joint campaign

# For the children's sake



Photo: ©Christiane Seipp, FARE

Official launch of the #SCHUTZschirmfürKINDER joint campaign by the Kinderschutzbund and FARE (from left): Dominik Dell (FARE Key Account), Ellen Heimes (Head of Kinderschutzbund Ortsverband Bonn e. V.), Günter Schmidt (Head of Sales, FARE).



Photo: ©Avel Bühner

The hangtags for all umbrellas ordered during the campaign have the campaign labels. Upon request, the tie wraps can also be printed with the campaign logo. Fare offers both at no charge. Each euro donated will go directly and in full to the Kinderschutzbund.

Kinderschutzbund. What is more, FARE will provide at its own cost the hangtags with the campaign label for all umbrellas ordered and will also print the tie wraps with the campaign logo upon request. Companies using this promotional product will be prominently demonstrating their social responsibility in this way and the umbrellas will be emotionally charged. "And most important of all: this provides practical support for the Kinderschutzbund's day-to-day work, thus helping to put some joy into the lives of numerous children. What is more, awareness of the Kinderschutzbund is raised among many companies and end consumers via the campaign itself and in particular using the campaign logo on the umbrellas. It is our hope that this will encourage many further donations, lend impetus to the start of collaborative projects between distributors or companies with their local association and perhaps even motivate people to get involved personally" remarked FARE's marketing director Volker Griesel.

### A win-win-win situation

All companies taking part will receive a digital donation certificate that they can use on their website and social media channels, for example, to show their commitment to

a better society for children. FARE is making a package of different texts and /images for communications available at no cost. Companies have access to this without charge. The goal here too is: spreading the campaign message as widely as possible in order to gain a maximum of new supporters for the Kinderschutzbund. When it comes to distributors of promotional products, the campaign presents an opportunity for them to offer their customers both a clearly understandable measure with lasting impact and a means of putting it into action at the same time. The biggest winners are of course the children. <

The work by Kinderschutzbund (Child Protection Association in Germany) has become more important than ever since the COVID-19 crisis that further aggravated the situation of many children and young adults. Any company ordering at least 96 printed FARE umbrellas and making a minimum donation of 100 euros can take part in the #SCHUTZschirmfürKINDER campaign. Larger donations are possible and, it goes without saying, are most gratefully received, according to information from FARE. Each euro donated will go directly to the

[www.fare.de/SCHUTZschirmfuerKINDER](http://www.fare.de/SCHUTZschirmfuerKINDER) • [www.kinderschutzbund.de](http://www.kinderschutzbund.de)



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The better you know your customers, the better you can serve them. This is especially true when marketing promotional merchandise as only products that are a perfect fit can successfully convey messages. This is why customer data are also a valuable resource for distributors of promotional merchandise. A recent study illustrates what is really important.

## Trends survey on collecting and using customer data

# Customer data deserve closer attention

**D**etailed customer information for a comprehensive picture of the customer – single customer view – is one of the main objectives in data-driven business. The latest trends survey by the management consultancy absolut illustrates how businesses are systematically relying on the collection and use of customer data and what obstacles they are faced with.

### Focussing on customer acquisition and customer retention

The businesses in the survey currently place an equal focus on customer acquisition and customer retention. Seven out of ten companies (70%) put expansion of their customer base at the heart of their marketing activities, while around two thirds (65%) focus on improving customer retention. Where B2C companies are concerned, the ap-

proach is distributed fairly evenly: the principal focus for 30% of these businesses is on customer acquisition and customer retention respectively, an equally high number places equal emphasis on both objectives. When it comes to B2B companies, the number of firms aiming to broaden their customer base is clearly in the majority.

### CRM systems predominate for data capture

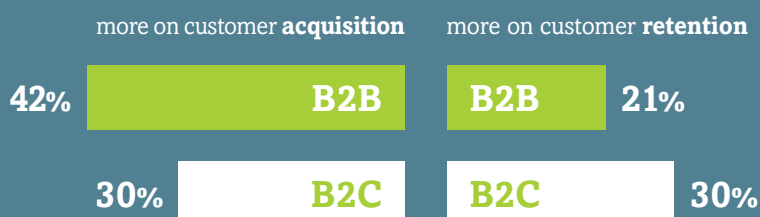
Quite a distinct picture emerges on the question of systems that firms use to capture customer data: around three quarters (73%) rely on a conventional CRM system. Four out of ten firms (42%) collect customer data using marketing automation software, and around every sixth firm employs a customer data platform (16%) for this or a data management platform (15%). This obvious preference for a system is irrespective of how large the firm is. The smaller the business, however, the smaller the number is of those who actually use the above-mentioned systems.

### Still scope to increase data enrichment

Enriching customer profiles with additional data is evidently an issue on which opinions vary widely. Only one half of the companies surveyed rely on systematic supplementation or completion of existing data and customer profiles (50%), roughly the other half (49%) does not. A majority (55%) of B2B companies do so, and

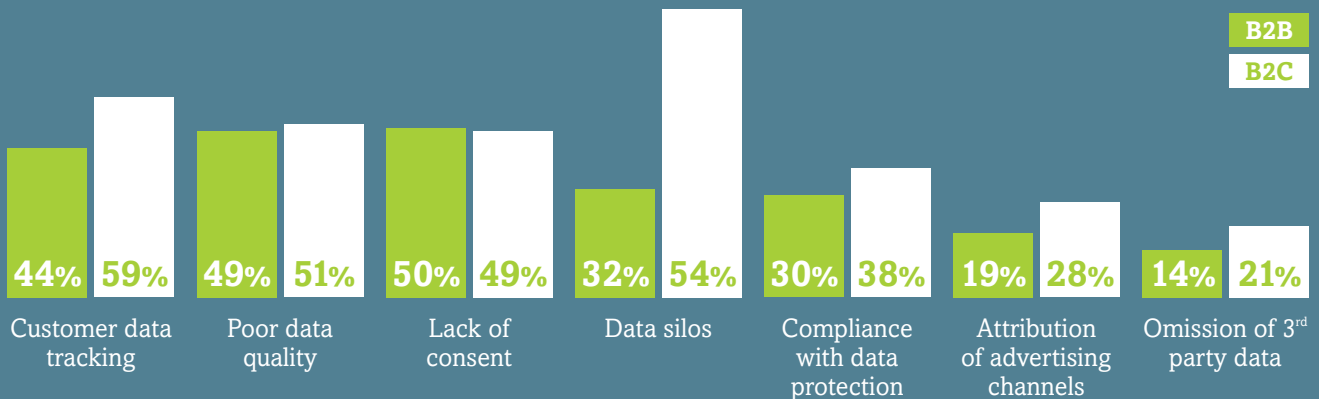
Only around half the businesses surveyed rely on systematic supplementation of data and customer profiles, although customer data play an important role in marketing.

## Where is the current focus of marketing activities?





## Which are the main challenges regarding customer data?

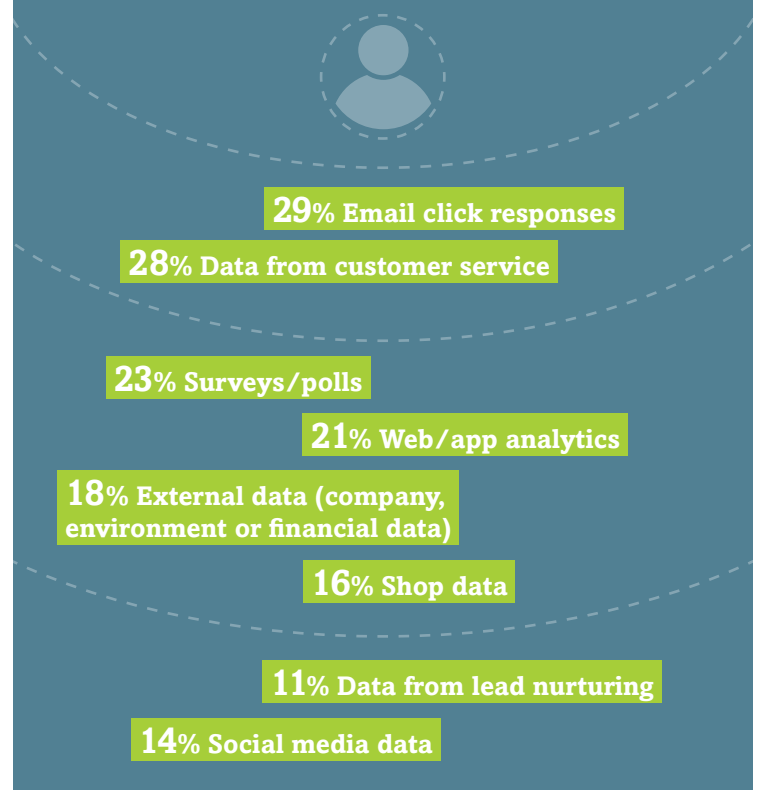


with B2C companies it is a slight minority (47%). In small firms (less than 10 employees), data enrichment is far more common than in mid-sized (10 to 500 employees) or large firms. The businesses surveyed use a wide range of additional information for data enrichment. First and foremost: email click responses (29%) and insights from customer service (28%). These are followed by surveys or polls (23%), web / app analytics (21%), external data such as company, environment or financial data (18%), shop data (16%) and data from lead nurturing (14%). Roughly only every tenth firm (11%) leverages social media data.

### Third-party cookies an absolute must

High-quality, powerful customer data pose a range of challenges for businesses. For half of those surveyed, customer journey tracking, poor data quality and a lack of user consent to profiling (opt-in) constitute the biggest obstacles. Just about half (46%) struggle with data silos that prevent an aggregated, consistent and comprehensive overview of customers. For slightly over one third (35%), collecting and using data in conformance with data protection laws pose a problem, while for one quarter (25%) attributing advertising media channels correctly is. Loss of third-party cookies now seems to represent an obstacle for only a handful of companies: this is only of concern to just one fifth (18%). “Regardless of whether for the purpose of customer acquisition or for customer retention – powerful customer data represent a never-ending task that is extremely complex and challenging for firms of all sizes and from all branches” is how Dr Thorsten Schwarz, managing director at absolut, summed things up.

## Which sources of data are used to systematically enrich customer profiles?



### About the study:

In February 2023, absolut conducted an online survey of 500 marketing decision-makers from the B2B (B2B companies, consultants, agencies and IT) and the B2C segments (energy suppliers/utility companies, financial services, insurance companies, health care sector, retail, brand manufacturers, media, education and tourism) in the DACH region for its trends survey on customer data.

On 3 February 2023, Aktion Plagiarius awarded its negative prize “Plagiarius” for the 47th time to manufacturers and traders of particularly brazen plagiarisms and counterfeits. According to the press release, “the aim of the campaign is to raise public awareness of the unscrupulous business methods of product and brand pirates and to sensitise to the problem.”

## 47<sup>th</sup> award of negative prize “Plagiarius”

# Against brazen theft of ideas

**B**efore the annually changing jury selects the winners, the alleged plagiarists are informed about their nomination and given the opportunity to comment. “The jury’s aim is not to stigmatise legal competitive products, but to take a critical look at clumsy 1:1 imitations that deliberately look confusingly similar to the original product and show no creative or constructive contribution of their own. The ‘Plagiarius’ award says nothing about whether the counterfeit product is legally permitted or illegal,” says the official statement. The trophy of the negative award is a black dwarf with a golden nose. The latter symbolises the immense profits “that unimaginative imitators literally earn at the expense of creatives and innovative companies.” Fortunately, from the jury’s point of view, again, one of the imitators sought an agreement with the original manufacturer and took the remaining copies off the market.

**Consumer clout: Without demand, no business for counterfeiters**

In the EU alone, according to the EU Intellectual Property Office (EUIPO) and the European Commission, some 86 million counterfeit goods were seized in 2021, an increase of almost 31 percent compared to 2020. And these are only the proven seizures, the tip of the iceberg so to speak. The EUIPO and OECD put the international trade in counterfeits at an alarming 412 billion euros in 2019, equivalent to 2.5 percent of world trade. “The greater the demand, the greater the success of the counterfeiters,” emphasizes Aktion Plagiarius and deduces that “buyers and purchasers therefore have the power, but also the social responsibility, to deprive counterfeiters of their business basis. And this is in their own best interest.” Although



counterfeit goods are available in all price and quality gradations, most of them are only deceptively similar to the original at first glance. The fact that an identical appearance does not automatically mean the same quality, performance, and safety is proven by many products that Customs and Interpol have already withdrawn from circulation: Contaminated perfumes and cosmetics, technical products with defective electronics, children’s toys that





are defective or full of harmful substances, medicines that have been dosed incorrectly or not at all, and many more. The German Engineering Federation also confirms that counterfeits often pose a danger to the operators of machinery and equipment or a risk to the safe operation of the equipment.

### Innovations are not created by “copy-and-paste”

Future-oriented ideas are the most important capital for growth, Aktion Plagiarius emphasizes. But they cannot be taken for granted. This makes it even more fundamental to promote and protect creative ideas and know-how, and to recognise the outstanding importance of intellectual property for securing jobs, prosperity, and competitiveness. “The process from an initial idea through design, engineering, certification and prototyping to market readiness is demanding and costly. Design and engineering services, for example, require complex expertise as well as a feel for markets, trends, sustainable production, and economic feasibility. In addition, the developers regularly have to make financial contributions in advance. This entrepreneurial risk must be worthwhile. However, this does not work when unscrupulous free riders successfully copy products established on the market 1:1, unabashedly pass them off as their own performance, offer them at a supposedly lower price and thus unjustifiably siphon off market shares and profits from the original manufacturer.” The economic damage is only part of the problem. Added to this are the loss of brand credibility and the costs of combating unfair imitations and winning back customers. The negative effects are not only felt by the original manufacturers: “To maximise profits, counterfeiters often use the cheapest materials and disregard quality controls and social standards in the counterfeiting factories,” Aktion Plagiarius explains.



1st prize: the modular wall shelf system “LINK” (above left side the original by Studio Hausen, above right side the plagiarism from a German EU-wide acting furniture retailer who stopped the sale meanwhile and destroyed remaining stocks).

2nd prize: Glass „CLUB NO. 6 Superglas 300 ml“ (in the middle above the original high-quality Superglasses by koziol made of a high-tech material that combines the properties of glass with the advantages of plastic, in a design protected in the EU. 100 percent recyclable, 100 percent Made in Germany. Below the plagiarisms in a simpler quality of workmanship and lower stability by METPLAS A.S. Misleadingly, the imitator advertises with the reference „patented“.



### Responsibility of the trade: Large product range does not exempt from inspection obligations

Anyone who wants to sell products must ensure that they comply with the health, safety, and environmental standards applicable in the sales area and that the products are free of third-party rights with regard to brand, design, patent or copyright. Even an extensive, frequently changing product range does not exempt those responsible for purchasing from these inspection obligations. A careful selection and evaluation of suppliers as well as regular quality

3rd prize: Mercedes-Benz Vehicle-Diagnosis „XENTRY Diagnosis“ (on the left the originals by Mercedes-Benz Group, on the right the plagiarisms by OBD Diagnostic Tools).

>>

>> and safety checks are indispensable. “Discounters and large retail chains in particular often lure customers in a ‘Robin Hood’ manner with promises à la ‘beautiful design, affordable for everyone,’” Aktion Plagiarius says and adds: “There is nothing wrong with that, as long as it is an own/individual design and the argument ‘affordable’ is not at the expense of creative designers and quality. A fair win-win situation would be, for example, a licence agreement or a commission for the designer. This is a question of responsibility and respect towards competitors and clients.”

### Generation Z: Between Climate Rescue, Ultra Fast Fashion and (Fake) Luxury Clothing

“With astonishing taken-for-grantedness, young consumers are demanding attractive new products at ever shorter intervals – available 24/7 and, if possible, at almost zero cost. Originality, provenance, and quality do not play the biggest role for everyone,” Aktion Plagiarius establishes. More than one in three young Europeans (37 percent) between the ages of 15 and 24 years have deliberately bought counterfeits, according to the “Youth Scoreboard 2022 on Intellectual Property”. According to EUIPO, this corresponds to more than a doubling in the last three years. Counterfeit clothing, shoes, accessories, and electronics are particularly in demand. The main arguments are the low price and the high availability. The EUIPO describes the significantly increased social acceptance of counterfeit products as well as an indifference towards the problem as worrying. One reason for this is the increasing success of so-called “dupe influencers”.

### Dupe Influencers “legitimize” the purchase of counterfeits on social media

Dupe influencers show fake designer and luxury products in videos on Instagram, YouTube and TikTok and “recommend them to their young, easily influenced followers. As supposed ‘role models’, they thus change their perception of counterfeits. Self-aggrandising, they legitimize the sale of infringing items and play down the purchase of such items as cool and acceptable. With their behaviour, they not only promote a questionable culture of ‘more illusion than reality’, but above all a culture of disrespect towards brands and the development performance behind quality products,” Aktion Plagiarius criticizes.

### Educating responsible digital citizens

Considering these developments, Aktion Plagiarius welcomes a recent initiative by EUIPO to make intellectual property more tangible for students through easy-to-understand educational materials. The aim is to educate young

people to become responsible digital citizens who develop respect for their own ideas and the ideas of others. Intellectual property includes any intellectual achievement presented in a unique new work – be it fashion, a product design, a technical solution, art or a cultural piece – they all deserve protection and recognition.

### Digital trademark infringement requires digital protection strategies

According to Europol, counterfeit products are increasingly promoted and distributed via e-commerce platforms, social media, and instant messaging services. And the manifestations of digital brand infringement are becoming increasingly diverse: from classic plagiarism, counterfeiting and copyright infringement to domain theft and brand abuse (e.g., Fake AdWords) to complete identity theft and fake shops. With a lot of criminal energy, the reputation and know-how of renowned manufacturers are exploited, and their brands and credibility weakened. For companies, this means that it is no longer enough to simply register industrial property rights in all relevant markets. Digital trademark infringements require digital protection strategies. These include a well-thought-out domain portfolio, AI-supported online monitoring to detect and eliminate infringing offers, and the use of verification seals for authorised online traders. Measures that are necessary and worthwhile, but whose money could flow into the development of new products if all parties involved behaved fairly in the market.

### High profit – low risk: Crackdown needed to deter and contain

“To minimise the risks of prosecution and maximise their profits, professional counterfeiting rings diversify their fields of activity and use existing structures from human trafficking, drug trafficking and arms dealing. Legislators must ensure that these structures are dismantled and that the counterfeiters are deprived of their illegal, highly lucrative profits,” Aktion Plagiarius demands. To their mind, this is the only way to prevent money laundering. At the same time, they plead that “the operators of e-commerce platforms must be held more accountable. A first step in this direction is the Digital Service Act.”

### Equal rights for all: Obligations that apply offline must also be binding online

To define uniform and binding rules for the internet, the EU passed the Digital Service Act (DSA) in 2022. Among other things, it provides for consumers to be reliably protected from illegal content and counterfeit products and





In addition to the three main prizes the jury awarded three special prizes that are equal in rank.

Special Award “Identity Theft” (on the left the original websites [www.wika.com](http://www.wika.com)/[www.wika.cn](http://www.wika.cn) from WIKA, on the right the Fake website [www.wika-wika.cn](http://www.wika-wika.cn) from Chu Chaofeng)

for brand owners to be able to better defend their intellectual property. “When transposing the law into national law, clear rules for the enforcement of rights must now be established. In the end, what matters is a strong and consistent application in practice”, Aktion Plagiarus emphasizes. In this context, this year’s laudator, the Hessian State Secretary for European Affairs, Uwe Becker, also calls for: “With the change in trade channels from the analogue to the digital world, the trade in counterfeits via electronic sales platforms has experienced an additional upswing. The economic damage is enormous. For this reason, the protection of intellectual property and the fight against product and brand piracy must be pursued with even greater commitment and adapted to the new business models of the plagiarism of ideas. The Plagiarus is a special way of drawing attention to this threat to business and consumers. Therefore, this negative award is also a call to action.”

### Plagiarus Prize Winners 2023 in the Museum Plagiarus

In its unique exhibition, the Museum Plagiarus shows more than 350 Plagiarus award winners from a wide range of industries – in each case the original and the plagiarism in direct comparison.

[www.museum-plagiarus.de](http://www.museum-plagiarus.de)

Source: Text and pictures: Aktion Plagiarus e. V.



Special Award “Laziest Series Offender”

(always on the left side the original products of the D30 LPS series [excerpt] and diverse components by item Industrietechnik, always on the right side the plagiarisms by Fath GmbH)



Special Award “Counterfeit” (on the left the original SD-Card “Volkswagen Navigation AS [V16]” by Volkswagen AG, on the right distributed via its eBay-Shop the counterfeit by ITPROCARS)

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## Bee rescuers in a test tube

The flower mixtures from iubilo, a brand name of the WWF publishing house, bloom colourfully and lastingly, are very rich in nectar and thus ideal for bees and butterflies. While everyone is talking about insect protection, seed mixtures make a **contribution to more ecological sustainability** and draw attention to the advertising message in an attractive test tube with a natural cork. The large flag on this particularly high-quality product enables businesses to optimally display themselves and their services. The test tubes can be individually filled with flowers in the desired colour.

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## Individually connected – anywhere

With the REEVES-myConvertics 6-in-1 colour-configurable cable set, Reflects is a particularly universally customisable **cable organiser comprising six adapters**. The box contains a 48cm USB-C to USB-C cable, an 8-pin Apple® Adapter, a micro-USB adaptor and a USB-A adapter. Charging or data transmission is therefore possible anywhere, anytime. All adapters and connectors are safely stored away in moulds in the practical housing. The latter can be opened by means of easy rotating and sliding. The robust karabiner hook ensures a secure hold on rucksack, bag or luggage.

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[www.reflects.com](http://www.reflects.com)







## Stabile and environmentally friendly

EuroSCHIRM Eberhard Goebel presents an environmentally friendly pocket umbrella in a fashionable design – the model 32P7. The automatically opening and closing base offers high wind stability thanks to unbreakable fibreglass rails and stable metal elements. An elegant and handy real beech wood handle (FSC certified) with an integrated release button and a hand strap made of organic cotton perfectly match the umbrella. The cover and sleeve consist of high-quality polyester fabric made from recycled PET in navy blue with a pearling effect and are also 100 per cent PFC-free. This way, the fully automatic pocket umbrella offers ecological sustainability from the handle to the tip.

PSI 43420 • EuroSCHIRM Eberhard Goebel GmbH & Co.KG  
Tel +49 731 140130 • [info@euroschirm.com](mailto:info@euroschirm.com)  
[www.euroschirm.com](http://www.euroschirm.com)



## Less CO<sub>2</sub>, 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 CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub> reduction symbol is applied in relief on the DS6 S cap alongside the recycling logo.

PSI 42332 • PRODIR  
Tel +41 91 935 5555 • [sales@prodir.de](mailto:sales@prodir.de) • [sales@prodir.ch](mailto:sales@prodir.ch)  
[www.prodir.com](http://www.prodir.com)





## 3D to customer wishes

New and exclusive in the Romanowski Design range are 3D puzzles made of recycled cardboard. The standard range consists of more than 50 motifs, from well-known figures such as Gandhi via various animal motifs through to fruits. The individual puzzles consist of **up to 160 pieces** and weigh approximately one kilogram. Besides the fun factor of assembling, one can get creative afterwards and paint the puzzles. Customers can have their custom puzzle made from an order quantity of just 100 pieces.

PSI 44359 • ROMANOWSKI DESIGN GmbH  
Tel +49 30 64493417 • [romanowski-design@t-online.de](mailto:romanowski-design@t-online.de)  
[www.romanowski-design.de](http://www.romanowski-design.de)

## The entire colour spectrum

The company EIDEX GmbH, a promotional products specialist from Baierbrunn, distributes Pantone colour guides to its promotional products manufacturers and sales partners. With the new edition of the Pantone Formula Guide, colours can be exchanged, compared, communicated and adjusted. The newest Pantone Formula Guide shows all 2,390 relevant special colours and was updated with **224 brand new Pantone Matching System (PMS) colours**. Existing colour guides are only colourfast for up to two years. Only those that are up-to-date can guarantee 100 % quality. EIDEX offers selected Pantone products at special prices. Just visit EIDEX24 and request a non-binding offer.

PSI 20527 • EIDEX GmbH  
Tel +49 89 238873-266 • [stefan.koch@eidex.de](mailto:stefan.koch@eidex.de)  
[www.eidex.de](http://www.eidex.de)







## From a thirst quencher to a writing utensil

Two recycled materials are used in the new uma RECYCLED PET PEN ALUMA, which further increases not only their long-lasting positive communicative effect, but also their environmental effect. uma RECYCLED<sup>2</sup> uses various resources to complete the upcycling project resulting in a recycled aluminium writing utensil made in Europe with recycled rPET beverage bottles. The **innovative, ecologically sustainable and unique** climate-neutral product offers cool elegance with colourful highlights. The option of applying both a laser engraving as well as advertising prints opens up the entire range of CI-compliant communication. Drawing on its company tradition, certified production processes and the demonstrable CO<sub>2</sub> footprint, uma is taking another step towards ecologically sustainable and responsible writing and advertising. With the uma TECH Refill, the uma Aluma writes for more than 4500 metres with a soft, but rich stroke. For those wishing to convince themselves, uma recommends test writing with the new RECYCLED PET PEN ALUMA. More information at [uma-naturals.com/aluma](http://uma-naturals.com/aluma).



PSI 41848 • uma Schreibgeräte Ullmann GmbH  
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## Custom-made ecologically sustainable grass paper

With its environmentally conscious promotional ideas, CD-LUX offers ecological sustainability that you can touch. It manufactures selected products from sustainable grass paper. **Significant savings in CO<sub>2</sub> emissions** can be achieved by using grass paper, which has a nearly 75 % better CO<sub>2</sub> score than pulp. Water consumption in production is also significantly reduced, and the cardboard is recyclable and biodegradable. All products manufactured by CD-LUX are CO<sub>2</sub>-offset free of charge for the customer.

PSI 45452 • CD-LUX GmbH  
Tel +49 9971 85710 • [info@cd-lux.de](mailto:info@cd-lux.de)  
[www.cd-lux.de](http://www.cd-lux.de)





## Planting aid in XXL format

The popular plant wood from the emotion factory is now available as a "grande" version. The ecologically operating manufacturer of promotional products creates space for a **creative advertising message** on a 75 × 320-millimetre surface, as the surrounding paper banderole can be individually printed. The plant wood itself allows for engraving on 55 × 55 millimetres all around it on all four sides and is at the same time a trendy miniature garden for a green office. A substrate tablet is supplied with soil and seeds of your choice. A new green highlight with a great advertising effect.

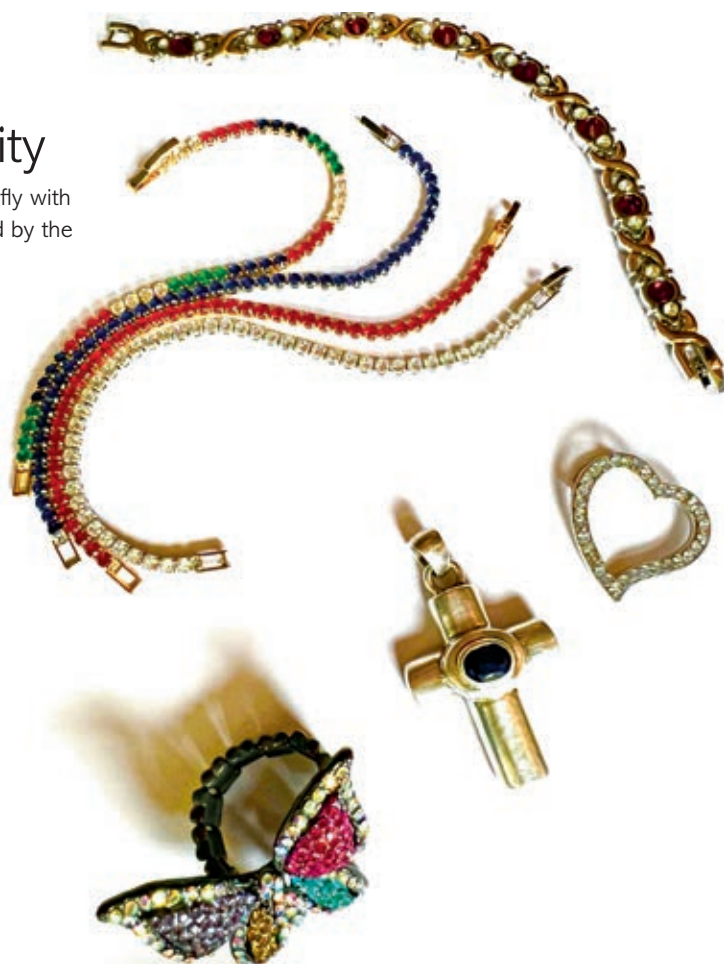
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## Decorations from the gemstone city

Tennis bracelets, heart-shaped pendants or rings in the shape of a butterfly with crystal stones are just a few examples from the range of products offered by the company Uschi Wunsch from the gemstone town of Idar-Oberstein. **With**

**its experience and knowhow**, the company is able to meet individual customer requests and supply custom-made products. The jewellery parts are gold-plated, silver-plated and partially come with crystal stones in different colours. The range of products is supplemented with decorative advertising accessories such as scarves, bags, belts or custom-made pins.

PSI 60605 • Uschi Wunsch Import – Export  
Tel +49 6781 5624071 • [top@wuensch-io.com](mailto:top@wuensch-io.com)  
[www.wuensch-io.com](http://www.wuensch-io.com)





## Collection second to none

Fashionable and comfortable, but also sustainable and hygienic work clothes for medical and nursing professions are a current topic at Karlowsky Fashion. Known for innovative and contemporary work clothing, the company has recognised the signs of the times. With the "Essential Line" from the current Health & Beauty collection, it successfully combines functionality, style and ecologically sustainable standards. With eleven cool colours spanning from classic white and royal blue to modern aubergine, fuchsia or emerald green as well as clever details, cool cuts and maximum washability at 95 °C, Karlowsky has developed **a collection that is second to none**. All "Essential" products consist of a uniform material composition and can be combined with each other as desired (mix & match). The polyester used in the cotton/polyester mixture consists of 100 % recycled plastic. Thanks to the high-quality and durable material, all articles from the collection are also ideally suitable for all types of refinement.

Karlowsky Fashion GmbH  
Tel +49 39204 9128-0 • info@karlowsky.de  
[www.karlowsky.de](http://www.karlowsky.de)



## Ecological sustainability in the office too

The Qube recycling ballpoint pen from klio eco® impresses people with its many great advertising possibilities and high degree of sustainability. The entire case of this ecological advertising pen consists of 100 per cent **recycled plastic** (rABS). The elegant giveaway is made with photovoltaics and green electricity. Furthermore, the writing utensils manufacturer Klio-Eterna bears the seal "climate-neutral location" and is certified according to DIN EN ISO 9001 and 14001. In addition to the cuboid top, which can be customised on three sides, the wide clip also particularly catches the eye. Available in 14 standard colours, the Qube recycling pen also offers an extensive selection of colours.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG  
Tel +49 7834 9730 • klio@klio.com  
[www.klio.com](http://www.klio.com)



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## PSI Journal

Internationales Magazin für Werbeartikel. Hier finden Sie profundes Know-How für Ihr Werbeartikelbusiness, aktuelle Informationen über Märkte und Unternehmen sowie Themen, die die Branche bewegen. Jetzt alle wichtigen Themen und Termine rund ums Magazin vormerken!

International magazine for promotional articles. Here you will find in-depth know-how for your promotional goods business, up-to-date information about markets and companies as well as topics that move the industry. Make a note of all the important topics and dates for the magazine now!

	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/fliedrop/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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45720	DREAMPEN Dariusz Libera, DreamPen Producer of Ballpens	009			
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	Kühne + Nagel (AG & Co.) KG	045			
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42020	mbw Vertriebsges. mbH	039			
43410	Mister Bags GmbH	002+003			
46925	Pins & mehr GmbH & Co. KG	KAB			
	PSI - RX Deutschland GmbH	071			
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41838	SENATOR GmbH Porzellanmanufaktur Kahla/Thüringen GmbH	017			

## Product Sourcing | Finger On The Promotional Pulse

PSI suppliers who want to give their **business** an **extra boost** can get the PSI Product Sourcing Team on board their sales boat – and that's easy to do. They simply send their **latest catalogues to PSI Product Sourcing**. The team is always on the lookout for new and innovative products to provide PSI members and thus potential supplier customers with up-to-date advice. The catalogues help the PSI Product Sourcing Team to keep

up to date and be able to recommend new, trendy products. And this supports PSI suppliers in **gaining additional new customers**. As the PSI Product Sourcing Team puts it: „By offering our members the latest and most innovative products, we can ensure that we meet their needs.“

### Brands belong to the trends

PSI distributors rely on the know-how of the PSI Product Sourcing Team. They appreciate the team's advice when they are looking for the right product or supplier for their customers. Beyond that, the professionals in matters of haptic promotional provide information all about the **top sellers** and **innovative**

**trend products** in the PSI Product Finder. Be it in a personal phone call or via online request by email or website – the idea-givers from PSI are situated right at the source. The March evaluation of the enquiries received confirmed that brands belong to the trends. **Branded products** were enquired most frequently, so were **customized products**. **Household and kitchen accessories** continue to be the centre of haptic attention. Among the five most requested promotional products, they are ranked between **office supplies** and the all-time classic **ballpoint pen**. By the way: the latter are enquired more frequently than other writing instruments – more than twice as much. In the March retro-spection, sustainable products were mid-table.

### Extensive support by the PSI Product Sourcing

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: **psi.productsourcing@rxglobal.com**.

PSI suppliers should send their catalogues to:

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## Let's go

**U**f the well-known football adage “After the game is before the game” is right, we have already got every reason to look forward to PSI 2024 – right after PSI 2023, numerous companies signed up for 2024, most of them with considerably larger stands. Among the attendees will be: JUNG SINCE 1828, elasto, Easy Gifts, Pagani Pens, doppler, Senator, Stabilo Promotion, Victorinox, Ritter Pen, Kalfany Süße Werbung, Inspirion, to name just a few. The fact that an ample 50 percent of the surface area has already been booked is a very positive signal for the promotional products business, and demonstrates that the PSI trade show is clearly on course for growth.

We as the PSI team chalk this up as further positive feedback in response to the realignment of our network as well as to the planning and realisation of PSI as THE European trade show for the promotional products business. To us, “before the game” also means, though, the obligation to continue to build up the initial euphoria and optimism with all our strength.

That means for me, specifically: For one, positioning the PSI Trade Show as a platform for high-quality and pioneering sustainable products for the future even more. And, for another, stepping up internal and external networking even further. That also includes, again and again, continuing to expand our contacts to politicians, in order to get the concerns of our industry heard. That was already achieved very effectively at the PSI in January. All members of parliament who attended on site were unbelievably impressed by the industry's professionalism.

As an industry we have been through a lot in recent years and met the challenges. PSI 2023 was a success and demonstrated that we as an industry are coming out of the crisis stronger than before. For all the positive momentum, though, we do not intend to sugar-coat the situation: There continue to be challenges that we need to meet. Inflation, supply chains, digitisation, sustainability, quality and value, to name just a few of the problems.

Therefore, it is important that we meet these challenges together and work not against one another, but with one another. For every distributor, for every supplier, for the entire industry and for us all. Instead of competing against one another, we must embark on a joint search for solutions. We must concentrate on getting our products noticed for what they are – namely, high-quality and highly effective. And we must, at all times, demonstrate and prove that our industry has real relevance, on location at the PSI trade show as well as in business, politics and society. Let's tackle this – together!

Yours,



Petra Lassahn  
Director PSI





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## Sustainable and energy-efficient products ...

... are not just one of the two topics in June's PSI Journal. Our actions should always be based on a premise of sustainability and resource-efficiency if we want to achieve ecological change and preserve a world worth living in for future generations. This starts in everyday life. Every small deliberate step counts. Our industry has long since internalised this most pressing problem of our time and is trying to do its bit to counteract climate collapse through sustainable and sustainably promotional product ideas. We will display a selection of the latest results in June. The second product section features innovations in the field of "Wellness, cosmetics and beauty".

**Please start planning your product presentations for the July 2023 issue of PSI Journal today. These will be dedicated to the topics of „Christmas, gift sets and special products“ and „Toys and plush products“. Please send your product suggestions (image and text) by 20 May 2023 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de**

## Companies, events, markets



This section of our publication gives concise information about current developments, events and news, as well as the activities, actions and personnel changes of our network's member companies. In this way, "Companies, events, markets" give a varied picture of a dynamic and innovative industry.

## Haptic win-win situation

The PSI Product Finder is Europe's largest database of promotional products. Used correctly, it is an optimal sales tool – for both suppliers and distributors. In the next issue of PSI Journal, we discuss the Product

Finder from both perspectives and present the diverse nature of its users.

**PRODUCT  
FINDER** **LIVE**

## Imprint



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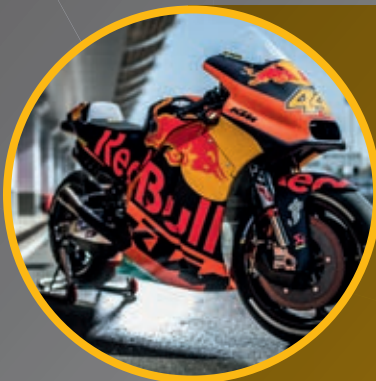
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