

PSI

PSI Journal

International Magazine
For Promotional
Products

June 2023

Volume 62

including
PSI 2024
exhibitor list!

JOURNAL

With
inspiration
to success

Product Guide

Wellness, cosmetics, beauty
Sustainable and energy-saving

Halfar

Fourth ÖKOPROFIT award

70 years of Wisa

Three generations
of "breezy" promotion

DreamPen

Environmentally conscious
and loving scents

PSI Product Finder



Exhibition Centre Düsseldorf

9-11

JAN

24

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

Where cool
heads come
together
and hot
deals happen
in 2024

The industry
meet-up.

Save the
date.

No question: The PSI will be the leading trade show, business platform and innovation driver in the coming year. Sustainability, future viability, cooperation and new ways of thinking within and for the industry are at the top of the agenda. In short, the place to be, with the issues of the day for the entire promotional products industry. Come along and experience the who and how of the industry live.

The leading European trade show for
the promotional products industry

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In the business of
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Editorial

Not to be credited...

In Germany, in extensive parts of Europe too, we have a decline in orders in the processing business of in excess of 10 percent. Exports are currently weakening by 5 percent compared with the previous year. Nobody sees signs of any upturn. The economy is limping across Europe – particularly in Germany, though. We have arrived at the point where the gross social product is growing by just a quarter of a percent – almost Achtung Tippfehler im deutschen zero. The ECB base rate will rise to 4 percent within this year. Severe damage to prosperity threatens to arise from this concoction of circumstances.

This is an alarm signal for almost all sectors. For the promotional products industry, this market stagnation is a loud wake-up call. It must go on the offensive even more, convince customers even more about the value and effectiveness of its promotional tools. It must approach the political front offensively and urgently fight for improved economic parameters.

And at precisely this time, the Gesamtverband der Werbeartikelwirtschaft (GWV) is a picture of disharmony, left with virtually no leadership. After barely six months, 80 percent of the newly elected board have resigned, seeing irreconcilable antagonisms in the way the association's work is understood. A large number of the board members are at odds with the management of Ralf Samuel, and they are not alone in this estimation – because he has spent years being more occupied with the association's trade shows than with effective lobbying in Berlin and Brussels. That was a point of criticism which already led to massive differences of opinion on the "old board".

Steven Baumgärtner, the new chairman – though he, too, has now resigned – threw in the towel when he no longer saw any chance of fighting for improved industry conditions under these circumstances. That's although the chances of that, especially in Berlin, were – and are – not so bad at all. That is also confirmed by the previous chairman Frank Dangmann, who now provides advisory support to the association.

Here is my wish, as a member, for the re-elections at 20 June: A chairman who is successful as an entrepreneur and has the presence to credibly represent the industry's charisma. A team that is going to approach improving economic conditions as the most important goal. A management that has political connections, has vision, is able to offer companies practical assistance and can manage a team that also looks after the association's events and trade shows – with emphasis on that word "also". Let's see if it works out.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Perfect for

traveling!

Bella does not bear its name without reason. Translated, **Bella** means: beautiful - and all items that underline one's own beauty can be accommodated in the appealing cosmetic zipper bag. In this way, brushes & co. can be attractively stowed away, at home and when traveling.

With a grammage of 200 g/m², the small **Bella** with the dimensions 23.5 / 20 x 20 / 6.5 cm proves to be extremely robust. On top of that, it is sustainable. It consists of 70% recycled cotton and 30% rPET. In terms of color, it convinces with simple elegance in a natural tone, on which logos and advertising messages can be applied by means of screen and transfer printing.

To ensure that the contents do not get lost while traveling and can always be stored safely, **Bella** is equipped with a zipper made of recycled rPET.

Bella is certified with the GRS - GLOBAL RECYCLE STANDARD and according to the OEKO-TEX 100 standard.



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www.misterbags.de



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zipper made of
recycled rPET

Grammage from
200 g/m²



Bottom fold 6,5 cm



With inspiration to success

10

Reaching potential customers in a targeted way and contacting those who are looking for exactly the product you have in your portfolio as a promotional products supplier. An intelligent search engine that brings suppliers and searchers together. That is the PSI Product Finder – a profitable sales tool with a win-win factor for all PSI members.

BPMA: Promotional products prevail

38



How effective are promotional products? Representatives of the British association BPMA debated this question with other advertising and marketing experts in the House of Commons in London at the end of March. The pros and cons were hotly debated.

Sustainable and energy-saving

44

Promotional products cannot save the world. But they can make it a little better with imaginative, resource-saving and environmentally friendly products. Because every small, conscious step counts. Part two of our Product Guide shows on these pages sustainable and sustainable advertising product ideas.



70 years of 'breezy' promotion

58

At the beginning of March this year, Wisa Enschede celebrated its 70th anniversary. Over the past seven decades, the Dutch company has developed into a renowned supplier to the promotional products industry as a balloon printer and manufacturer of paper articles for a wide variety of festive occasions.



KEEPING IN THE LOOP WIRELESSLY

It was 1861 when Philipp Reis first presented a device that was able to transmit voice remotely using an electric current. He called it "telephone". A game-changing invention that left some people incredulous, as the sound transmission was subject to considerable fluctuations. 15 years later, Alexander Graham Bell filed a patent application for the first telephone in the USA. Although the telephone has experienced worldwide success over the course of time, a new development 50 years ago was again met with astonished faces when the inventor of the mobile phone, the engineer Martin Cooper, made a phone call from 6th Avenue in New York using "his" mobile in the middle of the street. It has to be said, however, that it was extremely unwieldy. The mobile prototype was 25 centimetres in size with the antenna. it weighed over one kilogram and a phone call of 25 minutes maximum was possible. After that the battery was drained and probably by then your hand was unable to hold the monstrosity for any longer. (tagesschau.de, "Wie ein Anruf die Welt veränderte") Nevertheless: the invention ultimately persuaded people after it underwent a lot of further development. According to statista.com, around 3.9 billion people worldwide now use a smartphone. And there are practical, attractive accessories for everyone.



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MADE FROM RECYCLED PLASTIC | PERFECT FOR TEXTILE FINISHING

Tiny forest - huge impact



The idea of living in a tiny house has met with increasing interest. This type of property has long been familiar. But a tiny forest? What would seem to be a completely new movement is not that new at all. It comes from the Japanese forest researcher Akira Miyawaki, who, back in the 1970s, not only gave some thought to how the climate in large cities could be improved through reforestation. He also found the solution: with small green islands of nature. How they benefit you: they provide shade, support biodiversity and clean pollutants from the air. Mini forests like this, for which an area of just 100 square metres is sufficient, can now be found in India, USA and Europe, for instance in London and Vienna. There are already 19 Miyawaki areas in Germany. (tagesschau.de, "Eine Klimaanlage fürs Viertel") It is also possible to address the subject of forests, their beauty, their benefits and how to protect them with fast-growing resources, for the purpose of advertising.

Visual stroll with special moments

"Moments in the Forest" calendar
A. Korsch Verlag GmbH & Co. KG
www.korsch-verlag.de
PSI 40786



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(envelope made of bamboo card, wipe-off, reusable inside pages)
Reichweite GmbH
www.reichweite-deutschland.de
PSI 43507

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beach

JAMES &
NICHOLSON

82%

of businesses in Germany still send faxes. One third (33 per cent) still even use faxes often or very often. Admittedly, intensive use is very much on the decline. bitcom.org

1.4%

more turnover and a 65 per cent decline in days of absence were posted by companies that have introduced the four-day week. Whereas Germany is not planning a change to working time laws, Belgium already enshrined the model in law last year. Trials are being held in Spain and Portugal. tagesschau.de

7.01 billion

euros in advertising expenditure is what the German advertising market invested in the first quarter of 2023, 5.4 per cent below the previous year's level. nielsen.com

1.1 billion

short messages are received in Germany every day. Projected over 2023 as an entire year, it would be around 400 billion, according to forecasts from BITKOM, the digital association. presstext.com

23.5 per cent

of businesses interviewed for a survey of the retail sector stated that they already used artificial intelligence. This means the share of AI users in the retail sector has almost doubled in two years. wuv.de

Five

principles that set creative and credible communications on sustainability apart have been compiled by the journal "absatzwirtschaft". Values-based and authentic are two of them. absatzwirtschaft.de

Exhibition Centre Düsseldorf

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

Where the world
stands in 2024 and
where it's heading.

The industry
meet-up.

Save the
date.

No question: The PSI will be the leading trade show, business platform and innovation driver in the coming year. Sustainability, future viability, cooperation and new ways of thinking within and for the industry are at the top of the agenda. In short, the place to be, with the issues of the day for the entire promotional products industry. Come along and experience the who and how of the industry live.

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the promotional products industry




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With inspiration to success

How the PSI Product Finder is a real win-win tool

A person's hands are shown holding a smartphone. The phone's screen is glowing with various icons, including a large smiley face, stars, and a shopping cart. In the background, a laptop is visible on a desk, and a small potted plant sits on the left. The overall scene is dimly lit, with the primary light source being the glowing elements on the phone.

Reaching potential customers in a targeted way and contacting those who are looking for exactly the product you have in your portfolio as a promotional products supplier. An intelligent search engine that brings suppliers and searchers together. That is the PSI Product Finder. On this highly specialised platform, promotional product suppliers can present all facets of their innovative product diversity to promotional product retailers who are looking to find something new. Find and be found. The PSI Product Finder is a profitable sales tool for all PSI members.

The principle of the PSI Product Finder is as simple as it is effective. All PSI supplier members have the opportunity to list their products and present them to over 3,500 certified PSI distributors at once – at no extra cost. A PSI service that PSI supplier members should actively use for successful sales. Their only responsibility is to post their product data and keep it up to date at all times.

PSI Product Finder is not PSI Supplier Finder

The PSI Product Finder differs from the PSI Supplier Finder in that the product data is continuously updated. In the PSI Supplier Finder, promotional product suppliers only enter their product groups and certificates twice a year. The PSI Product Finder, however, promotes and works at product level and offers promotional product suppliers the opportunity to present their product range all year round.

Extended product detail page

Up to now, there was a difference in the product details: suppliers could fill in some additional data fields, but they were not displayed on the detail pages. This is now possible, i.e. all information on product details that is entered by suppliers is listed. In addition, each product detail page contains information on when this product entry was last updated (see Figure 1).

Filter by latest products

There is a new sorting function for search results. Whereas they could previously only be sorted by relevance, alphabet or price, they can now also be sorted by the date of the last update. For promotional product retailers, this means that they will always find the latest products. >>

Example product: Ceramic mug
Product number: Example_1

1-2 Weeks
Delivery time

20 pc.
Minimum order amount

From 8,00 €
Price incl. VAT

Colors

Properties

10%

Material

Ceramic

Supplier

PSI Product Finder
DE

DETAILS

Description

Example product:
Ceramic mug with **geometric pattern**, capacity approx 200 ml.

Prices

AMOUNT FROM	PRICE (VAT)	PRICE (EX)
20	10,00 €	8,00 €

Price information: These are only example prices

Product Details

Certificates: FoodSafe

Brand: PSI Product Finder

EAN code: 123456789

Material information: Ceramic

Material: Ceramics

Length: 90 mm

Width: 90 mm

Height: 150 mm

Measurements: 5 x 5 x 150 cm

Weight (Net): 65 g

Weight (Gross): 68 g

Country of Origin: Germany

Legal information: Mug, example product

Target group: ladies, gentlemen, children

Finishing information: Everything is possible

Finishing: airbrush, All colours possible, included in price
Bendable, Print up to 4c

Packaging unit: 20 pieces

Stock item: Yes

Delivery information: FOB

Last update: 20.09.2022

Informationen

Interne Bezeichnung *
Allgemeine Informationen zum PSI

Name der Produktliste *
Allgemeine Informationen zum PSI

Überschrift *
Allgemeine Informationen zum PSI

Fügen Sie hier den Link zu Ihrem Produktvideo auf YouTube ein.
<https://www.youtube.com/watch?v=Bm1khOCLTJI>

☐ Diese Produktliste auf Ihrer Profielseite im PSI Supplier Finder einbinden?

☒ Die Produkte dieser Liste als Bildergalerie in Ihrem Supplier Finder Profil anzeigen?



>> Image gallery in the Supplier Finder

Using the familiar Product List function in the Product Finder backend, suppliers can now also define a list of products to be displayed as a highlight image gallery in their company profile in the PSI Supplier Finder. This list is created like a normal product list and filled with products. Suppliers only need to tick the box “Show the products in this list as a picture gallery in your Supplier Finder profile?” when creating the list (see Figure 2).

Product benefits in moving pictures

The features “Product videos in the PSI Product Finder” and “Product lists in the PSI Supplier Finder company profile” are available to all PSI supplier members. The only prerequisite: suppliers must, of course, have entered products online. Then everything is very easy. The videos are entered during data entry or data import. All you have to

do is enter a YouTube link to the product video in the corresponding field. The product lists can be created as usual in the PSI Product Finder backend. Suppliers only need to check the box “Include this product list on your profile page in the PSI Supplier Finder?”.

Real win-win situation

Not only PSI supplier members benefit from the PSI Product Finder. It is also an indispensable sales tool for PSI distributor members, enabling them to conduct a search tailored to their own personal needs. Targeted contact with suitable suppliers can lead to more sales. The focus for PSI distributor members is on a powerful tool that enables them to conduct a search tailored to their own personal needs. All listed products are subject to a strict data quality standard and offer extensive additional information such as finishing, manufacturers’ recommended retail prices, price scales and much more.

Seek and you shall find

Searching in the PSI Product Finder is easy. You can either select a product category at the bottom of the homepage and click on it, or enter a search word for your desired product. Both ways lead to the search results page. There, the search results can be viewed or further specified. A simplified filter navigation enables a search according to predefined attributes, such as colour, material, size, suppliers, or certificates. In addition, distributors and consultants can view product details or send a quotation request directly to the relevant supplier. They can also do this from the product details page, where the supplier’s contact details are also displayed. Last but not least, the resulting products can be saved in a product list.

Dynamic contact platform

The PSI Product Finder is a contact platform that is not tied to any web shop. PSI distributors search for products

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

The PSI Product Finder ...

- ... is an additional sales channel and, at the same time, acts as a free sales representative.
- ... is available around the clock, every day.
- ... is easy to use.

Not listing any products automatically means that the promotional product supplier is not displayed in the PSI Product Finder at all. This means that they do not appear when promotional product distributors and consultants do research.



here and send their enquiries directly via the tool to the respective supplier, with whom they can communicate in real time in the PSI Product Finder. This is made possible by the message centre, which can be found in the back-end of the online tool – i.e. where users also maintain their product pages, among other things. The handling is easy: if a retailer finds an interesting product, they can – as before – request an offer directly in the PSI Product Finder. The supplier is notified by e-mail about the receipt of the request and can view and answer it directly in the back-end. In this way, retailers retain an overview of the quotation and product requests they have received. And suppliers can see directly who has requested which product from them. Various marking options and a filter function provide even more clarity. Of course, the message centre can also be used to communicate with another PSI member without a product enquiry. In addition: the message centre can be edited by several people in a company at the same time. It is not bound to individual access data.

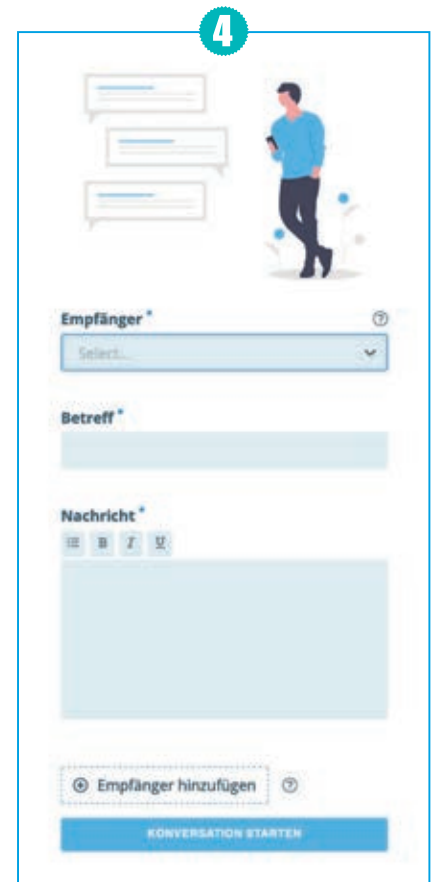
For incoming messages: global recipient list in own account

When a PSI distributor sends a PSI supplier a product enquiry via the PSI Product Finder, the supplier receives an e-mail with the message that the enquiry can be viewed and answered in the Product Finder message centre. Until now, these notifications were only sent to the stored, usually general company address. From now on, it is possible to add further addressees for these notification e-mails in a global recipient list. The only requirement is that the recipient has access data to the PSI Product Finder (these can be created independently in the MyPSI area at www.psi-network.de). Of course, this global recipient list also applies to messages sent via the system without a request for quotation. This is also possible for PSI suppliers and PSI distributors. Please note: PSI distributors can also expand their global recipient list (see Figure 3).

For outgoing messages: cc recipient list

In addition, it is now possible to add further recipients to emails exclusively for a certain conversation, either at the beginning or in the course of a conversation in the message centre, a cc recipient list, so to speak.

If you know your contact person at the addressee company, you can add their email address. In this way, the correct addressee receives the information that they have received a message in the message centre. However, they can only view it with a valid log-in for the PSI Product Finder. In both cases, the notification mails will continue to be sent to the stored general company address, but also to the added recipients (see Figure 4).



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

- ▶ **Up-to-date products increase the attractiveness of the PSI Product Finder.** Otherwise, promotional product distributors and consultants may make enquiries about outdated products, be disappointed and turn to other suppliers. For this reason: the responsibility for entering and updating product data lies with the promotional product suppliers.
- ▶ **PSI Product Sourcing uses the PSI Product Finder for its research.** The more up-to-date the product data in the PSI Product Finder, the more precisely PSI Product Sourcing can make recommendations and thus promote new customer contacts.
- ▶ **New features** will soon ensure that search results can be filtered according to the latest products, and the date of the last update will be displayed on the detail page.

>>

Multifunctional product lists

Product lists are basically extended watch lists, and any number of these can be created in the backend, for example by topic or by customer. Distributors and consultants can create their own promotional pages (landing pages) from the product lists and send them as a link to their customers, who can then send quotation questions directly to their distributor from this page. Please note: product lists can be created in German as well as in English. However the search is made, one thing must always be taken into account: the quality of the search results depends on the data that the suppliers enter.

More detailed search results

The PSI Product Finder also offers improvements in terms of search results. Whereas these could previously only be sorted by alphabet, manufacturer name or price, this is now also possible under the aspect "age of the product entry". This makes the PSI Product Finder more transparent.

Individual advice for PSI Product Finder beginners

Please note: PSI supplier members who would like general and individual advice on the PSI Product Finder have the opportunity to do so at any time. For this purpose, Martina Lipp, Manager PSI E-Business, offers personal online appointments. The consultation can take place via Microsoft Teams or Zoom: the important thing is that the screen can be shared. "We want to pick up our members exactly where they are," Martina Lipp explains this service offer from PSI. Suppliers who have not yet transferred any data to the PSI Product Finder receive an introduction to the system. "This is a good way to address the customer's individual needs and questions, such as how the online form should be filled out or how the data import via spreadsheet works," says Martina Lipp, naming the two most important options for PSI Product Finder beginners. Support is naturally also available for anyone needing to update data.

Tips for increasing sales potential

Suppliers who would like to optimise their data quality and thus increase the sales potential of their products while maximising retailer benefit are also welcome to make an appointment with Martina Lipp. An e-mail to productfinder@reedexpo.de or a call to: +49 211 90191-721 is sufficient. In addition, the PSI Product Finder Team, which is continuously working on improving the PSI Product Finder itself, ensuring data quality and currency, will of course also provide support and advice. The commitment of PSI supplier members is crucial here, because: the tool can only ever be as effective as the suppliers make it, by regularly updating their data and posting additional information.

<

How distributors and consultants benefit from the PSI Product Finder:

- ▶ New, innovative and proven products are bundled in a single database.
- ▶ Diverse search and sorting functions give you a head start in product research.
- ▶ The intelligent semantic search increases search results.
- ▶ Individual product lists can be created and shared with your customers.
- ▶ Thanks to the responsive design, the PSI Product Finder can also be easily used at customer appointments via tablet or mobile phone.
- ▶ Individual and special collections can be compiled and offered to customers. Customers only see the data of their distributor or consultant.
- ▶ With the help of the customised product lists, promotional product distributors and consultants can present their customers with the portfolio that meets their needs.
- ▶ The PSI Product Finder helps promotional product distributors and consultants to close a deal quickly, in just a few steps.

NEW: Monthly inspirations

One of the new features is the PSI Product Finder's Inspiration page. Here, themed products are presented monthly. As the selection of these themes is set until the end of 2023, suppliers can select and present products from their range in a very targeted manner. From July to December, the monthly themes are:

- ▶ July: Christmas
- ▶ August: confectionery
- ▶ September: recycled products
- ▶ October: health
- ▶ November: safety
- ▶ December: Made in Europe

<https://psiproductfinder.de/>

WISA ENSCHEDE

printed balloons & promotional paper articles

70

1953-2023

EXPERIENCE THE TRADITION OF
EXCELLENCE - 70 YEARS STRONG.



- Order from the manufacturer
- Short lead times
- Logistic relief

PARTY PICKS



- ✕ Food safe
- 🌱 Hygienically produced



BURGER PICKS



- ✕ Food safe
- 🌱 Hygienically produced



GUN SHAPED SKEWERS

🌱 made of bamboo



- 🌱 Biodegradable
- ♻️ Compostable
- ♻️ Recyclable

WOODEN CUTLERY

🌱 Made of birch wood



PAPER CUPS

With or without Lid



- ✕ Food safe
- 🌱 Hygienically produced

PAPER DISH PLATES

Round, Rectangular or Square



9-11

JAN

24

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

Exhibition Centre Düsseldorf

HALL 9

PRELIMINARY EXHIBITOR LIST OF THE PSI 2024

We are happy to welcome the following exhibitors:

PSI No.	Exhibitor	Web	Booth
49009	12M, Poland	www.12m.eu	9A38
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SİRKETİ, Turkey	www.adaseramik.com	9E36
45448	Aetzkunst GmbH & Co. KG, Germany	www.aetzkunst.de	9B32
60661	agood company (A Good Group AB), Sweden	www.agood.com	9F65
60606	Aldef Global Ana Luisa de Sousa Francisco, Poland	www.aldefglobal.com	9E70
60639	Apres Allstars GbR, Germany	www.apres-allstars.com	9D42
45194	ARA NV, Belgium	www.ara.be	9E32
46148	ATUT & PRIMAR s.c, Poland	www.atut-primar.pl	9B58
49413	AVANT Fabryka Porcelitu, Poland	www.avant.pl	9B56
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey	www.aysoytextile.com.tr	9D26
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9D04
43602	Bauer GmbH Bandweberei, Germany	www.bauer-bandweberei.de	9E65
60666	BEEPACK SP. Z O.O., Poland	www.beepack.pl	9D63
60668	BEMAG Sascha Behrendt, Germany		9H64
60491	BILLY the Clip Verwertungs GmbH, Austria	www.billytheclip.com	9A36
60556	Bombacio Sp. z.o.o., Poland	www.bombacio.eu	9H69
46905	Brauns-Heitmann GmbH & Co. KG, Germany	www.xmas-logo.de	9C04
60187	Brevetti WAF S.r.l., Italy	www.brevetti.waf.it	9e39
48045	B-TOKEN BVBA, Belgium	www.b-token.eu	9B38
49960	Campo Sportivo GmbH, Germany	www.artiva-sports.com	9E25
45140	Carry Products GmbH, Germany	www.carrybottles.com	9C58
60667	Cintanlar Tekstil Sanayi ve Ticaret Ltd Sti, Turkey	www.cintanlartekstil.com	9F26
47506	Condom Message, Netherlands (the)	www.condommessage.com	9F03
60181	Confiserie Möhlenkamp OHG, Germany	www.confiserie-moehlenkamp.de	9F69
47376	CosmoShop GmbH, Germany	www.werbemittelshop.de	9G68
60589	DelikatessenWinkel, Germany	www.delikatessenwinkel.de	9H08
47097	Disenos NT, Spain	www.notejido.com	9b14
44886	DreiMeister Spezialitäten GmbH & Co. KG, Germany	www.dreimeister.de	9A37
49118	Eurobottle B.V., Netherlands (the)	www.eurobottle.nl	9E56
47960	Feniks Sp. z o. o., Poland		9B12
17344	FF-PACKAGING BV, Netherlands (the)	www.fenverpakkingen.nl	9C69
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60571	frunol delicia GmbH, Germany	www.frunol-delicia.de	9A44
60573	GEFU GmbH, Germany	www.gefu.com	9H66
45192	Glasmarm Sp. z o.o., Poland	www.glasmarm.pl	9E22
48349	GOLD PUZZLE COLLECTION - Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	www.goldpuzzle.com.tr	9A31
46517	Görenler Giyim Tekstil A.Ş, Turkey	www.gorenler.com	9B06
47265	GRASPO CZ, a.s., Czech Republic (the)	www.graspo.com	9F25
48623	GSE gGmbH, Germany	www.gse-essen.de	9C39
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., Poland	www.headwear.com.pl	9G28
46612	Hellma Gastronomie-Service GmbH, Germany	www.hellma.de	9H44
41016	Heri-Rigoni GmbH, Germany	www.emotion-factory.com	9G48
45973	Hörsteler Interior Design GmbH, Germany	www.hoersteler.de	9B44
46994	Hubbes Verkstad AB, Sweden	www.ecokeyrings.se	EN01
42907	Inspirion GmbH, Germany	www.inspirion.eu/de	9H48
60470	interfon adress GmbH, Germany	www.interfon-adress.de	9E75
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60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr	9E08
60200	Jungfleisch GmbH, Germany	www.jungfleisch.de	9H65
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
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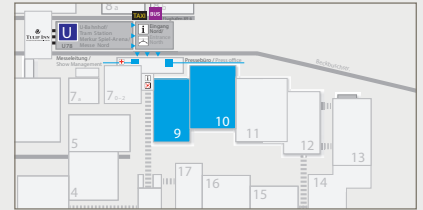
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60613	Peter BODUM® GmbH, Germany	www.bodum.com	9D66
49402	Polskie Karty sp. z o.o., Poland	www.plasticcards.zone	9E44
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9H51
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60496	Product Media Group BV, Belgium	www.productmedia.group	9H07
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60554	VOITED Adventure GmbH, Germany	www.voited.eu	9E35
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45753	Anda Present Ltd., Hungary	www.andapresent.hu	10A50
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43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10G37-01
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41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	www.hepla.de	10A49
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41545	JUNG since 1828 GmbH & Co. KG, Germany	www.jung-europe.de	10G49
48245	JUTEKO GmbH, Germany		10B44
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46525	Sanjuan Hermanos, S.A., Spain	www.sanjuan-tex.com	10g48
46903	Schäfer Promotion GmbH, Germany	www.schaefer-global.com	10C62
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45567	SND PorzellanManufaktur GmbH, Germany	www.snd-porzellan.de	10G37-05
47677	Sopp Industrie GmbH, Germany	www.sopp-industrie.de	10C39
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47879	Teko Tryck AB, Sweden	www.tekotryck.se	10B29
48161	Tessloff Verlag Ragnar Tessloff GmbH & Co. KG, Germany	www.tessloff.com	10H45
41875	TFA Dostmann GmbH & Co KG, Germany	www.tfa-dostmann.de	10A17
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60443	TOMADDEX S.C., Poland		10D61
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E66
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Numerous industrial branches cater to the wellness, cosmetics and beauty cult. Our industry is also involved, albeit with **small, fine and useful products** that convey advertising messages in a distinctive way.



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Time out for body and mind

With feel-good rituals, tips to help you be active, wise sayings and inspiring advice, this practical card set by Edition Michael Fischer (EMF) interrupts the stress of everyday life with small uplifting moments. With a card box tailored to individual requirements, the set shines a positive light on brands or companies with your intended clientele. The EMF team customises the content and design for the target group and needs of the customer. For example, your products and services can be placed on the cards and your logo on the cover.

A feeling of calm

Troika Yoga is a small key ring with huge symbolism. On it, the depiction of a meditating woman with a lotus blossom conveys a clear signal: look at it, take a deep breath, and relax on your path to enlightenment. This gives you a little meditative time-out. The visually appealing product, attached to a high-quality key ring, is made of shiny, gold and silver-coloured cast metal. The ideal gift for yoga lovers. Troika Yoga makes a clear statement on your key ring and stands for flexibility and serenity.

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Charmingly stored

The CreaBeauty Carry from Anda Present is the perfect promotional gift for anyone who wants a charming cosmetic bag in their collection of beauty products, while keeping their environmental footprint in check. It is made from eco-friendly RPET polyester with a distinctive RPET label and carry handle. The latest addition to Anda's Be Creative products, the entire surface of CreaBeauty Carry can be customised with full-colour printed graphics. By creating their own design in bright colours, customers can turn the bag into a unique, eye-catching accessory. This product is made in Europe and is available in three different sizes.



Wellness for the nails

This trendy manicure set in bright, fresh colours by Walter Broch Nachf. from Solingen is a useful companion for every day. The case is made of Saviano leather and is available in the fresh, spring colours blue, yellow, green, red and orange. The leather case is "Made in Germany" and equipped with high-quality Solingen instruments in a matt chrome finish, for example a combination skin and nail scissors, tweezers and nail file. This irresistible accessory fits in any pocket and is always at hand. A custom promotional message can be applied as blind or colour embossing or on the closure as a laser engraving.



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Tel +49 7673 88865-0
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www.frank-brushes.de

Soothing relaxation

Frank Bürsten's massage brush is a wellness gift for the home. This massage brush is an all-round talent and addresses four different wellness needs: it is perfect for relaxing massages, skin cleansing, circulation stimulation, or against cellulite. In this way, promoting companies contribute to the well-being of their customers and remain pleasantly memorable even during phases of relaxation. The massage brush is available with or without a wrist strap and with or without a removable handle. With its pure, natural bristles, the brush ensures a pleasant and soothing massage. Made of beech wood, the brush handle, with its rounded edges, lies comfortably in the hand and can be printed with company logos or custom promotion.

A can filled with surprises

Römer Präsente's surprise can is the perfect gift for women and a lovely present – not only for Mother's Day or Valentine's Day. It is a special treat that does lasting good: a practical and pretty mesh sponge, a bath salt sachet with the soothing message "time for you" and a matching shower gel. Everything is hidden in a sealed can, which makes opening it a complete surprise and a joy. On request, the manufacturer can also provide the surprise can with a customised label.



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Cosmetic variety

The Sanders Imagetools cosmetics range has a variety of different options for content, packaging and decoration. The cosmetics are all manufactured in Germany and are compliant with the EU Cosmetic Regulation. Sanders Imagetools even takes care of the mandatory CPNP notification that has to be submitted to the EU for each product. All formulations correspond to the latest state of research and are free of critical or questionable ingredients. All products are dermatologically tested as having “very good skin tolerance”. The products protect, care, and refresh, thereby ensuring the perfect promotional message. A wide selection of fragrances and formulations allows a suitable choice for all target groups and numerous areas of application. These handy companions are mostly available from 250 pieces and with photo-realistic printing.

Mirror in your pocket

With its soft cover, the elxact pocket mirror lies comfortably in the hand, and can be refined on both outer sides with the high-quality photo printing of your choice. There are mirrors on both inner sides. No matter whether it is used as a cosmetic mirror, make-up mirror or handbag mirror: this style accessory always accompanies the customer and thus ensures a high number of promotional contacts.



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www.e-xact.de

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

Protection and care

KHK's cosmetics specialists have been producing high-quality lip care "Made in Germany" in sticks, jars and pots for over 30 years. The elegant premium line includes the Lipcare Deluxe stick, which has a shiny silver or gold outer casing that can be engraved, and the Lipcare Style, a transparent stick that is customised with a 4c digital print. The environmentally friendly Eco product line includes lip care sticks made of recycled plastic or Green PE, which as mono-materials are fully recyclable. Lipcare Eco is in a push-up container made of recyclable cardboard, filled with Flustix-certified natural cosmetics and finished with a 4c paper label. Durable, ecological and perfect as responsible personal promotion. The high-quality formulas are developed in the in-house laboratory and are also available with a sun protection factor, as natural cosmetics and Fairtrade.



Colourful sweets

As of this year, three colourful classics have been added to the Kalfany Süße Werbung range, in sustainable, FSC-certified, promotional paper sachets. Jelly beans are available in a colourful mix of pineapple, apple, blueberry, bubble-gum, cola, raspberry, cherry, lime, passion fruit, peach, strawberry cheesecake, vanilla and lemon. Also available now in ten gram paper bags are the Mini Hitschies chewy sweets, sour on the outside with a sweet centre. The mixture of sweet and sour chewy sweets is available in strawberry, lemon, apple and peach. And for those who have always wanted to try the rainbow, Skittles® Original Fruity Candy comes in a variety of fruit flavours. Flavours include strawberry, green apple, grape, lemon and orange. All FSC-certified paper sachets can be 100 per cent recycled.



PSI 42706
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www.suesse-werbung.de





PSI 46887 • Römer Wellness Kundenpflege
Wellness & Care GmbH & Co. KG
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

Fragrant wellness break

The specialists at Römer Wellness take customer care literally and offer an inspiring range of products. Anyone can find the right products for them in the over 40 wellness gift baskets in different colours, fragrances and price categories. Great emphasis is placed on the combination of lasting articles and care products. In the Lavender Basket set, for example, a chic wicker basket holds shower gel, bubble bath, bath salts and a mesh sponge in white. The olive-scented Natura set, on the other hand, offers ideal skincare, even when travelling. The small jute bag is filled with shower gel, body lotion and soap, and a watering can full of feel-good moments awaits the customer in the Home Sweet Home set: shower gel, body lotion, bath salts and a bath ball in the shape of a butterfly. Everything smells pleasantly of refreshing cotton. These wellness accessories come decoratively packaged in a chic, white metal jug with "Home Sweet Home" lettering.



Fine bathroom textiles

Klam has a wide range of selected terry products such as towels, bath towels and bathrobes. The products can be custom made or from stock, and are available in many different colours and qualities. All items are finished with high-quality, durable and colourfast embroidery, entirely according to the customer's ideas and wishes. Whether as a promotional item with a logo, as a gift for valued customers or as a product for your own company: Klam's competent creative and service team can advise you on the different textiles and help you find exactly the right item to fulfil your wishes.

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



PSI 47182
Reisenthel Accessoires GmbH & Co, KG
Tel +49 8105 77292240
promotion@reisenthel.de
www.reisenthel.com



Functional sponge bag

The unisex reisenthel cosmeticpouch M is a small sponge bag in which creams and co. can be easily stored. This smart product can also be used for your first-aid kit or other personal items. The modern 3-D quilted design matches the slim lines of the sponge bag, whose upper material is made of 100 percent recycled polyester fabric. In this way, the cosmeticpouch M combines design with functionality and sustainability.

Beauty care treasures

The aluminium cosmetic tin from the Dosenspezialist GmbH range is both chic and functional. It is equipped with a screw lid that makes opening and closing easy and convenient. This compact product fits perfectly into any handbag, protecting valuable cosmetic products from light, air and moisture. Thanks to the variety of available sizes, it's easy to find the right volume to store any product safely and stylishly. The cosmetic tins are not only simple storage options; they also hold the potential for limitless beauty and self-expression.

PSI 46897 • Dosenspezialist GmbH
Tel +49 3621 7338017
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www.doseplus.de





PSI 45974 • Multiflower GmbH
Tel +49 6226 92798-0 • info@multiflower.de
www.multiflower.de

Beguiling lavender scent

Multiflowers' small bags of fragrant lavender blossoms are an ideal, pleasing gift for many different occasions. The high-quality blossoms can be used in cosmetics, for example, or as a scented freshener in many places. There is space for promotional print within the tag's standard motif. It is also easy to create your own tag design. Custom promotion is possible from a minimum order of 250 pieces.



12



4

Spirit 2024

Ackermann Kunstverlag's colour-coordinated triplet calendar Spirit 2024 takes viewers on a spiritual journey. In fact, on two journeys: one leads to the Far East, the other to more mindfulness and inner contemplation in everyday life. The twelve calendar pages accompany spiritually interested people throughout the year with motifs that tell of peace and balance. Like all Ackermann calendars, Spirit 2024 is produced exclusively in Germany and printed climate neutrally on paper from sustainable forestry, in cooperation with NatureOffice. Custom promotion is possible from 50 pieces.

PSI 40604 • Ackermann Kunstverlag
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info@ackermann-kalender.de
www.ackermann-kalender.de



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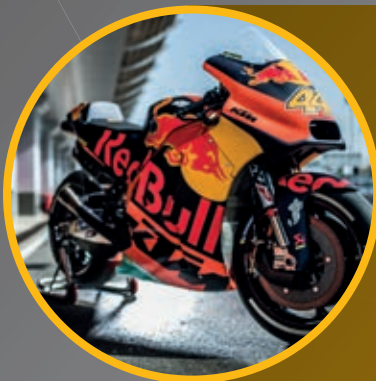
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uma Schreibgeräte Ullmann

The uma company buildings in Fischerbach with their photovoltaic roofs.

Photovoltaics the Key to Electricity Self-Sufficiency

uma Schreibgeräte Ullmann GmbH from Fischerbach in the Black Forest is investing in self-sufficient electricity production. "Late last year we installed a photovoltaic system on our roofs, and now, in April 2023, it is fully operational. This investment marks a further considerable improvement in our ecological footprint. It means we're not just 'writing' sustainably, we're living sustainably too," reports Managing Director Alexander Ullmann.

The extensive system is mounted on all 3 site buildings, one to the west, one to the south and one to the east. With this, uma attains a self-sufficiency rate of 40%, which is considerably above the average for conventional systems. At approx. 450 kW/peak, it is

one of the larger systems in the Kinzig Valley / Black Forest. The whole of production, the offices and the warehouse have a self-sufficient electricity source immediately at their disposal. Electricity not used on site – anticipated to be 240 MWh annually – will be fed into the public grid. "By doing this, we're not only taking care of green electricity at uma, but also contributing to supplying the region sustainably," Ullmann emphasises. www.uma-pen.com

Culinary art meets fashion

Experience Austria's best chefs up close and personal? That was possible at the Transgourmet PUR gourmet trade fair in Salzburg from 17 to 18 April this year. On these two days you could try out and enjoy a wide variety of dishes and drinks. The highlight of the fair was the Schlemmer Atlas Award ceremony. Every year, the crème de la crème of the gastronomy and hotel industry are awarded here. Since 2012, the award has been presented to adequately honour the skills of Austria's best chefs. This year, the marketing director of Busche Verlag, Jörg Leu, and the managing director, Johannes Großpietsch, hosted the award ceremony, watched by up to 4,500 spectators.

A real eye-catcher during the award ceremony was the uniform appearance of all award winners. Austria's top 50 chefs shone in elegant DIAMOND CUT® chef jackets by Karlowsky Fashion. Each award winner was personally presented with a specially embroidered DIAMOND CUT® chef's jacket by Karlowsky Managing Director Thomas Karlowsky before the ceremony in the Schlemmer Atlas Welcome Lounge.

The exquisite DIAMOND CUT® Elegance creates the perfect interplay of elegance and modernity and enables perfect wearing comfort. With its super-lightweight piqué cotton blend and a back made of jersey piqué, which ensures pleasant ventilation and functional perspiration, it offers every chef more freedom of movement and yet an elegant and modern appearance. This makes this top-class chef's jacket perfect for the luxurious world of Michelin-starred restaurants. www.karlowsky.de

Karlowsky Fashion



The 50 chefs shone in the elegant DIAMOND CUT® chef jackets from Karlowsky Fashion.



Record attendance at the Vienna Hofburg

On 18 April, the rooms of Vienna's Hofburg opened once again for this year's edition of marke[ding] Wien. The established „specialist trade show for haptic promotion and visual communication“ regards itself as a „trend barometer and instigator of the Austrian promotional products landscape“ and, this time, took place under the keyword „Sinnjektion“, which expresses the aim to „inject some meaning“ into promotion. Besides the initiator Martin Zettl, the organisers are the six supporting agencies Forum Werbemittel, kw open promotion, Mitraco, Nowak Werbeartikel, Pro Concept and Wertpräsent. These were able to extend a welcome in the Hofburg to a total of 2,137 specialist visitors, who were presented with new products and promotional ideas by 125 exhibitors.

Martin Zettl was clearly impressed by the visitor numbers: „By my estimate, the trade show was the most successful trade show so far in the Hofburg Wien. In particular, we were all very happy to see the lively visitor interest right throughout the day. Since the coronavirus restrictions ended we're noticing a pronounced need to catch up in the MICE sector. People just need live communication, real entertainment and in-person dialogue again. We are also observing this trend at specialist trade shows which, not so long ago, were virtually declared dead and are now experiencing an impressive renaissance.“

Zettl continues: „The best figures so far in the trade show history of marke[ding] Wien prove, once again, that haptic promotion is among the most in-demand promotional supports of our times. At the same, the products' diversity is as great as their impact. They are brand messengers and are frequently used on a daily basis. Long-term visibility is thus guaranteed.“

Equally co-responsible for the success, reports Zettl, is the right product range. „The wide selection, consisting of the offerings by branded product makers, global players, generalists and niche producers, enables virtually boundless, creative latitude. For every occasion and every budget,“ comments Zettl. „We have also seen completely new ideas, which have become a draw again and offer sustainable benefit.“ He tells that networking has become a vital part of marke[ding]. „More decision-makers from management, purchasing and marketing discussed developments than ever before, drawing a picture of the future of haptic promotion and visual communication,“ summarises Zettl.

The next edition of marke[ding] Wien will take place on Thursday, 11 April 2024, again on the premises of the Hofburg Wien. **www.markeding.at**

marke[ding] Wien

Photos: © vogus



A future for every child by beating plastic pollution

PF Concept, a leading product media company in Europe, has initiated a multi-year partnership with UNICEF the Netherlands to help fund the 'Plastic Bricks' program. As part of their long-term strategy, 'Rethinking Plastics 2030', PF Concept is providing funding for this program of UNICEF which converts plastic waste into building blocks for classrooms and schools.

Ivory Coast faces a major waste problem, with over 288,000 kilos of plastic ending up in landfills every day. Only 5% of this plastic is collected and recycled, leaving young people and women in poorer communities without sufficient income. The Plastic Bricks program aims to help tackle this by providing fair remuneration for plastic collection and training in entrepreneurship. Additionally, 1.6 million children and young people are not attending school in Ivory Coast. The program aims to recycle plastic into building blocks for classrooms and schools in collaboration with UNICEF's local partners.

This partnership aligns with PF Concept's sustainability strategy, which seeks to reduce the environmental footprint of its supply chain operations by phasing out virgin fossil-based plastics through innovation, elimination, and circularity by 2030. The partnership also supports Sustainable Development Goals (SDGs) 4, 8, 12, 13, 14, and 17 which are key to PF Concept's sustainability strategy.

Ralf Oster, CEO of PF Concept explains: „At PF Concept, we recognize that the future of the product media market lies in circularity. Our 'Rethinking Plastics 2030' goal allows us to contribute to improving our industry by tackling plastic waste. UNICEF's Plastic Brick program aligns strongly with our vision, enabling us to build a better environment, support fragile communities, and promote education for future generations.

Our collaboration with UNICEF the Netherlands is a testament to our unwavering commitment to helping build a more sustainable future for our company, industry, and society, in addition to our participation in the United Nations Global Compact and support of the Sustainable Development Goals. This partnership reflects our dedication to making a positive impact on society and the environment, and we are excited about the potential it holds for a more sustainable future.”

www.pfconcept.com



PF Concept und UNICEF

For more information on the UNICEF programme, see:
<https://www.unicef.org/cotedivoire/en/future-every-child-beating-plastic-pollution>

Business Climate Index paints positive picture

Business climate is currently a much-discussed topic in almost all sectors of the economy. It is thus timely to survey the atmosphere within the individual sectors. The Global Executive Network (GXN) surveyed participants mainly from Germany, Austria, Switzerland, Belgium, the Netherlands, the United Kingdom and Ireland. GXN has published the results as part of its current Business Climate Index. This index is compiled quarterly. It reflects the current European market, as well as expectations for the coming six months. In the first quarter of 2023, the promotional industry was generally shown as positive. While the current situation is considered promising, expectations for the first half of 2023 are somewhat more cautious. What is particularly pleasing, however, is that the industry has returned to its pre-pandemic level. The detailed Business Climate Index can be requested by e-mail to info@gxn-net.org. The GXN, initiated by Michael Freter, is an international network of market players from the promotional product industry, as well as related sectors such as print, textiles, and finishing.



RETUMBLER-myVivero wins Red Dot Award 2023

The configurable thermo mug RETUMBLER-myVivero, an in-house design by Cologne-based multi-specialist for haptic promotional products REFLECTS® GmbH, has been awarded the coveted Red Dot Award in the category Product Design 2023. myVivero convinced with its good design quality and high degree of innovation. The product fulfilled the strict selection criteria of the international Red Dot jury. The entire Reflects team is absolutely happy about the award. The official award ceremony will take place in Essen in June.



REFLECTS®

Released in autumn 2022, the 350 ml thermo mug can be configured online from twelve mug colours and two lid colours. The transparent or opaque outer mug can be used as another drinking mug if required. A stainless steel inner mug which appears to float inside conveys lightness and at the same time provides good insulation. If an advertising message is placed on the transparent outer mug, it gains a new visual dimension. The infinitely adjustable lid can be printed with a large-area UV print or 1- to 2C pad printing.

Even during development, focus was set on sustainability, so the materials are easily separable and the final assembly of the article takes place at the company's headquarters in Cologne. This saves REFLECTS® emissions in logistics and transport. RETUMBLER-myVivero is CO₂e balanced and is compensated by supporting an environmental project.

www.reflects.com

JAMES & NICHOLSON and myrtle beach present climate-neutral main catalogue for 2023

The new main catalogue of the Gustav Daiber promotional textile brands JAMES & NICHOLSON and myrtle beach has been available since the start of the year. Also included on its pages is the 2023 collection featuring many product highlights and high-impact crossover styles. As a Climate Partner, family-run company Daiber is once again supporting sustainable projects, in order to compensate for CO₂ emissions generated due to the catalogue's production.



The climate-neutral main catalogue for 2023 from JAMES & NICHOLSON and myrtle beach.
(Source: Daiber)

On the 604 pages of the new main catalogue, JAMES & NICHOLSON and myrtle beach present, besides the approximately 800 items already in existence, 24 product novelties from the 2023 collection. The two brands' product range has been expanded by luminous signal colours for enhanced recognisability at the workplace, gleaming cotton styles for after work, and additional stylish crossover items that punchily combine work and leisure. Sustainable materials, such as organic cotton or recycled polyester, also continue to be at the focus.

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Among the product highlights of this year's collection by JAMES & NICHOLSON are the mercerised polos (JN1300/JN1301), which are available in three style variants with different fits. Their specially pre-treated cotton lends the polos a particular gleam. Also very new in the portfolio are the one-size bistro aprons (JN1880/JN1881) in various models.

This year, too, the partnership with Climate Partner is enabling Daiber to compensate completely for the CO₂ emissions that arise during catalogue printing. This is performed through supporting internationally recognised climate protection projects such as Columbia's biggest project, REDD+, which safeguards 1,150,200 hectares of rainforest and helps to preserve its biodiversity at the same time. Further projects include protection against commercial deforestation of more than 97,000 hectares of the Brazilian forest in Pará, in order to allow an alternative source of income for local families, along with the repair of wells in central Eritrea, securing communities' access to clean drinking water. In conjunction with regional engagement, for instance the Bergwaldprojekt e. V. for the care and preservation of indigenous forests, Gustav Daiber GmbH assumes responsibility for people and nature with its two proprietary brands. "Giving something back to the environment is a matter that's close to our heart," says managing director Kai Gminder. "For that reason, we strive for more and more sustainability in all areas, not only when it comes to our products, but during our corporate activities too."

Production of the catalogue also falls under that category: for the inside, Daiber has exclusively used Steinbeis recycled paper. The latter is distinguished with the Blue Angel and the EU Ecolabel. In comparison to working with conventional paper, savings of more than 80 percent water, 70 percent energy and half of CO₂ emissions are thus made during catalogue production. The new main catalogue for 2023 is available for free download and digital browsing. www.daiber.de

Schneider and Luxor from India: future-oriented cooperation

In March 2023, Schneider Schreibgeräte GmbH signed a cooperation agreement with Luxor Writing Instruments in New Delhi. Pvt. Ltd. Luxor is an established manufacturer of writing instruments who also incorporates the licensed production for renowned brands in the Indian market. Like Schneider, Luxor is a family business. The cornerstone for the Luxor Group was laid in 1963 by the late Shri D. K. Jain, and since then the company has grown rapidly to become the country's leading brand for writing instruments. Today, the business and fortunes of the company are managed by his daughter, Pooja Jain Gupta. As Managing Director, she carries on her father's love for brands, technology, innovation and global orientation, and represents a young, modern, female generation that is taking the lead and redefining the self-confident role of women in India.

The cooperation includes the distribution of the Schneider Made in Germany range, as well as the licensed production of selected Schneider products for exclusive distribution in the Indian market, in Sri Lanka and Nepal. In addition, Schneider supplies system components from its domestic production, which are installed in Luxor products. Indian consumers benefit from the „Made in Germany“ quality and engineering, as well as the sustainable production, which Schneider also insists upon in India. Skilled specialist personnel ensure that the local production of Schneider products is to their usual high quality standards.

The strategic partnership combines Luxor's brand equity, manufacturing expertise, distribution strength and its thorough understanding of the Indian market, with Schneider's technological know-how and high-quality product range. According to a company statement, the cooperation gives Schneider expanded access to one of the largest and most attractive consumer markets in the world. „Luxor's popularity will significantly enhance brand awareness with this co-branding. The partnership thus goes far beyond providing technology. It is geared towards a strong market position into the future for both brands and has a significant added value for both partners,“ says Christian Schneider from the management board. „Both companies are willing to invest in the market for this cooperation. This is evident, among other things, in a wide-reaching launch campaign in the Indian market, which includes a collaboration with national youth icon and cricket legend Virat Kohli as the new face of Luxor, representing the highest standards of performance and excellence.“ **www.schneiderpen.com**

Schneider Schreibgeräte



Pooja Jain Gupta, Managing Director Pvt. Ltd. Luxor, and Christian Schneider, Managing Director Schneider Schreibgeräte, at the signing of the cooperation agreement.



e+m Proprietor and Managing Director Matthias Bellan (right) is handed the distinction by Ralph Detert, Chairman-Partner-Managing Director of the consultancy CULTURE IN COMPANY ROCKS GmbH. Image: © UNZD - UnternehmensNachfolgeZentrum Deutschland e.V.

UNZD Successor Award 2022 for Matthias Bellan

Matthias Bellan, who took over as successor proprietor of e+m Holzprodukte in Neumarkt from former managing director Wolfram Mümmeler in mid-2021, has received the UNZD Successor Award 2022 for his continuation of the company. In handing out the Successor Award annually, the UNZD (UnternehmensNachfolgeZentrum-Deutschland e.V.) distinguishes entrepreneurs who have successfully accomplished succession in a vast array of sectors.

The detailed application documents and a two-step interview before the jury ultimately convinced the decision-makers to hand over "Successor Award 2022" for the Bavaria region – one of a total of four across Germany – to Bellan. Of particular note, according to the jury, was "the intense, but brief handover phase". Bellan's guiding principle, from the very first day, has been: "Traditionally rooted and with a constant eye on the new". In the Neumarkt manufactory, which has existed since 1899, he and his team make high-class writing instruments and sophisticated wood products by hand. High quality, "honest" materials and timeless design characterise the e+m range.

More about the Successor Award 2022 at: www.unzd.de/nachfolgepreis
www.em-holzprodukte.de

How effective are promotional products? At the end of March, representatives of the British Promotional Merchandise Association (BPMA) debated this issue with other promotion and marketing experts in the House of Commons in London. The pros and cons were hotly debated.

BPMA holds its own in debate

Promotional products prevail

The debate was based on the BPMA motion "Promotional products are the medium that builds the most effective and long-term emotional relationship with its audience". Arguing on behalf of the advocates was Carey Trevill, CEO of the BPMA. She was supported by Ollie Gilmore, Group Planning Director of a promotion agency. Her standpoint: Effective communication must create an emotional connection with the audience. Promotional products are the medium that can achieve a long-term, effective and impactful effect. Counter-arguments were given by Alana Ballantyne, Planning Director of a promotion agency, noticeably similar to those of Ollie Gilmore and Tony Spong, Lead Consultant for Brand Strategy. They emphasised that it was a mix of different channels and media that helped to achieve effective results.

BPMA CEO Carey Trevill argued in favour of promotional products in the House of Commons.



Raising the profile of the promotional product

According to reports, the discussion led to the longest question and answer session ever held in the debate group. The audience vote following the debate was in favour of the BPMA's motion, much to the BPMA's delight. This marked an important success, because "the support for the sector and the new contacts made will help to raise the profile of the promotional product", says the BPMA.

Importance of the Debate Group

The Group debates contentious policy issues affecting marketing. It includes trade associations across the promotional spectrum, including the Chartered Institute of Marketing, the Advertising Association, the Data & Marketing Association and the Market Research Society. The BPMA joined a few years ago and hosted one of the first virtual events in 2020. Even then, the arguments they raised scored points.

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The consumer mood in Germany brightened palpably in April. Economy and income expectations are clearly rising, while the tendency to purchase is recording moderate gains. Those are the findings of the survey “GfK-Konsumklima MAXX”.

GfK presents findings of its consumer climate survey

Growing keenness to consume

Feared purchase power losses turn out smaller

Moderate energy prices are reportedly the major reason behind the positive trend. Added to those, apparently, are various schemes by policymakers to compensate both households and companies – at least in part – for the high energy prices. In conjunction with the standard income rises, the GfK says that more and more households are assuming that the high purchase power losses feared originally will be considerably attenuated by inflation. Nevertheless, private consumption is expected to remain rather weak in the current year, though, and unable to render any positive contribution to overall economic trends in Germany. This is indicated, the survey indicates, by the continuingly low level of the consumption indicator, despite the current gains.

Purchase tendency growing moderately

In the wake of considerably rising income prospects, purchase tendency has also seen an increase in April, for the third time in succession. However, many households reportedly continue to feel insecure, mainly also because the bills for the past heating period are due and considerably higher costs can be anticipated in that context. On the other hand, stable employment circumstances are having a supportive impact on the tendency to consume.

Stagnating German economy

According to the prognoses that are available at the moment, the German economy is set for no easy year in 2023. Forecast growth for the GDP is around nil. That means the German economy is going to stagnate in 2023. That being said, the second half-year is expected to proceed slightly better than the first six months. <



With its seventh rise in succession, the consumer climate is picking up momentum again. “After growth turned out rather low the month before, consumers’ mood considerably improves again this month,” explains Rolf Bürkl, GfK consumption expert. “However, the figure continues to be below the pre-pandemic level of about three years ago. On a further positive note, income expectations have seen a gain for the seventh time in succession and hence returned to levels from before the Ukraine war began.” The renewed growth in consumers’ income expectations is the crucial driver behind the positive trend in the consumer climate, reports the market research institute GfK.

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In view of the decision of the Federal Labour Court of September 2022 including statements regarding the recording of working hours, it is clear it is to be regulated by law in the future. The Federal Ministry of Labour and Social Affairs presented a draft bill, which the Federal Association of German Wholesale, Foreign Trade and Services (BGA) heavily criticises.

Draft bill on recording working hours facing criticism

Inflexible and really out-of-date



tions for being out of keeping with contemporary times and not flexible enough. It views the regulations as a breach of the promise made in the coalition agreement to continue to guarantee trust-based working hours. It sees this as a must in the modern working world and as reasonable for everyone involved.

Firms with ten or more employees affected

Employers must implement a time recording system to document the working hours of their employees, including overtime. The Federal Labour Court (BAG) makes it clear in its decision that this obligation applies for all employees, regardless whether they work in their office or from home. Since the decision of the Federal Labour Court on 13 September 2022 including statements on the recording of working hours, there have been announcements from the Federal Ministry of Labour and Social Affairs that this issue will be regulated by law. After no draft bill was submitted in the first quarter of the year, a draft bill from the Federal Ministry of Labour and Social Affairs was circulated on 18 April 2023.

Long transitional regulations for small- and mid-sized businesses

This “Draft Law to Amend the Working Hours Act and Other Regulations” essentially contains the following points: in the future, the begin, end and duration of the daily working hours of the employee are generally to be recorded electronically on the day the work is performed. Employers who employ fewer than ten employees are exempt from this obligation. For all other employers, transitional regulations are planned with regard to the electronic form, namely one year for employers with 250 or more employ-

After the announcement of the Federal Ministry of Labour and Social Affairs (BMAS) that all firms must record the working hours of their employees, speculations arose among both employers and employees regarding the legal form of the new regulations. Employers were particularly unsettled by the fact that no details were known until recently. After all, they are required to establish suitable recording systems, which means a considerable amount of planning and investments. The Federal Ministry of Labour and Social Affairs has now presented a draft bill, which puts its proposed legislation in more concrete terms. The Federal Association of German Wholesale, Foreign Trade, Services (BGA) criticises the regula-

ees, two years for employers with 50 or more and fewer than 250 employees, and five years for employers with fewer than 50 employees and more than 10 employees, respectively from the entry into force of the law.

Waivers on control possible

It has been determined that employers can delegate the recording of working hours to the employees or third parties. Employers can refrain from controlling the working hours agreed by contract. However, in such cases he or she must ensure that violations against the legal regulations regarding the duration and length of the working and resting hours are reported to him or her. The employee can request information on the recorded working hours. In this case, the employer must make a copy of the documented working hours available if need be.

Only few deviations

Deviations can be agreed to a very limited extent only in a collective agreement or in a company agreement based on a collective agreement. The deviations may pertain to the electronic form, the time of recording (up to a maximum of seven days after the work has been performed) as well as employees “for whom the entire work time cannot be measured or determined in advance or cannot be determined by the employees themselves due to the specific characteristics of the performed activity”. The exceptional regulations of the Working Hours Act (ArbZG, §§ 18 et seq.), i.e. in particular for executive employees, remain unchanged. There are no plans for their working hours to be recorded in the future either. Furthermore, regulations on misdemeanours have been adjusted. Modifications to the Youth Employment Protection Act and Offshore Working Time Ordinance are also being made.

The BGA sees a breach of the coalition agreement

The Federal Association of German Wholesale, Foreign Trade and Services (BGA) criticises this draft as a breach of the promise made in the coalition agreement to continue to guarantee trust-based working hours. The draft also does not deal with the urgently needed flexibilisation of maximum working hours and rest periods laid out in the coalition agreement. Instead, it is essentially limited to the regulation of the recording of working hours. Despite the legislative freedom of design emphasised by the BAG, no real freedom of form is provided for.

Vagueness and uncertainties

The possibility for the employer to refrain from controlling the recording of working hours is aimed at promoting trust-

based work. It remains unclear how far-reaching the nevertheless required controls have to be. Real trust-based working hours suitable to a modern working world must be enabled here in the interest of employees and businesses. The BGA also views the very limited deviation possibilities critically, as they are only provided for within the framework of a collective agreement or in a company agreement based on a collective agreement. As a result, only a small share of employees will benefit from a flexibilisation of the regulations. If legislators want to make this possible for broader parts of the economy and employment relationships, they must regulate this themselves, which would be in accordance with European regulations. Legislators have shown that they are very well aware of this option by not infringing on the exemptions for the public service. A genuine exemption still applies in this area, where it should still be possible to refrain from recording working hours.



Exemption for executive employees

Nevertheless, one positive point can be gained from the draft: since the Federal Labour Court (BAG) did not base its decision of September 13, 2022 on the Working Hours Act, rather on the Occupational Safety and Health Act, there were fears that the recording of working hours would be regulated in the latter. In that case, the continued existence of the exemption for executive employees also would have been in question. The further progress of the legislative procedure is still uncertain. According to reports, the draft bill is being decided on within the Federal Government. Hearings with interest associations have not yet been initiated and, at the moment, nothing is known about the timing of the further process.

The draft bill of the recording of working hours drew well-founded critique from the BGA, which the majority of business are likely find comprehensible.



Promotional products cannot save the world. However, they can make it better with **imaginative, ecologically sustainable and environmentally friendly products**. We will show you a selection on the following pages.

PSI 46149 • camarc® design group c/o
Kaldenbach GmbH
Tel +49 9151 81785-0 • info@camarc.de
www.camarc.de



Natural inductive recharging

With the camarc® ecoCHARGER, Kaldenbach is introducing a sustainable, inductive wireless recharging station made of oak. According to the supplier, it is compatible with smartphones from Apple (iPhone), Samsung, HUAWEI and other manufacturers. The station comes with a micro recharging cable (30cm) included and is sent to recipients packed in an ecological, corrugated board slipcase made of 80% recycled paper. In addition, one side of the wooden stand can be painted in a RAL colour for a minimum order of 500 pieces. The charger can also be sent as a large letter at inexpensive postal shipping rates.

Love of herbs on the windowsill

Summer garden herbs such as basil, marjoram, thyme or cress refine every freshly cooked meal and entice people with their Mediterranean scent. With the herb stick from the emotion factory, they now can grow on every windowsill. This will guarantee every advertising business a place in the recipient's direct field of vision. The seeds are attached with special wax to a cardboard strip made of kraft paper printed with herbs. When you put it in the ground and water it diligently, delicious garden herbs will grow from it. The flat card-shape packaging can be designed and printed all around.

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



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carl@tacx.nl | joy@tacx.nl



PSI 49758 • Brand.it GmbH
Tel +49 30 555735999 • psi@brand.it
www.brand.it

Sustainable mix for cases

Brand.it, an expert for printable mobile phone and tablet cases, offers the Turtle Case. This compostable phone is made of 100 per cent bioplastics. It is characterised by its sophisticated material mix consisting of bamboo fibres and bioplastics. This combination not only provides extra stability and protection, but also allows the protective case to be fully composted within 18-24 months. The sustainable and biodegradable case can be personalised with single-colour laser engraving or UV digital printing.



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An advent calendar that grows

Advent calendars do not necessarily have to function as candy dispensers. The emotion factory from the Black Forest therefore has come up with a brand new renewable advent calendar for this year. The highlight of this unique new product, which will equally delight young and old fans of Christmas, is that it is fascinating, informative and ecologically sustainable alike. Green greetings that grow are hidden behind the 24 doors. The calendar is equipped with 2 × 12 different seed types and a substrate tablet. Perhaps the included spruce seeds will turn into a mini Christmas tree by the next Christmas holiday?



PSI 48301 • Recycle Bags (By SL BAGS)
Tel +31 575 510077
info@recyclebags.eu • info@slbags.com
www.recyclebags.eu • www.slbags.com

Robust and recycled cotton tote bag

When customers are searching for a stylish, versatile and practical shopping bag with a good history, they will get what they are looking for with the ECO cotton tote bag from Recycle Bags. The bag is made from recycled cotton and produced in a certified plant. This spacious and robust model can be closed with a drawstring and has an additional zipper compartment where wallets, telephones or keys can be stored. It comes in two neutral colours, ecru or army green, and is the perfect choice for a day of shopping or relaxing.



Drinking enjoyment at its finest

Larq is selling a revolutionary portable water filter system that combines a powerful nano zero filter with a seamless, low-pressure drinking experience. The nano zero technology improves the flavour and removes lead, heavy metals, chemicals, chlorine, PFAS, microplastics and other particles from the water. The low-pressure straw flip-top filters the water while the user drinks. A detachable carabiner hook clip with a silicone coating also keeps the beverage bottle handy while you are out and about. Up to 500 millilitres of water can be kept cold for up to 24 hours thanks to its design with double-sided, insulated stainless steel.



PSI 60604 • LARQ inc.
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PSI 42020 • mbw Vertriebsges. mbH
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www.mbw.sh

Squeaky and sustainable cuddling toys

For employees, loyal customers or just as a little gift, the ecologically sustainable promotional products from mbw® are always a good idea. The cuddly soft teddy bears are made of 100 per cent PET plastic bottles and are thus a very sustainable product. The company demonstrates a high level of environmental awareness with the resource-friendly products from the Recycl series, which includes teddy bears and bunnies as well as other cuddly toys and dog toys. This also holds for rubber ducks made of natural rubber. The new generation of Schnabels® rubber ducks provides an important contribution to the environment. For example, some of the cute ducks are made from renewable natural rubber without petroleum. An additional highlight is the cuddly toy clothing made of marine plastic, thus ocean waste. This waste is gathered from beaches, the bottom of the sea, as well as the surface and mouths of rivers. It is then cleaned and converted into upcycled marine plastic. This results in a high-tech yarn, which serves as the basis for the all-over-print mini-shirts and triangular scarves. In contrast to other printing motives, the all-over print finishing process enables seam-to-seam printing.

Out of the ordinary rain protection

White sneakers have a cult-like status and find their perfect fashion match in this walking stick umbrella. The new stylish AC mid-size umbrella FARE® Whiteline breaks with conventional standards and relies entirely on the clearest of all colours: the stick, metals and plastic tips as well as any potential refinements gleam entirely in white. This way, the nine available colours perfectly match the corporate colours of most companies. Another eye-catcher is the elegant soft-feel handle with an integrated release button for automatic opening. The polyester pongee cover made from recycled plastics is also impressive.



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www.fare.de



PSI 49171 • Lanyard.pro Allers Grupa sp. z o.o.
Tel +48 5339 21418 • sales@lanyard.pro
www.lanyard.pro

Cuddly soft travel companions

With summer approaching, it's time to start thinking about your holiday and completing your gear. Among other things, Lanyard Pro's range of products includes "double face" towels, which are perfect for the beach, kitchen or for athletes. They are available in different sizes and consist of extremely soft cotton on the one side and polyester on the other side. The quality of the fabrics is validated by the Öko-Tex® Standard 100 certificate.

Crystal clear sustainability

With the Vinomaxx® Glas2GoEco, Spranz is introducing a practical sports and beverage bottle made from recycled glass, which has a capacity of 0.5 litres. The bottle is produced while keeping environmental protection and saving resources in mind. It is leak-proof, easy to clean and use with the one-hand click fastener. It is made from recycled soda glass and is sent to recipients in a design box.



PSI 41462 • Spranz GmbH
Tel +49 261 984880 • info@spranz.de
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retumbler.
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Thermo mug myVivero

A cool design really can be this hot



red dot winner 2023



May we introduce? Our new thermo mug **RETUMBLER-myVivero** in our exclusive own design.

With it, we have redefined the principle of the reusable mug and we are sure that you, too, will immediately fall in love with it.

Unique on the market is the large print area on the lid. Configure the mug from twelve mug colours and two lid colours. Ten transparent colours for the outside make the inside mug, as well as your logo, appear to float. Capacity: 350 ml



Available from stock Cologne from 1 piece.

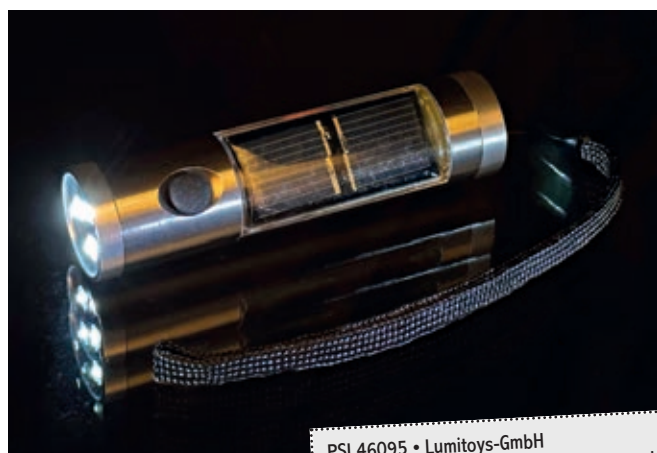
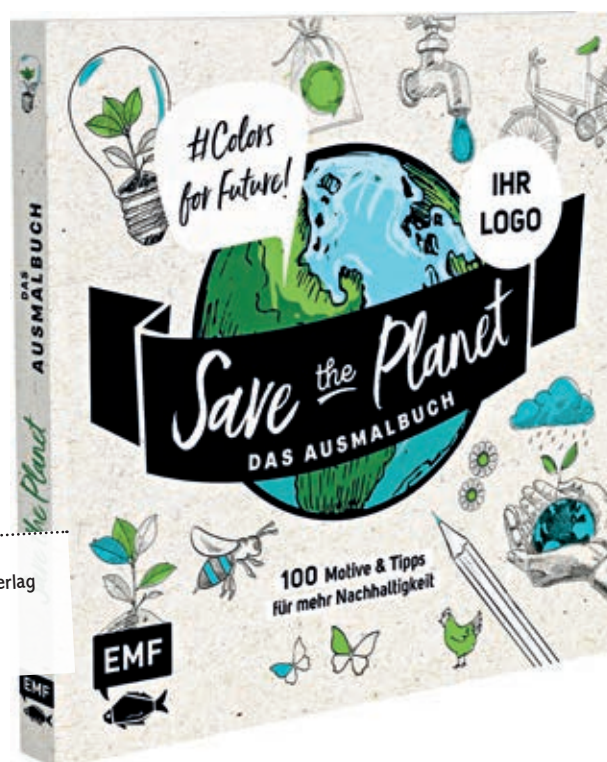


REFLECTS GmbH | Toyota-Allee 54 | 50858 Köln | Germany
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reflects.com

Save the world by colouring

Consciously relax by colouring pictures, while learning more about ecological sustainability in everyday life: to do so, the EMF publishing house (Edition Michael Fischer) is developing a custom-made book, which is perfect for advertising companies and their target groups. The publishing house also offers diverse motives related to sustainability as well as tips and tricks for handling the environment and resources more carefully. It is also possible to put information on products and services on the inside pages.

PSI 49982
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www.emf-verlag.de



PSI 46095 • Lumitoys-GmbH
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www.lumitoys.de

A luminous all-rounder

The new solar pocket flashlight "Solar Torch" from Lumitoys GmbH is the perfect combination of the properties "practical and handy" with powerful LEDs, which bring light into the dark anytime and everywhere. The battery is charged by the solar cell and supplies the light with up to three hours of power. The "Solar Torch Plus" also provides a power bank function and thus the additional option of charging by USB cable as well as different dimming levels for the LEDs. For those who like things small and even more practical, the Solar Torch also comes in a "mini" version with a ring for keys.



PSI 46706 • ASB Herbalind gGmbH
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www.herbalind.com

Relief for the wrist

The keyboard cushion from Herbalind supports both palms while working with a keyboard/mouse and can improve and relieve the posture of the hand, wrist and forearm when typing. The cushions are filled with very small rapeseeds, which are almost as round as a ball. Therefore, they are very cuddly, massage the wrist while working with a computer or laptop and can prevent tension. In quantities of 100 sets or more, a logo or advertisement can be printed on the label. The cushions can also be individually printed in sets of 250 or more. All cotton fabrics are Öko-Tex-certified.

PSI 48418 • Ted Gifted
Tel +48 61 3072345 • info@tedgifted.com
www.tedgifted.com



Secure luggage sustainably

Ted Gifted presents a European-made luggage strap with a double-sided design – a useful, sustainable promotional item for travel agencies, airports, hotels and many other companies involved in travel, as well as for employers who want to surprise their employees with a summer gift that will come in handy on many trips. The dye-sublimated luggage strap is made of rPET: According to the company, the 40-mm strap is made from 2.3 recycled bottles (500ml) with label and closure, while the 50-mm strap is made from 2.6 recycled bottles (500ml) with label and closure. The durable accessories (buckle and length regulator) are also made from recycled plastic. Ted Gifted offers individual and collective packaging such as biodegradable bags or paper banderoles for this purpose. All products are manufactured without pollutants in a Polish factory that is 80% powered by green electricity from solar panels. As the company emphasises, “Ted Gifted guarantees the highest quality, fastest delivery time and best prices”.

A laptop backpack that grows along with you

Troika Germany is presenting a laptop bag, which becomes a XL backpack. Made from 100 per cent rPET polyester, the backpack unfolds from 6 to 14 litres storage space in just under 20 seconds. Just unzip the extra zipper and the Go Urban Expandable expands its possibilities – for spontaneous shopping after work, for samples and catalogues from the trade show and for everything that wasn't planned for in the morning. This model distinguishes itself with two large main compartments, one of which is padded, as well as several inside and two front pockets, and two mesh pockets for bottles and umbrellas when in backpack mode. Additional highlights: a reinforced base, a loop for attaching it to a trolley as well as a carrying handle and hidden backpack straps.

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PSI 42706
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www.suesse-werbung.de

Little suns to feel good

Kalfany knows that fibres are important for our metabolism and general well-being and is therefore presenting the vegan feel-good fruit gum with aloe vera and chicory oligofructose from inulin. The fruit gum is free of animal components and creates a better sense of well-being thanks to its high fibre content and the effect of aloe vera. Moulded in the shape of the sun in the flavours lemon, orange and passion fruit and packaged in 10-gram promotional bags (85 × 60 mm), they are the feel-good alternative to conventional fruit gum.



PSI 45753 • ANDA Present Ltd.
Tel +36 12100758
export@andapresent.com
www.andapresent.com

Pocket-sized power reserve

Dealing with the battery life of mobile phones, smartwatches and other electrical devices can become a real pain without a reliable tool for preventing this. Thanks to the built-in solar recharger, electrical devices can be recharged without having a power socket nearby. The powerful battery and USB and USB-C ports ensure that you can considerably extend the battery life of your devices. The shaft is made out of recycled aluminium, making it environmentally friendly and robust, and giving it a long use-life.

A self-indulging heart says thank you

A small thank you with an attractive and ecologically sustainable added value. A heart-shaped tin box from Multiflower serves both as a soap dish and as the perfect container for sheep's milk soap with a pomegranate scent. The tag with a standard motive can be used for printed advertisements. It can be individually designed in quantities of 250 or more.

PSI 45974 • Multiflower GmbH
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A 'green' advent

Advent calendars with custom imprints are one of the most popular promotional products during the Christmas season. CD-LUX relies on premium brand-name chocolates, sustainability and quality for their products. The company's 'organic' series was expanded again, especially for the upcoming Advent calendar season. The new calendars feature inlays produced in a paper injection moulding process. The inlays are made from a guaranteed mix of 100% sustainable raw materials: paper fibre, water and starch. After its use, the calendar can be fully discarded in paper recycling bins. The calendars contain premium brand name chocolate from Lindt & Sprüngli, Milka, Sarotti or Ritter Sport.

A heart for busy bees

Finally, it is going to be warmer soon, and for the company tobra, it is time to give the popular flower balls a new design. Tobra developed flower hearts, which – as the name suggests – now come in the shape of a heart. Although the shape and packaging were redesigned, the components are identical to the mini seed balls (pellets), which are already quite well-known. The FSC®-certified cardboard packaging is adapted to the heart design and is produced in Germany with the help of solar energy and hydropower. The balls and hearts contain organic seeds, which are mixed together and formed with clay powder and dirt in their own production facilities.



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New notebook collection from Switzerland

With the notebook collection called 'mishmash' by Prodir, the Swiss writing instrument specialist is now launching its own notebook collection. The name stands for the collaboration of Prodir with the Portuguese start-up 'mishmash' from the designer Beatriz Barros. Their paper products are designed with great attention to detail and increasingly attract international attention. They are available in the shops of renowned museums like the Guggenheim in New York as well as online (www.mishmash.pt). The notebook collection includes two formats: the small, handbag-sized MM01 and the classic, medium-sized A5 soft-cover MM02. When making material and personalisation decisions, the emphasis is not only on practical benefits but also on enhancing the sensory experience and, thus, the unique selling point of haptic communication. A brand logo can be placed on both models discretely and feature high-quality, embossed print, which can be felt with the fingertips. The pleasantly rough cover surfaces also underscore the haptic experience. The notebooks from mishmash by Prodir come in selected configurations and are available unprinted in low quantities with short delivery times.



Innovative and trailblazing

The printed foot mats from Emco Bautechnik are incredibly innovative and trailblazing. They are made from the special ECONYL® brand yarn, which is certified regenerated by Öko-Tex Standard 100. Waste like abandoned fishing nets, fabric and carpet scraps, and industrial plastic is salvaged and sorted to recover as much nylon as possible. The ECONYL® yarn obtained this way has the same properties as pure nylon. Compared to the production of conventional nylon yarn, this yarn saves 70,000 barrels of crude oil and 65,100 tonnes of CO2 emissions per 10,000 tonnes of material. Moreover, after it is used, the ECONYL® yarn can enter the first step of the regeneration process again.





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Healthy breakfast from a healthy box

The ecologically sustainable lunch box made of recycled plastic from Global Innovations Germany is the perfect companion for children and adults wishing to enjoy their food on the go. Thanks to the strong material, it is durable and robust, while the additional textile-fastening strap guarantees comfortable and safe transport. Whether in the office, on the go or at school, your customers can bring their favourite foods with them anywhere. The rPET lunch boxes are available in different appealing designs and can be custom-made according to your wishes.



PSI 40807 • Gabriele Bühring
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www.buehring-shop.com

Folders from the sea

The enormous plastic pollution from the oceans poses dangers, which Gabriele Bühring wishes to counteract with her manufacturing partner. The company makes new folders from old fishing nets. In order to ensure a consistent structure and haptics, the share of recycled materials is 80 per cent. The highlight: the material can be recycled again and again, laying the foundation for true circular materials management. The ring binder Ocean Saver, which is suitable for DIN A4 or DIN A5, is available in four trendy colours with a 4- or 2-ring mechanism.

Biological writing instruments

The sustainable pen Super Clip ORIGIN from BIC Graphic Europe is available in a new, pastel colour called Sand starting in May. The Super Clip ORIGIN already comes in a natural colour. The special thing about this pen is that it is made 100% from materials of organic origin (except for the refill), which contain natural polymers without any petroleum and are produced without energy from fossil fuels. The pen's components are castor oil, sawdust from sustainably managed European forests and talc from European mines.



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WISA ENSCHEDE

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70

1953-2023

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GUN SHAPED SKEWERS

🌱 made of bamboo



- 🌱 Biodegradable
- ♻️ Compostable
- ♻️ Recyclable

WOODEN CUTLERY

🌱 Made of birch wood



PAPER CUPS

With or without Lid



- ✕ Food safe
- 🌱 Hygienically produced

PAPER DISH PLATES

Round, Rectangular or Square



At the beginning of March this year, Wisa Enschede celebrated its 70th year of existence. Over the past seven decades, the Dutch balloon-printer and manufacturer of paper products for a diverse array of festive occasions evolved into a renowned supplier to the promotional products sector. That is reason enough for a detailed introduction.

70 years of experience – 70 years of trust

Three generations of 'breezy' promotion

Un the person of Anouk Sannemann, the third Sanne-mann generation is at the helm of the locally rooted family business from Twente. She herself has been working for the company 28 years, and took the reins from her father Willy Sannemann Jr. Wisa Enschede had been founded by her grandfather Willie Sannemann Sr, who, driven by his entrepreneurial spirit, began with hand-printing balloons from home.

Market needs identified

Once the company had been passed on to Willy Sandeman Jr, thanks to the combination of hard work and his unerring vision, and due to numerous innovations and investments, the number of balloons rose gradually from 500 to 100,000 pieces per day. Willy also identified a large market for printed-on promotional products made of paper. For that purpose, as too for the printing of balloons, proprietary fully-automated machines were developed. Today's product range and its associated customer circle were thereby largely defined: that outcome is now summed up by a whole 70 successful years.



A glimpse into production.

Continuity and a new face

When Anouk Sannemann became the sole managing director in 2016, leading Wisa Enschede was nothing new to her. On account of her many years' experience at her father's side, she was familiar with the family business "from the ground up". Even after Anouk had fully taken on the business, Willy Sannemann Jr remained on hand as her advisor for a few years at her request. Now, though, on seeing the successful 70-year existence of "his baby", Willy has decided to cease his advisory role to coincide with the anniversary date. Anouk is taking this opportunity to "very sincerely" thank her father "for years of competent backing". In order to guarantee the optimum standard of performance for the years to come as well, Folkert Brink – Anouk Sannemann's life partner – was called into the company as Manager General Affairs from early September 2019. He is responsible for product safety, operational health and safety requirements, HR matters, and sales; in addition, also for co-devising important and comprehensive meas-

ures and procedures in the context of corporate policy. Prior to that, he had been working for 10 years as a sales advisor within a Dutch plastics company.

Success achieved through entrepreneurial spirit

The company's transition from one generation to the next is characterised by various skills, which are in part defined by evolving conditions and the changing spirit of the times. "Business practices have undergone stark changes over the years, something which Anouk has made her own. The challenges in the area of (environment) legislation and customer wishes and requirements demand, of the company management, another kind of dynamic to what her father for example, Willy Jr, knew. What continues to be valid, across three generations, is the motto by which the company is managed: Work hard to deliver great products, and keep to your promises! A family business is characterised by its ability to be managed from one's own knowledge, experience and with one's own entrepreneurial spirit, without having to take shareholders and investors into



Left: Leading the company in the third generation: Anouk Sannemann and Folkert Brink.

consideration. That applies for Wisa, too, and has definitely crucially helped towards its long-term success," Folkert Brink explains.

Experience and expertise

Thanks to its many years of experience and profound specialist knowledge, Wisa is capable of meeting customers' specific needs. Wisa Enschede manufactures on its own site for both the promotional products market and hospitality. Not only with employees at the location in Enschede, but also "with a trusty, loyal number of home-workers" in the immediate surroundings. "Combined with the fact that we prefer to have our suppliers and partners close by, we as a company take responsibility for making a (local) contribution to society," Brink comments.



The Wisa Enschede company headquarters.



Bottom: The first and third Wisa generation: Company founder Willie Sannemann with granddaughter Anouk.



Local, ecological and safe

The company's production is subject to the highest quality and hygiene standards. Wisa has already been ISO 9001 and 14001 certified for many years. Ecological premisses are also taken into account. For example, all supplied balloons are 100 percent biodegradable. Further benefits for customers arise from short communication routes and

fast delivery times. The manufacturer has made a successful addition to its range with proprietary special packaging and drop-shipping services. The strategy's success is demonstrated by the fact that Wisa now exports to 16 countries.

Appreciation for customers

"In the past 70 years, we at Wisa have experienced many changes, but one thing has always remained the same: the passion for product development, production, and the provision of an effective service to our valued customers," emphasises Anouk Sannemann. She and her partner Folkert Brink are proud of the company's successful history and thank "all our partners for their loyalty and support and we hope that this positive collaboration can be continued for a long time."

Together with 13 other companies, the bag specialist Halfar is to be distinguished and re-certified as an ÖKOPROFIT business in mid-May. It is already the fourth time that Halfar is receiving this distinction. As one of the pioneers of the project by the city of Bielefeld, Halfar organised the anniversary event “20 Years of ÖKOPROFIT” on its premises.

ÖKOPROFIT combines profitability with ecology

Halfar receives its fourth ÖKOPROFIT award

Company



Left: Armin Halfar, Oliver Krischer and Karin Schrader, Mayor of Bielefeld, at the award ceremony. Right: Ecoprofit representative Birgit Reher gives a presentation.

Achievements recognised by the Minister for the Environment

A change of consciousness and conviction are the first steps towards ecological sustainability. The Bielefeld-based bag specialist Halfar already embarked on a path towards sustainability around 20 years ago and has been consistently pursuing this path ever since in a consistent and well-reflected manner. A milestone during the development, among other things, is its distinction by the ÖKOPROFIT project of the city of Bielefeld, which Halfar accepted for the fourth time. And the company did not forego the opportunity to carry out the anniversary event “20 Years of ÖKOPROFIT” at its headquarters. May 10th was therefore a very special day for Halfar, which was celebrated accordingly.



Halfar has been involved for 12 years now and ever since been continuously and very practically committed to environmental and climate protection by means of ÖKOPROFIT – with more and more new measures. Developed in Austria, the certification was integrated into the funding programme of the German federal state North-Rhine Westphalia 20 years ago and has since continued without interruption. The basic idea is that companies benefit financially from resource-saving measures. The ÖKOPROFIT project is particularly successful in the Bielefeld “regiopolitan” area and has been positively received by pol-



icy-makers as well. Oliver Krischer, the Minister for the Environment, Nature Protection and Transport of North-Rhine Westphalia, was also a guest at the event. He praised the Bielefeld-based project as “environmental and climate protection with a profit” and as pioneering for the entire state of North-Rhine Westphalia.

Conservation and resource protection as key objectives

Today, 150 companies from the region are certified ÖKOPROFIT companies. The concrete aim of ÖKOPROFIT is to introduce companies to conservation and resource protection by means of low-threshold measures and to continuously accompany them throughout the process. The company is supported by a team of consultants, who identify its potentials in a very pragmatic and personal manner, develop measures together with employees and help them implement them without red tape.

Ecologically sensible, economically profitable

At Halfar, this all started in 2003 with smaller energy saving measures such as the transition to LED lamps or more effective waste separation. Nowadays, comprehensive projects such as a green compensation areas and the continuous reduction of CO₂ emissions are on the agenda. With its successful involvement in ÖKOPROFIT, Halfar demonstrates that ecologically sustainable measures can also succeed and be worthwhile in the promotional products industry as well. “For us, this first external certification was a true milestone – it was not only ecologically wise, but also economically profitable. The first successes were quickly visible due to the pragmatic consulting approach. Moreover, ÖKOPROFIT inspired us at an early stage to write voluntary sustainability reports and to take efforts to reduce our carbon footprint before it became common”, says managing director Kathrin Stühmeyer-Halfar, who is wholeheartedly convinced of ÖKOPROFIT. For Halfar, it was the start of many other certifications, some of which were international. The bag specialists also view the membership in the Ökoprofit club as extremely valuable and motivating. Besides the certification, it provides for networking activities and environmental knowledge twice a year.

Ecological sustainability as a matter of the heart

Sustainability has always been a matter of the heart for

the Bielefeld-based bag maker. This is reflected, for example, in initiatives such as the installation of a green roof or a low-nutrient meadow in cooperation with InsectRespect, which is a campaign for the conservation and promotion of biodiversity among insects. It is certain that ÖKOPROFIT is and will remain one of many important building blocks for Halfar’s continued commitment to ecological sustainability. <

Halfar takes care of sustainability in many ways. Here are just 2 examples with a green roof and a flower meadow.

Examples related to Halfar from the 2023 ÖKOPROFIT Environmental Chronicle

- > Distinction as an InsectRespect partner company
- > EcoVadis GoldRating
- > Continuous expansion of the vehicle fleet for e-mobility
- > CO₂ compensation within the company and stock assortment



- > Campaign for environmental protection by businesses promoted by the Ministry for the Environment of North-Rhine Westphalia
- > Offers individual company advice, workshops and network building
- > 20 years of ÖKOPROFIT in North-Rhine Westphalia means:
 - > 2,400 companies with 590,000 employees
 - > 408,000 tonnes fewer CO₂ emissions per year thanks to ÖKOPROFIT in North-Rhine Westphalia
 - > 96,000,000 Euros of annual savings for companies

The representatives of the award-winning companies and chambers, with the Ökoprofit organisers and NRW Environment Minister Oliver Krischer (front, 3rd from left).

Quikflip, the sensational innovation from the USA, transforms in seconds from a stylish hoody into a practical backpack. This top product with its twofold functions and double weave is now also available in Europe – exclusively distributed by Hirsch Ideas from Klagenfurt/Austria.

Trendy hoody with twofold promotional effect

Quikflip conquers the world



Quikflip is a worldwide hit: A big Italian chain of hair salons has equipped the staff at their more than 100 salons all over the world with Quikflips.



Quikflip has long been a bestseller in the USA, and no wonder: thanks to the patented Quikflip® Conversion Technology, the trendy hooded jacket disappears with a flick of the wrist into the super-light pocket built into its back and can then be worn as a light, comfortable backpack. Whether in your free time, at work or on the road – Quikflip does a great job: everywhere you go, your favourite item is always at hand and you can keep your hands free. Two integrated storage pockets for your mobile phone, key ring and wallet are particularly practical. Perfect for all hoody lovers with an active lifestyle – target groups, therefore, that enjoy unusual and trendy ideas.



Double branding, double impact

Quikflip is not only a high-quality fashionable hooded jacket made of cotton with a brushed interior, but also a textile promotional medium with immeasurable potential. For each jacket can be customised: both the inner part, which becomes visible as a backpack, and the jacket itself can be finished in sublimation print. So Quikflip opens up interesting design options and many promotion possibilities, especially as the hoodies are available in many colours and sizes. An ingenious, versatile product with two functions, double branding and therefore double promotional impact. Hirsch Ideas from Austria has acquired the European licence and distribution rights for Quikflip.

Quikflip takes off worldwide

Michael Hirsch, Managing Director LIP Handelsgesellschaft GmbH/ Hirsch Ideas and Lena Schumnig, Head of Marketing and Product Development, presented Quikflip at the PSI with great success. Since then, Quikflip has really taken off around the world. In Italy, for example, the home of fashion and good taste, one of the great master barbers has discovered Quikflip and declared it a personal “must have”. His 100 or so salons all over the world have now had to be equipped with Quikflips. So Quikflip is



now part of the basic equipment of the training centres of this well-known hairdressing chain. All over the world, the young hair artists of the “Accademia per parrucchieri” can be recognised by their stylish appearance, in this classic black hoodie with plenty of room for a comb and scissors in its backpack.



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In the business of
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DreamPen, a renowned Polish manufacturer of pens with individual clip shapes, has made some important changes with regard to ecological sustainability, environmental awareness and product innovations. We will summarise them.

New innovations at DreamPen

Environmentally conscious and loving scents



The solar cells on the roof of the company building supply power for 80 % of the production process.

materials such as recycled plastic, old pens and other waste materials. "The use of recycled materials significantly reduces the environmental impact of the products and also promotes the circular economy. This step is consistent with DreamPen's commitment to ecological sustainability and responsible production practices", reports the company based in Zielona Góra.

Pens made of organic materials

DreamPen has also ventured into producing pens from organic material. The pens are made of corn starch. Unlike conventional ABS plastic pens, these pens are biodegradable and compostable. By switching to organic materials, the company is further reducing its 'ecological footprint'.



One of the most important innovations is the use of solar energy for 80% of the production process. The switch to 'clean energy' reduces the CO₂ footprint and thus the dependence on non-renewable energy sources as well. The solar panels installed in the production facilities have contributed to reducing energy costs as well as greenhouse gas emissions. DreamPen has set the goal of becoming completely energy self-sufficient in the near future.

Responsible production

Besides the use of renewable energies, DreamPen has also begun making pens from 100%-recycled materials. They are manufactured from ma-



Feel-good scents

DreamPen has also introduced a completely new line of products for its brand Invame. It consists of innovative fragrance diffusers, which create a relaxing and calming aroma experience for users. The diffusers can be printed all over, making them a distinctive promotional gift for any occasion. "All of this is reflective of DreamPen's commitment to a greener future. These measures should also serve as inspiration for other companies to introduce ecologically sustainable approaches and become even more environmentally conscious", says the company. <

New in Invame's range of products:
fragrance diffusers which spread pleasurable aromas.

www.dreampen.com



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everyone surprised.*



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The global community has been facing major challenges since the spring of 2020 and the wholesale and B2B service sectors have had an especially tough time. For this reason, the Bundesverband Großhandel, Außenhandel, Dienstleistungen e. V. (BGA), a national association of wholesale, export and services, organised the study.

Structural study on wholesale and foreign trade

Skilled workers are the point



The focus of the joint survey conducted by the BGA, the auditing firm Deloitte GmbH and the business consulting firm Roland Berger GmbH was on four main topics: the strategic and operative challenges, digitalisation, and the war in Ukraine as well as its consequences.

Failures to address the topic of skilled workers

From a strategic perspective, the focus was mainly on the topics of the skilled worker shortage, the unstable supply chains and digitalisation. From the respondents' point of view, the key strategic challenge is the availability of skilled



workers. Participants in the survey believe the cause of this problem lies in the past, namely in the fact that there has been a chronic lack of adequate vocational training and continuing education of administrative staff, logistic specialists and other skilled workers. To address this problem, around 80% of those surveyed said they are working actively to ensure the availability of skilled workers.

The problem of unstable supply chains

Nine out of ten respondents (92%) picked unstable supply chains as the second 'big to very big' strategic challenge. Half of the entrepreneurs surveyed believe that the supply chains in their industry will not be seamless in the future. A majority of wholesalers and B2B service providers

consider amendments to the Supply Chain Act as the greatest regulatory challenge in the near future. There is also increasing pressure to make supply chains sustainable. Almost two-thirds of respondents currently consider sustainability and environmental protection as a top priority in corporate management.

Digitalisation as a challenge

Moreover, digitalisation remains a critical strategic challenge for wholesalers and B2B service providers. Around 66% of respondents agree that stationary sales channels will become less important. At the same time, approximately 95% of those surveyed expect the importance of online sales to increase. Additionally, around 30% expect

>>



About the study:

A structural study was conducted as a cooperative endeavour between the auditing firm Deloitte GmbH, the business consulting firm Roland Berger GmbH and the association Bundesverband Großhandel, Außenhandel, Dienstleistungen e. V. Participants of the survey included a pool of wholesale and foreign trade companies, B2B service providers, member companies from industry and trade associations involved in the BGA, as well as state and regional associations. Around 180 German companies of different legal forms and sizes contributed to the findings.



>> growth to be very strong. This expectation is weakest among B2B service providers. According to experts, this will continue to blur the boundaries between the different economic stages as other sectors perform wholesale and foreign trade's 'traditional' tasks. For the wholesale and foreign trade sectors, this means redefining their roles. For this reason, offering customer and consulting services will play a prominent role in the future for three-quarters of respondents. Therefore, it is essential to find long-term and effective approaches to the areas of action mentioned above and ensure competitiveness.

Procurement less predictable

Operationally, wholesale companies are facing significant challenges. The determining factor here is procurement/purchasing. All in all, the study found that procurement has become considerably less predictable. This is due to the added factor of 'operational disturbances', such as friction in the international supply chains, staff shortages in dispatch and logistics departments and standstills at ports. Optimisation of inventories requires savvy manoeuvring, especially in the very complex ongoing crisis, but it may have to take second place to ensuring a business's ability to deliver its products. However, it will be essential to identify the right point in time to switch inventory sizes and stock management back to 'normal' mode. For 83% of respondents, the significant increase in purchasing prices is one of the major operational challenges. The higher prices have only been able to be absorbed because they could predominantly be passed on to customers. 53% of respondents said they were able to fully pass on the higher prices to consumers, and 46% said that it was at least partially possible.

Making the industry more attractive for competitors

Does recognising operational challenges mean problems can be averted? Not necessarily. Businesses in the wholesale and foreign trade sectors see major obstacles when



implementing appropriate measures. These are, first and foremost, the shortage of skilled workers (82%), a lack of know-how of the existing staff (31%) and non-existent financial resources (18%). Especially with regard to the skilled worker shortage, the essential task is to make wholesale and foreign trade more attractive as target industries for job-seekers. The bottom line is that this tense situation is placing greater demands on management.



Keeping staff on board with digitalisation

The question of digitalisation remains on everyone's mind. Most respondents said they have already implemented digitalisation measures during the past few years. However, the relevance and the spectrum of topics have shifted recently to issues such as the automation of processing, contract and order processing, cyber security and using artificial intelligence to optimise pricing structures in the



future. Even if digitalisation is deemed a management task, it is essential to keep employees on board with the appropriate measures being implemented. Ninety-six per cent of respondents consider the involvement and motivation of staff regarding the conceptualisation and implementation of digitalisation measures to be positive or very positive. However, a concrete problem also arises in this context: employees becoming frustrated due to the increased time and work pressure, digital tools and media.

Developing unique selling points

All digitalisation considerations and efforts should consider the fact that customer relationships in the sector can only partially be digitalised. The quintessential aspect is that while transactions can be digitalised, advice cannot be digitalised in times of such uncertainty. Moreover, digitalisation will make differentiation among competitors more difficult in the future. Here, it is essential for wholesale and foreign trade companies to develop unique selling points in the competitive environment.



Political support desired

As a result of the war in Ukraine, there are uncertainties in many parts of the sector. Most respondents indicated that their business is affected by the war – especially with respect to increasing purchasing prices and costs resulting from the energy crisis. This situation requires changing procurement and purchasing policies, utilising more potential savings potentials and more energy-efficient management. However, the survey also makes it clear that companies want political flanking or support to cope economically with the effects of the war in Ukraine. Financial incentives for investments are seen in the measures targeting energy efficiency and generation, the policies reducing taxes and social security contributions, and the efforts being undertaken to reduce bureaucracy and accelerate approval procedures.

Future-oriented personnel policy required

Commercial trade is and will continue to be a main pillar of the economic structure in Germany. However, business models and processes are continuing to change. Therefore, companies that act with foresight would be well advised to analyse their strengths and weaknesses in depth, develop strategies based on this and undertake operational measures to maintain and boost their market position in a changing business environment. In addition to services like consulting and financing, internal optimisations of working capital are on the agenda as well. The digitalisation of business processes, ranging from procurement, storage and sales to transport and logistics, will supplement the modernisation of business administration. The direction of sustainability requirements can also become an important competitive advantage. The decisive factor for further developing the wholesale and foreign trade sectors is securing the supply of raw materials and intermediate and other goods. Doing this will help businesses cope with current bottlenecks and rising prices while supplying the economy and consumers with their products. Reducing dependencies, especially through diversification and digitalisation, will be an essential step for boosting a company's competitiveness. However, securing the required labour and skilled workers long-term is a top priority. In order to master the many challenges, future-oriented personnel policies are needed, which focus on vocational training and continuing education for developing professional know-how in the wholesale and foreign trade sectors.

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Wide range of safety features

reflAktive has recently started to offer reflective back badges, armbands, high-visibility vests and tabards and similar products specially for use in firms that have their own fire crew or safety and security service, for event management agencies and organisers of exhibitions or concerts. The same applies to rolled goods for sewing onto clothing. Since the company stopped using 3M material, they can now supply ORAFOL® film that is compliant with the EN standard. What is more, they manufacture **articles for specific applications** that can be used for signage in road construction or in industrial plants for marking the operating conditions of valves, gas and oil refineries, conveyor systems etc. Potential customers from these sectors can find this 'hidden' side of the company on the web at <http://rettungsshop.reflaktive.de>.

PSI 46970 • reflAktive – Eine Marke der safeReflex GmbH
Tel +49 4971 923312 • info@reflaktive.de
www.reflaktive.de





The perfect kitchen aids

When you're searching for a practical but superior utensil for cooking enthusiasts, an obvious choice will be the kitchen tweezers made of **stainless steel** from Schwertkrone. Engraved with your individual logo or slogan, they are not only useful aids in the kitchen but also an eye-catcher at every barbecue, catering events or in the restaurant trade. The kitchen tweezers come in two sizes – 25 cm and 30 cm – and can be given a custom finish for orders of 50 or more.

PSI 60446 • Schwertkrone – Daniel Weber
Tel +49 212 88072110 • vertrieb@schwertkrone.de
www.schwertkrone.de

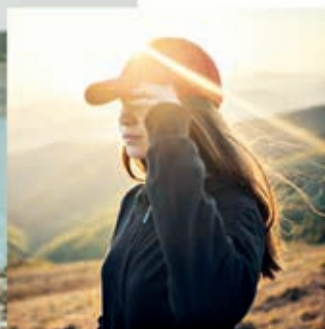
Cool style and a perfect fit

The new Stretch Caps from Karlowsky® with a continuous front panel are available as of now. The long-established producer from Magdeburg has its finger on the pulse again and is putting the classic head covering on the market in an all-new look. The comfortable and stylish 5-panel cap with curved peak provides plenty of room for finishing on the full-length **front panel with no annoying seams**, allowing for a wide variety of striking designs. In addition, as there is no fastening on the back, decorative finishes are possible. You can choose from superior-quality embroidery, direct-to-film – the next-level printing method – or conventional screen printing. The caps are ideally suited for all common methods of finishing and, with seven colours, both classic and modern, they will match every corporate design. What is more, in addition to professional wear, the cap is ideal for leisure-time wear thanks to its contemporary style. Strong winds or sudden movements won't stand a chance with this perfectly fitting cap thanks to the integral elastic band. Comfort is guaranteed wherever you wear it. The cap comes in two sizes – S/M and L/XL – and will feel right at home on every head!

Karlowsky Fashion GmbH
Tel +49 39204 9128-0 • info@karlowsky.de
www.karlowsky.de



5 Panel Stretch Caps





First aid for burns

The outdoor season has arrived but how about some supplies for sudden accidents when barbecuing? The MAXI burns kits from Medical promotion provides everything needed for first aid treatment for minor to moderate burns. The sturdy, **refillable plastic box** contains burn dressings, disposable gloves, ACTIONMEDIC® plaster strips, scissors and conforming bandages. The front label can be customised in 4c printing for orders of 50 and over.

PSI 47105 • Medical Promotion by Gramm medical healthcare GmbH
Tel +49 7151 250250 • info@medical-promotion.de
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A special way to read

Reading broadens the mind, that's a fact. But did you know that it makes a difference whether you access information by way of a printed book, magazine or catalogue or in digital form? At Karl Knauer, they know that this is because you can mark particularly important passages in the text and then find them again later quickly. Whenever you need to remember things and mark them – whether it's at work, school or uni or in private life everyday: it's especially easy if you use the **practical bookmarks** that the promotional products specialist from the Black Forest now offers in their range. Thanks to the slide-in tab, they are easy to keep in place at the top of the page and show you where to look. You can also mark important passages in texts with the paper markers attached to the bookmark. The small colourful adhesive strips are made from renewable material too, just like the backing card, which can also be used as a ruler.

PSI 41794 • Karl Knauer KG
Tel +49 7835 7820 • werbemittel@karlknauer.de
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Dynamic form – a super look

The Push ballpoint pen from Klio-Eterna impresses with a contemporary design and a stylish clip top. What **really catches the eye** in this model is without a doubt the super-slim, flexible design of the clip. This gives the writing instrument a dynamic and uniquely distinctive look. In addition to the all-plastic high gloss and transparent versions, the promotional ballpoint pen also comes in designs with a polished metal tip. Available in up to 14 standard shades, all the various models also offer an extensive choice when it comes to colour.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
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Stainless steel for the microwave

Stainless steel in the microwave? Really? Yes! That's according to Nestler-matho who have now introduced the new WAVE stainless steel lunchbox. The lunchbox combines plenty of advantages: it **keeps food fresh, is leak-proof** and microwave and dishwasher-safe. With a capacity of 1250 millilitres, it offers room for a complete menu and can also be cleaned hygienically thanks to the material mix of stainless steel, polypropylene and glass.

PSI 41816 • Nestler-matho GmbH & Co. KG
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PSI Journal

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02/2023	Ostern, Garten, Hobby und Handwerk	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
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08+09/2023	Ökologische und nachhaltige Produkte, Veganes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeuge und Messer	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	01.11.2023	19.09.2023	06.10.2023
12/2023	Marken- und Designprodukte, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Messeneinheiten PSI 2024	02.01.2024	11.11.2023	18.11.2023

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Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
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02/2023	Easter, Garden, Hobby and Handicraft	10.02.2023	16.12.2022	18.01.2023
03/2023	Protective and Hygienic Articles, Occupational Safety	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Beverages, Drinking Vessels and Tableware	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Christmas, Gift Sets and Custom-made Products	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ecological and Sustainable Products, Vegan Products	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Umbrellas, Tools and Knives	02.10.2023	19.08.2023	08.09.2023
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12/2023	Brand and Design Products, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Trade Show Innovations PSI 2024	02.01.2024	11.11.2023	18.11.2023

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PSI Product Sourcing | Direct connection with a win-win-win factor

PSI suppliers looking to give their business an extra boost can bring PSI Product Sourcing on board. There are many ways to do this - and, above all, it's very easy. On the one hand, you can send PSI Product Sourcing the latest product catalogues and samples. The team is always on the lookout for new and innovative products that help them provide PSI distributor members and thus potential supplier customers with up-to-date advice.

"Sourcing on Tour" in close touch with members

However, in order to stay up-to-date and to be able to recommend the latest trendy products, you need more than just catalogues. You need the direct, personal exchange between PSI Product Sourcing and the PSI members. The motto is "Sourcing on Tour". The idea behind it: the PSI Product Sourcing team offers supplier members the opportunity to have the team visit their companies on site and find out about all their latest products and developments. PSI suppliers are of course just as welcome to come to the PSI in Düsseldorf with their latest, most interesting articles and trendy products. Sanders Imagetools, for example, made use of this new offer. The Sales Manager of this long-standing PSI member, Birgit Neyer, recently presented their new products to the PSI team. Sanders Imagetools has expanded its product range to include smartphone, workplace and car cockpit cleaners, lavender spray, energy and vitamin shots in glass bottles, liquid soaps and shower gels in unisex fragrances as well as three new CoffeeBag varieties. As far as packaging goes, the company focuses entirely on sustainability.



Using a huge multiplier

Everyone involved benefits from this kind of exchange: the suppliers, who can present their products and use the PSI Product Sourcing Team's function as a huge multiplier; the PSI Product Sourcing Team, as it receives first-hand inspiration from the multitude of products, which it can pass on to distributor members. These can then access the latest promotional product offers - without the need for lengthy research. This makes Sourcing on Tour a real win-win-win factor.

Connect to PSI Product Sourcing

PSI suppliers who have acquired a taste for PSI Product Sourcing and would like to visit, or host the PSI team at their premises, can simply send an e-mail to Astrid Langenstein's team at: astrid.langenstein@rxglobal.com, or contact them by telephone at: +49 211 90191-333.

Zum Durchblick: hier lang!

Transparente Messedaten tragen dieses Zeichen:



Ihre Suche einfach machen. Das ist unsere Stärke. Denn wir liefern Daten, die Klarheit bringen – zertifizierte Messekennzahlen und fundierte Besucherstrukturdaten für rund 300 Messen und Ausstellungen, mit denen wir Entscheider entscheidend weiterbringen.

A lively community

Individually, we are one drop. Together, we are an ocean”, says a famous quote by the Japanese poet Ryunosuke Satoro. People have always appreciated the power of community in families and groups in early history, in the craft and merchant guilds of the Middle Ages, in clubs and associations and nowadays in online networks as well.

The reasons for wanting to be part of a community were always the same: it is easier to reach common goals together. In some cases, membership also went hand in hand with privileges and increased visibility or enabled access to expertise and valuable resources.

Above all though, membership in a community provides fertile ground for new ideas and innovative products. We created the foundation for the promotional products industry with the PSI six decades ago. Ever since we have achieved very much together with its members and of course want to achieve much more. However, all of us must regularly critically assess ourselves and also be clear and honest to ourselves that we must be able to count on one another in order to really be successful together.

Luckily, the PSI is a lively community, which thrives on exchange. Of course, there is always room for improvement. I am well aware of that. Therefore, I invite you to explore the potential of the industry together with me and to shape the future of the PSI.

To put it in the words of Henry Ford: “If everyone is moving forward together, then success takes care of itself.”

Yours,



Petra Lassahn
Director PSI



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Save the
date.

No question: The PSI will be the leading trade show, business platform and innovation driver in the coming year. Sustainability, future viability, cooperation and new ways of thinking within and for the industry are at the top of the agenda. In short, the place to be, with the issues of the day for the entire promotional products industry. Come along and experience the who and how of the industry live.

The leading European trade show for
the promotional products industry



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It comes around every year

Although it always seems a little strange to be thinking about Christmas in the middle of summer, bestselling holidays require long-term planning. The business cycles of the promotional products industry are also no exception in this regard. That is why our Product Guide is already focusing on eye-catching articles for the year-end business, which is centred on Christmas. Now is the time for clever promotional products consultants to remind their customers of Advent and Christmas and to present them with ideas and concepts for this most wonderful time of the year in the truest sense of the word. It is precisely in the Christmas atmosphere that likeable advertising media have their strongest effect and often leave behind their longest lasting impact. Our second product theme "Chocolate and Sweets" also perfectly matches the mood of this festive season.

Please already start thinking now about your product presentations for the double issue of the PSI Journal August/September 2023, which is dedicated to themes "Ecological and Sustainable Products & Vegan Products" as well as "Chocolates and Sweets" and send your product suggestions (image and text) by 26 June 2023 at the latest to: Edit Line GmbH, PSI Journal Editorial Staff, E-Mail: hoechemer@edit-line.de

elasto opens a new logistics centre



At elasto, there is a reason for celebration. After 17 months of construction, the renowned promotional products manufacturer and supplier from Sulzbach-Rosenberg officially opened its new logistics and production centre at the company's headquarters on 5 May. The new hall includes a partially automated high-bay warehouse and an automated small parts warehouse with conveyor technology. We were on site and report in detail.

A lively industry



In our Industry section, we briefly and concisely report on current developments, events and news and provide information about the activities, campaigns and personnel changes of the member companies in our network. There is also space for reports on events and trade shows – for example in July the current News-week series of the GWW (German Promotional Products Association) among others.

Imprint



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AutoZum
Internationale Fachmesse für
automotive Produkte

20.06. – 23.06.2023
Messezentrum Salzburg
autozum.at

Elektrofachhandelstage
Branchentreff in Österreich

22.09. – 23.09.2023
Design Center Linz
elektrofachhandelstage.at

Bar Convent Berlin
International Bar and
Beverage Trade Show

09.10. – 11.10.2023
Messegelände Berlin
barconvent.com

ALUMINIUM
Business Summit
by ALUMINIUM

07.11. – 08.11.2023
Altes Stahlwerk Düsseldorf
aluminium-exhibition.com

Bauen+Wohnen Wien ¹
Internationale Messe
für Bauen, Wohnen und
Energiesparen

10.11. – 12.11.2023
Messe Wien
bauenwohnenwien.at

Alles für den Gast
Internationale Fachmesse für
die gesamte Gastronomie und
Hotellerie

11.11. – 15.11.2023
Messezentrum Salzburg
gastmesse.at

PSI
Die europäische Leitmesse
der Werbeartikelwirtschaft

09.01. – 11.01.2024
Messegelände Düsseldorf
psi-messe.com

Bauen+Wohnen Salzburg ¹
Internationale Messe
für Bauen, Wohnen und
Energiesparen

08.02. – 11.02.2024
Messezentrum Salzburg
bauen-wohnen.co.at

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Internationale Messe für Jagd,
Fischerei, Abenteuer, Natur &
Reisen

22.02. – 25.02.2024
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hohejagd.at
zeitgleich mit der Absolut Allrad

absolut allrad ¹
Sonderschau von Allrad- und
Geländefahrzeugen

22.02. – 25.02.2024
Messezentrum Salzburg
absolut-allrad.at
zeitgleich mit der Hohe Jagd

All Events 2024: www.rxglobal.com

¹ Publikumsoffene Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.

PAPER

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