

PSI

PSI Journal

International Magazine
For Promotional
Products

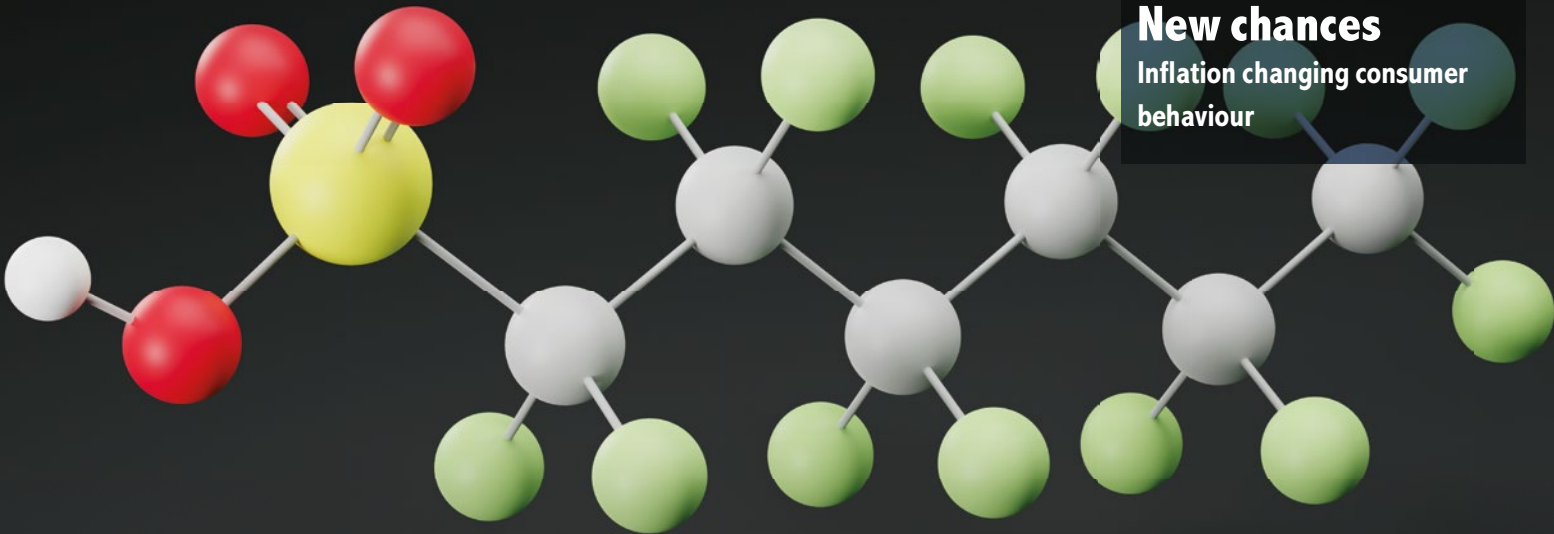
July 2023

Volume 62

including
PSI 2024
exhibitor list

JOURNAL

“Forever chemicals” PFAS in promotional products



Product Guide

Christmas, gift sets, customised
products

Toys and plush products

elasto

New capacities secure jobs

New chances

Inflation changing consumer
behaviour

Danger to health and image

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PROPAGANDA



Editorial

Here's to a new one

Whe General Association of the Promotional Products Sector in Germany, the GWW, has not had an easy few months. After a new board was elected last fall with Steven Baumgaertner at the helm, tensions soon arose within the board. One by one, board members resigned; even the Chairman decided to leave. Two board members ultimately remained, who now had the task of reorganising things and initiating new elections. All those involved claimed that the failure was not due to individual persons, but rather to the board's not having functioned as a team.

As a result, two new teams were formed, who announced their wish to compete as a team. On 20 June, the GWW members met in Wiesbaden, the capital of the state of Hesse, to elect a new board. The teams presented themselves: Team "Growing as a Group" with Steven Baumgaertner at the head and Team "With One Another" with Frank Jansen at the head (This explanation is for foreign PSI members and members who are not part of the General Association).

After the election had been battled out by means that were both tough and also occasionally unattractive, the extraordinary general meeting proceeded comparatively calmly and with the common goal of achieving a positive outcome to the election. When the dice were cast, team "With One Another" was able to celebrate a clear victory. Of the 219 votes cast, "With One Another" received 125 votes. Team "Growing as a Group" received 79 votes.

New Chairman Frank Jansen and his board team have announced their plan to review the past years' work and then decide on their future direction. This concerns political lobbying, communication with members and the association's commitment to events and trade shows. It will be interesting to see what signals come from the newly elected board after the summer break. I extend my congratulations and am keeping my fingers crossed for a successful outcome.

The association has already earned a compliment: It is great that almost half of the members came to Wiesbaden. This is by no means common for an association and shows that GWW members stand by theirs and recognise its importance for our common positive future.

I wish you a pleasant summer and look forward to seeing you soon!

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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TRENDS & BRANDS

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May it be a little more?

10

Aside from in-depth know-how for the promotional products business, the PSI Journal delivers up-to-date information about markets as well as interesting figures from economy and business world. To offer you an additional value, we have increased our market research page. This means for you: more figures, more detailed background information, more additional knowledge.

Year after year

22

Even if you are actually rather thinking of sun, beach and the sea: Now is the time to remind customers of Advent and Christmas and to present them in a literal sense new ideas, concepts and products for the most beautiful time of the year. Not just for Christmas, toys and plush products are valued since playing is inherent in all human beings, young and old alike.



New capacities secure jobs

68

elasto, the renowned supplier of plastic products, officially inaugurated its new logistics and production centre at the company's headquarters after a 17-month construction period.



Inflation changing consumer behaviour

72

The outlook for the German economy is subdued. Despite a slightly sinking inflation rate, consumers continue to feel the loss of purchasing power and are limiting their consumption. Private labels are benefitting from the changing consumption behaviour, which is perhaps also an opportunity for the promotional products industry.

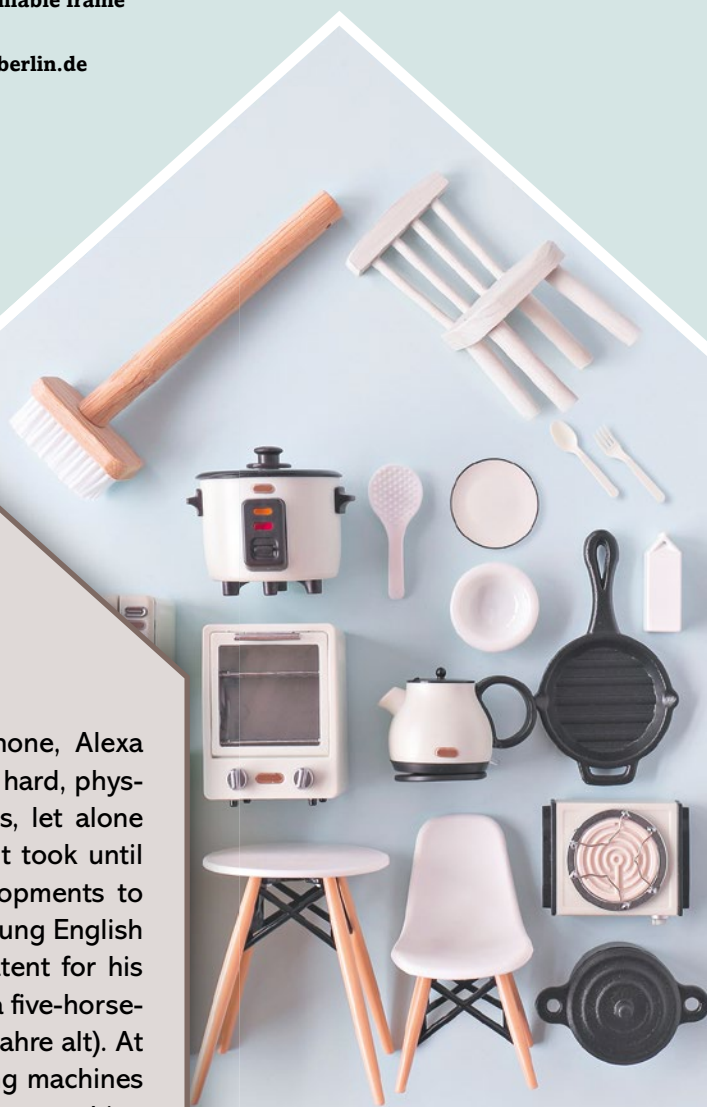




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www.technotrade-berlin.de
 PSI 43817

HOUSE HOLD EXPERTS

Today, people organise their household via smartphone, Alexa and co.: it's hard to imagine that housework was once hard, physical work. Back then, there were no technical devices, let alone ones that operated at the touch of a digital button. It took until the beginning of the last century for the first developments to attract attention. For example, on 30 August 1901, young English bridge engineer Hubert Cecil Booth applied for a patent for his "Puffing Billy" vacuum cleaner, which was powered by a five-horsepower engine (swr.de, "Staubsauger-Patent wird 120 Jahre alt"). At the same time, the mass production of electric washing machines began in the USA. Germany's first fully automatic washing machine was presented in 1951 (planet-wissen.de, "Wann wurde die Waschmaschine erfunden?"). Today, technical household helpers are available in all shapes and sizes. Even those who still prefer manual work reach for practical utensils with a modern design. And these are increasingly in demand for promotional purposes, as the evaluations of the PSI Sourcing Team show – not only as household helpers, but also as decorative objects.



Naturally handy

Table mat AXONature 800

(manufactured from recycled natural leather, free of phthalate, PAH in consumer products and REACH registration)

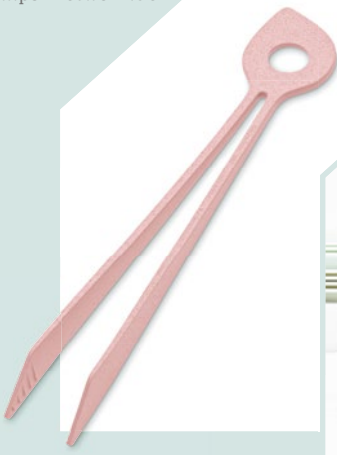
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High potential kitchen accessory



Olive oil has also long been an indispensable household and kitchen accessory. Yet this Mediterranean stone fruit can do so much more – from soap and shampoo to knife handles, barbecue briquettes and pellets. The French National Institute for Agriculture, Food and the Environment (INRAE) has listed 41 practical examples. And that is just the beginning (absatzwirtschaft.de, "Olive für alles – Der ideale Rohstoff für die Kreislaufwirtschaft"). The olive is considered the ideal raw material for a circular economy and new business models, even in the promotional product industry.



Olive in different cosmetic facets

Wellness-Gift-Set: Natura
 Römer Wellness
www.roemer-wellness.de
 PSI 46887

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PACKAGING? SURE, BUT MAKE IT SUSTAINABLE

In 2021, market research company Marketagent surveyed consumers, manufacturers and retailers on the topic of "sustainable packaging", in cooperation with Produkt Verlag. The result: more than half of the manufacturers and retailers surveyed stated that the sustainability of product packaging is very important to them (absatzwirtschaft.de, "Verpackung war gestern: Von Unverpackt-Läden und Refill Stationen"). A student research team has proven that, when it comes to packaging, there are no limits to the imagination and the demand for development. Five students from the University of Hohenheim have developed a sustainable alternative to plastic packaging. In combination with vegetable proteins, binding agents and water, they have succeeded in producing packaging out of eggshells. This edible film additionally aims to provide valuable proteins and replace plastic (tagesschau.de, "Nachhaltige Verpackung aus Eierschalen"). The packaging ideas from the ranks of PSI members are admittedly not edible, but no less sustainable.



Aluminium meets bamboo

Lunchbox (Box made of Aluminium, lid made of bamboo)

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www.troika.de/business

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myrtle
beach

JAMES &
NICHOLSON

Trend
1



Rooted at home

In harmony with nature. Warm earth or coffee tones, natural surfaces such as rattan and raffia lend a feeling of stability. A "less-is-more" approach with relaxation potential.

3 interior trends with transfer potential

instyle.de has identified three of this year's hot trends in living and decoration (instyle.de, "Wohnen und Deko: Das sind die drei großen Trends für 2023").

Trends that, at second and third glance, can also inspire a choice of promotional products – in terms of shape, colour and material.

Curved Cocoon

Instyle.de describes this: "At a time when it's important to stay in balance, many are turning away from minimalism, straight lines and edgy styles." Instead, people long for a feel-good cocoon. In other words: rounded shapes, soft textures, delicate tones.

Trend
2



Trend
3



Dopamine Dream

Strong colours that exude pure joie de vivre. It's all about colourful accents and personal style. In short: setting a new impulse.



Seek and you will find

Of course, interior trends cannot be translated 1:1 into promotional products. But keywords such as balance, well-being, joie de vivre or nature provide many impulses. Promotional product suppliers offer creative products in the PSI network. A look at the PSI Product Finder reveals a multitude of products and varieties. <https://psiproductfinder.de>



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Market research

Green and digital marketplace

.....
1.55 trillion euros was apparently bilaterally traded between the EU and the USA last year. A historic high. Given the increasing pressure on the global environment, security and economy, EU-US cooperation is more important than ever, stressed Valdis Dombrovskis, Vice-President of the EU Commission. "By forging a green and digital transatlantic marketplace, we can drive prosperity and job creation on both sides of the Atlantic while working together on improved global standards and rules." www.absatzwirtschaft.de

11%

.....
of the 2,038 people surveyed by market research institute YouGov on behalf of gmx and web.de believe that their data is better protected by the regulations of the European General Data Protection Regulation (GDPR) than before. So far, however, very few Germans are convinced that the DSGVO has brought decisive improvements. www.horizont.net



74 percent of the companies surveyed for the ZAW trend analysis fear job losses. The trigger for this is the Federal Ministry of Food and Agriculture's (BMEL) drafted Children's Food Advertising Act. www.horizont.net The Act shall rule food promotion directed at children which is said to often promote foods that contain too much sugar, fat or salt. www.bmel.de

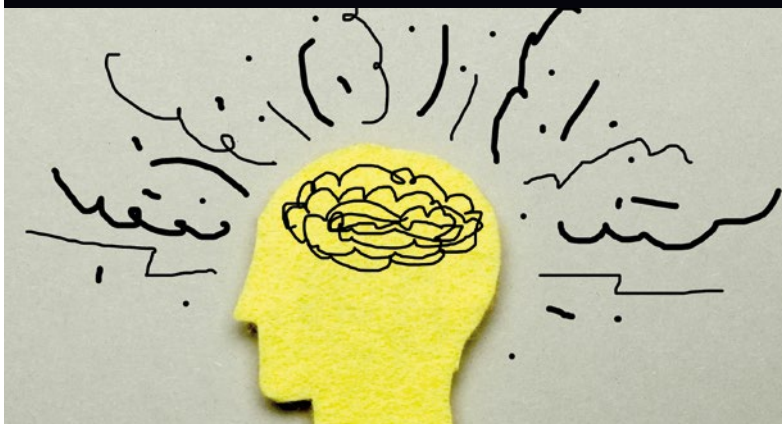
91 points

.....
were reached by the German Institute for Economic Research (DIW Berlin)'s economic barometer in May. The barometer for the second quarter of 2023 rose above the 100-point mark in April, but the value has now slipped.

.....
The prospects for a rapid recovery of the German economy have thus dimmed, according to the Berlin-based institute. The reasons: a sharper-than-expected decline in economic output in the winter, stubbornly high inflation and interest rate hikes. The anticipated impulses from abroad have also not been forthcoming lately. In industry, but also in services, the situation is tense. The persistently strong price increases continue to massively reduce the purchasing power of households and inhibit consumption. "The German economy is not going to find its way out of this dip in the near future," says DIW economic expert Guido Baldi. "It has weathered the energy price crisis surprisingly well so far, but unfortunately a strong recovery is not in sight." www.diw.de

1 of 2

Generation Z workers feels stressed most of the time at work. This is the result of a survey by the service company Deloitte. According to the survey, they feel just as exhausted as Millennials.



Many also feel that the high cost of living makes it much harder to achieve financial goals. 14,483 members of Generation Z and 8,373 Millennials from 44 countries took part in the survey. 46 percent of Generation Z and 39 percent of Millennials feel stressed. More than a third of Generation Z say they often lack energy at work and mentally distance themselves from their job due to persistent negative feelings or cynicism. Forty-two per cent say they have difficulty giving their best. Millennials' responses are about the same. The people most affected by workplace stress and anxiety in both generations are female and LGBT+, as well as ethnic minorities and people with disabilities. www.presetext.de

727.9

billion

US dollars: According to the latest dentsu Global Ad Spend Report, global promotional investment will grow by 3.3 per cent in 2023, representing a projected net investment of 727.9 billion US dollars by the end of the year. Growth will also be boosted by media price inflation, according to dentsu. In the coming year, promotional volume is expected to increase by another 4.7 per cent to about 762.5 billion US dollars. Dentsu sees two key causes for this: major sporting and political events such as the UEFA European Championship and the US presidential election. The German promotional market paints a somewhat differentiated

picture. As of May 2023, experts at dentsu are cautiously optimistic and expect a slight growth (+0.5 per cent) in promotional spending in Germany. In comparison with other large western European markets, Germany is behind the United Kingdom (+3.1 percent), France (+2.6 percent) and Spain (+1.1 percent). Dentsu publishes its Ad Spend Report for 2023 with forecasts on the development of net promotional investments. The semi-annual study is based on data from almost 60 markets in North and South America, Asia-Pacific and the EMEA region. www.dentsu.com

Certain per- and polyfluorinated alkyl substances (PFAS) are harmful to humans and the environment. It is likely that this group of substances will be more strictly regulated or even banned in the future. The current status of regulation for PFAS and what lies ahead for companies in the promotional product industry.

Tighter regulation of harmful PFAS

Forever chemicals require alternatives

In many sectors, PFAS and the upcoming regulatory changes are a much-discussed topic. PFAS are chemical compounds that can impart certain properties to materials. PFAS are used in a wide range of products, and are therefore also found in promotional products.

Useful but dangerous

Due to their longevity, these chemicals have proven to be very useful. However, this property is now seen as the real problem. Since PFAS do not degrade like other materials, they accumulate in the environment and even in the human body. A fact that has earned them the dubious nickname "forever chemicals". PFAS can spread rapidly in the environment and have become ubiquitous. For example, according to a 2015 study by the US Centre for Disease Control and Prevention, PFAS were found in the blood of

About QIMA

QIMA provides smart ways to create products consumers can trust. The company combines on-site experts in quality control, supplier audits, certification and laboratory testing with a digital platform that provides accuracy, transparency and information for quality and compliance data. QIMA operates in over 100 countries and advises more than 30,000 global brands, retailers, manufacturers and food producers on quality assurance and management. Further information: info@qima.com, www.qima.com.de.

97 per cent of Americans. People can come into direct contact with PFAS through products. PFAS can also migrate from products into the environment or be left over when waste breaks down.

Harmful to humans, environment and image

In the last two decades, certain PFAS have been linked to a number of health problems. In some cases, there is still little knowledge about the individual substances. Scientists are becoming increasingly concerned. Health risks associated with PFAS include fertility problems, reduced fetal growth, developmental delays and an increased risk of cancer. These chemical compounds not only affect human health, however, but also damage and accumulate in the environment.

Difficult transition in case of ban

Governments, associations, the public and companies themselves are currently taking a close look at PFAS. For example, in January 2023, with the involvement of the German Federal Environment Agency, different authorities in Europe submitted a jointly developed proposal to the European Chemicals Agency (ECHA) to restrict PFAS. There are clear signs that PFAS will be strictly regulated by law in the near future. The situation is complicated. Completely banning PFAS from products will be difficult to enforce. Moreover, finding viable alternatives to PFAS is a major challenge. Manufacturing processes will also have to change. The alternative to banning PFAS completely is to accept long transition periods or exemptions for certain applications. In any case, close cooperation between industry and legislation is inevitable.

Develop alternatives

This could be interpreted to mean that the problem is less material than it might first appear. However, it in no way indicates that concern about PFAS in products and the environment is unwarranted. The general perception of PFAS as pollutants should lead companies to proactively reduce or, if possible, avoid their use on their own initiative. Potentially harmful promotional items can have a negative impact on a company's reputation. For promotional purposes, companies should therefore use items that do not unnecessarily jeopardise their image through the use of harmful substances. Therefore, it is advisable for companies in the promotional product industry to proactively ban PFAS from their promotional products. Due to the clear structuring of products eligible for promotion, banning products containing PFAS is probably easier than in other industries where certain properties are difficult to substitute.



If PFAS are banned, companies producing promotional products will face new challenges: responsible sourcing, product range development and quality management will become even more important.

Global steps towards regulation

In the EU, certain regulations have already been adopted to ban or restrict the use of certain PFAS. The EU Chemicals Strategy for Sustainability, published in 2020, stipulates that the use of PFAS be phased out step by step. Unless their use is essential. In January 2023, several EU countries jointly submitted a proposal to the European Chemicals Agency to restrict PFAS. In the USA, there is not yet a federal ban on PFAS. However, many individual states have introduced bans and restrictions on their use. As of April 2023, more than 100 laws regulating or restricting PFAS have been enacted in 24 states. Another 33 states are currently considering more than 200 bills on the subject. Other countries with laws regulating PFAS include Australia, Canada, China, Japan, New Zealand, Singapore, Thailand, Vietnam, Indonesia and others. There are also voluntary standards and restrictions on PFAS use implemented by industrial associations and federations. QIMA helps brands from around the world solve a variety of challenges that typically arise within global supply chains. The issue of PFAS is one of them. <

sources:

www.qima.com.de

www.bmuv.de

www.umweltbundesamt.de

Fact sheet PFAS

(per- and polyfluorinated alkyl substances)

- ▶ Also known as PFCs (per- and polyfluorinated chemicals), PFTs (perfluorinated surfactants) or "forever chemicals".
- ▶ This group includes more than 10,000 different substances.
- ▶ PFAS do not occur naturally and have only been produced since the late 1940s.
- ▶ They are highly resistant to heat, water and oil. In this way, PFAS are water, grease and dirt repellent as well as chemically and thermally stable.
- ▶ Due to these properties, they are processed in numerous consumer products such as cosmetics, cookware, paper coatings, textiles or ski waxes. In addition, PFAS are used for the surface treatment of metals and plastics, in plant protection products or fire extinguishing agents.
- ▶ The use of these concerning chemicals in many consumer products is spread throughout the world.
- ▶ PFAS degrade minimally and therefore remain in the environment for a very long time.
- ▶ Some PFAS accumulate in the environment and in organisms and are, in addition, harmful to human health.

9-11

JAN

24

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60187	Brevetti WAF S.r.l., Italy	www.brevettiwaf.it	9E39
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49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	10F55
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49118	Eurobottle B.V., Netherlands (the)	www.eurobottle.nl	9E56
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Germany	www.eurostyle.eu	10E35
43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10G37-01
47960	Feniks Sp. z o.o., Poland		9B12
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60474	Filmar Factory Sp. z o.o., Poland	www.filmarfactory.eu	10C40
48519	Finardi Milena SRL, Italy	www.promotionalstrawhats.com	10B68
60424	FreeWings / FIBS, Austria	www.fi-bs.com	9C66
60571	frunol delicia GmbH, Germany	www.frunol-delicia.de	9A44
60678	G. Benedikt Karlovy Vary s.r.o., Czech Republic (the)		10B30
48691	GC Footwear GmbH, Germany	www.gcfootwear.com	10B39
60573	GEFU GmbH, Germany	www.gefu.com	9H66
41615	Geiger-Notes AG, Germany	www.geiger-notes.ag	10G61
41734	giuseppe di natale spa, Italy		10B18
n/a	Giving Europe GmbH, Germany	www.givingeurope.com/de	10D52
45192	Glasmark Sp. z o.o., Poland	www.glasmark.pl	9E22
46517	Görenler Giyim Tekstil A.S, Turkey	www.gorenler.com	9B06
48349	GOLD PUZZLE COLLECTION - Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	www.goldpuzzle.com.tr	9A31
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	www.goki.eu	10A71
n/a	GPS BAGS SPA, Italy	www.gpsbags.com	10F68
47265	GRASPO CZ, a.s., Czech Republic (the)	www.graspo.com	9F25
48277	Green Earth Products, Netherlands (the)	www.greenearthproducts.eu	10E18
48623	GSE gGmbH, Germany	www.gse-essen.de	9C39
42819	Gustav Daiber GmbH, Germany	www.daiber.de	10G37-02
45666	Halfar System GmbH, Germany	www.halfar.com	10G37-03
43749	HALM Straws GmbH, Germany	www.halm.co	9B71
44954	happyROSS GmbH, Germany	www.happyross.de/wm	10A21
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., Poland	www.headwear.com.pl	9G28



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HE-MA

PSI No.	Exhibitor	Web	Booth
46612	Hellma Gastronomie-Service GmbH, Germany	www.hellma.de	9H44
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	www.hepla.de	10A49
41016	Heri-Rigoni GmbH, Germany	www.emotion-factory.com	9G48
46235	HERKA GmbH, Austria	www.herka-frottier.at	10G36
41118	hoechstmass, Germany	www.hoechstmass.com	10F12
43529	höfats GmbH, Germany	www.hoefats.com	10B40
45973	Hörsteler Interior Design GmbH, Germany	www.hoersteler.de	9B44
46994	Hubbes Verkstad AB, Sweden	www.ecokeyrings.se	EN01
46478	Hultafor Group Germany GmbH, Germany	www.hultaforgroup.de	10B34
42907	Inspirion GmbH, Germany	www.inspirion.eu/de	9H48
60470	interfon adress GmbH, Germany	www.interfon-adress.de	9E75
44894	Intermed Asia Ltd., Netherlands (the)	www.intermedasia.com	10D29
60671	IP Adelt GmbH, Deutschland	www.adelt-ideen.de	9B65
60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr	9E08
46097	José Albero Puerto, S.L. - Secaneta, Spain	www.secaneta.com	10G17
60200	Jungfleisch GmbH, Germany	www.jungfleisch.de	9H65
41545	JUNG since 1828 GmbH & Co. KG, Germany	www.jung-europe.de	10G49
48245	JUTEKO GmbH, Germany		10B44
42706	Kalfany Süße Werbung GmbH & Co. KG, Germany	www.ksw24.com	10E20
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
60471	Kingstar Technologie GmbH, Germany	www.ikingstar.com	9D45
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	www.kleen-tex.eu	10D26
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	www.klio.com	10F22
44071	KÖNITZ PORZELLAN GMBH, Germany	www.koenitz.com	9H27
47406	koziol ideas for friends GmbH, Germany	www.koziol-incentives.de	10D50-01
41565	KP Plattner GmbH, Austria	www.kp-plattner.at	10B20
49872	Landgarten GmbH & Co. KG, Austria	www.landgarten.at/	10A60
49171	Lanyard.pro Allers Grupa sp. z.o.o., Poland	www.lanyard.pro	9H19
60665	Lema3D Sp. z o.o., Poland	www.lema3d.pl	10B58
49644	LEONARDO, Germany	www.leonardo.de	10D49
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany	www.leuchtturm1917.de	10D18
45457	Lexon SAS, France	www.lexon-design.com	10F27
47225	LIP Handelsgesellschaft GmbH, Austria	www.liquidideas.eu	9G57
46104	logolini GmbH, Germany	www.logolini.com	9B22
40909	MACMA Werbeartikel OHG, Germany	www.macma.de	10L47
41617	MAGNA sweets GmbH, Germany	www.magna-sweets.de	10G50
44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de	9E47
48309	Manufacturas Arpe, S.L., Spain	www.arpebarcelona.com	10A24
49315	MARNATI SAS, Italy		10A28
49181	MART ´S BAGS, Poland	www.martsbags.com	10C44
60548	Marvin ´s BV, Netherlands (the)	www.marvinsnl.com	9H22
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	www.masas.com.tr	9D24
60546	Mat.en S.r.l., Italy	www.mat-en.com	9A72
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MA-RE

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49967	MEDIACONCEPT SRL, Romania	www.media-concept.ro	9G07
7009	memo AG, Germany	www.memo-werbeartikel.de	10E25
41836	meterex, Germany	www.meterex.com	10D34
60521	Micro Mobility Systems D GmbH, Germany	www.micro-mobility.de	9H70
43439	MIIEGO A/S, Denmark	www.miiigo.com	9C26
43410	Mister Bags GmbH, Germany	www.misterbags.de	10G38
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	www.miyopromo.com	9A32
49997	MIZU Europe BV, Netherlands (the)	www.mizulife.eu	9F29
49044	modico GmbH & Co KG, Germany		9C08
60439	MOYU BV, Netherlands (the)	www.moyu-notebooks.com	9E68
60551	New Idea Crafts GmbH, Germany	www.newideacrafts.de	9C36
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	www.noex.com.pl	9A35
60530	Nomenta Industries International B. V., Netherlands (the)	www.kooduu.com	10F54
60534	NOON CONCEPT MOBILYA SANAYI VE TICARET LIMITED SIRKETI, Turkey	www.melooh.com	10A30
46403	NOTEDECO Spółka z ograniczona, Poland	www.notesy.pl	10C43
80075	Offene Systeme Software!, Germany	www.offene-systeme.de	10B48
49663	Orakel bvba, Belgium		9B36
60550	Original Buff S.A., Spain	www.buff.com	9C29
42332	Pagani Pens SA, Switzerland	www.prodir.com	10L36
47378	Paper + Design GmbH, Germany	www.paper-design.de	10G60
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	9H15
45999	PASSATGUMMI, Germany	www.passatgummi.de	9H16
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com	10G22
60613	Peter BODUM® GmbH, Germany	www.bodum.com	9D66
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	10D16
49402	Polskie Karty sp. z o.o., Poland	www.plasticcards.zone	9E44
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	10C49
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9H51
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60086	Premium Square Europe B.V., Netherlands (the)	www.premium-square.com	10D25
60496	Product Media Group BV, Belgium	www.productmedia.group	9H07
46355	Promidata GmbH, Germany	www.promidata.com	10K41
60608	Promix Clean GmbH, Germany	www.promixclean.com	9C65
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60490	Purple Mustard Europe NV, Belgium	www.purplemustard.eu	9C35
48954	Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	10A14
60566	P.W. DOMAR Dominik Markocki - WHITEBOX, Poland	www.whitebox.pl	9D64
42487	REFLECTS GMBH, Germany	www.reflects.com	10L38
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48273	Retap ApS, Denmark	www.retap.dk	9B26
40884	Richartz GmbH, Germany	www.richartz.com	10D56
44940	RICOLOR MK-Haushaltswaren, Germany	www.ricolor.de	9C30
60451	RINAMA GmbH, Austria	www.rinama.at	10D12
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	9H49
60599	Rogac d.o.o., Slovenia	www.rogac.eu	9F72
49585	Rolleat, Spain	www.rolleat.com	10B23
60622	ROMINOX GmbH / Römer Lifestyle, Germany	www.rominox.de	9B62
60448	Rommelsbacher ElektroHausgeräte GmbH, Germany	www.rommelsbacher.de	9E45
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	www.rowekeyholders.com	9B40
60084	SACKit ApS, Denmark	www.sackit.dk	10B13
60536	Salzmann GmbH, Germany	www.salzmann.eu	9D37
49516	SANDEX.PL SP. Z O.O., Poland	www.sandex.com.pl	10B56
46525	Sanjuan Hermanos, S.A., Spain	www.sanjuan-tex.com	10G48
46903	Schäfer Promotion GmbH, Germany	www.schaefer-global.com	10C62
43416	Schneider Schreibgeräte GmbH, Germany	www.schneiderpen-promotion.com	9H47
45297	SDX Group sp. z.o.o., Poland	www.sdxgroup.pl	10D43
41838	SENATOR GmbH, Germany	www.senator.com	10B12
60588	sigikid H. Scharrer & Koch GmbH & Co. KG, Germany	www.sigikid.de	9A66
43807	SIPEC S.P.A., Italy	www.sipec.com	10B50
47022	SI POS GmbH & Co. KG, Germany	www.si-pos.de	9G45
46325	SLODKIE Ltd., Poland	www.slodkie.eu	10B26
60203	snagger GmbH, Germany	www.snagger-germany.com	9C60
45567	SND PorzellanManufaktur GmbH, Germany	www.snd-porzellan.de	10G37-05
60673	Songze Europe B.V., Netherlands (the)	www.zjsongze.com	9F67
47677	Sopp Industrie GmbH, Germany	www.sopp-industrie.de	10C39
47019	SPÓLNOTA - Drzewna, Poland	www.spolnota.pl	10H63
44120	Sport Böckmann GmbH, Germany	www.sport-boeckmann.de	10B70
41462	Spranz GmbH, Germany	www.spranz.de	10A32
43287	STABILO Promotion Products GmbH & Co. KG, Germany	www.stabilo-promotion.com	9H31
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	www.contento.com	9E26
60155	Sunware BV, Netherlands (the)	www.sunware.nl	9A43
41032	Suthor Papierverarbeitung, Germany	www.suthor.de	9H10
n/a	Swiss Mountain Hand Bags ABC GmbH, Switzerland	www.swissmountain-hand-bags.ch	9H57
45767	Tacx B.V., Netherlands (the)	www.bottlepromotions.nl	9H11
44574	Take2-Design GmbH & Co. KG, Germany	www.take2-design.de	10A26
49090	TDJ Stadtgärtner GmbH, Germany	www.diestadtgaertner.de	9C59
60681	Teabag Joanna Szalek, Poland	www.teabag.pl	9B64
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60188	The Great Wall International Trading B.V., Netherlands (the)	www.greatwallpromo.com	9E66
90036	The Outdoors Company Ltd., United Kingdom (the)	www.theoutdoorscompany.co.uk	10D55
16713	Tiger Concept B.V., Netherlands (the)	www.tigerconcept.nl	9C64
47317	tobra GmbH & Co. KG, Germany	www.tobra.io	10F20
60443	TOMADDEX S.C., Poland		10D61
40717	Toppoint B.V., Netherlands (the)	www.toppoint.com	10L56
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E66
60574	Treebytree BV, Netherlands (the)	www.treebytree.earth	10L55
49563	Trendy Sport GmbH & Co.KG, Germany	www.trendy-sport.eu	9A29
44970	Trigon Deutschland GmbH, Germany	www.semo.de	9D36
46311	TROIKA Germany GmbH, Germany	www.troika.de/business	10A35
47804	Trotec Laser Deutschland GmbH, Germany	www.troteclaser.com	9A26
43722	TÜRMAK, Turkey	www.promotionturkey.com	9D35
48813	Tuva Home Textile Ltd., Turkey	www.tuvahome.com	9A22
41848	uma Schreibgeräte, Germany	www.uma-pen.com	10E52
60558	Universe Print Mariusz Baranowski, Poland	www.universeproduction.com	9H23
60184	Valenta International B.V., Netherlands (the)	www.valenta.com	9A70
44281	VICTORINOX AG, Switzerland	www.victorinox.com	10G35
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	www.vogtekstil.com	9B15
60554	VOITED Adventure GmbH, Germany	www.voited.eu	9E35
44685	WAGUS GmbH, Germany	www.wagus.de	9G03
41594	Walz GmbH & Co.KG, Germany	www.walz-ulm.de	9E48
60682	Wicked Wood Games, Netherlands (the)		9C61
49918	Xapron B.V., Netherlands (the)	www.xapron.com	9A64
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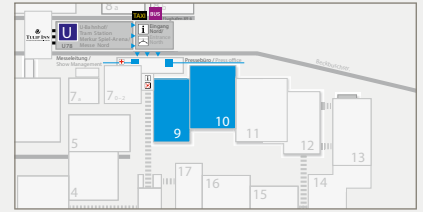
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This is the time for clever advertising consultants to remind their customers of Advent and Christmas and to present them in a literal sense new ideas, concepts and **products for this most beautiful time of the year.**

Christmas, gift sets, customised products





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A Christmas box for all

Whether the recipient loves snacking, doing crafts, baking as a hobby or making decorations – an Xmas gift set contains a surprise for everyone. With this new idea, emotion factory once again proves its flair for lovingly designed and unique promotional products. In the gift box manufactured out of certified recycled cardboard can be found four different, high-quality small items which can be combined in many variants. Recipients can show off their green fingers with the little clay plant-pot with substrate tablet and spruce seeds. Supplementally there are further fillings, such as a chocolate Santa, small stainless steel baking mould, a little jar of orange marmalade or Nutella and the stacking figure made of wood and felt.

Customised gift sets

Bühning's Bovo billfold is made to impress: with its good craftsmanship and practical layout, it is a universally applicable promotional item. Gabriele Bühning produces custom-made sets of all kinds, whether as a classic gift at Christmas or as a high-quality gift set for special occasions. On-demand production offers the customer a wide range of design options. The Bovo gift set consists of a classic billfold, a minimalist card case and a stylish key ring. In addition to high-quality leathers, all of which are sustainable and exclusively vegetable-tanned, vegan and plant-based alternatives are also available. Blind embossing is recommended for finishing. A special treat for PSI members: elegant metallic embossing on the gift packaging is available at no extra charge. Packed as a set in a slip lid box.

PSI 40807 • Gabriele Bühning
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Growing Advent Calendar

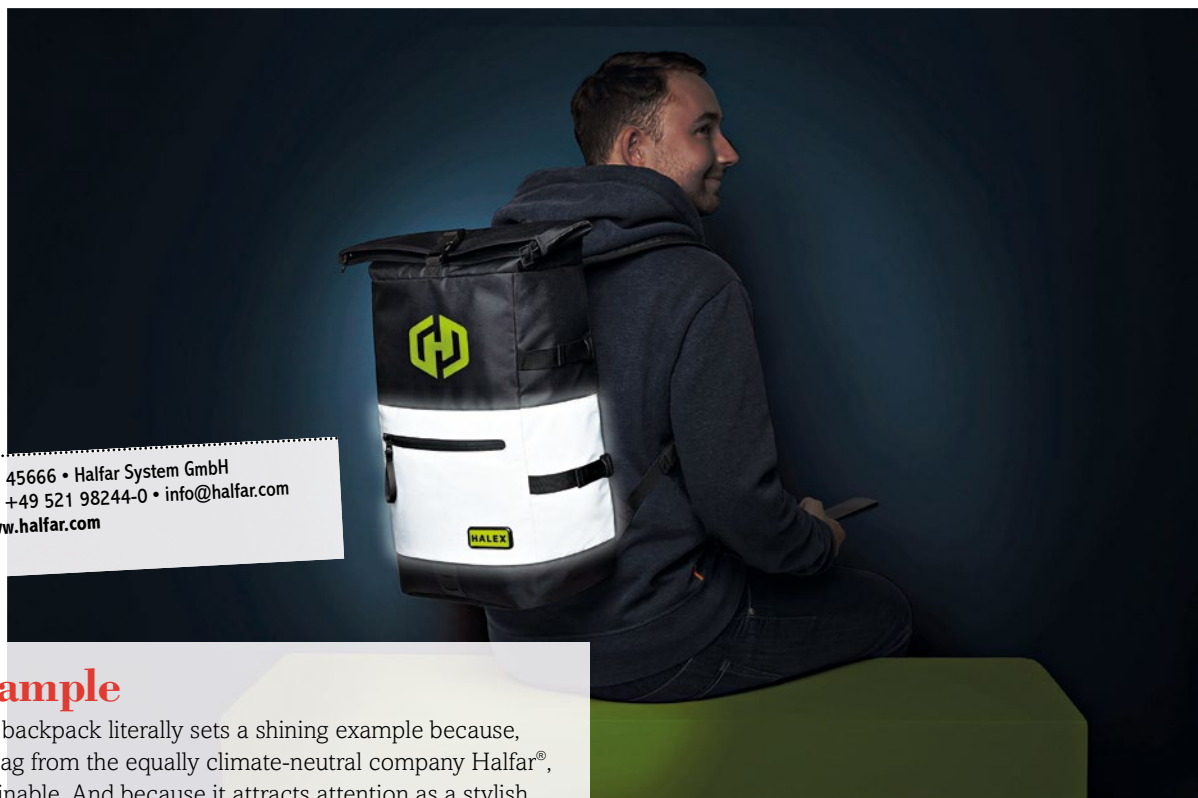
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Shining example

The Reflex notebook backpack literally sets a shining example because, as a climate-neutral bag from the equally climate-neutral company Halfar®, it is particularly sustainable. And because it attracts attention as a stylish promotional backpack with its reflective surface. What's more, thanks to the Halfar Fast Lane® finishing option, it's really fast when it comes to promotion, even for small print runs. With its roll closure, the courier backpack offers a lot of space and can be used folded or at full length. The zipped front pocket on the outside and the two mesh pockets on the side are practical and always quickly accessible. Inside, a notebook compartment provides secure storage space for a 15 inch device. A mesh zipped compartment keeps other utensils clearly visible and organised. Thanks to its padded carrying system, the Reflex is a comfortable everyday companion.



Hassle-free charging

There is finally an end to the annoying search for the matching charging cable for electronic devices at home: the 4SOME 3D is an individually designed 4-in-1 charging cable from Premium Square. In addition to the normal USB-A connection, the multi-talent also has a charging cable with micro-USB, Lightning and USB-C connections. This should cover the complete range of devices normally used at home. In quantities of 100 and more, the charging cables can be individually designed, promises the supplier.

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PSI 46970 • ReflAktive Thomas Wassmann
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www.reflaktive.de



Christmas decorations with a twist

Reflective fobs, stickers or snap bands “Made in Germany” by reflAktive enhance their users’ visibility in road traffic, or adorn satchels, bicycles, or bushes and trees on corporate property or in the front garden at home with Christmas designs. Besides a whole range of standard designs such as snowflakes, angels, gingerbread men, elves or bells, custom shapes and designs can also be realised at relatively low cost. This of course also applies for other requests, such as company logos, mascots, club insignia or specific shapes.



Down-to-earth Christmas spirit

emco Bautechnik's logo mats are Made in Germany of sustainable Econyl® yarn and exude Christmas spirit. Customised, unique Christmas mats are particularly pleasing to the recipient. The doormat can be optimally printed with all winter and Christmas themes. emco promotional mats can also be combined with other small gifts in the same design. The emco Christmas doormats are guaranteed to be the centre of attention during Advent and winter. In addition to the practical advantages, such as the effective absorption of dirt and moisture, the printable carpet mat is an effective promotion with the permanent presence of the customer logo. Available from just one piece. More information at: <https://www.emco-bau.com/de/aktionen/winter-fussmatten>



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PSI 46626
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www.globalinnovations.de

Eye-catcher with a custom shape

As a very special eye-catcher, Global Innovations Germany also offers Christmas baubles in custom shapes. There are no limits to the imagination: from the mulled wine bottle to the cornucopia to unusual vehicles, brands on the Christmas tree become shiny promotional ambassadors. Classic Christmas tree baubles with logo printing made of glass or plastic are also available. The customer decides whether the ball should be flat or round. A nice give-away for the most emotional time of the year. The minimum order quantity is 2,000 pieces.



Storm-tested weather protection

The double automatic pocket umbrella Stormmaster from FARE also comes packaged as a Christmas present in a high-quality gift box. This oversized umbrella unites stylish looks with high-quality features. The soft-touch handle with appliqué in a sophisticated wood optic forms a perfect combination of extreme windproof stability and double automatism. Moreover, the both water and dirt-repellent covering with durable nano-coating captivates with an oversized diameter of 105 cm. Finishing options, such as screen printing on canopy, tie wrap and sheath, make the Stormmaster the perfect brand messenger.



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FARE - Guenther Fassbender GmbH
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www.fare.de



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New gastro stars

Karlowsky Fashion's premium brand Rock Chef® has been pleasing customers for over ten years with innovative and high-quality workwear and lifestyle products, far beyond the standard. Whether as an original gift, as equipment for professional teams in the gastronomy and catering sector or to give yourself a treat: these products make a name for themselves with pure rock 'n' roll lifestyle for the kitchen. The latest Stage2 collection has now been expanded. The stylish short-sleeved chef jackets RCJM 19 & RCJF 14 for men and women come in a slim silhouette and cool jeans look. The innovative biker style with asymmetrical press stud placket, red contrast stitching, large logo patch at the neck and decorative straps at the shoulders ensures a distinctive look. The famous red glencheck fabric was inspired by the trends of the English rock scene. The matching RCLS 14 & 15 and RCBSS 6 & 7 bib and bistro aprons, on the other hand, are more understated. Here, the Stage2 elements are kept more discreet but, as usual, form an unmistakable unit in combination with the other products in the line. The collection is complemented by a simple but expressive RCKM 16 bandana made of 100 percent GRS-certified recycled polyester. The products can be stylishly customised with all common finishing options.



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A harmonious promotional mix

Mahlwerck's Poly Green and Poly White gift sets, consisting of a 200-millilitre coffee cup, a biro and gift box with customer logo, are available from 500 pieces. The cup can be ordered with hydroglaze, velvety and engraving, the Prodir biro is available either in green or in stone, each with a customer logo. A customer logo on the cardboard box can also be implemented for an additional charge. Further information on request.

The packaging makes the difference

At Christmas, gift ribbons with satinised surface and custom promotional messages are perfect for standing out from the competition. The people at Ted Gifted are aware of that and offer special ribbons in widths of 10 to 50 millimetres. These are perfect for gift packaging or other decorative flourishes with personalised text, logo or other pattern. The company guarantees products made out of certified materials from a sustainable company.

PSI 48418 • Ted Gifted
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 www.tedgifted.com



PSI 42938 • Reidinger GmbH
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www.reidinger.de



Variety in pencil

As a promotional medium, a pencil from Reidinger offers a fascinating range of design and finishing options. All this even in relatively small quantities, cost-effectively in your own design. If you want to give your promotional messenger an individual touch that goes beyond the standard, or if you cannot find your ideal solution in the usual range of colours and shapes, you can easily design your own pencil at Reidinger. Unusual eye-catchers are, for example, pencils with a customised colour, different length or unusual diameter. The Slim Pencils, for example, extra thin pencils, can be ordered in unusual lengths and stand out from the crowd with custom printing. But sharpening the pencils from two sides or adding a cord to the end of the pencil also makes these popular promotional products even more eye-catching. Finishing the end of the pencil, for example with precious crystals or particularly long dipping caps, also attracts greater attention. Whether custom-made or standard: a pencil is a unique, sustainable and indispensable writing instrument that is in constant use as a customer loyalty tool.

PSI 49677 • Likor East-West Promotion
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www.likor.pl



Transformable timekeepers

To influence time: Polish promotional product specialist Likor East-West Promotion took this wish literally when the company started to produce customised clocks made of various materials and shapes. The wall clocks made of plastic, aluminium, glass or other materials are available in many designs that can be tailored to the most diverse customer needs. Made in Europe. Among its strengths, the manufacturer counts the possibility to realise custom-made products at favourable prices, with high-quality workmanship and fast delivery.

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Time out from everyday stress

Brief breaks from everyday stress are the key to long-term health. Römer Wellness helps its customers in this regard with small attentive wellness products. A recuperative zen moment is included with the Large Winter Sleigh. This set contains 100 ml shower gel, 100 ml body lotion and 40g star-shaped soap. The care products come originally packaged on a decorative wooden sleigh. Those who like it cuddlier will find a large selection of cosily soft textiles for every budget at Römer Wellness. A particular Christmastime highlight here is the Merry Christmas cuddly blanket featuring black and gold Christmas trees.

Happily in the bag

The ultimate Christmas bag made of paper from my logo on food is an ecologically worthwhile eye-catcher. A rascally look, a red cap, a bobble made of pure cotton: besides the Lindt Santa Claus, the Christmas Bag is additionally filled with three whole milk chocolate Lindor balls. Eight more variants are alternatively available for the filling. There is the option to customise the Christmas Bag on the front and back with a promotional message. This Christmas bag can be mailed individually, securely, and cost-effectively with optimised postage: to that end, a stable shipping box has been developed that guarantees safe transport. The shipping box can be designed on all six sides using 4c printing. On payment of a surcharge, the full shipping process can be taken on upon request.



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Festive indulgence

Making a palatable mulled wine oneself is not that easy and associated with a certain amount of effort – at least as long as no mulled wine syrup from Schusters is to hand. The latter achieves the feat of transforming any wine into high-quality, aromatic mulled wine and any juice into alcohol-free punch. Numerous spices ensure a Christmassy flavour. Cinnamon sticks, cloves, cardamom, star anise, orange-peel and lots more make the mulled wine from Schusters Spezialitäten special. The syrup bottles can receive a printed 1C logo in black from just 30 pieces. The labels can be custom designed from 500 pieces.

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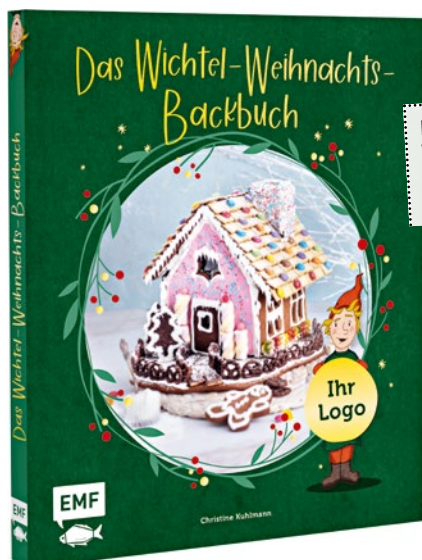
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PSI 49982 • Edition Michael Fischer GmbH
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Customised “Wichtel” fun

From classic vanilla crescents to baked apple pie and festive marzipan cake: the diverse recipe ideas from the Wichtel Christmas bakery can be used perfectly to put customers in the Christmas mood. The team at EMF Edition Michael Fischer is happy to place custom products or services in the recipe texts. On request, a logo can also be placed on the cover. The client determines the layout, design and content. The result is a customised product that is perfectly tailored to the client and their clientele.

Enchantingly versatile

The elxact Magic Cube is much more than a toy: it stands for the 80s, is liked by everyone and speaks no language. It is used again and again as a promotional item for employees, for product launches, for recruiting or even for fan or souvenir shops. By customising it with a QR code, the user also increases the traffic to their own website and can accordingly direct customers to specific areas of the website. If desired, the elxact team can create free 3D animations for proactive promotional emails to the customer. For this, please send in the customer logo, images or simply the desired website.



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Snacking to ward off Christmas stress

Der Zuckerbäcker's high-quality and reusable jars, filled with a colourful mix of sweets, help you forget your Christmas stress: just reach in and enjoy a sweet break. Empty jars can always be refilled with your favourite treats. Der Zuckerbäcker has been handcrafting products with love for more than twelve years. Whether a colourful selection of sweets or a vegan mix: the right promotional product creates joy and thus an enduring, positive memory. Lasting promotion is carried out into the world on custom printed labels, from a minimum quantity of 50 pieces. In the spirit of sustainability, the jars can be refilled, reused as storage jars or as lanterns.

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Practical and stylish

Christmas is not the only time happy ROSS offers table mats in various shapes, sizes and colours. Special productions mean that a custom promotional message can be realised, by means of screen printing, sublimation printing, embroidery or sewn-on woven or leather patch, for example. The table mats are an attractive decoration, protect the surface against scratches, and are ideal as long-term promotional message-bearers. The felt material consists of recycled PET and is hence on trend. Special shapes and square coasters can also be realised.

Set with an individual touch

The high-quality Stabilo Grow Set is an exciting gift idea for Christmas: in particular, the option of immortalising individual names in wood glazing makes the sustainable duo, consisting of rollerball and fountain pen, a gift that is guaranteed to leave a lasting impression. The Stabilo Growball rollerball and Stabilo Grow fountain pen score points for writing comfort and with their eye-catching, high-quality design and three wood colour combinations. Environmental awareness paired with style is demonstrated by the three harmoniously coordinated colour and wood combinations: blueberry blue and beech, moss green and oak, and plum red and cherry. There is space for promotion on the wooden shaft. Promotional messages or custom names can be laser engraved. The practical single or two-set packaging made of KraftPak in brown cardboard look offers additional promotional space and allows a glimpse inside onto the embossed shaft through a charming cut-out in the shape of a tree silhouette.



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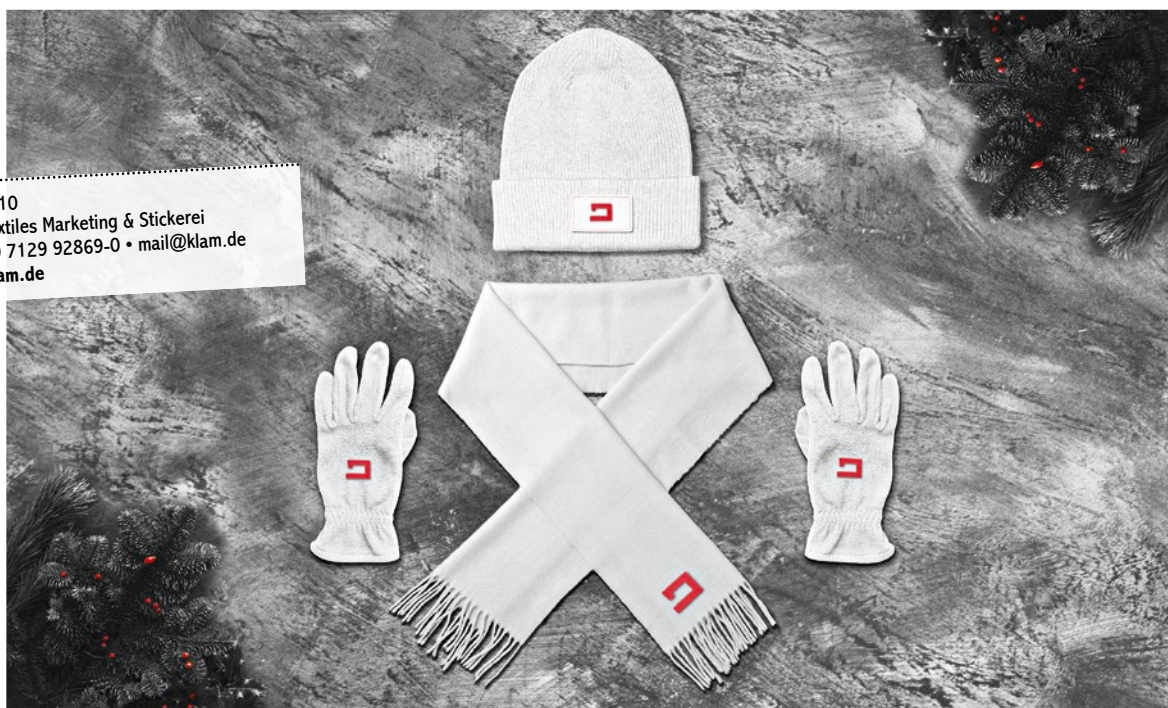


Everything from one source

Promotional article specialist elasto brings ideas to life with unique branding according to the customer's ideas, and takes over the complete realisation and processing according to the desired requirements. Within a very short time, unique articles are ready for series production. Special attention is paid to customer proximity and personal advice throughout the entire process chain. Development, technology and quality, all from a single source: in addition to the creation of a 3D design and determination of the print sizes, service includes testing and project approval through factory audit, manufacturer qualities, the QM system and the execution of production. It is a matter of course that the manufacturer carries out adhesion and behaviour tests and samples the desired colour shade. The full-service provider offers the entire spectrum of production and finishing. This includes an extensive visual inspection of all production parts, the determination of the finishing process in the print shop, a meticulous quality control of the printed products as well as the production of instructions and stickers. The service extends from the beginning to the end of the order. The inspected articles are packed in polybags and shipping cartons and labelled according to the required standard. On-time delivery is just as much a matter of course as excellent customer service throughout the entire production process.

Embroidered textile classics

Klam's range includes high-quality finished and packaged products, including gift sets consisting of a scarf, hat and gloves, selected from a list of well-known manufacturers and custom embroidered with the company logo. In addition, custom-made products such as socks with an embroidered logo are available in a decorative gift box. Klam offers individual advice and just the right gift set, not only at Christmas time.



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Customisable kit

Walz' latest construction kit is a semi-trailer truck in an all-paper packaging with the stylish promotional option of a 4c-printed paper insert behind clear plastic, which ensures a promotional effect with depth. The kit consists of 36 parts and guarantees fun and enjoyment. The newly developed blister packaging for the kit can simply be turned inside out for sustainable, environmentally friendly use as a playing field, including a ramp to the car park. The newly developed, high-quality outer packaging can be sent by large letter post, can be customised all around and is available in two versions, gift packaging with tear-off flap or Advent calendar with 24 Advent windows. The calendar is made of certified sulphate cardboard from EU sustainable production. The truck components are made of sustainable, high-quality ABS, the tyres of TPE. The sides can optionally be printed. The packaging unit is 50 pieces.

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www.walz-gruppe-ulm.de



White meets colour

The white elements of the new FARE® Whiteline catch everyone's eye and form a high contrast to the colour of the cover - very stylish. #FAREfact



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about art. 4744 visit:

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Seasonal classic

Traditionally, Stablio Promotion Products offers festive editions of popular products for Christmas. This year, the focus is on the Stablio Pen 68 metallic set and the Stablio Green Boss table set. The former impresses with the festive metallic look of the classic fibre-tip pen, which gives every Christmas card that certain something. The Christmassy set of four comes with a small pad and insert in a black cardboard slip case with a silver Season's Greetings imprint. Stablio Green Boss is a creative and sustainable desk set of four highlighters for customers and employees. Placed directly on the desk, the promotional message is always in view. This attractive gift comes in a high-quality black cardboard box with silver Season's Greetings print.



Eco Christmas requests

The ecological 2-in-1 Christmas card made out of wood from 12m is a good idea when the gifts are to be sustainable. It can be used simultaneously as a greetings card and then as a decorative feature for the Christmas tree. The card is available in two versions – with full-colour printing on 3 millimetre plywood or with laser engraving. Any special size and shape is possible, since full special production is involved. For example, Christmas tree, reindeer and snowman can make up the perfect Christmas gift set.

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Porcelain and more

The Employer Branding Box, supplied by Mahlwerck, consists of a high-quality slip-lid box, with a custom printed label. The box contains the chic Poly coffee cup made of porcelain, an elegant, sustainable biro, an iconic Magic Cube 3x3 and a classy notebook. The Poly coffee cup by Mahlwerck Porzellan with a volume of 0.4 litres is made of high-quality porcelain made in the EU, which is dishwasher-safe and microwaveable. There are five standard colours to choose from for the ceramic, coloured interior glaze. A custom-engraved logo can be applied to one side of the outside. The Prodir QS Stone biro is made of a material enriched with minerals that reduces the amount of plastic by 60 percent. The minerals make the writing instruments robust, noticeably heavier and luxurious. Finally, the Myrix notebook has a cover encased with soft Tucson PU and can be customised by all-over embossing. The 160 thread-stitched notebook pages made of 80-gram FSC paper and a one-colour ruler printed according to the customer's wishes make the booklet a popular companion. Last but not least, the Magic Cube provides playful variety, personalised on one side for orders of 250 and 500 pieces, and personalised on six sides for larger orders.



Promotional message from the start

The gift-ribbon is the first eye-catcher when a wrapped present is handed over. When this ribbon comes with a promotional message, the effect is guaranteed. On that subject, Lanyard Pro offers a diverse array of widths, where one side appears satinised and one side is matte. Customers can choose exactly the right ribbon for the gift's occasion or theme. Sublimation printing offers a host of customisation possibilities.

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Wine presented in style

A tasteful, practical decoration lifts the mood at a garden party, corporate event or during dinner. The customised wine-holder Winohold from ANDA Present is able to carry two glasses and present a bottle of wine at the same time. As the new member of the BE CREATIVE collection, Winohold's surface can be fully customised with an eye-catching graphic. The surface is made out of birch plywood, which offers natural haptics and is simultaneously robust and durable. Full-colour printing on one side of the product is included in the price.

Cosily lit

The ultra-compact ML4 Warm Light lantern from Ledlenser, with its warm white light, ensures pleasant illumination on many occasions. And it does so not only in the summer for BBQ season, but also creates a cosy atmosphere during Advent too. Thanks to ultra-modern micro-prism technology, the mini lantern offers efficient, dazzle-free illumination. In addition, it is fitted with an infrared mode. It draws energy via the supplied rechargeable battery, which can be conveniently charged using the magnetic charge system. However, dual power operation also enables the use of commonly available AA batteries. Various attachment options mean that the ML4 Warm Light is always close by and ready to take care of enlightening moments in numerous situations of use.



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Tinned exquisiteness

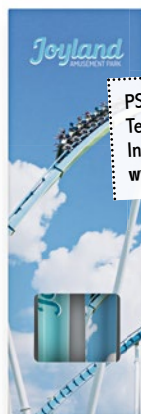
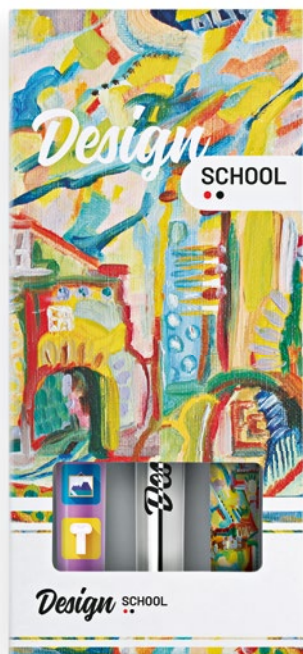
Der Dosenspezialist puts customers in Christmassy mood with tinned culinary delights: this alluring tin conceals a splendid selection of irresistible treats. The culinary journey gets off to a perfect start with a choice tea blend, followed by handmade gingerbread biscuits specially created for Christmastime. For enthusiasts of traditional indulgence, the Christmas tin also contains a Portuguese red wine complete with the right spices. The Christmas tins are attentively made and combine traditional Christmas elements with modern design. What is more, the Christmas tins are not only practical, but decorative too, perfectly suited as an eye-catcher on the festively set table or as part of the Christmas decorations at home.

A becoming collection

The brand Venzo, obtainable by the promotional products business at Promo House, has been attentive to female fashion requirements for almost 20 years and, on the basis of these observations, has created these new scarf collections. Venzo scarves are supple in an endless number of colour variants, yarns, and various printing techniques on silk such as screen printing, digital printing or hand-painting. The scarves are hemmed by hand, which makes them unique and exquisite. Silk scarves are a perfect complement to Christmas and make an ideal high-quality gift to mark the festivities. The products arrive with the customer individually packaged. A customer logo can be printed on the Christmas packaging.



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New custom packaging

The BIC® Collection Box made of FSC cardboard is ideal for BIC® Graphic products and collections: it can be customised on each side and offers large areas for print. Ideal for combining the iconic BIC® products as a collection. This attractively showcases the many different pens; a great way to increase sales with unique personalisation. Available for one, two and for three pens of the different models from the wide BIC pen range.

Mouth-blown for the festivities

Right now is the time to start planning for Christmas festivities. The glass baubles, mouth-blown in Europe, from emotion factory are coveted and it makes sense to already have them produced with custom printing in the summertime. An eye made out of aluminium is attached to the eight-centimetre bauble for hanging. The bauble, which can also be effectively arranged as window decor, on the Advent wreath or in a vase, is individually packaged in a Christmassy box. The custom promotional printing on the bauble can be affixed on one side, or on the front and back or all around.



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Gingerbread is a must

What would Christmas be without traditional gingerbread and other delicacies? Not half as wonderful, as we all know! Promoters therefore send the gift of the jam-packed Christmas treat box from Römer Präsente. The new gift set from the current 2022/2023 catalogues bears the greeting "Merry Christmas and a Happy New Year". Customers get gingerbread sticks (200g), Dominosteine in dark chocolate (125g), gingerbread hearts in dark chocolate (150g) Aachen Honey Printen in dark chocolate (100g) and crispy caramel mini-biscuits (125g). The manufacturer will insert a custom inlay or a greeting card into the gift box upon request.

Festive promotional mix

For the Christmas season, mbw is presenting its brand new Christmas and New Year-themed sample box, enabling cost-effective, targeted and easy customer sampling. The box is filled to the brim with cuddly toys, display cleaners, squeaky ducks, dog toys and the popular Herr Bert® figurines, all in keeping with the festive season. The products can be used as employee or customer gifts, sponsorship for the local kindergarten's Christmas party, or as a little gift added to your orders. mbw® also ensures neutral shipping to the customer, so retailers can concentrate on their core business. The sample box comes with a neutral information flyer explaining product use. Further inspiration for creative, attractive and certified promotional products can be found at www.mbw.sh in the webshop.



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From coffee cup to calendar

The Advent calendar experts from CD-LUX have already been insisting on climate-neutral production and the use of recyclable or compostable materials for a number of years. Up for discovery this year is the new innovative “Coffee Cup” Advent calendar containing exquisite Lindt chocolate. Approx. 1.7 billion plastic-coated paper cups end up in the rubbish in Germany annually. Due to the proportion of plastic, these have been only recyclable using a labour and time-intensive process up to now. With the “Coffee Cup” paper, cellulose is simply and energy-efficiently separated. Up to 90 percent of the paper fibres can be reused. The calendar’s inlay is manufactured out of renewable raw materials. The whole calendar can therefore be disposed of in the paper bin.



Popular gifts

The most popular products for Christmastime from the Henosa-Plantanas range are the different, delicious tea varieties packaged as 50-gram packets or 100-gram tins, along with delicious choc nuts, such as, for example, burnt almonds and snow and cinnamon almonds. Inquirers can choose between a paper or glossy bag in various colours. From 100 pieces, they can receive these promotional products with a custom label and freely choose the variety. A neutral promotional flyer for passing on to customers can be found via the following Internet link: <http://downloads.henosa.de/pdf/LeckereWeihnachtsIdeen.pdf>



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Emotional Christmas greetings

A current study reveals that notebooks have a particularly emotional effect when given as a gift to promote customer loyalty. The particularly elegant and, above all, entirely ecologically sustainable notebook Filoflex from the company Kilo-Eterna meets the requirements of an individual and valuable Christmas present in equal measure. It is available in quantities of 25 or more. The book is designed in A5 format and has over 192 pages. The cover is made of double-processed apple leather. The chequered paper for the inside pages is made entirely from recycled fibres and bears the seal "Blauer Engel" (Blue Angel), the Austrian environmental seal, as well as the Nordic Swan. The black soft cover has a coloured decorative seam as well as a corresponding frame seam. A perforation on each page makes it easy to tear out important notes. The pocket, which is made of recycled paper and integrated into the cover, offers storage space for an optional, renewable calendar as well as a business card. Altogether, five fresh colour variations are available. The notebook is available for use as an advertising medium in quantities of 25 or more and can be personalised with a glossy or blind embossing.



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Nurturing Christmas greetings

Made in Germany and highly effective, KHK's tried and tested lip care products are particularly popular during the cold season. The high-quality lip care sticks from this specialist from the Rhineland are available with three different 3D attachments that turn Christmas greetings into an emotional gift. Cosmetic gifts are perceived as personal products and have a high promotional impact due to their long service life. Fillings can be chosen from a variety of formulas from the in-house laboratory, also as Natrue-certified, vegan natural cosmetics Nature, as Fairtrade formulas or with a 20 or 30 sun protection factor. All KHK lip care products are produced in accordance with the Cosmetics Ordinance as well as Cosmetics GMP and reported in the CPNP portal. The Fresenius Institute carries out continuous formulation testing in accordance with European guidelines.

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A sweet dream

B&B Promotions Sweets is at the ready with a luxurious set comprising nine hand-made Belgian truffles and milk chocolate, decorated with freeze-dried fruits and sprinkles. The truffles, placed on black paper curls and topped with black rice paper, are available in many astounding flavour compositions with ingredients like chocolate, fruits, almonds and spices. Contained in addition: an 80-gram chocolate bar made of milk chocolate with 44 percent cocoa content and white chocolate, encased by freeze-dried strawberries and mangoes, packaged in a transparent poly bag. The packaging consists of a cardboard case with a bow in various colours and is available in three branding variants: white cardboard with full-colour printing (CMYK), gold or silver-metallic cardboard with embossing, and matte cardboard with hot stamping and various foil colours. Shelf life is three months, the minimum order quantity 50 pieces.

A sustainable start to Advent

Advent calendars with custom printing are some of the most popular promotional products at Christmastime. The calendars from CD-LUX are a hit with contents such as exquisite premium brand chocolate from Lindt & Sprüngli, Milka, Sarotti or Ritter Sport. The company has already been insisting on climate-neutral production and inlays made out of recycled or compostable material, or out of paper fibre plus FSC-certified cardboard, for a number of years. For this year, the "Organic" series has been expanded once again. It comprises calendars where the inlay is manufactured using the paper injection moulding method. The components paper fibre, water and starch guarantee a 100-percent sustainable raw material mix. The whole of the calendar can go in the paper bin after use.



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A shiny appearance

The shoe care set from Frank Bürsten is a very special Christmas present. The shoe care articles are stored in an attractive round tin box with a slip lid. The set is equipped with two mini shine brushes, one neutral and one black shoe polish and two polishing cloths. This smart shoe care set brings a shine to the shoes and conditions them at the same time. The handy box has an elegant appearance and is ideal for storage. The shoe care items are neatly tidied away and ready to hand at any time. The lid is perfect for custom company or promotional logos. This print gives the tin a classy look, making it a real eye-catcher.

Multifunctional adventurer

The user can rely on Fire Tool, the multifunctional tool from Troika. Because it contains everything that is needed in nature: a flint for up to 300 uses, signal whistle, scissors, various knives, bottle opener and parcel knife. A total of 14 functions, all on the outside for quick access when it counts. The heavy, high-quality design has internal springs and sturdy metal handles, including a practical nylon pouch with belt loop. Ideal for right- and left-handers thanks to the special ergonomic shape. The all-rounder multitool for outdoor and survival. Because nature makes no compromises. High-quality materials such as 420 stainless steel and the aluminium-anodised cover ensure a long life.

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Perfectly preserved

Silver metal boxes with snap-on lids or swing tops present gifts in style. The unique gift sets from the MrDISC range are created through partnerships with small regional businesses. Regional products strengthen the local economy, shorten transport distances and thus support the climate. Alternatively, the customer has the choice of filling the tins themselves. The gift tins are available in different sizes and shapes made of food-safe tinplate. Wood wool as a natural product embeds the gifts. Unique embossing stamps with, for example, "Christmas" are prefabricated as an inexpensive standard logo. Engravings personalise the tins. Individual shipping of 20 pieces or more within Germany ensures that a small target group receives each custom design.

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Stylish indulgence

This year, customers of Römer Lifestyle can enjoy a soothing cup of tea, coffee, or a delicious hot chocolate out of the imaginative Rominox® porcelain mug with golden touches and Merry Christmas text – all set for Christmas. The mug, capacity 350 millilitres, is supplied by the manufacturer in attractive gift packaging. The mug will thus quickly become a favourite accessory, not only at Christmastime.

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PromoSwiss: two new board members in the jubilee year

On 5 May 2023, the 80th General Assembly of Swiss promotional product association PromoSwiss took place in Thun. The association is celebrating its 40th jubilee this year. A retrospective showed members how the association has developed and what changes it has undergone over the past four decades. The association's conclusion was that then, as now, it is impossible to imagine life without promotional products. And they can be customised – whether by print, embroidery or engraving.

The focus of the General Assembly, however, was on the new elections and farewells. President Urs Germann was unanimously confirmed in office. Nadine Schneider (Education and Training) and Beat Suter (Members) were also unanimously re-elected for the next two years. Ina Klingele and René Dubach were newly and unanimously elected to the board of PromoSwiss, where they will be responsible for marketing. Thomas Oester and Ralf Schmid stepped down, but they will still be part of the PSF/Touch team: Oester will continue as head of the trade show held each autumn in the Umwelt Arena in Spreitenbach, and Schmid in a supporting role. New board member René Dubach will also actively support the PSF/Touch team. Ina Klingele will take over the organisation of the PromoSwiss Awards.

www.promoswiss.ch

PromoSwiss



The new board members: Ina Klingele und René Dubach.

Climate-positive Approach in 2023

Promotionservice Schmitt from Dittelsheim-Heßloch, Germany states that sustainability not only affects private households or industries; their carbon emissions have a considerable impact on climate goals as well. According to the company's information, it was one of the first companies in the promotional products industry to increase its awareness that everyone can make a contribution to a clean environment. For this reason, it installed a photovoltaics system with 262 modules (the equivalent of 99.6 kWp) on its company property. The plant not only generates electricity for its own use, it also feeds energy into the grid. Moreover, to reduce the company's internal carbon emissions, Promotionservice Schmitt has also converted its sales force fleet of cars. Its fleet has consisted of only electric vehicles since February 2023, which are recharged with no emissions using the photovoltaics system at the company's facility. Through these measures, the company reduced its carbon emissions in 2022 by just over 27 tonnes. Despite this achievement, Managing Director Carsten Schmitt still thinks more needs to be done. This year, he decided Promotionservice needs to become climate-positive: in other words, to offset twice as many greenhouse gases as are caused by the company's operations. So it has offset 110 tonnes of carbon emissions instead of 55 tonnes. <https://promotionservice-schmitt.de>

Promotionservice Schmitt GmbH



PROMOTIONSERVICE SCHMITT

BGA calls on the Federal Government to meet its responsibilities

The law on due diligence obligations for businesses in their supply chains (Lieferkettensorgfaltspflichtengesetz, LkSG) came into force on 1 January 2023.

Businesses with over 3000 employees have since been obligated, as part of their own risk analysis, to check that suppliers comply with legal requirements, irrespective of the size of the company. This means that blanket statements are frequently requested or that statutory due diligence obligations are passed onto business partners. While this course of action is not provided for in the law, in practice, however, it is nonetheless the procedure adopted by the companies that are directly concerned in order to comply with their legal obligations. The result of this manner of implementing the Law on Corporate Due Diligence Obligations in Supply Chains is that businesses, irrespective of their size – so most definitely smaller and medium-sized businesses too – are confronted with a great level of bureaucracy. In the view of the Bundesverband Gross- und Aussenhandel (BGA; German Federation of Wholesale and Foreign Trade), the Law on Corporate Due Diligence Obligations in Supply Chains is thus contributing to the escalating administrative burdens that encumber German businesses and Germany itself as a centre for commerce and industry in international comparisons.

In a position paper, the BGA calls on the Federal Government to urgently adopt the following points:

- *Clear definition of distribution of responsibilities for the Bundesamt für Wirtschaft und Ausfuhrkontrolle (BAFA; Federal Office for Economic Affairs and Export Control) and monitoring of these responsibilities by the Bundesministerium für Wirtschaft und Klimaschutz (BMWK, Federal Ministry for Economic Affairs and Climate Action)*
- *Clarification that there is no legal basis for using the reporting template from BAFA*
- *Guidance for the Law on Corporate Due Diligence Obligations in Supply Chains must be expanded to offer more information on practical application and online programs for risk analysis and management*
- *Increase in staff and strengthening of organisation at BAFA in order to cope with its statutory mandate*
- *Any overlap between the Law on Corporate Due Diligence Obligations in Supply Chains and European regulations must be taken into consideration and unnecessary bureaucratic hurdles for businesses should be urgently prevented*



BGA

The Law on Corporate Due Diligence Obligations in Supply Chains can also place a large administrative burden on small and medium-sized businesses, although they are only indirectly concerned.

Double female reinforcement

The Dutch promotional products supplier Premium Square Europe with headquarters in Moordrecht welcomes two new employees, Melanie Kastelein and Sylvia Steenwinkel, who have been strengthening their team since February and March 2023.

Melanie Kastelein has over five years of experience in retailing and supply chain management. She is taking on the role of commercial employee and is responsible for order processing, customer contact and marketing. Sylvia Steenwinkel is an experienced customer advisor, who will be responsible for the PowerCubes products as a commercial assistant.

“We are delighted that Melanie and Sylvia are strengthening our team”, says Arthur Strijbos, CEO of the group. “Their extensive experience, expertise and enthusiasm will be invaluable as we continue to grow and expand our business.” www.premium-square.com

Premium Square Europe B.V.



**New on the team (from the left):
Melanie Kastelein and Sylvia Steenwinkel.**

GWW makes its mark at the summer festival of the leading associations BGA and HDE in Berlin

1,001 emotions at first hand – in the truest sense of the word. Because with 1,001 beach bags, the German German Promotional Products Association (GWW) is promoting haptic advertising to guests from business, politics and associations at the summer festival of the BGA (Federal Association of Wholesale, Foreign Trade, Services) and HDE (German Trade Association), which will take place on 3 July in Berlin, and is also sending a summery greeting.

With this campaign, the GWW is setting an example in two ways. The “Summer Feeling Set”, consisting of a beach bag (Mister Bags), a hamam towel (Alta Seta) and sun cream (Sanders Image-tools), sets the mood for summer, sun and beach – and at the same time sends a signal of how much CSR can now be found in promotional items. Each part of the set also meets high standards in terms of sustainability and social responsibility – made of jute and Ökotex-certified cotton (bag), 50 percent produced from recycled synthetic fibres and 50 percent from recycled cotton (cloth), fragrance-free and without artificial scents, Made in Germany, with SPF 50 (sun cream) for sensitive skin. The set is made by an integrative workshop – the Rhein-Neckar-Werkstätten. The set also includes a business card with a link to the GWW dealer database and the 1001 campaign for emotion research for further information.

With this set, the GWW sets a tangible and visible sign for the industry at the point of politics. The visual – an anchor – not only symbolises a maritime feeling, but also alludes to the fact that associations such as the BGA, HDE and GWW offer a foothold in the turbulent sea of the economy.

In addition, with this campaign, the association inspires the decision-makers in more than 500 small and medium-sized enterprises – directly and without wastage – for the three-dimensional form of advertising. www.gww.de



New Female Faces on the Team

In 2023, the team of Colonia Schreibgeräte und Werbemittel GmbH – CSW for short – has gained two competent female additions. Julia Meutgens, who has been supporting CSW from the start of the year, takes care of smooth proceedings in the project management and accounting area, much to the appreciation of the Cologne-based company's customers. Since March, Tanja Schömburg has also been assisting the team, expanding the CSW service with graphic design. “We look forward to working together and many exciting projects,” comes the statement from the company management.

www.csw-gmbh.de

CSW GmbH

Tanja Schömburg and Jutta Meutgens
(from l.) are supporting the CSW team
from now on.



17th Promotional Product Show moved up to 30.1.2024

After the show is before the show: that's why in our follow-up report on Plan Concept's 16th Promotional Product Show 2023, we also refer to the upcoming 2024 event. We have now heard from Plan Concept that the 17th Promotional Product Show 2024 will be moved up from 22 February 2024 to 30 January 2024, due to a date clash. Exhibitors should therefore please change the date in their calendars right away. Plan Concept Newsday 2024: Tuesday, 30 January 2024 in Essen.

Three decades “under his umbrella”

Volker Griesel, the Managing Director of promotional umbrella specialist FARE – Guenther Fassbender GmbH in Remscheid, is celebrating 30 years with the company this year.

In 1993, after completing an apprenticeship as an industrial clerk and during his subsequent studies in business administration, he joined his father, Gerhard Griesel's, company, first as a sales clerk, then as an assistant to the management. He became Managing Director in 1999 and sole Managing Partner in 2004. Today, the company, which has remained true to its location in Remscheid in the Bergisches Land region, employs 60 people in five different departments.

“When I joined the company, there were 4 employees in a small office in Remscheid-Lennep,” Volker Griesel recalls. “A lot has changed in the past 30 years. We have grown steadily. The company headquarters in Remscheid-Lüttringhausen have been expanded several times, most recently with a new building in 2019. New departments have been established and the number of employees has risen to 60. Despite all these changes, FARE has always remained true to its values. We are responsible, competent, innovative and likeable. This has made us what we are today: Europe's promotional umbrella specialist,” Griesel describes the positive development of these 3 decades.

As reported from Remscheid: “under a pretext, the staff called a video meeting on the day of his anniversary. The real reason for the appointment was a big surprise for Volker Griesel: congratulations from the entire team and the presentation of a gift.” **www.fare.de**



Climate-neutral, sustainable, regional and fair

In these times when more and more articles are manufactured in the Far East and shipped to Europe, insieme textil GmbH has set an explicit goal: to manufacture a range of textile articles in Austria and Europe once again.

The Austrian company is committed to using sustainable materials for this, organic cotton for example, and traditional craftsmanship. “Quality is a high priority for us. We consider it vital that transport distances for our raw materials are kept as short as possible in order to protect the environment. This is why 95% of our raw materials come from Austria and Germany. Our fillings – including scented fillings but also cherry stones, grapeseeds and many others too – mostly come from domestic raw materials and from certified organic growers”, explains Christoph Holly, managing director at insieme.

“We have set ourselves a goal: we will not only offer our customers superior-quality products but also promote a responsible lifestyle. Then again, we attach great importance to sustainability and are committed to protecting the environment – in particular, our business and products have been carbon-neutral since 2021 – and we ensure fair working conditions. This is the underlying philosophy for the natural pads that are aimed at a growing group of customers for whom natural materials and sustainable products are important. The electricity required for our production processes comes from our own photovoltaic panels on our roof. What is more, we manufacture our products in eco-social workshops in order to help people here too”, he adds. insieme textil can make fully customised versions of the different natural pads according to customer wishes, even for small-volume orders. However this is not all – the producer's portfolio also includes neck pillows, cotton throws woven in Austria, felt mats and coasters, kitchen aprons, gym bags and many other products too. Learn more and request samples from insieme textil. They will be happy to give you information and arrange a chat with you:

www.insieme.at/calendar

insieme textil



We stand by this: Commonality, concentration, clout

The pandemic, the problems with supply chains, inflation, all these have also posed enormous challenges to the promotional products industry. All the more reason for the industry to be proud of how its companies have successfully mastered these difficult times.

In January of this year, the PSI Trade Show took place again for the first time after a two-year break. Thousands of visitors from all over Europe and the world came to Düsseldorf. Against the background of the difficult years, this was a very successful restart. This makes us certain that even more exhibitors and even more visitors will find their way to Düsseldorf in 2024.

The PSI Trade Show is and remains the largest and most important meeting place for the European promotional products community with charisma throughout the world – over 50 percent of the trade show visitors come from the international arena. There is no comparable trade fair where suppliers present themselves in such a professional manner and with such impressive exhibition stands. You only have to look at the reactions of invited politicians to see an impressive reflection of this.

Concentrating on strengths

It is our common task to secure the future of our industry. Professional and committed trade fairs undoubtedly contribute to this. But every trade fair is always associated with high costs, especially for the exhibiting companies. Therefore, the goal must be to consolidate and concentrate the trade fair landscape in Germany. Trade fair events should be reconsidered and individual trade fairs perhaps even merged. The multitude of events in this country already has an inflationary character.

Time is pressing

For the promotional products industry, it is of central importance that associations like the GWW pay more attention to political

work. In view of inflation, the 10-euro record limit and the 35-euro value limit, this has become almost imperative. Politics must be motivated to finally act here – also and especially against the background of quality and sustainability.

The GWW should act less as a trade fair organiser and instead do association work with all available means – also in the daily support of members in topics such as digitalisation, business succession and marketing measures. The already established trade fair events such as Newsweek and Autumn Trend should be retained: they are useful additions also with a view to the annual product cycle.

Only together for success

No single company is able to muster enough political relevance to be heard in Berlin. In terms of democratic opinion-forming, this is certainly true. In our system of government, it is the task of associations to bundle interests and enter into dialogue with politicians. But in Berlin alone, more than 1,000 lobbyists are vying for the attention of politicians. That's why we need all industry participants on board: the GWW as a whole, in which the different industry levels are organised; the PSI with its more than 5,000 European members for political weight, also in Brussels; the industry media, the companies on site and the political contacts of each individual.

Only together are we strong, also financially and numerically. Only in a fruitful exchange of opinions and ideas are we powerful and able to campaign. If we concentrate on our respective strengths and do not get lost in the nitty-gritty, we will be successful – as a sector as a whole, but also as individual companies. ●

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PREMIUM PRÄSENTE

An initiative of the signatory companies

This year's NEWSWEEK series came to an end in Frankfurt on 11 May. This time, the 20th edition of the established mobile product presentation by organiser Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW) guested at six locations in the republic, in order to bring home the big potential impact of haptic promotion to marketing decision-makers.

GWW-NEWSWEEK 2023

Product Show on Germany-wide Tour

A new feature in the NEWSWEEK concept was its spread across two dates per week each time at the end of March, end of April and in mid-May, which ensured some relaxation time-wise and improved planning for everyone involved. 87 exhibitors, including renowned manufacturers and suppliers from virtually all product areas, went on the road to join communicators from the promotional products business in demonstrating the novelties, trends and strong marketing qualities of three-dimensional promotion to industry customers at the various stops of the tour.

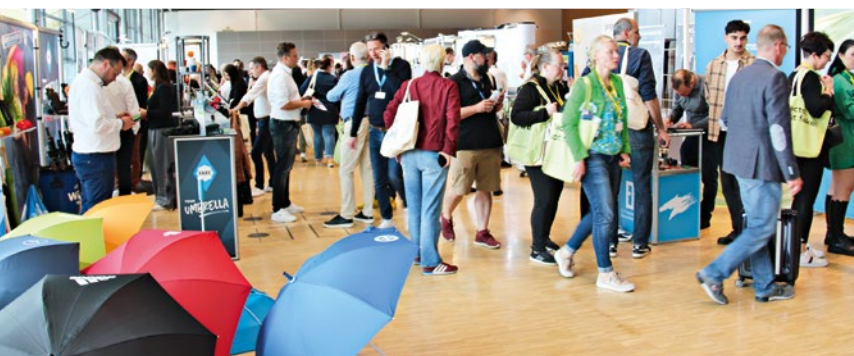
There was also lively interest in new, promotionally effective products on the last day of the NEWSWEEK tour at the Messe Frankfurt Forum.

Brisk popularity

The event series chalked up a positive opener at its very first two stops. On 28 March, at the Cruise Center Steinwender in Hamburg, the organisers counted 488 visitors, and one day later, in Hall 2 at Messe Dortmund, 404 of the same. "All in all, it was a very successful start with a great atmosphere and super conversations," runs the summary by Dunja Beck, who is responsible for press and public relations at the Gesamtverband. Leg Two stopped off on 24 April at Messe Dresden and on 25 April at the Verti Music Hall in Berlin, where 438, respectively 460 visitors appreciated the novelties at the exhibitors' stands. In the third tour week, on 10 May, 586 attendees came to the Hans-Martin-Schleyer-Halle in Stuttgart and finally, 491 attendees stepped into the Forum at Messe Frankfurt.

First-hand information

The summing-up by GWW managing director Ralf Samuel sounds appropriately satisfied, too: "Of course, as organisers, we're delighted that the GWW-NEWSWEEK has been enjoying a more and more vibrant response for years. This year, our exhibitors again presented the industry's latest trends and highlights and made use of the opportunity to directly drum up enthusiasm for their products among marketing decision-makers. Thus, visitors were able to get first-hand information and develop strategies for new marketing measures jointly with their advisors. We have already heard many positive voices from manufacturer, advisor and customer circles who, once again, testify to our roadshow's genuine added value for all participants." As "PSF Touch", NEWSWEEK will then be guesting once more at the Umweltarena Spreitenbach near Zurich on 27 September, in partnership with the Swiss association Promoswiss. <



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The German Promotional Products Association (GWW) is sending clear signals for the future: with a great deal of motivation and enthusiasm, the “Young Professionals” set out in mid-May to connect young, dedicated people from the promotional products industry, while giving a fresh impetus to the industry.

Networking, training and increasing the attractiveness

Young promotional professionals take off

Industry



The Young Professionals in the GWW (German Promotional Products Association) want to inspire young, dedicated people for the promotional products industry (behind from the left: Natalie Grube, Anna Purtseladze, Britta Unterreitmeier, Elvir Rizvic, Steffen Fischer, Benjamin Langenberg; in front from the left: Linus Böll, Timon Feld, Raphael Wagner, Moritz Schülbe.)
Photo: GWW e. V.

We wish to offer the young generation within the GWW a platform for exchange, to share knowledge and to make the industry as a whole more attractive for young people“, says Timon Feld, managing director of PERFECT GIVINGS GmbH, while summarising the goal of the young group in one sentence. Together with young colleagues from the industry he founded the Young Professionals at the beginning of this year. Ten members were already present at the kick-off meeting in mid-May in Frankfurt. They are all highly motivated to advance the promotional products industry with new impetuses. The main emphasis is placed

on networking and further training. “We would like to set up an academy and offer regular training courses“, explains Moritz Schülbe. The transfer of knowledge from the younger to the older generation is a declared goal in this process. This year mainly online events are planned. On-site training courses are to follow in 2024.

Training courses and events

The working group Training & Events will take care of the organisation of the events. Their future tasks also include planning events and networking meetings. Natalie Grube: “The Young Professionals offer an outstanding opportunity to make contacts and exchange ideas with like-minded people with similar professional interests and ambitions.” The theme of the second Young Professionals working group is communication. The working group for communication has set the aim of spreading awareness of the tasks, projects and goals of the Young Professionals through all communication channels – analogously and digitally as well as internally and externally.

Promoting young talents in the industry

And where do you see the Young Professionals in five years? “By then we wish to regularly hold training courses to promote dedicated young talents in the promotional products industry and thus create an added value for our members. We hope to acquire many new members, who want to be part of our network“, says Timon Feld.” At the moment, eleven young promotional products specialists are involved with the Young Professionals. Anyone interested in also becoming involved is welcome to contact the organisation team at yp@gww.de. The companies must be members of the GWW.

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In line with these premises, the advertising material service provider cyber-Wear is launching a digital learning platform under the slogans “Promote. Develop. Shaping the future. - flexible, digital and sustainable”: The so-called cyber-Academy comprises three major areas in training and further education.

Starting from the onboarding process, which easily and quickly integrates employees into the company, to professional further training on to specialisations, which can be completed with a certificate for various seminar themes. Yet this is only the beginning.

The cyber-Academy is available to employees around the clock. Every employee can flexibly determine his or her learning pace and time. It is a digital classroom, which offers the following benefits:

- **The highest degree of flexibility:**

access to one's own training courses anytime and everywhere – via a laptop, tablet or smartphone.

- **Personal learning progress at a glance:**

what tasks are already completed, which activities are still pending – the training status is clearly displayed.

- **Diverse functions:**

numerous interactive tools promote cooperation and learning.

- **The best of several worlds:**

the cyber-Academy combines the skills of employees with further training opportunities and specialisations.

“Our knowledge and our expertise are based not only on practical experience from almost 30 years with different experts from the company. It is even better: we wish to go beyond this and draw on the expertise of our partners, which of course flows 100 % into the cyber-Academy. This includes topics such as various manufacturing processes, refinement methods as well as product presentation innovations. As a result, we combine external and internal skills and unite knowledge from different minds”, explains cyber-Wear managing director Steven Baumgärtner and adds: “The knowledge of all employees thus constantly grows with first-class, custom-made training courses, in order to create added value thereby and through the mutual exchange of ideas. Through the regular transfer of knowledge and continuous enquiries, we guarantee consistent quality and professionally trained employees.”

Beginning of a new era

Baumgärtner continues: “We want to be and can be #bestin-class. This is our aspiration. And we will live up to it. After all, the theme of digitalisation has only really just picked up speed. We are excited to see where our journey with the Academy takes us. This take-off is the beginning of a new era at cyber-Wear – cyber-Wear goes academic.” <

www.myCybergroup.com #news #cyberacademy #cyberspirit #digitalization #staytuned #thefutureismadenow



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Colourful paints for green painting

Stabilo is presenting its GREENcolors painting set, an environmentally friendly set of ten coloured pencils with a Christmas colouring template for children of customers, creative people and employees. The set offers a Christmas motive in the cardboard case to immediately try out. The Stabilo woody 3-in-1 creative set is an ecologically sustainable gift set with six environmentally multi-talent pencils in a cardboard case aimed more at smaller children of customers. A Christmas motive is also included to get started right away.

Creativity on the wall

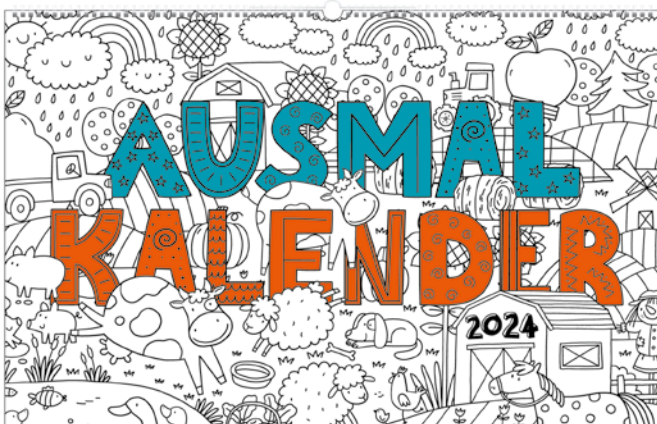
The 2024 colouring calendar from Ackermann finally offers space for creativity on a grand scale. Whether with watercolours, coloured pencils or chalk, this large-format colouring calendar can be designed entirely as you wish. The high-quality natural paper is the perfect foundation for very individual wall decorations, which enable aspiring artists to showcase their creativity. Like all Ackermann calendars, it is also manufactured exclusively in Germany and printed climate-neutrally on paper from

ecologically sustainable forestry in cooperation with NatureOffice. Advertising imprints are already available in quantities of 50 or more.



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Learning your first words while playing

Hardly anything makes children's eyes shine more than stickers. New scenes can be created time and time again with the removable stickers. The colourful backgrounds invite children to let their imagination run wild and stick together their own stories. The EMF publishing house (Edition Michael Fischer) is happy to individually adapt the content, design and setup to the individual advertising company. There are many conceivable motives to match the company. It is also possible to position the logo on the book cover.



High stakes game

The chocolate checkers game set from B&B Promotional Sweets brings the traditional game to a completely new level. It contains twenty-four chocolate figures – 12 of them from milk chocolate with 44% cacao and 12 of them from white chocolate on a golden or silver tray. The set is packaged in a cardboard box with a printed game board. It is available in two versions: with non-personalised standard printing with an insert card which explains the rules of the game or with customised digital printing on the box and/or on the insert card. A set of plastic figures in every box makes it possible to use the box for additional games even after eating the pralines.

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

Enchanting cubes

Customers are already familiar with the magic cube from elxact. Now, the company is introducing a new directly printable magic cube for even more brilliant results and uninterrupted by the grooves between the individual spaces in the layout. The small magic cube as a key ring is particularly interesting, because there is also space for a QR code in order to increase traffic to the customer's website. The directly printed magic cube is available in the sizes 3x3 35mm, 3x3 57 mm and 2x2 50mm. This special custom-made product is available in quantities of 250 and more.



PSI 44457
Elxact Internationale Werbemittel GmbH
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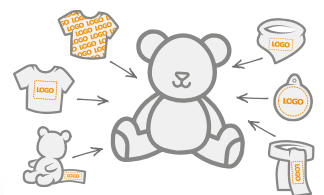
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Marbles on the way up

On the ground was yesterday – now they roll vertically. Fast curves, clever levers and flexible tracks: the innovative marble track from KOSMOS is the ultimate experience for fans and beginners and is absolutely unique in every setup. With the residue-free adhering Nano-pads, the tracks are attached individually and then set up and fine-tuned in a matter of seconds. Whether over obstacles, on doors, glass panes, tiles or shelves – come and explore all the possibilities. You can decide yourself how challenging the Gecko run route will be.



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Memory game for the entire family

The whole family can enjoy the traditional memory game Peppermor or Peppermor Creative from ANDA Present: it is fun for children and the young at heart and gives companies the opportunity to present their advertising message. Both products contain 24 (12 pairs of) cardboard plates with various possibilities for individual design. Peppermor contains selectable themed motives on the upper side and offers full-colour printing on the backside of the game pieces. As for Peppermor Creative, both sides of the game pieces can be individually designed: 12 different prints on the upper side and full-colour printing on the backside of the pieces.





PSI 41108 • STAEDTLER MARS GmbH & Co. KG
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Modelling fun kit for kids

The FIMO kids “funny kits” are humorous play and modelling sets from STAEDTLER, which were specially developed for children. The soft modelling clay promotes fine motor skills, creativity and imagination already at an early age. The different sets each contain two FIMO kids’ blocks, a modelling stick as well as a tattoo sheet. Individual advertisements can be applied to the set with a label starting in quantities of 100 or more. In quantities of 2000 or more, it is possible to select the individual colours of the FIMO blocks and to design the sets in order to implement your own motives such as company mascots.



Plush advertising friends

The company mbw® has committed itself to the mission of bringing joy and moments of happiness to the world. They would like to achieve this with magical plush cuddly buddies. The world of MiniFeed® opens up many opportunities for businesses to inspire their customers with these enchanting advertising messengers. The assortment comprises classic cuddly toys, cute key rings, reflex articles, as well as dog and cat toys. The outfits for the cuddly buddies, i.e. t-shirts, trousers, scarves or shawls, can be refined in a classic way with a logo or through an innovative all-over print process.



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



PSI 44323 • Ledlenser GmbH & Co KG
 Tel +49 2125 9480
 ilona.kemme@ledlenser.com
 www.ledlenser.com



Light for young adventurers

With the children's headlamps Kidled2 and Kidled4R from Ledlenser, young adventurers are ideally prepared for expeditions into the dark. Whether for reading, on night hikes, as a colourful signalling light or as a toy light: these versatile headlamps impress with numerous child-specific functions and details. Alternatively, they can be switched to red or blue light, which brings about exciting effects when playing, in particular when the blinking functions are turned on. The optics with a reduced glare effect for sensitive eyes are also clever. The integrated metal clip provides additional fastening options for school bags, backpacks or clothing.

Tricky and playful

Condedi sets tricky and playful tasks with its Treasure Chest trick game and Jane throwing disc. The principle is simple: coins or banknotes can easily be put in and stowed away – but how do you get them back out? This requires skill, patience and persistence. Condedi offers the Jane throwing disc for animal companions. It allows for classic, haptic and memorable advertising with tons of fun for young and old. In addition to the ecologically sustainable cotton ring surrounding it, the throwing disc also impresses with its large advertising space.



PSI 49729 • Condedi GmbH
 Tel +49 2942 7996868 • info@condedi.de
 www.condedi.de



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At elasto, there was reason to celebrate. On 5 May 2023, the renowned supplier of plastic products from Sulzbach-Rosenberg officially inaugurated its new logistics and production centre at the company's headquarters after a 17-month construction period. We were on site for the celebration and are delighted to report on the festive weekend.

Inauguration of New Elasto Logistics Centre

New capacities secure jobs



proximately 7,000 additional storage spaces. Elasto was able to expand its warehouse capacity by around 25 % through the expansion and now has a total of 11,500 square meters available for storage space. Before expanding capacity, it could ship 120,000 packages and around 15,000 pallets per year. With the new logistics centre, it can now process 20% more shipping orders considerably more efficiently.

Optimised production layout

Specifically, the individual production units in the new building are integrated into a newly optimised layout for the production processes. By modifying the previous in-line production processes, the company could design the set-up processes of the machines more efficiently. The machinery is also connected to a central material supply system. The goal is to increase flexibility to meet the requirements for a modern merchandise management system and the continuously growing demand for customised products.

State-of-the-art and highly efficient:
The automated warehouse for small parts with conveyor technology offers around 7,000 additional storage spaces.

Let's begin with the 'hard' facts: Since the official ground-breaking event in September 2021, the new hall was erected in several phases at the facilities at elasto's headquarters in Sulzbach-Rosenberg, Bavaria, due to interruptions caused by the corona pandemic. The new hall spans an area of 5,400 square meters. The facilities include a partially automated high bay warehouse for around 5,500 pallet spaces, an automated small part warehouse with conveyor technology and a capacity of ap-

Key issue for the future: fulfilment

This issue is why the company decided to locate the customisation of its promotional products here. The products are primarily finished, packaged and prepared for shipment in small quantities in the new logistics centre. The



Around 450 guests, including staff, customers and representatives from business and politics, filled the new hall.



Elasto's Managing Director Marcus Sperber during his welcome address.

direct connection between the warehouse and logistics area optimises the processes so that customer orders can be efficiently processed. With the forward-looking investment in new technologies and employment of qualified staff, customers' wishes can be fulfilled as fast as possible. One of the most important topics in the future is the complete processing of a customer's order, particularly in e-commerce. Many major customers no longer organise their promotional products themselves but instead commission service providers such as elasto to handle the entire process for them, from placing the order through production, finishing and storage to shipment. Orders can be fully processed within one day, depending on their volume. The time savings will be a decisive competitive advantage in the future.

Investment in the future

The investment volumes in the new building grew to around 15 million euros in total for the completion of construction. In addition to a new truck delivery zone that was planned from the very beginning, the modernisation of the existing heating system and the construction of new parking spaces with electric vehicle charging stations, the company also invested in machinery, digitalisation, the relocation of the spraying and toolmaking workshops in the new production layout so that production capacities can be optimally utilised.

Increasing sustainability

As one of the first companies in the promotional product industry, elasto not only produces its products climate neutrally, it also has been officially certified by the Ger-



The new partially automated, high-bay warehouse offers around 5,500 pallet spaces.

man Institute for Sustainability and Ecology as a climate-positive business at the Sulzbach-Rosenberg facility. This certification means that the company offsets the CO2 emissions it generates and shows its dedication to the environment in other ways as well.



The band Aeroplane provided the right party spirit.



Numerous employees celebrated together, including many long-standing staff members.

The digitalisation that goes hand in hand with the restructuring is intended to further improve the company's already excellent recycling rates, thereby contributing to increased sustainability. The installation of a photovoltaic system on the roof, which produces electricity for the company's own use, will also improve its carbon footprint.

Proud of its accomplishment

'We are very proud that we can now open the doors of the new logistics and production centre after a construction time of only 17 months and an investment volume of more than 15 million euros. With the new logistics centre, we are not only reinforcing our competitiveness, we are also securing production at our home base and the jobs associated with it, which I am particularly pleased about,' says Managing Director Markus Sperber, who, together with his brother Frank Sperber, is the 2nd generation of his family to run the company. With around 330 employees worldwide, elasto relies on climate-positive plastic production 'made in Germany' and efficient global sourcing. The focus is on products that appeal to people with their utility and (as described above) make an impression due to their sustainability.

Well-wishers from business and politics

Elasto invited around 450 guests to the inauguration ceremony, including numerous employees, customers and representatives from business and politics. The guests collected money for an inauguration tree as a gift, which was symbolically handed over to the company's management team. The actual tree will be planted on elasto's grounds and will receive a place of honour. The celebration began in the afternoon with a champagne reception. In addition to the greeting by the two elasto managing di-

rectors, other guests took to the floor, including Member of the German Bundestag Susanne Hierl, Member of the State Parliament Norbert Dünkel, Mayor Michael Göth and Steven Baumgärtner, CEO of Cybergroup International. The well-wishers primarily stressed the significance of the new logistics centre for the region and the challenges in today's world.

After the official part of the festivities, the guests had the opportunity to look around the production facilities and gain insight into the work processes during individual tours in which they were shown different products and processes. In addition, regional culinary specialities were served for the guests to enjoy. The band Aeroplane rounded off the celebrations with songs that created a wonderful ambience.

At the open house day, many visitors used the opportunity to take a tour of our plant to see the new production facilities.





Well-wishers and directors in high spirits (left to right): Frank Sperber (Managing Director of elasto), Norbert Strevelde (Chairman of the Senat der Wirtschaft Deutschland e.V.), Marcus Sperber (Managing Director of elasto) and Steven Baumgärtner (Managing Director of cyber-Wear).

A crowded 'open house day'

The day after the event, elasto held its 'open house day' in honour of the new facilities, where the 1,200 curious visitors enjoyed many attractions and tours of the plant. They could go on guided tours to have a look behind the scenes at elasto: They learned about the modern technologies used in the production facilities and the new warehouse with its automated small parts warehouse. What is more, anyone interested in a future career in the industry could get detailed information on employment and vocational training opportunities at elasto. There were also many culinary delights for the visitors to enjoy: Delicious food from the grill, beverages and sweets rounded off the day. There was something fun for everyone, whether young or old: background music, a boat swing and a fun stand. <

Facts about the elasto logistics centre

Construction period: September 2021 to January 2023: 17 months

Building size over 5,520 m²

- Length of the hall 115 m (longer than a football field)
- Width of the hall 48 m
- 55,000 m³ constructed space
- Heated by concrete surface heating (floor heating)

5,400 additional pallet storage spaces and 7,344 storage spaces in the automated small parts warehouse

For the construction of the hall:

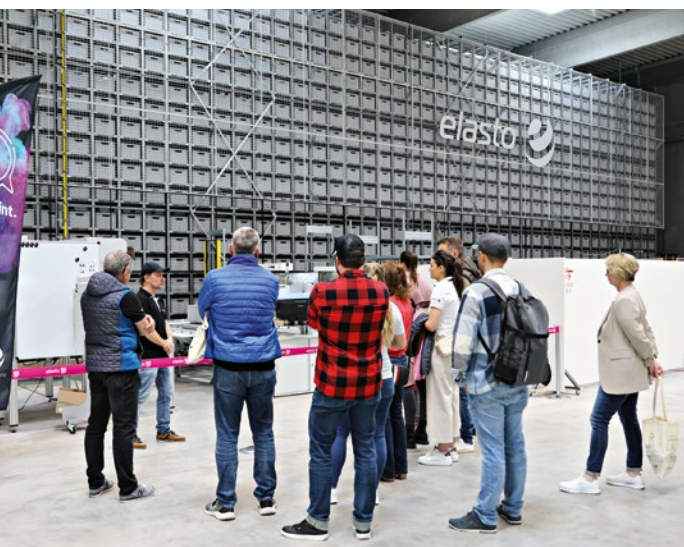
- 20,000 m³ of soil was moved.
- 2,000 m³ of concrete was used.
- 350 tonnes of steel were used.

Photovoltaics system on the warehouse hall

- 1,560 modules
- 580,000 kWh power/year (consumption of approx. 200 households per year)
- Power: 608 kWp
- 273,857 kg/year of CO₂ savings

Boiler house

- Wood chips – boiler house 2 × 250 KW
- 1003 storage space/bunker
- Creation of 36 electrical charging stations



Those interested in a future in the industry received detailed information about career and training opportunities at elasto at a stand.

The outlook for the German economy is subdued. Despite a slightly sinking inflation rate, consumers continue to feel the loss of purchasing power and are limiting their consumption. Private labels are benefitting from the changing consumption behaviour, which is perhaps also an opportunity for the promotional products industry.

German economy in recession

Inflation changing consumer behaviour



The quarterly statistics, which bring together many indicators regarding the economic development in the past three months, are usually released towards the end of the first month of the new quarter. It was thus not clear until late May that Germany's economic output had been declining for two consecutive quarters. According to the common definition, this means that Germany has slipped into recession. The slightly falling, but still high inflation is having a negative impact on purchasing power, while decreasing consumption is hampering



economic development. A consequence of this situation is that consumers are adapting their consumption behaviour to the changing overall conditions, which is visible in shifts in demand. An overview and outlook.

A restrained outlook for the summer

The ifo business climate index, which is a significant indicator for economic output in May, fell again in May for the first time after six increases (to 91.7 points after 93.4 points in April). The key figure, which is based on a survey of 9000 managers, indicates that German businesses are less satisfied with their operations and skeptical about the summer. Experts agree on the causes. The interest rate hikes are decreasing demand, while incoming orders – including from abroad – are declining. For example, growth is weakening in China and the USA. This is compounded by still comparatively high inflation rates and the restrictive monetary policy. The International Monetary Fund forecasts that Germany's economy will not shrink in the current year, but does not expect any dynamic growth – not even for the coming years. The weak global economic climate is taking its toll here.

Positive trends also visible

However, there is also good news. The supply chain problems and thus material shortages are also subsiding, while energy costs are slightly declining. Nevertheless, the high energy prices during the winter are still having an impact, even if the feared gas shortage did not occur. Consumer prices in Germany increased at a slower rate in May than they have in more than a year. Inflation also significantly

weakened in May in Germany. The rate fell to 6.1 per cent and hence the lowest rate since March 2022. Thus, for the third month in a row, inflation has fallen. In April, it was still at 7.2 per cent. The reason for this renewed slight decline (March: 7.4 per cent; February: 8.7 per cent) was the easing price pressure on foods, which was still high at 17.2 per cent compared to the same month last year, but on the decline in comparison to March (–0.8 per cent). However, the overall rate of price increases for food is still well above average. In April, energy prices rose more sharply than in the previous month (at 3.5 per cent) compared to the same month of the previous year at 6.8 per cent, but again remain below the change in the overall rate. Declining petrol prices and the launch of the 49 Euro ticket from German Railways also are having a positive impact.

Private labels on the rise

Nevertheless, the loss in purchase power is so great that consumers are cutting back on consumption spending. People are saving, in particular, on food and beverages, while private households are also saving on clothing, shoes and furniture items. Persistently high inflation is motivating more and more consumers to purchase private label products. Sixty-two per cent of Germans indicate that they are reacting to rising prices by increasingly purchasing private labels – instead of manufacturer brands – at a rate of eight percentage points more than the previous year (54 per cent). This is reflected by the Handelsmarkenmonitor 2023 (Private Label Monitor 2023), which the market research firm Ipsos has been carrying out since 2015 in cooperation with the Lebensmittel Zeitung (Food Newspaper). In times of inflation, private labels end up in the

A consequence of inflation: Consumers are relying more on special offers and purchasing less. According to a current Ipsos study, people are saving the most on luxury items such as wine, chocolate and spirits.

>>

>> shopping cart of nearly every consumer (95 per cent) according to the study. For half of consumers (46 per cent) a good offer of private brands has even become an important criterion for the selection of the distributor.

Buyers paying more attention to special offers

Eighty-six per cent of respondents have the feeling that they are currently getting much less for their money when shopping than one year ago. However, in the perception of consumers, the increasing prices also do not stop at private labels. Although more than half of those surveyed perceive private label products as inexpensive, this number is steadily declining. The majority of buyers even fear decreases in quality both among branded products as well as private labels in order to maintain prices. This share of respondents also recently increased. Therefore, special offers have become increasingly important for consumers. Eight out of ten consumers report that they pay more attention to special offers nowadays, while an almost equally high number of consumers specifically search for such offers. Seventy-two per cent of those surveyed even stock up on special offers when they discover them. When asked which products they can do without due to the increasing prices, pleasure items such as frozen pizza, spirits and chocolate are most frequently mentioned. People are least likely to do without everyday products such as fruit and vegetables, coffee or toilet paper.

Ecological sustainability is losing relevance

While an annual increase in the relevance of regional and organic products as well as ecologically sustainable packaging could be observed in many areas in recent years, this trend has come to a halt in 2023. At the moment, it is only important for one out of two German consumers (52 per cent) that food is produced in an ecologically sustainable and ethical manner. In the previous year, it was still 58 per cent. Only 42 per cent of customers are willing to pay more for ecologically sustainable and ethically produced food – seven percentage points less than in the previous year. Those who attach great importance to organic and sustainable products rely more than before on own private labels and special offers or go to discounters to save money.

Ecological sustainability: Private labels catching up

Manufacturer brands are still trusted more than private labels when it comes to sustainability. Thirteen per cent of consumers associate the characteristic “ecologically sustainable” more with manufacturer brands than private labels. However, a majority (53 per cent) no longer see a difference between the two categories with regard to sus-

tainability. The share of those who even see an advantage for private labels with regard to issues such as animal welfare, species protection, packaging and sugar reduction is increasing. It is also noticeable that organic seals and regional products are particularly important for people with higher incomes. Like younger consumers (18 to 39 years), they are more willing than other target groups to pay more for regional and organic products.

An opportunity for promotional products

Even if we keep hearing from within our industry that it is currently having difficulties with advertising, that budgets are decreasing and that decision-making processes are tedious and often end in disappointment, the findings from the private brands study could give a new impetus to the industry. As sales seem to be declining for high-quality brand name products, in particular in the food and beverages segment, there are strong reasons for clever campaigns for suitable articles. Conversely, products, which are most likely to be avoided for cost-saving reasons, surely are particularly valued as promotional products and have a long-lasting impact. This could mean an opportunity for all suppliers, who offer culinary, pleasure and, in the broadest sense, luxury items. The retail sector is likely to be more dependent than before on special offers and campaigns that have to be advertised accordingly. <

On the study

Since 2015, the Lebensmittel Zeitung (Food Newspaper) and the market research institute Ipsos have been conducting an annual study, which presents consumers' views on private labels. For the current representative survey, a total of 1,000 online interviews were conducted with people over 18 years of age with their own households in Germany. Ipsos is one of the largest market and opinion research firms in the world with more than 18,000 employees and a strong presence in 90 countries.

Sources:

www.destatis.de
www.bmwk.de
www.ifo.de
www.imf.org
www.tagesschau.de
www.faz.de
www.ipsos.com



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Exquisite writing culture

A delicate mesh structure, exquisitely fascinating: most people are familiar with mesh bracelets as watch straps. uma has incorporated the advantages of this material in a writing instrument with its MESH range. The result not only appears strong but also feels it. It is perfectly suited for laser engraving with its **elegant metal effect in silver, green or black**. And if you can't choose between the twist-action ballpoint pen and the roller ball, you can take the twin pack and have both. The Mesh range has also been nominated for the 2023 German Design Award.

PSI 41848 • uma Schreibgeräte Ullmann GmbH
Tel +49 7832 707-0 • info@uma-pen.com
www.uma-pen.com

Woven scarf with the feel of cashmere

In addition to corporate-design ties and scarves, J.S. Fashion now offers superior-quality scarves that are made in Germany. These woven scarves are produced in a specialist workshop in Southern Germany. They can be given a logo, or alternatively they can be entirely produced according to the customer's design. The acrylic scarf **feels similar to a cashmere scarf** thanks to special finishing. The soft fabric is moisture-repellent, especially warm and gentle on the skin. Upon request, a variety of widths and lengths can be produced for orders of 200 articles and over.

PSI 49767 • J.S. Fashion GmbH
Tel +49 2871 24165-0 • info@js-fashion-gmbh.de
www.js-fashion-gmbh.de





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.

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

Lights up wherever you need light

This light from Troika will show the way however dark it is and wherever it is dark. The head torch emits white 150-lumen LED light, with either 50 or 100 per cent modes. The lamp button can be tilted up to 90 degrees to ideally light up areas. The COB LEDs on the side produce 120 lumen in white as a work light or red as a warning light, **including a flash mode**. You can recharge the light using a USB cable. As it can be attached with the magnetic holder, belt clip or elastic head band, it will come in handy whenever you need light. The light is made from aluminium and ABS plastic.

PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110 • d.geimer@troika.de
www.troika.de/business





Unlimited potential

A Semyr ballpoint pen is an obvious choice when you're looking for a writing instrument with virtually unlimited options for variation. **It comes in eleven standard versions** and stands out with the uniquely distinctive metal clip that was designed by the automotive designer Enrico Fumia exclusively for Stilolinea. Different surface finishes, glossy and transparent, matt and sparkling, with a rubber grip, with or without metal tip, offer a broad choice to meet every requirement and demand. Free samples from the Semyr range are available.

PSI 45328 • Stilolinea S.R.L.
Tel +39 11 2236350 • info@stilolinea.it
www.stilolinea.it

Quality that sticks

Sticky notes from Geiger-Notes are **sustainable from start to finish**; they are manufactured in Germany using solvent-free adhesive. A number of sticky notes are also available in the green+blue version made from 100 per cent recycled paper. The Brüssel twin pack in the green+blue range comes in two sizes of sticky notes blocks made from recycled paper and a sticky flag set. The 4C promotional message is included on the sticky notes and the envelope. All recycling products from Geiger Notes are available under the green+blue brand from now on. The range is constantly being expanded, according to information from the manufacturer.

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





Production that protects resources

Made from 100 per cent recycled plastic, the customisable boxes for dental braces from Orthobasics are manufactured in-house. Printing is **possible in all Pantone colours**. The fitness bands and yoga mats from this vendor can also be customised. The fitness bands are made of 100 per cent natural latex, which is obtained by slitting the bark of rubber trees and is therefore a completely natural product. Only non-toxic dyes are used for colouring too. The fitness bands are pocket-sized and therefore ideal as give-aways or supplements for mailshots.

PSI 44438 • Orthobasics GmbH & Co KG
Tel +49 5924 7836739 • info@riverside-sport.de
www.riverside-web.com



Fresh and tasty ideas

The fresh CoolCaps from Papermints are growing in popularity, according to the vendor. A **new strawberry flavour** is now available in addition to the top-selling peppermint Papermints. The red colour of this milder strawberry flavour is already a hit with customers. CoolCaps are ideal for trade fairs, mailshots, events and as small give-aways. It goes without saying that individual promotional messages, designed to catch the eye, are possible.

PSI 60225 • Papermints S.A.
Tel +32 23520700 • info@papermints.be
www.papermints.eu



Sticky notes from the box

Sticky notes convey customised promotional messages and are ideal for boosting mailshots, as give-aways and much else. Geiger-Notes has expanded its range of these products with its Pop-Up Box. The sticky notes in the 100 × 72 millimetre format can be printed with an individual advertising message or are available in plain white in the 72 × 72 millimetre format. Both are now available in a cardboard box with pop-up sign. The box can be designed to customer wishes in 4C and has a **high-gloss outer coating**.

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

Advertising against a scenic backdrop of nature

Promotional calendars are among the absolute classics when it comes to tactile advertising media and they continue to grow in popularity year by year. A branded calendar from Athesia will keep the advertiser in focus 365 days of the year. The 2024 Outdoor & Adventure calendar depicts **captivating shots** of spectacular natural beauty. A month-by-month wall calendar comes in the 48 × 46 cm format. A promotional message is possible for orders of 50 and above, on each month's page too. Single packaging and individual worldwide shipping are offered.

PSI 44546 • Athesia Kalenderverlag GmbH
Tel +49 89 693378250 • katharina.ader@athesia-verlag.de
www.athesia-verlag.de





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www.pinsundmehr.de

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PSI No. 47814

www.lupenmaxx.de

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43144	FARE - Guenther Fassbender GmbH	035	60225	Papermints S. A.	031
	FKM - Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen	085	46925	Pins & mehr GmbH & Co. KG	KAB
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42020	mbw Vertriebsges. mbH	063	44970	Trigon Deutschland GmbH (ehemals SEMO Deutschland GmbH)	061
43410	Mister Bags GmbH	002/003	41848	uma Schreibgeräte Ullmann GmbH	027

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PSI Product Sourcing | Close to members

The PSI Product Sourcing team pays visits to supplier members at their companies upon request and gathers information about the latest products and developments. Just as easily, of course, PSI suppliers can also bring their most exciting items and on-trend products to PSI in Düsseldorf. The company **SIGG** has now also taken advantage of that opportunity. The Swiss drinking-bottle maker, which offers sustainable alternatives to the disposable PET bottle with its products, presented its novelties. Those also included the HELIA thermal cup. The recyclable cup is free of harmful chemicals such as BPA. It keeps cold drinks cool for up to 17 hours and hot drinks warm for up to three hours.



A look behind the scenes

Beyond the straightforward product presentation, Tanja Damrath, Sales Manager at SIGG Germany, explained how a piece of aluminium is turned into a drinking bottle. It all starts with an aluminium disc. Via a 600 tonne piston stroke along the piston, this is moulded into a cylinder. With the aid of up to 26 differently shaped mould modules, the cylinder is shaped into a bottle, which progresses through the modules until it reaches the final mould. Once the bottle

has achieved its iconic shape, the inside of the bottle is coated with interior lacquer in order to prevent direct contact between the liquids and the aluminium.

Contact PSI Product Sourcing

PSI suppliers who like the idea of either welcoming or visiting PSI Product Sourcing can simply write an e-mail to Astrid Langenstein's team: astrid.langenstein@rxgglobal.com or pick up the phone: +49 211 90191-333.



Exclusively for PSI Members | Free admission to the ASI Show and further extras

Broadening one's horizons is always beneficial. If there is the opportunity to do that within the industry and with a trip across the Pond – even better. Between 25 and 27 July 2023, the Advertising Specialty Institute (ASI) is organising its **ASI Show in Chicago**. PSI members wishing to **get acquainted with the growing North American promotional products market and its participants** can do so while enjoying special preferential conditions. The **ASI is offering PSI members free admission to the show** as well as to the events on Education Day and during the New Product Preview. This VIP access additionally comprises a free ticket for the ASI® Gala at the House of Blues as well as an invitation to the Counselor® Awards, at which the top 40 suppliers and distributors along with outstanding personalities in the promotional products industry receive distinctions. Moreover, PSI members get money back on one night's hotel accommodation if they attend on both days. For the remaining nights there are additional discounts and specially negotiated rates if the hotel has been booked via ConnecHons Housing.



Quick and easy registration for any PSI member wishing to attend the ASI Show in Chicago free of charge:

www.xpressreg.net/register/asic0723

Overview: over here!

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An industry in turbulent times – full of momentum and change

Before we start our short communication break for the summer, here is an update on what's coming up in the second half of the year – the next issue of the PSI Journal will appear at the beginning of September and we will report. Until then, we will continue to work on important topics for you. Because groundbreaking changes and the questions they provoke are occurring in all sectors and throughout society.

The great social consensus for more sustainability and an energy-efficient future has yet to be found. As the PSI, we aim to be one of the driving forces for our industry: We will benefit from the sustainability of our products if they meet the needs of customers, strengthen our image, increase cost and resource efficiency and have a positive impact on society. Sustainability is not only an ethical obligation, but clearly also a strategic opportunity for our sector.

Speaking of strategic opportunity: What is the impact of ChatGPT and AI, these innovations that are suddenly on everyone's lips? Do you use these tools? How is AI changing product sourcing? Will ChatGPT influence discovery and decision-making processes? These are questions that we will also discuss in the PSI 2024 support programme. Why? Because the wheel of time cannot be turned back. Fundamentally, we need to cultivate an openness to new technologies instead of burying our heads in the sand. Our curiosity and innovative strength as an industry will open up new markets for us! This means that we have to gather information, ask important questions and reconcile the answers with our own requirements and demands - in order to ultimately be able to profit from them.

A quick look at politics: Politics have to deal with many complex issues in addition to those of sustainability and energy transition. All the more reason for us to make sure that the concerns of our sector are not pushed into the background. That is why we are active, show presence, use existing contacts and continue to expand our network in politics - in Berlin and Brussels. And for that we have to want to change something together. Whether you are a supplier or a distributor, you are in demand and facing challenges. As the PSI, we will continue to develop our network, support each other and master new challenges. I am looking forward to this exciting time with you. All of us together.

And now a personal word to the newly elected Board of the GWW: I would like to extend my sincere congratulations to you and wish you a steady hand for any challenges to come. And to all my readers: I thank you very much for your loyal support and wish you a pleasant summer and relaxing holidays. See you.

Yours,



Petra Lassahn
Director PSI



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

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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Ecological and sustainable products

A large number of people have not yet sufficiently understood that our species is part of nature. Figuratively speaking, we are sawing the branch we are sitting on with man-made climate change. If we want to continue to exist on a livable earth in the future, it is high time for radical change in our consumption and business habits. Every step in an ecologically wise direction, no matter how small, makes a positive contribution, because many small "green" steps add up to a big one. Our industry has already largely taken this to heart and is increasingly relying on ecological and sustainable products – including vegan products. We present to you such advertising-friendly innovations from these segments. The other product theme "sweets and chocolate" consists of taste bud pleasers.

Please already start thinking now about your product presentations for the double issue of the PSI Journal October 2023, which is dedicated to the themes "Camping, Outdoor, Umbrellas, Tools and Knives" as well as "Health and Hygiene" and send your product suggestions (image and text) by 21 August 2023 at the latest to: Edit Line GmbH, Editorial Staff PSI Journal, e-mail: hoechemer@edit-line.de

GWW elections to the board

On 20 June, an extraordinary meeting of members of the German Promotional Products Association (GWW) took place in Wiesbaden. The executive board elections were the main item on the agenda, after four of the five members of the board resigned in the spring. We were on site to report to you about the course of events during the meeting.



GWW

Gesamtverband der
Werbeartikel-Wirtschaft e.V.

Where the sweet bears live ...



... where they originate and where they begin their advertising adventures – we recently paid a visit there. The home of this "bear company" is Herbolzheim, the headquarters of Kalfany Süße Werbung GmbH & Co. KG and production site of the fruit gum and candy assortment, where we convinced ourselves of the professional production process and seductive taste of these sweets.

Imprint



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