

► **PSI**

1/2023



SUPPLIER FINDER

www.psiproductfinder.de



TOP EUROPEAN SUPPLIERS CERTIFIED

NEW

FROHE WEIHNACHTEN - AVIREZ

Inlay recycle with paper
relnpapier

Lindt
SCHWEIZER MINTRE CHOCOLATERIE
SEIT 1845

NEW

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relnpapier

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A RECYCLING PRODUCT

CD LUX

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Catalog available now!

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ClimatePartner.com/13089-1903-1001

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Das Zeichen für verantwortungsvolle Waldbirtschaft
FSC® C112988 www.fsc.org

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NEW

Frohes Fest!

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relnpapier

Lindt
SCHWEIZER MINTRE CHOCOLATERIE
SEIT 1845

NEW

TONY'S CHOCOLONELY

Merry Christmas!

Inlay recycle with paper
relnpapier

FAIRTRADE

NEW

Meßmer

MADE OF 100% CARTON

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relnpapier

TIP

Grasspaper

Weihnachten

FAIRTRADE

Inlay recycle with paper
relnpapier

Sweet Give-Aways with eye-catching guarantee!

www.cd-lux.de

NEW

NICE TO SWEET YOU

Lindt HELLO

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relnpapier

TIP

Frohe Festtage

Seeger

Ritter Sport

NEW

NICE TO SWEET YOU

Meßmer

MADE OF 100% CARTON

NEW

Frohe Weihnachten

Lindt
SCHWEIZER MINTRE CHOCOLATERIE
SEIT 1845

NIEDERMA ER

Inlay recycle with paper
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Let's go



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

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

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

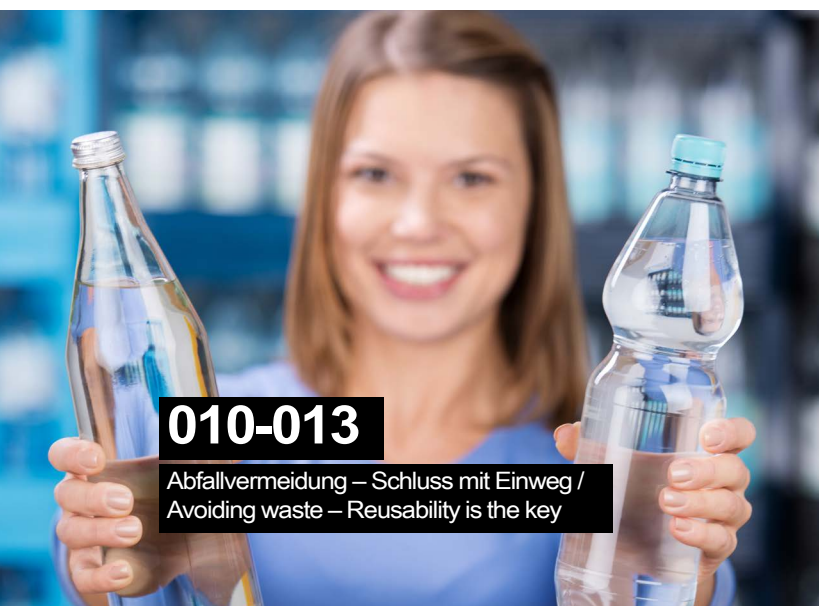
As an industry we have been through a lot in recent years and met the challenges. PSI 2023 was a success and demonstrated that we as an industry are coming out of the crisis stronger than before. For all the positive momentum, though, we do not intend to sugar-coat the situation: There continue to be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

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

Yours,

Petra Lassahn
Director PSI





010-013

Abfallvermeidung – Schluss mit Einweg /
Avoiding waste – Reusability is the key



025-044

Zertifikatsverzeichnis mit Lieferanten /
List of certificates with suppliers

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► TOP 150 Lieferanten des PSI Netzwerks /
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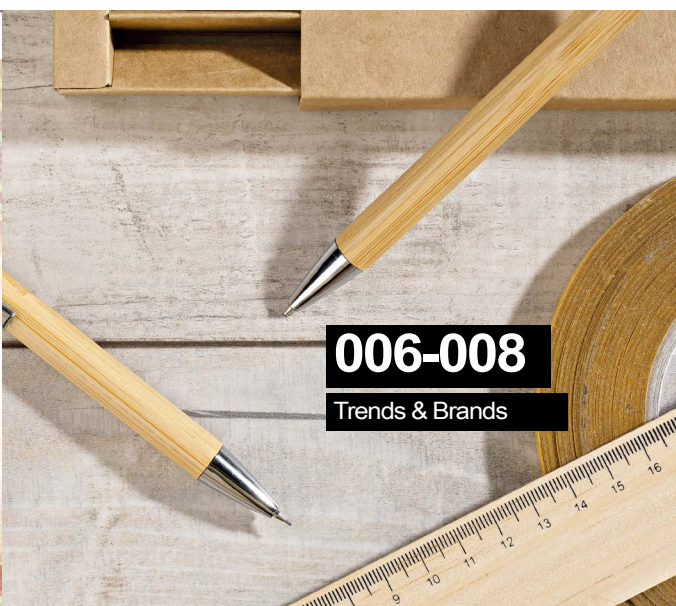
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REMARK TO THE GDPR

The distributor/supplier is obliged to take greatest care when handling personal data related to PSI obtained by that distributor/supplier as part of the business relationship, and to comply with the statutory provisions of the GDPR, in particular.



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HINWEIS ZUR DATENSCHUTZ- GRUNDVERORDNUNG DSGVO

Der Distributor/Supplier ist verpflichtet, bei dem Umgang mit personenbezogenen Daten, die der Distributor/Supplier anlässlich der Geschäftsbeziehung betreffend das PSI erlangt, höchste Sorgfalt walten zu lassen und die gesetzlichen Regelungen insbesondere der DSGVO einzuhalten.

Fourteen

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

Fifteen

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

Five

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

81 per cent

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

No. 1

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

55 per cent

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

Exhibition Centre Düsseldorf

9-11

JAN

24

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

Where cool
needs come
together
and hot
ideas 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

PSI

Built by



In the business of
building businesses

TREND: BACK TO NATURE



Natural summer cooling
Cork fan 'Nature'
B&W Werbeartikel GmbH
www.bw-import.at
PSI 44362



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



Naturally relaxing
Premium yoga mat (made from cork and renewable natural rubber, 100% recyclable)
Swabian Stil GmbH
www.swabian-stil.com
PSI 49863



Golden goal with a natural look
Slinky (football in a natural retro design)
Makito Promotional Products
www.makito.es
PSI 47096



Natural writing style
MAMBOO writing set (pen and retractable pencil; bamboo shaft)
Asgard Sp. z.o.o.
www.asgard.gifts
PSI 49556



LIVE EVENT

Konzeption – Planung – Visualisierung – Umsetzung

Messe

Kongress

Event

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Real meets Digital

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3D Showrooms

Digitale Messestände & Events



BRANDING

Werbetechnik

Gebäude & Fahrzeuge

Signage

POS

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In the business of
building businesses

TRENDS THAT REFLECT THE TIMES

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

Trend:

Asymmetric and geometric shapes

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

A lot of shine from a natural design

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

XXD GmbH
www.xxd.de
PSI 47734



Not only to warm your heart

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



A firm grip at all times

Durable porcelain mugs
Forty Four Promotions Co. Ltd.
www.44promotions.co.uk
PSI 60422



Coffee on wheels

Speedy mug
MAXIM Ceramics GmbH
www.maxim.com.de
PSI 46503



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