



PSI

PSI Journal

International Magazine
For Promotional
Products

August/September 2023

Volume 62

including
PSI 2024
exhibitor list

JOURNAL

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For Promotional
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Kalfany

75 years of sweet history
Peter Kasper

PSI 2024

Tradition and plenty of news

Product Guide

Sustainable, vegan products
Chocolate and sweets

Global Innovations

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Editorial

Market and Trade Show



he German market is especially significant for suppliers from other EU countries. This market is still sound, but it has, for many years, been slowed down by tax law and is not, by any means, as prosperous as it could be. Much to its cost, the promotional product is still defined as a gift by tax law and policy-makers. The details: promotional products below 10 Euro can be given to customers straightforwardly. Above 10 Euro, particular accounting complexity is required. Each gratuity must be recorded individually and separately. Generally, the promoter also takes on the 30 percent flat-rate tax, so that the recipient is not obliged to do so. Self-evidently, over the years, the segment of promotional products above 10 Euro has been dealt a severe blow and today, makes up only eight percent of the market. The market above 35 Euro, also because it cannot be claimed as business expenditure, is now minuscule.

Because this is the case, the German Promotional Products Association (GWW) has been campaigning against these restrictive rules since it was founded. There have often been glimmers of hope, but sadly, they have been repeatedly disappointed. Thanks to many contacts with business associations and after many political discussions, the GWW has managed to get the top associations in German business behind its campaign. They voice their support in a commentary on a draft bill by the finance ministry. In the commentary, the top associations demand that the promotional product, in future, be considered not as a gift, but as a form of promotion on an equal footing with other forms of promotion. To that end, they call for the value limit without the obligation to take records – because then, it's no longer a gift – to be raised to 50 Euro. Should policy-makers agree, that would be epoch-making progress and a clear market revival for the industry.

That would, of course, also be a boost for the PSI Trade Show, which is currently making great strides with an eye to 9 to 11 January 2024. As the public list of exhibitors demonstrates, virtually all renowned exhibitors – but many newcomers, too – are back on board after the Covid hiatus.

For the first time, the PSI has a partner country. The Netherlands marks the kick-off, a particularly lively market for promotional products. Another new feature is that all presentations in the supporting programme are going to be translated into English. After all, visitors from 75 countries came to the most recent PSI. I am already looking forward to seeing everyone again.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



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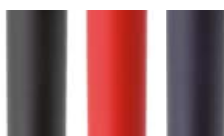
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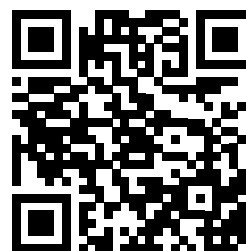
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TRENDS & BRANDS	6
MARKET RESEARCH	10
PSI 2024	
Traditions and many new features	12
Preliminary exhibitor list	14
FOCUS	
Creativity in the Christmas business: Saving the best for last	24
PRODUCT GUIDE	
Ecological, sustainable, and vegan products	34
INDUSTRY	
Companies, Events, Markets	68
Global Innovations: Innovative material compostable at home	80
From canvas printing to a global business	82
Cybergroup BeachCup 2023: Sun, fun and smashing industry stars	84
PRODUCT GUIDE	
Chocolate and sweets	86
COMPANY	
75 years of Kalfany: Where the sweet bears live	94
BUSINESS	
ZAW: Subdued mood despite slight growth	98
PRODUCT GUIDE	
Innovative Products	102
MYPsi	106
OPINION	110
PREVIEW – IMPRINT	112



Traditions and many new features

12

The PSI 2024 is regaining its former strength. Nearly all prominent exhibitors are on board again and many new ones are heading to Düsseldorf as well. For the first time, the PSI will be presenting a partner country: The Netherlands – very creative and very exciting. As always, international associations will be there.

Saving the best for last

24

As always, the year-end business casts its shadow in midsummer. Creativity and professionalism are particularly important now. The industry has this and much more to offer and is convinced that we can successfully end the year. The signs for doing so look good.



Sustainable, vegan, sweet

34

The industry is increasingly relying on ecological and sustainable products – including vegan products. From page 34 on, we introduce a selection of suitable items. Even vegan examples, but, of course, not only, are presented within the range of sweets and chocolate. What they all have in common: They advertise with multiple senses.



New and compostable at home

80

Global Innovations Germany is widening its sustainability strategy and has now taken a significant step forward towards realising its vision. One corporate division is currently focusing on developing soil-compostable household products with no residues of microplastic.



Interdependency as a Macro-Trend in 2024

The trend forecasting firm Worth Global Style Network (WGSN) has identified six macro-trends for 2024 that will change business life in general. Tristan Thibodeau, the founder of Wild Womn Haus, a full-service agency for brand strategy and design, has taken a closer look and deduced how brands (companies) can implement these trends in their everyday business routine. The firm has identified an aspect that spans all trends: interdependency (wildwomnhaus.com, '2024 Macro Trends: How Business Will Be Changing'). Here, we look at three of the six macro-trends and Tristan Thibodeau's suggestions for taking action, which could also be relevant to the promotional product industry.



Emphasis on Care

A culture of care is fundamental for people's well-being and mental health. In our everyday lives, this means turning to anything that reduces stress and frees the mind. This includes offering and accepting support – mentally and through technical gadgets like wearables.

#savetheplanet

Another trend is that people are turning away from 'fast fashion' and embracing sustainable and environmentally-friendly brands that come from different supply sources and supply chains. A movement is emerging: People are moving away from merely avoiding damage and towards taking meaningful ecological action such as reforestation. For everyday business, this can mean relying on suppliers that are environmentally-conscious, using biodegradable packaging and creating 'regenerating' incentives for customers such as: 'We plant a tree for every order we receive'.



New narrative or: rewriting your own history

This trend concerns the key question: What can we do to position ourselves better for the future? For everyday business, this means ensuring crisis-proof supply chains through diverse material sourcing, thinking more locally than globally in procurement and focusing more on real-life experiences again.



Every product tells a story.



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The 'mishmash x prodir' collection comes in a range of sizes and formats, from the MM01, which slips easily into a handbag, through the A5 soft cover MM02. To emphasize the high-quality near-natural look and feel of our notebooks, we always use relief branding. Made in Portugal.

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Customer Experience - the Key to Success

Products and services are becoming more and more interchangeable. The pressure on competitors is increasing. Therefore, it is vital for companies to define unique selling propositions and position themselves through these USPs. Customer experiences and consumer experiences are gaining more and more importance in an experience-oriented society and can make a decisive difference when it comes to success. In the Gabler business encyclopaedia, customer experience is even interpreted as a 'central dimension of the market'. Deloitte, a provider of auditing, tax consultancy, business consulting and financial advisory services, has named the customer experience the most important differentiator for businesses and sees it in terms of 'orchestrating positive experiences'. Here, we address three steps that could be interesting for companies in the promotional product industry. After all, the customer experience is much more than just a trend. The full article 'Das Erlebnis macht den Unterschied: Customer Experience als Schlüssel zum Erfolg von morgen' is available to review in detail on the Deloitte website and includes Deloitte's recommended actions: www2.deloitte.com.

Step 1

The 'why' or the strategy

According to Deloitte, the customer experience should be firmly anchored in the company's strategy. Their recommendation: key brand concepts, future-oriented marketing and the customer experience are also essential in the B2B sector. A brand must be positioned in different emotional dimensions for customers to have a positive experience.

The 'what' or the measures

The touch-points along the customer journey are important, in other words, identifying the points of contact a company or brand has with its customers or suppliers and assessing their relevance to their customer's experience. In the process, Deloitte emphasises 'the synergy of experience value (customer interaction and satisfaction) and business value (advertising, sales and costs)'.

Step 2

Step 3

The 'who' or organisation

Customer experience management must be wanted and supported by the company's management in order to create successful customer experiences. According to Deloitte, this includes 'consciously designed and cultivated corporate culture' and winning over and involving employees in the process.

A green hoodie with a drawstring and a green cord with a green plug.

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Market research

3 reasons

Based on a guest article by Philippa Snare from adtech specialist The Trade Desk, the magazine *absatzwirtschaft* has outlined three reasons why investing in marketing and advertising is worthwhile, especially in times of crisis.

1. A good opportunity to gain market shares

Just because consumers are spending less does not mean that they are consuming fewer advertisements. The opportunity for marketing managers: if competitors spend less, your own chances of increasing your share of voice increase. With the same budget and less effort, these companies can generate more attention.

2. Optimising the budget with data-driven strategies

With a data-driven approach, marketing managers can identify where their opportunities lie and align and optimise the entire multi-channel experience accordingly. In times of economic decline, data-driven analysis tools are more important than ever, because consumers act differently, according to *absatzwirtschaft*.

3. Long-term growth with the same expenses

Businesses need to take a long-term view of the advantages of marketing in times of crisis: those who consistently invest in marketing can significantly enhance their own visibility in comparison to more cost-saving competitors.

www.absatzwirtschaft.de, "Warum Unternehmen in harten Zeiten in Werbung investieren sollten"

Great Britain's exports to the EU are 23 per cent lower and imports from the EU 13 per cent lower than they would have been if the country were still an EU member. This is the result of analyses conducted by the economics professor, Jun Du, from Aston University in Birmingham. The German Chamber of Commerce and Industry calls Brexit an "economic disaster for both sides of the Channel". While Great Britain was still Germany's fifth most important trading partner before Brexit, it is now no longer even among the top ten. The forecast for Great Britain is not good: The independent British supervisory authority OBR assumes that long-term productivity in the country will be four per cent lower than it would be without Brexit. www.tagesschau.de, "Großbritannien pfeift aus dem letzten Loch"

Economic disaster – on both sides of the Channel



26%

of the Gen Z respondents surveyed for a current MarketCast study by SuperAwesome indicated that social media is the best platform to reach them with advertisements. Sixty-four per cent of respondents do without ad blockers and 60 per cent stated that they generally like advertisements. However, the Gen Z has high demands with regard to brands and advertising: 64 per cent of respondents wish for brands to create a unique online experience and 61 per cent demand more credibility. www.absatzwirtschaft.de, "Gen Z: 6 out of 10 mögen Werbung"

When brands are damaged



Almost one-fifth of 18 to 24 year-old Germans (19 per cent) say that they lose trust in brands that are associated with controversial social media influencers and will probably purchase fewer products from these brands in the future. By contrast, this is less frequently the case for consumers between 45 and 54 years as well as the age group 55 + (16 and 17 per cent respectively). This was revealed by a current YouGov study. It

is interesting in this regard that nearly one quarter of the Gen Z (18 to 24 years) would indeed lose trust in the brand after an influencer scandal (24 per cent), but would still buy the concerned products. Twenty-two per cent of 35 to 44-year olds would also act accordingly. The age group 44 to 54 would least frequently do so (11 per cent). <https://yougov.de>, "Influencer-Skandale beschädigen Vertrauen in Marken"

The International Monetary Fund (IMF) forecasts for China, the second largest economy in the world, 5.2 per cent growth for this year. However, the Chinese economy is suffering from a lack of demand. According to tagesschau.de, it is facing deflation, which is already noticeable among Chinese industries. According to data from the National Bureau of Statistics of China, corporate profits are 16.8 per cent lower than in the first six months of 2022. Interestingly, the profits of state enterprises fell by 21 per cent, while those of private companies only fell by 13.5 per cent. Although an improvement is in sight, "people are not exactly optimistic in the boardrooms of smaller and mid-sized businesses as well as large and state dominated industrial firms with regard future prospects", reports tagesschau.de. The state Purchasing Manager Index (PMI) for the manufacturing sector of large and state dominated industrial firms indeed slightly increased to 49.3 points in July, but is still below the important mark of 50, which signalsises growth. tagesschau.de, "Wie China die Flaute überwinden will"

China's economic slowdown

When it comes to the use of **artificial intelligence**, German companies are reacting differently. This was the result of an economic survey by the ifo Institute. According to the study, 13.3 per cent of companies currently already use artificial intelligence, while 9.2 per cent plan to use it. An additional 36.7 per cent of businesses are discussing potential scenarios for its use. One of three industrial firms already uses it. In the service and trade sectors, this figure amounts to around 20 per cent. AI is currently not an issue for around 40 per cent of companies in Germany. www.ifo.de



The PSI 2024 is regaining its former strength. Nearly all prominent exhibitors are on board again and many new ones are heading to Düsseldorf as well. For the first time, the PSI will be presenting a partner country: The Netherlands – very creative and very exciting. As always, international associations will be there.

PSI 2024: Traditions and many new features

It is back: The PSI Night



Let us start with what very many members wished for in surveys – the PSI Night. It will take place again on the first day of the trade show in the “Nachtresidenz” in Düsseldorf. And there is also something new to report: visitors and exhibitors can purchase two types of tickets for employees and/or customers: an “event ticket” for a wonderful and classy dinner starting at 7pm with a party afterwards or an “only party ticket” for after 10pm. In addition, the “Promo Alliance” consisting of ASI (USA), Sourcing City (UK) and the PSI invites friends and partners to a reception there.

The PSI now with a partner country

An additional new feature at the PSI 2024: for the first time, a partner country will be presented at the trade show. The Netherlands were selected for the premiere. No surprise, considering that it is one of the most creative and interesting markets – and one might say that it traditionally is very close to the leading European trade show. There will be many product presentations and events related to the guest country. There is reason for excitement.

Practical knowledge at the PSI Forum

The extensive programme of talks at the PSI Forum is also something to be excited about. The details will be revealed in September. It will be a mixture of knowledgeable themes of practical relevance. The range of topics spans from legal issues such as product liability, supply chain laws and marketability on to digital themes such as social media, marketing support and artificial intelligence as well as ecological sustainability and product refinement. A colourful potpourri of professional expertise. All talks will be translated into English. In 2024, there will also be very many talks by international speakers.

New media as a key part of the programme

There will also be PSI Live TV again, where exhibitors can present their products and ideas in short clips. The videos will be posted on various channels. New in 2024: there will be full service video production by Media Solutions by RX for the first time. This service will be presented elsewhere.

There will also be a special refinement show "Ready for the Museum". This involves products, which were specially created for the popular shops in museums all over the world. Products designed at the PSI are presented in a museum shop specially set up at the trade show. Visitors may also buy products for donations for a good cause there.

Textile products with "fashion flash mobs"

Textiles will also be a dominant theme at the PSI 2024. After all, around 60 per cent of the visitors are interested in textiles according to surveys. In addition to the exhibiting brands, the top theme will be addressed at the Textile Village and by various fashion flash mobs. These are spontaneous appearances by models presenting new products from the world of fashion and merchandising.

And last but not least, because word has already spread: the PSI is regaining its former strength in terms of exhibitors as well. All big names will be there again from 9 to 11 January, 2024. The index of exhibitors is already more than impressive (listed on pages 14 to 25). <

Petra Lassahn – Three questions, three answers



What's the mood after the summer break?

There was no real summer break for either me or my team. We've been setting up and redevising lots of things for PSI 2024 in a completely new way.

Is there anything you can reveal to us now?

Of course! We have expanded the supporting programme entirely based on real-life practice – even speakers and presentations will be more international. For the first time, the PSI has a partner country, a close neighbour. For those, who will be in Düsseldorf, the Community Café will

offer a time travel through the history of promotional products and merchandising. An exhibition that will be probably unique in the world. Especially good to see: Almost all PSI exhibitors from pre-Covid times are back, and have been joined by many new ones. We'll be providing information about the digital and the sustainable, about textiles and now printing techniques. And there will be a few exclusive surprises at the PSI too.

It's also a surprise that PSI itself is now getting more involved in political work again.

We have more than 5000 members, who expect to see us represent their interests in that arena too. We are able, and obligation, to take this task in hand. We're talking to policymakers in Berlin, we've got our own office there, but also to MEPs – and we're getting heard. The topics are always kept within the scope of what the industry has been demanding from policymakers for a long time.

Digital & In Motion: Video production as a new PSI Full Service

Exhibitors at the PSI 2024 can benefit for the first time from full service video production from RX. Highly professional video production enables you to make a two-hour film of your trade show stand, guests, products and the entire event. You can also expand it to include your company, journalistic storytelling as well as a successful company portrait. Altogether, there are three formats in which the videos can be made and booked. Our experience in the event film and trade show segment guarantees you an unbeatable add-on to your trade show appearance.

The videos are adapted to your channels, but also distributed on social media platforms from PSI and RX and supported by advertising. What you need to know: "Digital marketing only really becomes effective and target-oriented with videos". Social media and search engines simply love videos", emphasises Anja Späker, director of media solutions by RX. She is also responsible for production. Those who wish to learn more may contact her: anja.spaecker@rxglobal.com.



Anja Späker

9-11

JAN

24

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

Exhibition Centre Düsseldorf

G·S·A

PRELIMINARY EXHIBITOR LIST OF THE PSI 2024 BY REGIONS

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60674	ACT Card & Promotion GmbH, Germany	www.actcard.de	9B67
44329	aditan GmbH, Germany	www.aditan.de	10L38
45448	Aetzkunst GmbH & Co. KG, Germany	www.aetzkunst.de	9B32
45590	aloga gmbh, Germany	www.aloga-europe.de	10D27
60639	Apres Allstars GbR, Germany	www.apres-allstars.com	9D42
45434	Bartl GmbH, Germany	www.bartlgmbh.com	10C66
43602	Bauer GmbH Bandweberei, Germany	www.bauer-bandweberei.de	9E65
60708	Beefree - Plastikfreies Leben, Germany	www.beefree-plastikfrei.de	9G74
60668	BEMAG Sascha Behrendt, Germany		9H64
48159	Beutler Packaging GmbH, Germany		9E67
46905	Brauns-Heitmann GmbH & Co. KG, Germany	www.xmas-logo.de	9C04
n/a	BYSELINI UG (haftungsbeschränkt), Germany		9A63
49960	Campo Sportivo GmbH, Germany	www.artiva-sports.com	9E25
45140	Carry Products GmbH, Germany	www.carrybottles.com	9C58
43811	CDH Computer Division Heinemann GmbH, Germany	www.cdh.info	10F65
60667	Cintanlar Tekstil Sanayi ve Ticaret Ltd Sti, Germany	www.cintanlartekstil.com	9F26
60181	Confiserie Möhlenkamp OHG, Germany	www.confiserie-moehlenkamp.de	9F69
47376	CosmoShop GmbH, Germany	www.werbemittelshop.de	9G68
42819	Daiber Gustav GmbH, Germany	www.daiber.de	10G37-02
60589	Delikatessenwinkel GbR, Germany	www.delikatessenwinkel.de	9H08
60706	Display Max GmbH, Germany	www.display-max.com	9H68
40723	DOM POLYMER-TECHNIK GMBH, Germany	www.dom-pt.com	10G56
41752	doppler H. Würflingsdobler GmbH, Germany	www.dopplerschirme.com	10A46
44886	DreiMeister Spezialitäten, Germany	www.dreimeister.de	9A37
60569	Durable Hunke & Jochheim GmbH & Co. KG, Germany	www.durable.de	10G58
47300	Easy Gifts GmbH, Germany	www.easygifts.de	10F35
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	10F55
41369	elasto GmbH & Co. KG, Germany	www.elasto.de	10L49
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Germany	www.eurostyle.eu	10E35
43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10G37-01
42743	FOL International GmbH, Germany	www.fruitoftheloom.eu	10G26-04
60571	frunol delicia GmbH, Germany	www.frunol-delicia.de	9A44
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
45737	Giving Europe GmbH, Germany		10D52
46626	Global Innovations Germany GmbH & Co. KG, Germany	www.globalinnovations.de	9D78
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	www.goki.eu	10A71
48623	GSE gGmbH, Germany	www.gse-essen.de	9C39
46944	Gutting Pfalznudel GmbH, Germany	www.pfalznudel.de	9C03
45666	Halfar System GmbH, Germany	www.halfar.com	10G37-03

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60517	HalmBrüder GmbH, Germany	www.halmbrueder.de	9H61
43749	HALM Straws GmbH, Germany	www.halm.co	9B71
44954	happy ROSS GmbH, Germany	www.happyross.de/wm	10A21
46612	Hellma Gastronomie-Service GmbH, Germany	www.hellma.de	9H44
44145	helo®, Germany	www.heckelmann.com	9H24
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	www.hepla.de	10A49
41016	Heri-Rigoni GmbH, Germany	www.emotion-factory.com	9G48
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
60663	Hugo Frosch GmbH, Germany	www.hugo-frosch.de	9H67
46478	Hultafors Group Germany GmbH, Germany	www.hultaforsgroup.de	10B34
49880	Inkcups Europe GmbH, Germany	www.inkcups.com	10E62
42907	Inspirion GmbH, Germany	www.inspirion.eu/de	9H48
80405	interfon adress GmbH, Germany	www.interfon-adress.de	9E75
60671	IP Adelt GmbH, Germany	www.adelt-ideen.de	9B65
41990	Joytex GmbH & Co. KG, Germany	www.joytex.de	10A62
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
60686	keeper GmbH, Germany	www.keeper.de	10C50
46131	KHK GmbH, Germany	www.lipcare-werbemittel.de	10H56
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
60471	Kingstar Technologie GmbH, Germany	www.ikingstar.com	9D45
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, 10D50-01
14047	Lautus Werbemittel GmbH, Germany	www.lautus-shop.de	9B66
49644	LEONARDO, Germany	www.leonardo.de	10D49
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany	www.leuchtturm1917.de	10D18
46104	logolini Präsente, Germany	www.logolini.com	9B22
60700	MAGMA Heimtex Erich Hargesheimer e.K., Germany	www.magma-heimtex.de	9B69
41617	MAGNA sweets GmbH, Germany	www.magna-sweets.de	10G50
44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de	9E47
60609	Max Wagner GmbH, Germany	www.rollink-koffer.de	10F60
42020	mbw Vertriebsges. mbH, Germany	www.mbw.sh	10G37-04
43927	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
43410	Mister Bags GmbH, Germany	www.misterbags.de	10G38
49044	modico GmbH & Co KG, Germany	www.modico-graphics.de	9C08
47774	Müller Werbemittel GmbH & Co. KG, Germany	www.mueller-online.de	10B66
45974	Multiflower GmbH, Germany	www.multiflower.de	10C35
60704	mymuesli AG, Germany	www.mymuesli.com	9H32
49948	Myrix GmbH, Germany	www.myrix.de	10L38
60551	New Idea Crafts GmbH, Germany	www.newideacrafts.de	9C36



9-11

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PSI No.	Exhibitor	Web	Booth
80075	Offene Systeme Software!, Germany	www.offene-systeme.de	10B48
47378	Paper + Design GmbH, Germany	www.paper-design.de	10G60
45999	PASSATGUMMI, Germany	www.passatgummi.de	9H16
60613	Peter BODUM® GmbH, Germany	www.bodum.com	9D66
46925	Pins & mehr GmbH & Co. KG, Germany	www.pinsundmehr.de	9D41
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	10C49
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9H51
46355	Promidata GmbH, Germany	www.promidata.com	10K41
60608	Promix Clean GmbH, Germany	www.promixclean.com	9C65
42487	REFLECTS GMBH, Germany	www.reflects.com	10L38
42130	Regine IQtrim GmbH, Germany	www.regineiqpromo.com	9C73
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	www.reisenthel.com	10C36
60578	Relaxound GmbH, Germany	www.relaxound.com	9F22
40884	Richartz GmbH, Germany	www.richartz.com	10D56
44940	RICOLOR MK-Haushaltswaren, Germany	www.ricolor.de	9C30
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	9H49
60622	Rominox GmbH, Germany	www.rominox.de	9B62
60448	Rommelsbacher ElektroHausgeräte GmbH, Germany	www.rommelsbacher.de	9E45
60536	Salzmann GmbH, Germany	www.salzmann.eu	9D37
46551	Sanders Imagetools GmbH & Co. KG, Germany	www.imagetools.com	10G50
46903	Schäfer Promotion GmbH, Germany	www.schaefer-global.com	10C62
43416	Schneider Schreibgeräte GmbH, Germany	www.schneiderpen-promotion.com	9H47
41838	SENATOR GmbH, Germany	www.senator.com	10B12
60588	sigikid H. Scharrer & Koch GmbH & Co. KG, Germany	www.sigikid.de	9A66
47022	SI POS GmbH & Co. KG, Germany	www.si-pos.de	9G45
49550	SKARPETA GmbH, Germany	www.skarpetta.eu	10G55
60203	snagger GmbH, Germany	www.snagger-germany.com	9C60
45567	SND Porzellanmanufaktur GmbH, Germany	www.snd-porzellan.de	10G37-05
47752	SOCCER FIRST, Germany	www.soccerfirst.de	9F71
47677	Sopp Industrie GmbH, Germany	www.sopp-industrie.de	10C39
44120	Sport Böckmann GmbH, Germany	www.sport-boeckmann.de	10B70
41462	Spranz GmbH, Germany	www.spranz.de	10A31, 10A32
43287	STABILO Promotion Products GmbH & Co. KG, Germany	www.stabilo-promotion.com	9H31
41108	STAEDTLER Mars GmbH & Co. KG, Germany	www.staedtler-promotional.de	10D51
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	www.contento.com	9E26
60701	Strax GmbH, Germany	www.strax.com	9B72
41032	Suthor Papierverarbeitung, Germany	www.suthor.de	9H10
44574	Take2-Design GmbH & Co. KG, Germany	www.take2-design.de	10A26
60698	Tapobit GmbH, Germany	www.tapobit.link	9B68
49090	TDJ Stadtgärtner GmbH, Germany	www.diestadtgaertner.de	9C59
43817	TechnoTrade, Germany	www.technotrade-berlin.de	9H28
48161	Tessloff Verlag Ragnar Tessloff GmbH & Co. KG, Germany	www.tessloff.com	10H45
41875	TFA Dostmann GmbH & Co KG, Germany	www.tfa-dostmann.de	10A17
47317	tobra GmbH & Co. KG, Germany	www.tobra.io	10F20
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E66
49563	Trendy Sport GmbH & Co.KG, Germany	www.trendy-sport.eu	9A29
44970	Trigon Deutschland GmbH, Germany	www.semo.de	9D36

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46311	TROIKA Germany GmbH, Germany	www.troika.de/business	10A35
47804	Trotec Laser Deutschland GmbH, Germany	www.troteclaser.com	9A26
41848	uma Schreibgeräte, Germany	www.uma-pen.com	10E52
60554	VOITED Adventure GmbH, Germany	www.voited.eu	9E35
60497	Vonmählen GmbH, Germany	b2b.vonmaehlen.com	9G40
44685	WAGUS GmbH, Germany	www.wagus.de	9G03
41594	Walz GmbH & Co.KG, Germany	www.walz-ulm.de	9E48
45180	WIRmachenDRUCK GmbH, Germany	www.wir-machen-druck.de	10H35
60676	Yang GmbH, Germany	www.yangspatch.com	9H71
60696	yourbujo, Germany	www.yourbujo.com	9C71
60630	Zebratex Fashion&Merch GmbH, Germany	www.zebratexfashion-merch.de	10E43
45956	burger pen AG, Switzerland	www.burgerswisspen.com	10H38
42332	Pagani Pens SA, Switzerland	www.prodir.com	10L36
49099	SIGG Switzerland Bottles AG, Switzerland	www.sigg.com	10F18
n/a	Swiss Mountain Hand Bags ABC GmbH, Switzerland		9H57
44281	VICTORINOX AG, Switzerland	www.victorinox.com	10G35
60491	BILLY the Clip Verwertungs GmbH, Austria	www.billytheclip.com	9A36
60424	FreeWings / FIBS, Austria	www.fi-bs.com	9C66
46235	HERKA GmbH, Austria	www.herka-frottier.at	10G36
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	www.kleen-tex.eu	10D26
41565	KP Plattner GmbH, Austria	www.kp-plattner.at	10B20
49872	Landgarten GmbH & Co. KG, Austria	www.landgarten.at	10A60
47225	LIP Handelsgesellschaft GmbH, Austria	www.liquidideas.eu	9G57
60451	RINAMA GmbH, Austria	www.rinama.at	10D12
60684	TexAd GmbH, Austria	www.texad.at	9B63

BENELUX

PSI No.	Exhibitor	Web	Booth
45194	ARA NV, Belgium	www.ara.be	9E32
48045	B-TOKEN BVBA, Belgium	www.b-token.eu	9B38
49663	Orakel bvba, Belgium		9B36
60225	Papermints S. A., Belgium	papermints.eu/logo-products	9F74
60496	Product Media Group BV, Belgium	www.productmedia.group	9H07
60490	Purple Mustard Europe NV, Belgium	www.purplemustard.eu	9C35

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PSI No.	Exhibitor	Web	Booth
	 We are happy to welcome the Netherlands as country of honor and the following Dutch exhibitors at PSI 2024!		
47506	Condom Message, The Netherlands	www.condommessage.com	9F03
49118	Eurobottle B.V., The Netherlands	www.eurobottle.nl	9E56
17344	FF-PACKAGING BV, The Netherlands	www.fenfverpakkingen.nl	9C69
43492	Gifts with Impact B.V., The Netherlands	www.giftswithimpact.nl	9D76
48277	Green Earth Products, The Netherlands	www.greenearthproducts.eu	10E18
44894	Intermed Asia Ltd., The Netherlands	www.intermedasia.com	10D29
60548	Marvin's BV, The Netherlands	www.marvinsnl.com	9H22
49997	MIZU Europe BV, The Netherlands	www.mizulife.eu	9F29
60439	MOYU BV, The Netherlands	www.moyu-notebooks.com	9E68
60530	Nomenta Industries International B. V., The Netherlands	www.kooduu.com	10F54
60086	Premium Square Europe B.V., The Netherlands	www.premium-square.com	10D25
60673	Songze Europe B.V., The Netherlands	www.zjsongze.com	9F67
60687	SooBluu VOF, The Netherlands		9F73
60155	Sunware BV, The Netherlands	www.sunware.nl	9A43
45767	Tacx B.V., The Netherlands	www.bottlepromotions.nl	9H11
60188	The Great Wall International Trading B.V., The Netherlands	www.greatwallpromo.com	9E66
16713	Tiger Concept B.V., The Netherlands	www.tigerconcept.nl	9C64
40717	Toppoint B.V., The Netherlands	www.toppoint.com	10L56
60574	Treebytree BV, The Netherlands	www.treebytree.earth	10L55
60125	UBG Promotional BV, The Netherlands	www.ubgpromotional.com	10C57
60184	Valenta International B.V., The Netherlands	www.valenta.com	9A70
60682	Wicked Wood Games, The Netherlands	www.wickedwoodgames.com	9C61
49918	Xapron B.V., The Netherlands	www.xapron.com	9A64
42772	xd connects, The Netherlands	www.xdconnects.com	10A61

EUROPE (EXCLUDING GSA & BENELUX)

PSI No.	Exhibitor	Web	Booth
47094	Extrapack OOD, Bulgaria	www.bags.bg	10G19
60705	Invictus 1928 Ltd., Bulgaria	www.invictus1928.com	9E74
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	10D16
60688	Printer.BG EOOD, Bulgaria	www.printer.bg	9G71
43581	Croatian umbrella Ltd, Croatia	www.croatiumbrealla.com	10B32
49601	Adore s.r.o., Czechia	www.adorepen.eu	10C56
48718	BOHEMIA SPORT, spol. s.r.o., Czechia	www.bohemia-sport.cz	10D19
60678	G. Benedikt Karlovy Vary s.r.o., Czechia		10B30
47265	GRASPO CZ, a.s., Czechia	www.graspo.com	9F25

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PSI No.	Exhibitor	Web	Booth
43439	Miiego A/S, Denmark	miiego.com	9C26
45411	Neutral.com, Denmark	www.neutral.com	10D36, EN01
42713	POUL WILLUMSEN P/S, Denmark	www.poul-willumsen.com	9C21
48273	Retap ApS, Denmark	www.retap.dk	9B26
60084	SACKit ApS, Denmark	sackitshop.de	10B13
49704	European Sourcing Sarl, France		10C55
45457	Lexon SAS, France	www.lexon-design.com	10F27
45753	Anda Present Ltd., Hungary	www.andapresent.hu	10A50
45829	Goldstar- Europe, Ireland	www.simplygoldstar.com	9C56
60187	Brevetti WAF S.r.l., Italy	www.brevettiwaf.it	9E39
60689	Espa srl, Italy	www.espaitalia.it	10G44
48519	Finardi Milena SRL, Italy	www.promotionalstrawhats.com	10B68
n/a	Get Impressed srl, Italy		9E07
41734	giuseppe di natale spa, Italy	www.dinatalestyle.com	10B18
n/a	GPS BAGS SPA, Italy	www.gpsbags.com	10F68
49315	MARNATI SAS, Italy	www.laboratorisantamarta.com	10A28
60546	Mat.en S.r.l., Italy	www.mat-en.com	9A72
41680	METRICA SPA, Italy	www.metrica.it	9A33
60693	Promoself srl, Italy	www.arkdisplay.it	9C38
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	www.rowekeyholders.com	9B40
43807	SIPEC S.P.A., Italy	www.sipec.com	10B50
60489	TEXmarket GmbH, Italy	www.texmarket.it + www.texmarketsports.com	10B59
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	9H15
60697	Novaton DOOEL Skopje, Macedonia	www.novatongroup.com	9E77
49009	12M, Poland	www.12m.eu	9A38
60572	ABERO Sp. z o.o., Poland	www.abero.pl	9D44
60606	Aldef Global Ana Luisa de Sousa Francisco, Poland	www.aldefglobal.com	9E70
49719	AMGS GROUP JERZ I GIGOLÓ SPÓŁKA KOMANDYTOWA, Poland	www.amgsgroup.com	10A13
46148	ATUT & PRIMAR s.c, Poland	www.atut-primar.pl	9B58
49413	AVANT Fabryka Porcelitu, Poland	www.avant.pl	9B56
46204	Axpol Trading Sp. z o.o, Poland	www.axpol.com.pl	9C32
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9D04
60666	BEEPAC SP. Z O.O., Poland	www.beepack.pl	9D63
60556	Bombacio Sp. z o.o., Poland	www.bombacio.eu	9H69
60619	Citron Group Sp. z o.o. Sp. K, Poland	www.citrongroup.eu	10D44
43968	CRUX Sp.j., Poland	www.crux.pl	10B61
45720	DreamPen Producer of Ballpens, Poland	www.dreampen.com	10A36
48996	ELITA S.J. Krzysztof Staszałek i Mateusz Staszałek, Poland	www.lanyardsonline.de	10H55
47960	Feniks Sp. z o. o., Poland	www.feniks.biz.pl	9B12
60474	Filmar Factory Sp. z o.o., Poland	filmarfactory.eu	10C40
47052	GIFT STAR, Poland	www.giftstar.pl	9A67
45192	Glasmark Sp. z o.o., Poland	www.glasmark.pl	9E22
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J, Poland	www.headwear.com.pl	9C28
49171	Lanyard.pro Allers Grupa sp. z o.o., Poland	www.lanyard.pro	9H19



9-11

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PSI No.	Exhibitor	Web	Booth
60665	Lema3D Sp. z o.o., Poland	www.lema3d.pl	10B58
49181	MART'S BAGS, Poland	www.martsbags.com	10C44
49006	Mart Ceramic sp. z o.o., Poland	www.mart-mugs.com	10B25
60454	Mousepad24.eu, Poland	www.podkladki24.pl	9G72
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	www.noex.com.pl	9A35
46403	NOTEDECO Spółka z ograniczoną, Poland	www.notesy.pl	10C43
49402	Polskie Karty sp. z o.o., Poland	www.plasticcards.zone	9E44
44057	P.P.H.U LEZAKOWO, Poland	www.lezakowo.pl	10E28
46124	PromoNotes Sp. z o.o., Poland	www.promonotes.eu	10D42
60566	P.W. DOMAR Dominik Markocki - WHITEBOX, Poland	www.whitebox.pl	9D64
60235	REFLOACTIVE Sp. z o.o., Poland	www.refloactive.com	10B28
49516	SANDEX.PL SP. Z O.O., Poland	www.sandex.com.pl	10B56
45297	SDX Group sp. z o.o., Poland	www.sdxgroup.pl	10D43
46325	SŁODKIE Ltd., Poland	www.slodkie.eu	10B26
47019	SPÓLNOTA - Drzewna, Poland	www.spolnota.pl	10H63
60681	Teabag, Poland	www.teabag.pl	9B64
48418	Ted Gifted, Poland	www.tedgifted.com	9D03
60443	TOMADEx S.C., Poland	sox.zone	10D61
60664	TOPQ Bucior Bukowski Sp. J., Poland	www.topq.pl	9E55
60558	Universe Print Mariusz Baranowski, Poland	www.universeproduction.com	9H23
n/a	USB System Sp. z o.o. Sp.k., Poland		10D62
46622	Viva-Plus II Firma Handlowa, Poland	www.vivaplus.pl	9F63
60452	Wooden World sp. z o.o., Poland	www.woodenworld.eu	9C43
60685	Brand New Lab - Peppery Sound, Lda, Portugal	www.brandnewlab.com	9G73
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com	10G22
60009	Plastdiversity, Lda, Portugal	www.plastdiversity.com	9E79
49967	MEDIACONCEPT SRL, Romania	www.media-concept.ro	9G07
60599	Rogac d.o.o., Slovenien	www.rogac.eu	9F72
44655	Abanicos Aparisi, S.L., Spain	www.abanicosaparisi.es	9C22
60629	Adivin Beach Flag SA, Spain	www.adivin.com	9C55
47097	Disenos NT, Spain	www.notejido.com	9B14
47574	HEGA PROMOTIONS, Spain	www.hegahogar.com	10A25
45193	ID-Sneakers, Spain	www.idsneakers.com	9C44
46097	José Alberó Puerto, S.L. - Secaneta, Spain	www.secaneta.com	10G17
48309	Manufacturas Arpe, S.L., Spain	www.arpebarcelona.com	10A24
60550	Original Buff S.A., Spain	www.buff.com	9C29
49585	Rolleat, Spain	www.rolleat.com	10B23
46525	Sanjuan Hermanos, S.A., Spain	www.sanjuan-tex.com	10G48
60661	agood company (A Good Group AB), Sweden	www.agood.com	9F65
46994	Hubbes Verkstad AB, Sweden	www.ecokeyrings.se	EN02
47879	Teko Tryck AB, Sweden	www.tekotryck.se	10B29
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SİRKETİ, Turkey	www.adaseramik.com	9E36
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, Turkey		9E30
60207	ATACA TEKSTİL SANAYİ VE TICARET LTD STİ, Turkey	www.atacatekstil.com	10A40

9-11

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60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey	www.aysoytextile.com.tr	9D26
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S., Turkey	www.heb.com.tr	10F26
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	www.caspigroup.com	10D28
48615	DIZAYN ETIKET San. ve Tic. A. S., Turkey	www.dizaynetiket.com	9C40
47403	Ender Tekstil, Turkey	www.endertekstil.com	9E21
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
60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr	9F07, 9E08
60703	KAPLAN OFSET MATBAACILIK SAN. TIC. LTD. STI., Turkey		9A71
60694	LARK INTERNATIONAL DEVELOPMENTS İSTANBUL ENERJİ PROMOSYON SAN. VE TİC. A.Ş., Turkey	www.lark-international.com	9E58
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	www.masas.com.tr	9D24
60626	Matuya Makina Sanayi Tic. Ltd. Sti., Turkey	www.matuya.com.tr	9A40
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	www.mayatki.com.tr	9A14
48364	MIYO MENDİL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	www.miyopromo.com	9A32
60420	MNI Tekstil Sanayi ve Dis Tic AS, Turkey	www.mnitextile.com	9E46
48784	Modal BRG Örgü Dokuma Tekstil, Turkey	www.modaltextile.com	9C31
48393	MORE KAGIT SAN. VE TIC.LTD.STI, Turkey	www.morekagit.com.tr	9B16
60534	NOON CONCEPT, Turkey	www.melooh.com	10A30
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. İth/İhr. Ltd. Sti., Turkey	www.promedyatanitim.com.tr	9B30
60169	PROMODA TEKSTİL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9A30
48954	Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	10A14
43809	Sahinler Tic Ltd. Sti., Turkey	www.sahinlerltd.com	9C25
43722	TÜRMAK, Turkey	www.promotionturkey.com	9D35
48813	Tuva Home Textile Ltd., Turkey	www.tuvahome.com	9A22
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	www.vogtekstil.com	9B15
60690	Wellkar Imex iç ve dış tic as, Turkey	www.wellkarimex.com	9C18
49781	YORKA TEKSTİL SAN VE TIC. LTD. STI., Turkey	www.yorka.com.tr	9H39
60540	All Promoted Inc. / All Promoted UK Ltd / All Promoted (Deutschland) GmbH, United Kingdom	allpromoted.esppwebsite.com	10G40
60237	Black + Blum Ltd, United Kingdom	www.black-blum.com	10D58
90036	The Outdoors Company Ltd., United Kingdom	www.theoutdoorscompany.co.uk	10D55

INTERCONTINENTAL

PSI No.	Exhibitor	Web	Booth
60691	Carson Optical, Inc., United States	www.carson.com	10C67
43956	Quality Punch, Inc, United States	www.qualitypatches.com	9C20

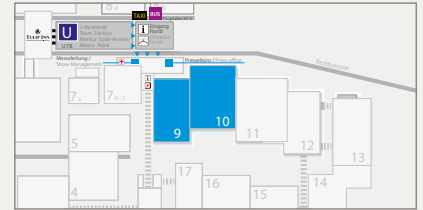


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PSI FORUM



PSI GUSTO



INFOPOINT



PSI INVENTORS/
PSI ERFINDER



MEDIA LOUNGE



NEWCOMER LOUNGE



NEWCOMER



PSI PRODUCT
PRESENTATIONS



PSI TEXTILE VILLAGE



TV STUDIO



PSI DESIGN FORUM



PSI INNOVATIONS
FORUM



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As always, the year-end business casts its shadow in midsummer. Creativity and professionalism are particularly important now. The industry has this and much more to offer and is convinced that we can successfully end the year. The signs for doing so look good.



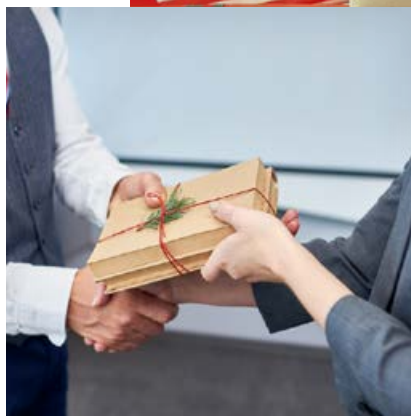
Creativity in the Christmas business

Saving the best for last

Just a few years ago, the promotional products industry generated up to half of its annual turnover in the last quarter and two decades ago up to three quarters of revenues. All forces were mobilised, all employees deployed and it was not uncommon for workers to put in extra shifts or for businesses to offer last minute promotions for spontaneous customers. Making the impossible possible is indeed still one of the strengths of the industry, but it is no longer demanded as often. Nowadays, business is more evenly distributed over the year, revenues are more constant and the stress level in the fourth quarter has declined. Is there still a Christmas sales season at all anymore? Of course – this is what all our respondents from the industry said when we asked about the significance and challenges of the year-end business and their assessment of the current market situation. Here is an overview of practical experiences as well as trends and tips for a successful end-of-year rush. Those still looking for ideas should browse through our Christmas Product Guide in the July edition again.

Many peculiarities at the end of the year

The Christmas business is only one of the factors that boost turnover in the final months of the year. Klaus Baumhold from the company vertriebskick' sums it up: "In the fourth quarter there are many peculiarities: winter textiles are usually more expensive than summer textiles, calendars are only available during the end of the year and Christmas still plays an important role. After all, companies want to say thank you to their customers again and make them remember them". That is luckily still the case in the industry, says Rainer Klitsch, managing director of Parzellers book publishing house and promotional products: "Of course there still is a year-end business. It is still important to thank customers for their support during the past year. However, we have been observing a shift for a number of years. During the year, significantly more promotional products are used for events, product introductions, image promotion, etc., while the focus on the fourth quarter has decreased in percentage terms".



Klaus Baumhold, vertriebskick' Not just Christmas – special features are also a sales booster in the 4th quarter.

On target: Personal advice is what counts

- Professional consulting is the essence of a successful Christmas campaign. A personal and open dialogue with the customer about their ideas, aims and potential concerns is the distributor's unique service, and there is no substitute for it.
- While cooperating and interacting closely and carefully with the customer, consultants can respond to requests and develop custom designs. The more profound the consultant's product knowledge and the more flexible the customer, the more unique the projects will be.





Half of promotional products used during the Christmas season

According to the current Promotional Products Monitor commissioned by the German Promotional Products Association (GWW), the promotional products industry is back on the right track. During our research, we very often found that business has returned to normal since the Corona-related slump. This also means that customer visits and events are once again the preferred occasions for distributing promotional products, as confirmed by the Promotional Products Monitor. In the ranking of promotional products-related occasions, these are directly fol-

lowed by the end of the year, which accounts for nearly half (48 per cent) of promotional products use. Thus, the Christmas season still comes before trade shows, where only one third (33 per cent) of promotional products are distributed. The 2023 Business Climate Index (PBCI) of the international network of companies GXN also reflects the positive mood in the industry and clearly shows that the fourth quarter is the period with the strongest sales. The mood on the market is also largely positively assessed by our respondents. However, in their opinion there will not be boom years like in the 1990s anymore in the long-term.

Close cooperation with customers

Basically, the same principles hold for promotional product concepts at the end of the year as for other promotional products used elsewhere. However, there are peculiarities. For example, it is precisely the personal touch which makes a Christmas greeting so charming and the more personally the recipient is addressed, the more attentive and responsive he or she will be. He or she will be even happier if you match his or her taste and, in the worst case, even more annoyed by an unsuitable gift. Therefore, the design and selection of the products used during a Christmas campaign require particular care and require you to know and assess the group of recipients well. This makes the communication and cooperation between consultants and customers particularly demanding.

Positive "Corona effects"

Even during the Corona crisis, the tradition of saying thank you at the end of the year was maintained. During the low-contact period, it became very clear that even the smallest of presents sent can have a big impact, even all year round. And the industry is still benefitting from this today. Armin Rigoni from Heri-Rigoni and Emotion Factory is already perfectly prepared for the coming "peak season" and starts giving retailers the first product ideas

On-time: Always keep an eye on the timing

The timing factor must be considered starting from the very first meeting with the customer to clarify what can still be implemented in the time frame and what is no longer possible. There are several decisive factors, such as the type and place of origin of the products, the availability of the product on the market, the finishing options available and the special aspects of packaging and shipping. Sets and custom designs must consider the different delivery times of the individual components. The time needed for the approval process should not be underestimated either. Calendars need to be ordered in February/March so that they can be delivered to the customer by the end of November. Organising Christmas projects should be underway by August/September at the latest. The earlier ideas are presented to customers, the more creative and extravagant solutions can be.



Rainer Klitsch,
Parzellers Buchverlag
und Werbemittel
The emphasis on
the 4th quarter is
in decline.

in July already. Thanks to the broad range of products in all price classes, there is something for every target group and budget. “Our low-price seed paper, seed packets and stick figurines together with a personal card are ideal for mailings, which work all year round. We of course also offer seasonal products such as the Advent calendar with seed balls or Christmas bells in different sizes, along with many others. Stamp pens from our more than 60 year-old brand Heri can be used as high-quality presents and nicely supplement our range of products with special editions and diverse sets”.

Clever planning, creative implementation

“Haptic effects have become more and more important in recent years”, says Gabriele Bühring, who develops custom-made promotional and sales-enhancing products from leather, felt, cork, fine cardboard and plastic together with her team. She also confirms that there are already more incoming requests in the third quarter. Whether it is for Christmas, as a customer gift, a welcome greeting for new employees or as part of promotional campaigns, a product must be individual, unusual and emotionally appealing, regardless of the price segment and occasion. The light material alone makes many Bühring articles ideal mailing inserts that come in many shapes and colours and can tell a story on many topics. “It is all about storytelling. Every product becomes something special when a story creates connections, arouses emotions and entertains people. A Christmas feature, a sustainability product or the background of an event matching the company’s or context or promotional campaign – these are all themes which can contribute to a message being positively received by its recipient and remembered as well”, adds sales director Emre Aras. For all projects, the time required for

Exciting: storytelling

▶ The keyword ‘storytelling’ gains new and even more significance within the context of promotional products. Combining a product and a story opens up a broad spectrum of topics, correlations and associations and is unbeatable in terms of its impact. This is because good entertainment and a smile stay in a person’s memory and leave a positive impression – the more unusual and precise they are, the greater the impact.



Armin Rigoni, Heri-Rigoni und Emotion Factory

Even small gifts sent have a big impact.



Appreciative: Something special for individualists

▶ Everyone wants to be unique, and people who are self-confident think they have one-of-a-kind ideas. Whether this is due to uniqueness or vanity, people will like and remember us if we give them the feeling that they are special. That is (also) the aim of giving Christmas gifts. The industry has an entire toolbox available, which can be used with clients from the industry to convey the feeling to recipients that they are indeed special and appreciated. There are several things a company can do to achieve this, such as personal correspondence, custom-made products, writing instruments featuring names, notebooks with a personal inscription, a product replication of a client’s product (pasta in funny shapes, cookies or chocolate), gift sets with special delicacies (if you know your customer’s preferences), your client’s favourite beverage, towels with custom imprints, aprons or shirts, etc. These unique items let the recipient know that someone was thinking about them. The prerequisite is knowing your customers well and getting thorough advice beforehand.



Gabriele Bühring and Emre Aras, Gabriele Bühring
Christmas campaigns must be initiated now at the latest.

the approval process should not be underestimated. "This means that projects related to the end of the year should be tackled immediately after the summer holidays". This applies to small items, but all the more to custom-made, high-quality gift sets, which often require several sampling phases and have different delivery times for the individual components", reminds Bühring. Therefore, everyone involved should keep an eye on the time aspect right from the start.

Haptic products touch us emotionally

The goal of every end-of year product campaign – and of course every haptic messenger – is to emotionally reach, touch and delight the recipient and put him or her in a positive mood. We learned from the phase of forced isolation how much people yearn for contacts and something tangible in the truest sense of the word.

Digital formats were unable to fill the gap and the already emerging, but now ever-present opposite trend towards objects we can experience and feel has given a new impetus to the industry. It drew on its own strengths and very quickly got back on its feet again. Retro trends, the handcraft and second-hand boom, the comeback disc records, popular outdoor activities – these are all signs of a certain yearning for analogue things from the pre-digital era. Even though people can no longer get by without digital products, the digital world evidently cannot be everything for everyone. Therefore, a presented object always expresses appreciation and its message will be noticed. The Christmas season is ideal for doing so.

Exciting games and stories

As we marketing specialists know, stories are a time-tested way of capturing the recipient's attention, all the more so when their message is enhanced by a matching product. If the product itself is so exciting that people don't want to put it down, a close bond develops not only with the product, but also with its message. What is this effect based on? The term "gamification", which also comes from the marketing industry, provides clues: the fascination with games can be used for a brand by transferring typical mechanisms such as points, ranking lists, competitions, time pressure and exchanges within a community and rewards to a non-game context. This can trigger positive emotions in a targeted manner, which can be taken advantage of in different ways. Players are so busy and motivated that they are easily excited in this state. A finished puzzle or a magic cube, for example, can provide a feeling of success, which people remember.

Practical: More than just one-of-a-kind

While a wow effect may be funny, it will go up in smoke if the product does not live up to its promise. People used to order more lavish products, but their focus has shifted, and they are now focusing more on a product's properties in terms of functionality, utility and reusability, sustainability and quality. Being able to at least partially realise all this in the lower and medium price segments is an art that many suppliers have mastered perfectly. Brand-name products, which brand manufacturers also prefer, don't need any flashy effects and speak their own language regarding value and integrity.



Entertaining, challenging and exciting products

Fascinating people is the secret of the success of games, which have had a firm place in promotional campaigns for a very long time already: card and board games, puzzles, self-developed games for special promotions or themes, as well as things to play with in the broadest sense such as folding cards, kits, Advent calendars and the unbeatable classic – the magic cube. Countless PSI suppliers offer a comprehensive range of products and knowledge for all the categories mentioned in order to deliver exactly the game that the customer needs at the moment. The Christmas season as the time of leisure is also the time for games, which we find time and time again as part of Christmas promotional campaigns in a new context, either solo or in a set. A prime example of such creativity is Mahlwerck Porzellan's ingenious idea of making an original Rubik's Cube from the finest manufacture porcelain – individually designed, fully functional, with different degrees of difficulty and made in Germany. The latest kit from Walz, a semi-trailer truck, which arrives at the customer in a paper Advent calendar, also advertises playfully. The package of the kit itself serves as a course for the finished truck to ride on. Christiane Nemetz from elxact, which manufactures its own world of diverse magic cubes, also affirms that games are always in season and among the Christmas classics as well. "Cubes, folding cards and puzzles are very popular at Christmas, but above all they are long-time favourites because they entertain people, capture their attention and are played with extensively."

Top-sellers also score at Christmas

The trend towards using other occasions than Christmas to give gifts continues, according to Marco Kaldenbach, whose Kaldenbach Lifestyle Merchandise Group develops promotional products, accessories and corporate fashion for an international customer base. However, he observes that the demand for popular products that sell well increases again at the end of the year, even if they are not directly related to the season. "Our top-seller, the inductive charging station made from local wood, is in very high demand by promotional products distributors at the end of the year, not only as a Christmas gift, but also as an an-



Marco Kaldenbach,
Kaldenbach Lifestyle
Merchandise Group
There is a steady
trend towards
ecological sus-
tainability and
usefulness.



Fascinating: The impact of play and fun

- ▶ Games can have an immediate impact in terms of invoking positive emotions that companies and brands can use during Christmas campaigns. People playing games are highly motivated and easy to thrill. For example, a finished puzzle or solution to a Rubik's cube is a moment of success that stays in a person's memory and is positively associated with the sender of the game.



Sustainability: Cheating is not allowed

► Sustainability has been booming for a long time, and this trend continues unabated. Precisely for this reason, we want to stress that neither suppliers nor distributors are doing themselves a favour if they sell customers pseudo-sustainable products. In the worst case, a company can embarrass itself with their customers if it turns out that it has been merely greenwashing. With open communication and honesty, everyone involved can avoid disappointment and losses. Conversely, a reference to certificates or particularly sustainable product properties, for example, provides meaningful sales arguments or material for a story.

nual gift to employees and for personal advertising". And just like during the year, ecologically sustainable products are very popular at the end of the year. "This plays into our hands, because we have been focussing entirely on ecological and fair products for years", adds Kaldenbach, while simultaneously warning about the latent danger of greenwashing. It is important to him to show promotional products distributors why products are ecological and fair and how greenwashing can be avoided – for example, that bamboo mixtures appear to be ecological, but are not ecological at all. "For every newly developed product, we discuss internally with our employees what really is eco-

logically sustainable and what is not. We are happy to pass on to resellers the insights from these discussions and how the products emerged from them". Transparency and an open exchange with distributors is thus a viable path towards honest and credible products. Besides sustainability, there is also an unbroken trend towards usefulness. Pointless gimmicks play less and less of a role. "As has been the case for years, articles related to mobile phones are very well received, in particular when it comes to electronics: charging cables, chargers, charging stations. The demand for such high-quality and durable products is high here as well", confirms Kaldenbach.

Breaking new ground

Why not give your customers a small gift at the beginning of the year as a sign of your wish to further cooperate with them in the new year? Ronald Eckert likes to ask this question to his customers, when the issue of year-end campaigns arises, and wins over many people with this idea. After all, a pleasant gesture in January can often generate more attention than during the traditional gift-intensive Christmas season. The recipient often does not know where all the gifts come from and during the pre-Christmas hustle and bustle various unsuitable or unimaginative gifts are sent out. "Appreciation can often be better expressed with a carefully selected small gift on other occasions during the year than at Christmas, when people expect something". Eckert is convinced that "At the beginning of the



Ronald Eckert, Döbler
Campaigns during the year can surprise and be more effective.

Be bold: Get out of the routine

► Constantly reinventing the wheel does not work and is also not effective. Proven solutions for specific tasks can be seen in practice, in other words, where promotional products are used. Nevertheless, it is worthwhile to think outside the box because it is often the little things that make something special. A present at the beginning of the year can be fruitful such as a regional product (maybe with a story), a collectable product (for regular customers), or a fundraising or interactive campaign for a specific cause.

year advertisers show customers their trust in advance and that the business relationship will last. Such a gesture in advance is often perceived as more valuable than a thank you afterwards". However, the end-of-year business is also still relevant for him, but not to the same extent as previously. Spontaneous campaigns with sometimes impossible demands are also on the decline. "Advertising businesses have understood that they must plan their budgets earlier and more accurately, because the projects can then be carried out in a more target-oriented and effective wave". Pressure to take decisions does not make the results better and some things simply cannot be done on 1 December anymore. The experience of Roland Eckert and his colleagues is that the shorter time becomes, the more important organisation becomes.

You have to know the customer

Professional advice is the path to a successful campaign, whether for Christmas or another occasion. And the better you know the customer, the more effective this advice becomes. Therefore, the first and most important task of a consultant is to become familiar with the customer, his or her ideas, goals and target groups. The consultant also must be aware of previous activities and, of course, the budget, in order to develop a concept with the first product proposals, which is further concretised through a dialogue with the customer. Much of this is already documented for regular customers, which makes the process easier. "We have the possibility to request current information on our customers through our systems. The evaluation already provides indications where there is a need for action and in what direction we should think", says Christoph Ruhrmann from Plan Concept. On this basis, the team then proactively approaches the customer. Sometimes it is also possible to further develop previous campaigns and score with enhanced or new products.

Precise and personal

Large customers with a sales force and different branches often still stick to the tradition of the Christmas "thank you". Thanks to this structure, the small gifts can often be personally handed out, which of course is the most effective option because it is the most personal. Calendars are often used in such cases. "A challenge in the conceptualisation of seasonal campaigns as well is indeed developing precise suggestions from the enormous quantity of products. In order to be ideally prepared for doing so, we make intensive efforts to always be up-to-date, for example through product training with suppliers. This way, we observe even the most subtle trends and developments, which we integrate into our customer service", says



Christoph Ruhrmann,
Plan Concept
**The better we
know the cus-
tomer, the more
effectively we can
consult.**



Credibility: Doing good with conviction

- ▶ The thought of merely communicating to a customer that the company would rather donate to a good cause than send a thank-you still takes some getting used to. On the other hand, supplier campaigns are meaningful, understandable and image-enhancing when they sell products where a portion of the profit goes to charity. These campaigns raise considerable amounts of money for good causes. It is essential that when you undertake these kinds of campaigns, which tend to do really well during the Christmas period, you use a credible context and are transparent about how the money will be used. It is a wonderful idea with lots of room for creativity.



Creatively covered: Packaging with added value

First impressions count. Beautiful packaging makes people smile even before they have seen the actual present. It can make them curious, increase their excitement and reinforce the message and appreciation the present should convey. Suppliers offer a wide selection of packaging: All of the following upgrading options add value to a product: boxes wrapped with a ribbon, imprinted tote bags, jar covers with a label, boxes with a viewing window, cans and glasses with laser engraving, sleeves and ribbons with engraved names, logos or text, beautifully-shaped bottles or elegant gift boxes with photo-mount inlays. The options are endless. The effect is perfect when a cover is mostly sustainable and reusable in some way.



Ruhrmann. He also emphasises that there is an active demand for ecologically sustainable products, but that hardly more than a surcharge of around 10 per cent is accepted. This also raises the issue of whether an import article, which flew around half of the world, can be ecologically sustainable at all. "We can now rely on products made from recycled material, which come from China and are sustainable to a certain extent, but definitely affordable. We can select from a mix of imports and Europe-

an products, which we then can recommend with a clear conscience depending on the industry and budget". When it comes to timing, we have to realise that the promotional products distributor is the last actor in a lengthy process, during which he or she cannot influence everything. Things can get tight especially when agencies are involved and designs have to be approved. Therefore, timing is one of the first issues Ruhrmann addresses during consulting.

Consultants are "promotional products whisperers" for businesses

The fact that Christian Hauptfleisch from the Karlsruhe-based company Werbepräsenste Hauptfleisch had a relatively steady order intake over the course of the year does not mean that there is no end-of-year business. "We plan very early with our customers so that many things, which are not delivered until the autumn or end of the year, have already been ordered earlier", he explains. This includes calendars, for example, which he particularly likes to recommend to his customers. Nowadays, Advent calendars are of very high quality and very imaginative. They come in many shapes and formats, as product replicas, with handicraft possibilities and as ecologically sustainable versions from recycled or compostable material, which can be completely disposed of in the paper waste bin. Hauptfleisch sends out PDFs with ideas to customers early, which explains why its end of the year business involves little stress. Nevertheless, orders at the last minute are also no problem at least for small quantities thanks to the very short delivery times and our own refinement possibilities. "Higher standards are placed on us consultants today because we relieve marketing of some tasks by supplying ideas and sometimes also designs. The projects are then discussed in open dialogue with marketing and a final decision is taken", says Hauptfleisch with regard to the general procedure. Since quality is always perceived positively and no company wants to be associated with inferior products, a price level appropriate to the standard must be justified.



Seeing the Christmas season as an opportunity

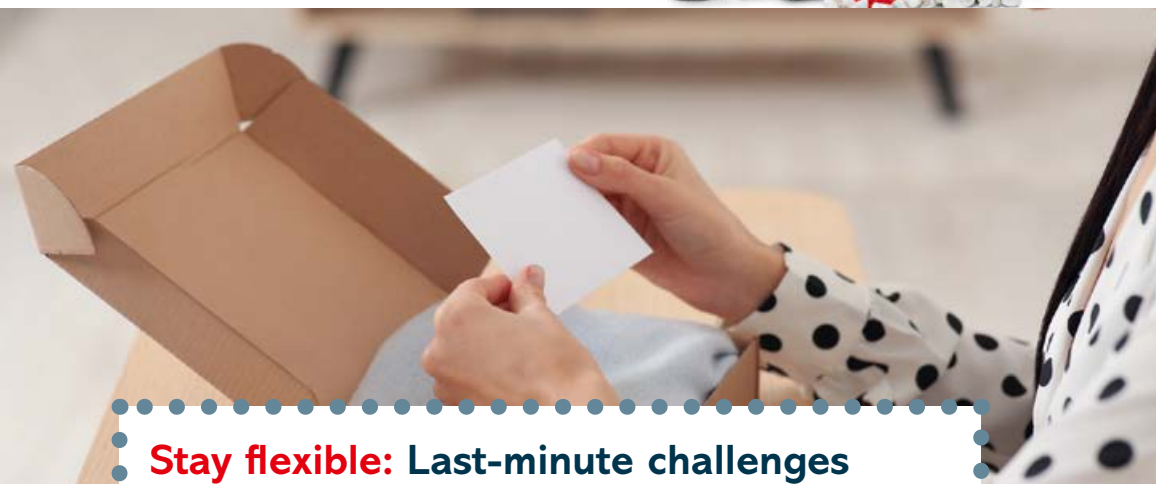
Even though the recession is a reality and experts such as The Federation of German Wholesale, Foreign Trade and Services (BGA) are assuming a restrained recovery of the German economy in the further course of the year, the unanimous opinion among our respondents is that hardly any customer will do without a "thank you" at Christmas. We do not have much control over how the economy will develop, but we can do everything we can to win over hesitant customers and convince them of the effectiveness of promotional products and gifts. Already before the Corona period and in particular afterwards, the industry has come up with many ideas to regain a foothold. As the period with the highest sales still lies ahead of us, we have the chance to finish the year with a solid increase. Surely we will be able to take the six per cent growth, which the industry achieved in 2022, a step further in 2023.

Make it personal: How you give a gift matters

▶ How a present is given to a customer is one way of showing appreciation. Ideally, a gift should be delivered in person, such as when you visit a customer at the end of the year or when you attend an event together or see each other at a trade show. A smile, a handshake, a short conversation or even a funny comment immediately creates a good mood and is the basis for additional or new collaboration in the future. If it is impossible to give a customer a gift in person, it must be packed very carefully, and the card that goes with it should not be off-the-shelf and should be signed by hand. It must also be sent on time, and no mistakes with the address or logistics should be made.



Christian Hauptfleisch,
Werbepräsente
Hauptfleisch
We plan early
and in close
cooperation with
marketing.



Stay flexible: Last-minute challenges

▶ Christmas always comes so suddenly, as do customer gift ideas, which then need to be quickly realised. While the industry is not able to work magic, we often hear about amazing projects that resourceful distributors were able to organise at short notice while collaborating with suppliers. Agility on the industry and customer sides is the key to success here. If customers are presented with ideas early on, the last-minute stress can be completely avoided in the best-case scenario.



Many small **“green” deeds**
add up to bigger ones.
Our industry has taken this to heart and is increasingly relying on ecological and sustainable products, including vegan products. A selection.



PSI 46311 • TROIKA Germany GmbH
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business.troika.de



Nifty cable pouch

The practical cable pouch from the Troika range brings order to the user's world of digital work and leisure. Besides a power pack, an adapter and a connecting cable, a USB stick, an external hard drive and a mouse can be optimally stowed in the Go Urban Tech Pouch. The product for transporting electronics accessories features a roomy main compartment with two-way

zip, netting and pockets, elastic straps and an additional compression zipper. This is as compact as packing gets. The product made out of 100 per-cent recycled rPET is equipped with a loop for practical securing on a wheeled suitcase.



Horse droppings make it sprout

The "Little Angel and Devil Mini Growing Set DUO" from ecobrand comes in a practical double package and offers endless communicative possibilities. The set contains two coconut growing pots, a soil tablet which swells up wonderfully with water, the seeds and the unbeatable horse dropping fertiliser. The little angel includes mild pepper seeds and the little devil chili seeds. It is probably the only time that angels and devils agree on something: the ingenious "Easy2grow" guarantee from horse droppings. With the natural super fertiliser, plants just start growing, regardless whether you have "green fingers" or not.

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Notebook with sustainable message

The hardcover notebook Ocean Book from Geiger Notes comes in an ecologically sustainable fabric cover. The yarns used for the cover material Wave consist of a woven fabric, which contains 100 per cent recycled PET. More than half of it is from plastic collected from the sea. The cover is available either in blue, with a dark blue elastic pen loop or in grey, with a silvery grey elastic pen loop. Not only the cover, but also the 192 pages of gridded notes with micro-perforation and the storage pocket are made from recycled material.

A shining green conscience

The text highlighter STABILO Green Boss impresses as a promotional product in four shining neon colours and four gentle pastel colours. It consists of 83 per cent recycled plastic and is made in Germany. The cool two-component look with the black base and accentuated ink colours is a real eye-catcher. With its water-based ink, it marks in two line widths. Thanks to the intelligent anti-dry-out technology, the highlighter remains functional even after four hours without a cap. Thanks to its flat shape, the highlighter has a lot of space for advertising messages. Attractive sets and packaging offer additional advertising opportunities.

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Sustainable mini Advent calendar

The popular reinpapier® Advent calendars from Kalfany Süße Werbung (Sweet Advertisements) have now been expanded to include a mini Advent calendar version. This square calendar offers completely personalised advertising space all around and attracts the customer's attention to the advertising message. With the reinpapier® inlay, it is ecologically sustainable through and through, since it is compostable or recyclable in the paper waste bin. The inlay consists of 100 per cent degradable raw materials, meaning that it does not produce any plastic waste at all. The 24 little doors are filled with chocolate crunchy balls, colourful chocolate bits, or M&M'S® Crispy's.



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Vegan hand creme

In their in-house lab, the cosmetics specialists from KHK GmbH have developed a new, rich hand care product. The water-free hand balm contains shea butter along with olive oil from certified organic cultivation and exudes a fruity-fresh scent of pink grapefruit. With the environmentally friendly vegan push-up stick made out of FSC-certified, recyclable cardboard, the hand care product is even easy to apply on travels. As long-lasting, ecological care product, Handcare Eco is perfect for customised promotion with a clear conscience. All care products are produced in Germany in accordance with the new cosmetics regulations combined with cosmetics GMP and registered on the CPNP portal. The Fresenius Institut conducts continuous formula testing according to European directives.

A little kitchen assistant

The vegetable brush from Frank Bürsten is a practical kitchen assistant that fulfils its purpose in every household. The brush body made out of untreated beech wood is appointed with Fibre: the robust, strong and water-resistant fibre of the agave plant. Due to its round shape and grip moulding, the vegetable brush sits perfectly in the hand and thorough vegetable- cleaning is done at a flick of the wrist. During production, Frank Bürsten insists on renewable energies, in order to ensure product manufacturing that is easy on the environment. The wood for the brush bodies originates exclusively from regional forests. Frank Bürsten lives by a convincing ecological concept.



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

Pencils: green and good

Reidinger has stood for high-quality, wood-cased writing utensils since 1987. Resolute environmental management is also part of the company philosophy. Ecologically and sustainably manufactured pencils are the specialty of the company based in Franconia (Germany). The individually designed advertising messengers are FSC-certified, climate-neutral and made in the EU. On request, customers can have labels such as "FSC®" or "climate-neutral" applied to the products at no extra charge. Advertising businesses can thus actively integrate climate protection into their advertising message.



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PSI 40111 • Martor KG
Tel +49 212 738700 • info@martor.de
www.martor.com

Above the ordinary and custom-made

Quality and innovation are among the main traits of the Solingen-based family business Martor. Among the 15 new products put on the market during a very short period of time are Martor's first ecologically sustainable security knives. For example, the new Secumax 148 disposable knife consists of at least 80 per cent recycled plastic. As a green alternative, the Secumax with a handle consisting of 98 per cent recycled plastic was placed on the market. For the first time, the recylate "Technyl4Earth" from Domo Chemicals was used for both new cutting tools. They therefore belong to the new Eco by Martor Line. Take-back concepts for the end of the product life cycle are also planned. Both innovations have concealed blades for maximum protection of the user and product and are in particularly high demand in logistics for incoming goods. Among the bestsellers are the Secupro 625, a premium safety knife with fully automatic blade retraction made for the toughest jobs. In addition to further blade innovations and product variations, Martor has also expanded its range of accessories in order to create individual product solutions. For safe and accurate cutting at a distance, it also offers the Connerctor Set, a telescopic rod with a flexibly adjustable adapter, which can be connected with the most important safety knives in the Secumax family. Thanks to the set, it is now easier to reach and handle high pallets, plastic strapping that is farther away and long film rolls.



No need for a jungle of quality seals

Nowadays, nearly every manufacturer strives to present and market his or her products as high quality, organic, ecologically sustainable and ethically correct as possible. Therefore, in addition to diverse inspection bodies and product testing services, countless other associations, companies, international organisations and government institutions have been set up to provide us with infinite variations of testing seals and quality labels – and of course they demand good money for their services. As a manufacturer that produces in Germany and almost exclusively processes products made in Germany, the company "reflAktive Made in Germany" considers the TÜV (Technical Inspectorate) seal of quality and one or another DIN/EU-standard to be more than enough. The company's reflective products are also characterised by their high-quality processing and durability.



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



Shape recycling

Sustainable ballpoint pen or mechanical pencil



Ballpoint pen or pencil

Recycled plastic

Made in Germany

Produced with green electricity



klimaneutraler
Standort
PK-DE-00748



100%
Ökostrom



Scan QR code and request a
free sample!



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com

Ecological handwriting

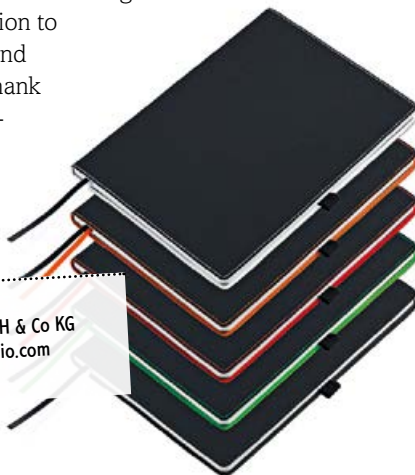
Klio-Eterna Schreibgeräte is synonymous with promotional products for office and business. The maker of promotional writing instruments Made in Germany insists on an ecologically responsible production process during the development of its products. Therefore, the promotional products specialist already makes 40 percent of its writing instruments out of recycled plastic. One good example of sustainable product design is the model Shape. The aesthetic writing instrument is available as both a traditional ballpoint pen and a delicate fine-leaded retractable pencil. The full housing of both variants is produced out of recycled plastic. For guaranteed long-lasting writing enjoyment, both the ballpoint refill and the fine pencil lead can be swapped and replaced. Besides an ergonomic design, both models offer a large colour selection and are even available in special colours. Five print surfaces are available for individual customisation. In combination with a matching case, both writing instruments can also be obtained as an attractive and above all sustainable writing instrument set. In the online configuration at www.klio.com, the desired product can also be designed and requested directly with the manufacturer.





Sustainable note-taking

Well-known as a sustainable producer of promotional writing instruments Made in Germany, Klio-Eterna Schreibgeräte launches its particularly stylish Filoflex notebook, available in five colour variants in A5 format as a super complement to the sustainable writing duo in the sector. The cover consists of double-processed apple leather, which is obtained from waste from apple-juice making. The squared paper, distinguished with the Blue Angel seal, for the 192 inside pages is fully made out of recycled fibres, without the addition of optical brighteners and chlorine bleach. A perforation on every inner page enables the easy removal of important notes. The Filoflex is flexible and robust simultaneously. The black softcover features a colourful decorative seam along with a matching all-round seam. Each Filoflex is equipped with two colour-coordinated book ribbons. The fold-out pocket built into the binding is made out of recycled paper and offers stowing-space for an optional date diary as well as a business card. In addition, the matching ballpoint pen will find its place in the pen loop attached to the notebook's side. For use as a promotional product, the cover can be customised with elegant and durable embossing. Customisation using lustre or blind embossing is already possible from 25 pieces, which makes the book an excellent gift in order to show appreciation to employees, customers and business partners and thank them for their collaboration in the past year.



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com

– Advert –

Klio-Eterna
Est. 1900

New

Notebook Filoflex

Sustainable A5 book made of apple leather

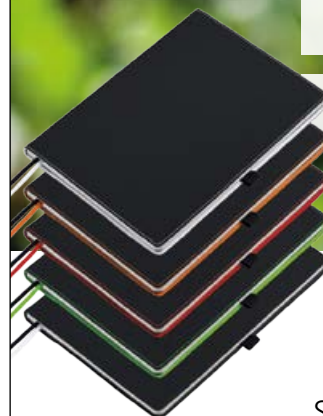


192 pages recycled paper

Double processed soft cover

Certified paper (Blue Angel, Nordic Swan)

5 colour variations available



Scan QR code and
request a **sample!**



Bee rescuers in the garden

The more diverse the splendour of flowers, the greater the selection of nectar sources for bees, butterflies and insects. The emotion factory has been committed to this goal for its promotional products for a long time. The latest product, honeycomb seed paper, takes up the theme of saving bees. Seeds are delivered in the biodegradable seed paper in the shape of honeycombs with vivid printing. If you put the moistened paper on soil, colourful flowers will soon sprout up from it. Individual printing of the paper letter enables you to spread a wonderful advertising message. Thanks to the flat shape and the low weight, they are perfectly suitable as self-mailers. Available in quantities of 250 or more.



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

Always ready for advertising

Sustainability. A word that encourages us to think further. At Pins & more, the term has always been writ large. Especially since metal promotional items are at the top of the list there. A stable, robust material, professionally processed, that looks charismatic and elegant. The customer not only receives dainty pins in individualised variations: The range of promotional products at Pins & more also offers a wide selection of first-class give-aways with high everyday utility. TRIGGI®, the shopping trolley release, can be printed all over on both sides. With a logo, an advertising message or a smart slogan that will catch your eye. In addition, brilliant colours give their best in terms of advertising effectiveness. Quality key rings, shopping trolley chips, medals and much more enrich the printed, enamelled or engraved advertising message in the same way. The lanyards made of natural materials such as bamboo, corn starch or cork, with their many finishing options, also make an excellent contribution to the company's coveted eco line.

PSI 46925 • Pins & mehr GmbH & Co. KG
Tel +49 8233 79312-0
info@pinsundmehr.de
www.pinsundmehr.de





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

Practical and versatile

With its slimline design, the RB Pacific rucksack from Recycle Bags from the Netherlands cuts a great figure both professionally and during sport. Ideal for work, but also outstanding for daily use. The roomy main compartment features a padded laptop compartment with extra zipped compartment. In the hidden zipped pouch on the back, small objects can be quickly and safely stowed. Naturally, the high-quality twill textile consists of recycled PET, as does the lining, zip and woven strap. 18 bottles are recycled to make one bag.

A robust eye-catcher

With a size of 37 × 49 / 16 centimetres, Wickie from Mister Bags offers plenty of storage space and is very robust thanks to its material mix consisting of jute and cotton. The 60-centimetre long handles made of cotton in a cord design additionally give it a maritime look with a pleasant fit. Wickie is a shopping bag, sport bag and beach bag all in one and can be carried either by hand or casually over the shoulder. It is LFGB-tested, food safe and manufactured in accordance with the OEKO-TEX 100 standard.

PSI 43410 • Mister Bags GmbH
Tel +49 201 8904140 • info@misterbags.de
www.misterbags.de



SL BAGS

CREATOR OF BAGS

ECO COTTON TOTE BAG

Sie suchen einen stilvollen, vielseitig einsetzbaren und praktischen Shopper, der eine gute Geschichte zu erzählen hat? Dann wählen Sie diese ECO Cotton Tote Bag! Diese Tasche ist aus hochwertiger, recycelter Baumwolle hergestellt. Erhältlich in zwei neutralen Farben: Ecru oder Armeegrün.



RECYCLE
BAGS

Farben



WWW.RECYCLEBAGS.EU

VASAD DAYPACK (20L)

Das ist der Rucksack für Sportler, Wanderer und Abenteurer, die am Wochenende unterwegs sein wollen. Aber natürlich kann er auch für den täglichen Weg von zu Hause zur Schule oder Arbeit verwendet werden. Der Daypack ist ein kompakter und leichter Rucksack aus robustem und wasserabweisendem Recyclingmaterial.



VASAD
EST. 1993

Farben



WWW.VASAD.EU

SL BAGS

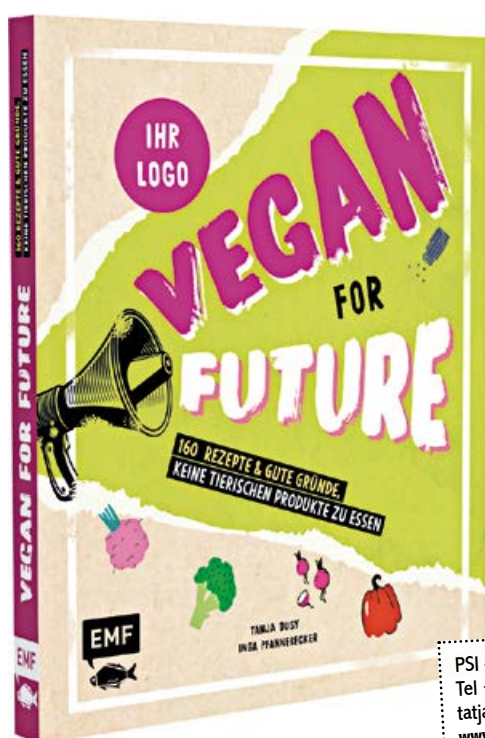
+31 (0) 575 51 00 77 | info@slbags.com

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



Textile marketing


Whether GOTS-certified or with a fair trade seal, bags made of natural materials such as jute and cotton are among the most popular promotional products and are useful companions in everyday life as well. They are available in varying types of quality and sizes from Klam Textiles Marketing & Embroidery and can be refined in various ways with advertising logos and messages. The embroideries from Klam are high quality and ecologically sustainable. If desired, they can be made from environmentally friendly yarns from recycled PET or Lyocell. In addition to the excellent appearance, this type of finishing also offers particularly stable and long-lasting results for sustainably presenting brands.



Conscious nutrition

With vegan nutrition, one does not only one's body, but also the environment a huge favour. And totally incidentally, vegan cuisine also has many tasty and creative dishes to offer. On this subject, the EMF-Verlag develops a customised product that is perfectly tailored to the target group at hand. Whether it is vegan spaghetti carbonara or creamy cherry soft ice: with variety-packed recipes combined with tips and things worth knowing about the vegan lifestyle, clients will be surprised. Whether high-quality hardcover or cost-effective scatter item, customers decide on contents, design and features themselves. A logo can also be effortlessly placed on the cover.

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



PSI 49585 • Roll'eat
Tel +34 848 34 76 • hello@rolleat.com
www.rolleat.com


Grab 'n' Go

Roll'eat presents Grab 'n' Go, a reusable, environmentally friendly bag with a capacity of 2.5 litres that is ideal for the daily transport of food or other items. What is more, the product serves as the perfect sustainable alternative to plastic bags or containers. Since Grab 'n' Go is completely watertight, even liquid foods such as sauces or drinks can be transported free of care, without leaking, in bag or rucksack. This product is also outstandingly suitable for a day on the beach, since wet items are isolated from dry items. For example, wet towels or shoes can be transported without any problems, without getting other items wet or dirty. Even valuable items such as smartphones, wallets or headphones can be kept in this sustainable bag and hence safely guarded against sand, dirt or water. The product can be cleaned in the washing machine at up to 60° Celsius or by hand using a damp cloth. The leak-proof click top can be used as a handle at the same time. As a result, the bag can be effortlessly carried or hung on bicycle handlebars.



A new addition to ÖkoBrella family

Since FARE put the first bamboo umbrella on the market in 2011, the ÖkoBrella family has continuously grown. A guest umbrella with a large diameter followed this year: the AC guest umbrella ÖkoBrella (2314). Like the other ÖkoBrella models, the guest umbrella uses the cover material Polyester Pongee waterSAVE®, which is made from recycled plastics and saves water during colouring. This is documented by the classy waterSAVE® label on the closing strap. The umbrella can be screen-printed on both the wedges and the closing strap. The model is available in six colours – natural white, red, lime, navy, grey and black.



PSI 43144
FARE – Guenther Fassbender GmbH
Tel +49 2191 609150 • info@fare.de
www.fare.de



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



Big city life

With 13 litres of volume, the Go Urban Cooler Bag from Troika has plenty of room for the day in the city, perfect for the most important business accessories, an office snack and some small purchases in between. A particularly practical feature is the large main compartment with high-quality thermal insulation, whereby cold things are kept cold and hot things hot. The outer material made of 100 percent recycled rPET ensures a sustainable impact. The ingenious details of the dark-blue cooler bag include the waterproof insulated two-way zip, the integrated secret compartment for keys and smartphone, extra-long carry straps with shoulder pad and a loop for securing on a wheeled suitcase.

Sustainability meets function

With the new Cortica cork range, Trendy Sport offers fascia rolls and balls that are manufactured out of the 100 percent sustainably cultivated and recyclable raw material cork. Cork is additionally a particularly durable material with antibacterial and hypoallergenic properties. The fascia products from Trendy Sport have been specially developed for self-massage, whereby even hard-to-reach spots can be effectively massaged and arising tensions eased. All products can be customised by means of doming.

PSI 49563 • Trendy Sport GmbH & Co.KG
Tel. +49 9171 975630
sale@trendy-sport.com
www.trendy-sport.eu



PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com
www.buehring-shop.com



Ecologically sustainable notes

Together with her creative team, Gabriele Bühring makes ecologically sustainable notebooks with cork covers. The ecological cork veneer, which is laminated to cardboard during the production process, originates from state controlled cultivation in Portugal and is processed on site in a small factory. In its handy DIN A5-format, the cork notebook with a soft cover is a real eye-catcher. Since it is 100 per cent natural cork, the notebook also impresses with its pleasant feel. Its ecologically sustainable performance is rounded off by its production without unnecessary transport routes, PETA certification and paper from responsible sources. Individual laser engraving is recommended for finishing small quantities. Larger quantities can be printed and the inside pages can be customised instead of the standard blank pages. Small series can already be delivered in around two weeks.



PSI 42819 • Gustav Daiber GmbH
Tel +49 7432 7016-800 • info@daiber.de
www.daiber.de

Sustainable wardrobe

The basic tops from the product family Organic with attitude from James & Nicholson stand for more ecologically sustainable fashion and are thus a means of expression for people who value an environmentally friendly lifestyle – and for employers who are aware of their impact as businesses on the global CO2 footprint. The wide range of clothing produced by James & Nicholson includes, for example, short- and long-sleeve tops, all of which are certified according to both the Oeko-Text standard as well as OCS. The products in the series are perfectly matched in terms of design and colour and can be easily combined with one another. Furthermore, all pieces of clothing bear an Oeko-Text logo as well as a Tear-off! Label, which can be used to easily relabel the neck label. Besides taking into consideration ecological issues, Daiber also attaches great importance to social issues. The firm Gustav Daiber GmbH has been a member of the amfori Business Social Compliance Initiative (BSCI) since 2012 already and is thus committed to social measures such as fair working conditions in the international supply chain. The environmentally friendly t-shirts, polo shirts and sweatshirts, which are available in single jersey quality and made of 100 per cent ring-spun organic cotton, are good examples of the company's products. The t-shirt is available in 42 colours such as sky blue, wine or Irish green and can therefore be combined with other clothing in a particularly versatile manner. It comes in sizes S to 3XL. The manufacturer also values high quality with regard to the polo shirts and sweatshirts, which come in a selection of 23 different colours and are made of high-grade French terry with 85 per cent ring spun organic cotton and 15 per cent polyester. There are many additional products made of environmentally-friendly material to discover in the Daiber catalogue.



– Advert –

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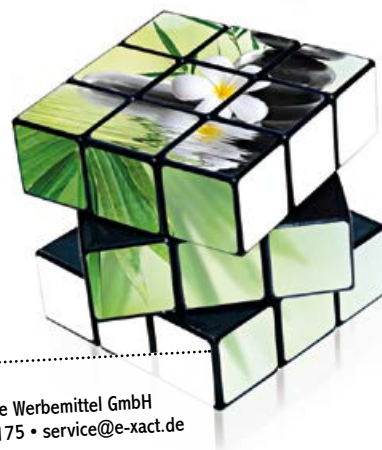


100%
Made in
Germany

www.kahlaporzellan.com

Magic with recycled ABS

e!xact is now supplying magic cubes made of recycled ABS in the colours black or white. The company offers two finishing options – stickers or direct printing on all magic cube sizes (2×2 , 3×3 and 4×4). They are happy to work out the details together with customers and support with the layout design.



PSI 44457
E!xact Internationale Werbemittel GmbH
Tel +49 6126 951175 • service@e-xact.de
www.e-xact.de



Natural and tasty

Miracle of Nature Cookies from B&B Promotional Sweets are nutritious and tasty hand-made cookies, which are made from only ecological ingredients based on sustainable cultivation. These tender and crunchy biscuits contain neither sugar nor preservatives and artificial additives. They are available in six flavours and packaged in a transparent foil bag and a windowed carton. The surface of the box is completely customisable with full-colour digital printing. To highlight the ecological aspect of the product, recyclable kraft paper can be used instead of the white standard cardboard.

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

The lunchbox for everywhere

The practical lunchbox from ANDA can be used in many different places such as offices, schools or at a picnic in the park. The Rebento lunch box is an elegant way to present a brand that addresses all types of customers. As a new member of the GO GREEN collection from ANDA, it consists of recycled PP plastic. The box is delivered with an elegant bamboo lid and a company logo can be printed on both sides as well as the top. The Rebento lunchbox comes with a matching knife and fork, which are easy to transport with an elastic strap.



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



45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 80080
info@snd-porzellan.de
www.snd-porzellan.de

Porcelain from natural raw materials

Porcelain and ecological sustainability are not necessarily associated with one another at first sight. Very few people know that porcelain as a basic material is exclusively produced from natural components. Porcelain is also extremely stable. If it is then custom-made in an appealing way, its recipient is very likely to use it for years to come. Both are longevity factors. And longevity is an absolutely essential aspect of ecological sustainability. The SND Porcelain Manufacture, which has been pursuing a consistent sustainability strategy for many years already, is coming full circle with its refined advertising porcelain based on the highest quality and care during the production process. On the company's website, customers can read in detail all about what links porcelain promotional products and ecological sustainability. A current flyer regarding the theme is also available there.



Advert


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

A growing duet

The edible flowers from the advertising specialist Multiflower are guaranteed to be remembered. They are not only a visible symbol of springtime, but also a treat for friends of extravagant culinary delights. Among the edible flowers are nasturtium and marigold. The banderole offers plenty of space for an advertising message or for individual designs, starting with a minimum purchase quantity of 250. The delivery of one unit includes two small clay pots with a diameter of approx. four centimetres, two stick-in wooden labels, soil tablets and the seeds for the nasturtium and marigold flowers. The weight is 85 grams. The advertisement is applied to the little pot by means of pad printing in quantities of 100 or more. The banderoles are digitally printed according to the supplied data in quantities of 250 or more.



A brilliant appearance

The glass wipes from Polyclean International, which are made and individually printed in Germany, not only serve as a practical accessory for eyeglass wearers, but also offer an efficient opportunity to strengthen a brand or promote special occasions such as trade shows and events. The glass wipes consist of recycled PET and are particularly gentle on sensitive surfaces such as eyeglasses, smartphones, displays or cameras. This sustainable alternative reduces the use of new raw materials and is simultaneously a premium product, which clearly improves both people's vision as well as their ecological footprint. State-of-the-art printing technologies enable the application of individual logos, lettering or images in outstanding quality on the wipes, starting in quantities of 250. Furthermore, the eyeglass wipes can be delivered in individually design packages such as paper cases.



PSI 46596 • Polyclean International GmbH
Tel +49 2561 86558300
info@polyclean.com
www.polyclean.com

Green philosophy from Poland

All products from the company DreamPen are made in Poland. Thus, the company has already taken the first step towards ecologically sustainable development. But that is not all: 80 per cent of the energy used for the production process is obtained from solar energy. By default, all pens, which the company makes, consist of 40 per cent recycled material. Pens made from 100 per cent recycled material have also recently become available.



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



PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de

A tasty organic series

Individually printed Advent calendars are among the most popular promotional products during Christmas time. The Advent calendar specialists from CD-LUX focus on ecological sustainability, quality and value for money. For several years already, the experts have been relying on climate-neutral production, inlays from recycling or compostable material or from paper fibre as well as FSC-certified cardboard. This year, the "Organic" series was expanded again. It includes calendars whose inlay is made by means of an injection moulding process. The component parts paper fibre, water and starch guarantee a 100 % ecologically sustainable mix of raw materials. After use, the calendar can be completely thrown in the paper waste bin. The series includes the Advent calendar "Cube" with an organic inlay, the 3D Advent calendar "LKW" or the classic wall Advent calendar "Gourmet Edition". The wide range of products comprises Advent calendars with first-class brand-name chocolate from Lindt, Milka, Sarotti, Ritter SPORT, Mars, Toblerone and Meßmer, among others. The visually appealing gold foil finish makes this promotional product or present shine brightly. Nearly all products from CD-LUX can be refined before delivery. Neutral catalogues, patterns and free design suggestions can be requested immediately.

Brand Quality Made in Germany

Ballpoint pen
Dynamix Recycling



more
information

Made in Germany



Schneider
Write it



A little bit of home

The writing instrument manufacturer Staedtler is presenting a special kind of promotional product, the climate-friendly pencil made from local lime wood. The PEFC-certified wood from regional forestry as well as the short distances during further processing leave behind an ecologically sound footprint. Lime wood, the originally used type of wood in pencil manufacturing, can remain entirely untreated during processing and has ideal properties for sharpening. In quantities of 2000 and more, the pencils are finished off in four colours. The pencil made from local lime wood received the PSI Sustainability Award in the 2016 Sustainable Campaign category, making it an ecologically sustainable advertising ambassador par excellence.

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

“
To be able to share
our commitment to
sustainability with others:
That's a good feeling.”

Promotional bags made of rPeT

The promotional bags from Malgrado consist 100 percent out of recycled PET drinks bottles, whose origin is accordingly certified. For production, empty and wasted PET bottles are ground and processed into granulate. The material that is then melted down is spun into new environmentally friendly, heavy-duty and durable yarn. Considerably less energy is used in the process than with normal polyester, without having to fall back on new crude oil. The rPET material can be processed into bags of all conceivable shapes and colours, entirely individually according to customer requests. The promotional products specialists from Malgrado are on hand for consultation.



PSI 46913
Malgrado fashion & promotion GmbH
Tel +49 2207 704090 • s.rueth@malgrado.de
www.malgrado.de

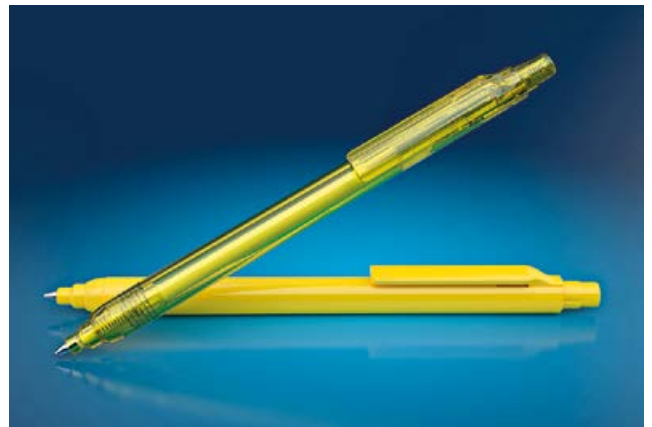


Eco-friendly packaging

elasto is taking a stand against disposable packaging for take-away food: the six different new boxes from its own brand elastoREuse are manufactured in Germany in an ecologically sustainable manner and are 100 per cent recyclable. They are perfectly suitable for the food industry and private usage. They are also refrigerator and microwave safe. Due to the PP material, the boxes are characterised, in particular, by their longevity and low environmental impact. PP strongly outperforms manufacturing and recycling processes with alternative materials such as glass or metal. Less energy is required in the manufacturing process, and it weighs less and saves fuel during transport. Other colours are available on request for the box, which currently comes in five different colours. The packaging is generally refined by laser engraving, because this procedure does not have any impact on usage or contact with foods. More information at: elastoREuse.de

PSI 41369 • elasto GmbH & Co. KG
Tel +49 9661 890-0 • mail@elasto.de
www.elasto.de

PSI 43416 • Schneider Schreibgeräte GmbH
 Tel +49 7729 8880
promotion@schneiderpen.com
www.schneiderpen.com



Eco-friendly chic

With its colour-shaded push-button and tip, Skyton from the product portfolio of Schneider Schreibgeräte unites design and eco-friendliness. It can be refilled for long duration of use and is manufactured climate-neutrally using green electricity. With its diversity of ten transparent and six opaque colours, the Skyton ballpoint pen offers a broad range of style options, to reflect personality and taste. Using the ingenious mix & match principle, all colours from clip sheath via upper section to the tip can be combined and thus turn the Skyton into a transformable, customised and durable promotional message-bearer. The minimum quantity is 1,000 pieces; from 10,000 pieces, Schneider even offers special housing colours upon request. Multiple print surfaces for sustainable promotion are up for selection for printing, using the screen, pad, or digital printing method. Like the product manufacturing itself, the finishing is done at Schneider in Germany.

Setting a good example

From now on, mbw will be using all-over print T-shirts and triangular scarves made from 100 percent Seaqual Yarn. With a clear vision for ecological sustainability and innovation, the company is continuously working on offering environmentally friendly products and providing its customers with the best possible solutions. The innovative feature of these products lies in the production process, in which exclusively upcycled Marine Plastic is used. This way, waste from our beaches, seas, rivers and tributaries is collected and then sorted.



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





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uma-naturals.com/aluma



A unique combination

The only way of bringing about changes is by boldly striking the path to realisation with developments or inventions. It may not be immediately apparent that a recycled PET drinks bottle and a recycled drinks can – besides the fact that both have already been used to transport commonly available thirst-quenchers – have one or two things in common in their second life as well; not, at least, until the new uma ALUMA writes its first stroke on the paper. Not one, but two recycled materials are used in the new uma RECYCLED² PET PEN ALUMA, and the degree of sustainability is enhanced further not only for communication, but for the environment too. In sum, the uma RECYCLED² upcycling project utilises different resources in order to add recycled rPET drinks bottles touches to recycled aluminium writing instruments made in Europe.



Innovative, sustainable, elegant

The climate-neutral uma RECYCLED PET PEN ALUMA innovatively, sustainably and uniquely offers cool elegance with colourful highlights. The option to place both laser engraving and promotional printing opens up the full spectrum of CI-compatible communication. Coupled with the story, the certified production processes, and the identifiable CO2 footprint, uma takes a further step towards sustainable, responsible writing and promoting. With the uma TECH Refill, the uma Aluma ensures a proven and valued constant. The popular ballpoint pen refill writes more the 4,500 metres with a soft, but lavish stroke. Those looking to be part of a genuine innovation are strongly recommended to try out writing with the new uma RECYCLED PET PEN ALUMA. More on the subject at uma-naturals.com/aluma.



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



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PSI 49729 • Condedi GmbH
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www.condedi.de



Keeping order on the desk

The era of disorder at the workplace and wasting time while searching is over. To be sure, Condedi is introducing the Roundabout penholder. The ecologically sustainable product is made of natural wood and impresses with its very wonderful feel, making it the ideal container for the favourite pens of young and old. The top-selling "Sopresa" storage box is also available from the "Living" series. With its rectangular design, the folding box provides plenty of space and stands out with its simple texture made of spruce wood. The product is available in three different sizes. Of course, it can be finished by means of printing or engraving.

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



Individually embroidered cushions

Thanks to a new embroidery machine, Herbalind customers can have high-quality warm, cold, scented and herbal cushions made with individual embroidery. The machines apply your own motifs onto an embroidered motif by means of software. Logos, sayings and other motifs are possible. Customers choose from a variety of fabrics with a wide range of colours and individual filling material. All cotton fabrics are OEKO TEX certified and the fillers are carefully selected and ecologically sustainable. ASB Herbalind gGmbH is a company promoting social inclusion from the Münsterland region.

Innovative, ecologically sustainable and vegan

The ecologically sustainable DIN-A5 notebook "Organic Book" from Geiger-Notes impresses with its innovative vegan apple skin cover consisting of 39 per cent leftover apples and recycling content. It is coloured with natural pigments. As for the colour of the UV-resistant cover material, you may choose between green, black, anthracite or dark blue. In addition to its headband, bookmarks and rounded corners the Organic Book also has 192 pages of gridded notes with micro-perforation and the storage pocket made from recycled material. The recycling paper consists of waste paper with the environmental seal "Blue Angel".



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



PSI 47464 • Karlowsky Fashion GmbH
Tel +49 3920 491280 • info@karlowsky.de
www.karlowsky.de

A pleasant feel

The leather products and polyurethane imitation leather products from Karlowsky Fashion allow you to decide between a natural or vegan feel. Wallets, cashier holsters and leather aprons are available in different variations from real cowhide or from vegan imitation leather. To give these products a personal touch, Karlowsky customises them by means of high-quality embossing and laser engraving for both materials. With laser engraving, sophisticated lettering or detailed logos are even easier. Very small details and thin lettering can be best implemented on vegan PU leather. Embossing gives the products a very pleasant feel and high-quality appearance. Both types of finishing add wonderful, timeless details to the product with long durability. Even large graphics up to 400 cm² can be easily and quickly engraved with the high-precision laser.



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PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 930860
info@globalinnovations.de
www.globalinnovations.de

Coffee cups for composting at home

This new chic coffee cup from Global Innovations brings a new dimension of ecological sustainability onto the market. It is made from 100 per cent biodegradable material and decomposes at home without leaving behind micro-plastic residues. The cup is also dimensionally stable, TÜV-certified, LFGB-compliant and dishwasher-safe. Ten home-compostable colours are available for personalising the cups or dyeing the material. The material is patented and exclusively distributed by Global Innovations.



PSI 48449 • Der Zuckerbäcker GmbH
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werbeartikel@der-zuckerbaecker.de
www.suesses-schenken.de

Providing fast energy

The snack balls from "Der Zuckerbäcker" are happy to help when power and taste are needed. The nut and dried fruit balls are the natural snack for a small appetite during sports, in the office or while travelling. There are four delicious flavours to choose from: cinnamon almond, exotic fruits, superfood with chia seeds and acai as well as cherry banana. With the individually printed label starting in a minimum quantity of just 50, the advertising message is positively conveyed around the world for the long run. The glasses can be refilled and used again as a storage glass or lantern.

PSI 46095 • Lumitoys-GmbH
Tel +49 2331 377545-0 • info@lumitoys.de
www.lumitoys.de



Poikilothermic atmosphere

Useful, well-designed, decorative and made of renewable raw materials: these traits are characteristic of the Deco Lamp Book from Lumitoys. The lamp in a book design is a stylish and high-quality present for customers that gives every room a special warm touch. The wooden cover offers much space for individual designs. The glued paper sides give the lamp stability and spread the light in a uniquely atmospheric way. Various shades of brown are available as a base for the cover, into which the logo is engraved. Alternatively, there is the option of coloured printing. The decorative lamp, which can be supplied in different sizes, is charged by USB and is of course available in different LED colours or with colour-changing LEDs. Individually designed gift packaging is additionally possible.

Tasty thirst quencher

Natural tap water can now be refined with the practical fizzy drops from the promotional drinks specialist Römer Drinks – thanks to the exclusive partnership in the promotional products segment with the innovative brand dropz. The natural aromas and valuable vitamins from dropz turn pure tap water into a healthy alternative to conventional sweet drinks. The result is an incomparable drink experience, which helps us drink more water and thus enhance our own quality of life and well-being. No sugar and 100 per cent vegan. With your own advertisement on the little patches, it is an ideal opportunity to make everyday tap water tasty for customers, business partners or employees. An individual sticker is can be applied in quantities of 100 or more. And what is good for the recipient is also good for the environment: for every sold package of dropz with 30 fizzy tablets, a plastic bottle is fished out of the ocean.



PSI 50967
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www.roemer-drinks.de

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PSI 45974 • Multiflower GmbH
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www.multiflower.de



Natural gift

The easy herb duo from Multiflower is a smart giveaway from Mother Nature. The pot made from organic material can be placed directly in the ground and will completely decompose there after a few months. With the organic seeds of the varieties basil and cress, the duo is the ideal natural promotional present. From a minimum purchasing quantity of 250, the banderole can be individually printed or designed. The unit set includes two easy pots, a coaster as well as soil tablets and organic basil and organic cress seeds.

A bag for any age

Whether it is kids starting a new school year or adults who need to take essentials to work, everyone will find a practical use for the comfortable SuboBag Cross. It is one of the newest members of the BE CREATIVE collection from ANDA and offers individual design options by means of full-surface sublimation printing. The SuboBag Cross is the perfect companion for on the go, which always attracts attention with its individual design. An eye-catching label highlights the recycled PET materials used when making the bag and thus spreads a green message.



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www.andapresent.com



PSI 42743
Russell c/o FOL International GmbH
Tel +49 631 3531328 • service@folinc.com
www.russelleurope.com

Classy basics made of organic cotton

With its Pure Organic collection, Russell Europe is setting new standards in terms of quality, fit and printability. Since 2020, the t-shirt styles made of 100 per cent organic cotton for men, women and children have stood for the company's efforts to reduce its ecological footprint. The centrepiece of the Pure Organic collection is the Pure Organic T made of organic cotton. With its smooth surface, the short-sleeve t-shirt is the ideal canvas for custom-made finishing. It is perfectly complemented by the Pure Organic T with a V-neck.

Conscientious cleaning

The versatile micro-fibre wipes from Römer Wellness are now also available in two ecologically sustainable versions. In the Eco version, the wipes are made of 70 per cent recycled PET, which is produced from old water bottles. In the Bio version, they are even entirely biodegradable. Just like in the standard version, the wipes are ideal for the gentle and scratch-free cleaning of smooth surfaces such as eyeglass lenses, displays or screens. Thanks to their low weight and the wide target group, the micro-fibre wipes can also be ideally used as mailings or giveaways. Thanks to the different sizes, the products can be flexibly and individually designed. The manufacturer offers four different standard formats and various packaging options, including a polybag or reusable PVC pencil case. As an environmentally friendly alternative, Römer Wellness also offers a cardboard case as well as a cellophane bag.



PSI 46887 • Römer Wellness Kundenpflege
Wellness & Care GmbH & Co. KG
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www.roemer-wellness.de

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



Athletic Heather is something very special

Fruit of the Loom is well known for its large diversity of high-quality styles, which offer the perfect canvas for individual textile refinement. In addition to the broad selection of colours, Fruit of the Loom particularly impresses with the colour Athletic Heather, which consists of 90 % ring-spun cotton and 10 % recycled polyester. Thus, the colour strongly reflects the sustainability initiative "The Fruit Way". Athletic Heather is available in different styles for women and men. Fruit of the Loom is offering the product as part of the popular Iconic T-Shirt Collection as well as the Premium Polo Collection.



Ecologically sustainable mobile phone cases

Everyone is talking about avoiding plastic and many businesses are looking for possibilities to offer environmentally friendly alternatives. For this reason, Brand.it, a company specialising in printable mobile phone and tablet cases, has developed the Turtle Case. The Turtle Case is characterised by a sophisticated mix of materials consisting of bamboo fibres and the bioplastic PLA. This combination not only provides for additional stability and protection, but also allows the case to be fully composted within 18-24 months. The ecologically sustainable and biodegradable case can be personalised by means of single-colour laser engraving or UV digital printing.



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

Laid-back promotion

The snazzy rPET deckchairs from the TedGifted range unite all the properties of an effective and useful promotional message-bearer. After all, the Polish manufacturer insists on the fastest possible production time, convenient shipping terms and maximum, certified quality. Under use are upscale materials that guarantee robust design and durability. Deckchairs are original promotional products for presenting a brand, logo or other pattern on an impressive surface area. They are reliable travel companions, since they can be folded with ease and, thanks to the removable cover, also washed in a matter of moments. The European products made out of certified rPET material can be customised by means of full-colour sublimation printing. The deckchairs, produced out of recycled materials in a European factory using green energy, come in three variants. Load capacity is sufficient for up to 100 kg.



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



PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de

Recycled in premium quality

For several years now, the Advent calendar experts from CD-LUX have been relying on climate-neutral production and the use of recycled or compostable material. Advent calendars made from grass paper or the new innovative "coffee cup paper" offer a very special look and feel. Every year, around 1.7 billion plastic-coated paper cups land in the rubbish in Germany. Due to the plastic content, they could previously only be recycled by means of a very work- and time-intensive process. The "coffee cup paper" is therefore a true innovation: the pulp is separated in an easy and energy-efficient manner. Up to 90 per cent of the paper fibres can thus be recycled in a resource-saving cycle. The inlays of the Advent calendars from ecologically sustainable cardboard are made from renewable raw materials. It is biodegradable or recyclable with the calendar cover. Therefore, the entire calendar can be disposed of in the paper waste bin after use.

Ecological times

Ecological products are enjoying more and more popularity in the promotional products industry. In order to keep up with the eco trends, Likor East-West promotion is pinning its hopes on expanding its range by an array of ecological products. Besides the standard clock collection, the offering of the Polish promotional specialist now also comprises ecological clock models, produced out of plywood, wood and other materials. A diversity of possibilities and adapted options can be chosen for the customisation, in order to create unique solutions.



PSI 49677 • Likor East-West Promotion
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www.promotionalclocks.eu

PSI 47317 • tobra GmbH & Co. KG
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www.tobra.io

Attractive ecological sustainability

tobra is offering a sustainable and creative alternative to other plastic magnets, the individually designed FSC® certified wood magnet. The wood comes from ecologically monitored forests in Finland and the magnets are made on the company's own premises in Germany, in which the required machines are operated with 100 per cent green electricity from renewable energy sources. The shape of the magnets can be completely adapted to the logo or a desired motif. A small, but very strong magnet is placed on the backside of the wood magnet, which reliably helps to keep all important notes in the right place. Tobra also offers round and rectangular standard shapes for simple motifs.



PSI 41583
Hepla-Kunststofftechnik GmbH & Co. KG
Tel. +49 5681 9966 • info@hepla.de
www.hepla.de

Snack-transporter

For sustenance between meals, the Bio Brotdose from Hepla steps up as just the right product for transporting healthy snacks such as whole-wheat bread, small tomatoes or grapes undamaged in rucksack or bag on an excursion. This practical promotional product is also ideally suited for home use, as a bread box, for example. Suppliable as standard in light green and beige, the lunchbox offers a large print surface and many possibilities for staging value-for-money and sustainable promotional ideas and customer requests. The lunchbox, also suppliable in larger piece numbers at short notice, is Made in Germany, BPA-free, and is manufactured from 75 percent biodegradable plastic based on sugarcane. Special colours are also possible on request. If required, the Bio Brotdose can be finished by means of screen or digital printing.

Plant-based plasticisers in a bottle

Managing director and owner Hugo Frosch puts it in a nutshell: "For a long time we have been researching for solutions as to how to produce our premium thermoplastic line with a plant-based plasticiser", he explains. The hot water bottles have always been phthalate-free, but now the company can offer a product line with up to 100 per cent plant-based raw materials, which shows that our commitment to ecological sustainability and love of nature are not just lip service. Green and so colourful at the same time: Three models are also available with a matching coloured "roll-neck sweater cover" made from organic cotton.

PSI 60663 • Hugo Frosch GmbH
Tel +49 8282 827560
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www.hugo-frosch.de





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

Stable and very spacious

What materials are ecologically sustainable and at the same time so stable that you can make bags with them? This is a question to which the bag professionals from HALFAR® have found answers that are as clever as they are wonderful. For example with rPET, thus fibres which are obtained from recycled PET bottles. This is exactly what the outer material of the CIRCLE bag series consists of. The series with the CIRCLE backpack and the large notebook backpack CIRCLE L demonstrate that recycling is not only good for the environment, but also produces inspiring design. Its spacious zipped compartments and the carrying handles or straps make everyday life more comfortable and wonderful.



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Durable transport helper

The double-sided laminated bag from Igro combines style and environmental awareness. Made from recycled PET bottles and protected with a double-sided lamination, it is an environmentally friendly choice. The bag is available in quantities of 1000 or more and can also be custom-made in requested sizes. With photorealistic printing, the bag can be individually designed all around. The high-quality material makes it durable and easy to clean. With its modern design and versatile uses, it is perfectly suited for any occasion.



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

A growing Advent calendar

While Advent calendars were almost exclusively gifts for children in the past, they have become a large market and downright hype for adults as well in recent years. Nearly every household has a countdown to Christmas with 24 little doors. And the calendars do not always have to contain sweets. The emotion factory from the Black Forest also realised this and developed a brand new renewable Advent calendar for this year. The highlight of this new product is that growing green greetings are hidden behind the 24 little doors. The calendar is equipped with 2 × 12 different types of seeds. Each compartment contains a little seed bag and a substrate tablet as soil.

Ecological energy boost

Since ecological sustainability is more important today than ever before, the Eco Cables from micx-media replace poorly degradable plastics with recycled materials or renewable raw materials. Equipped with all common charging connections as well as a USB-A and USB-C input, up to three devices can be charged at the same time. The Short variant made of degradable maize and wheat straw is perfectly suitable for charging electronic companions while on the go, while the Long model is ideal for charging with an outlet or PC. The Bamboo with an elegant, engraved bamboo surface or as a special eye-catcher in the LED variant with an illuminated LED logo surface and casing made from recycled PET bottles round off the selection.



PSI 45899
micx-media in concept GmbH & Co. KG
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T3L Group acquires Poul Willumsen p/s via Jalema B.V.

T3L Group has acquired Poul Willumsen p/s (Denmark) via its Dutch subsidiary Jalema B.V.. With production companies in Denmark, France, the Netherlands and the USA, T3L- Group is "a global family of local manufacturers" specialising in film and board converting, injection moulding and printing. Founded in 2008, the group is a global player in B-to-B branded workplace products (djois®) and has strong expertise in non-branded personalised and OEM products.



Poul Willumsen

As part of its strategy to strengthen its European position in the personalised and promotional products market, the Group has acquired the Danish company Poul Willumsen p/s through its subsidiary Jalema B.V.. Poul Willumsen P/S has been producing and distributing promotional products, mainly key rings and money boxes for the European, North American and Japanese markets for more than 40 years.

"Jalema is a total service manufacturing company with extensive experience in injection moulding and knowledge of sustainable materials. This move will bring significant strategic and operational synergies between the Poul Willumsen business and Jalema's other business units and the T3L Group worldwide," said Managing Director Loet van de Kimmenade of Jalema B.V.

Kim Berg, CEO of T3L Group, adds: "For both our branded and non-branded operations, this acquisition not only offers great opportunities, but is also another important reinforcement of the industrial excellence and market leadership that our customers praise. I would like to thank Bo Willumsen for giving us the opportunity to expand the company founded by his family." All machinery is currently being moved to the Jalema (NL) premises. Deliveries, sales and after-sales service will be fully maintained during the move, with no interruptions, according to a company statement.
www.poul-willumsen.com • www.Jalema.com • www.Djois.com • www.T3Lgroup.com

Werbep്രေente Hauptfleisch undertakes expansion

Werbep്രေente Hauptfleisch from Karlsruhe has taken on the sales activities of Domino Werbemittel GmbH, Brackenheim. As a result of that, the sales team from Domino Werbemittel is switching to the Hauptfleisch team. The full customer database will be managed by the longstanding sales employees Elke Bölz und Nicolas Voigt as well as by new employee Christian Kaiser from the newly established site in Heilbronn. The team, which is moving into an office with redesigned workplaces and a showroom in the district of Horkheim, will have the full service range and logistical infrastruc-

ture of the main Karlsruhe site at its disposal. The teams in Heilbronn and Karlsruhe will work together closely: all digital structures, in particular, have already been set up by means of the unified goods management. The synergy effects that have thus been created will benefit both sites and are anticipated to contribute to the company's continued sound growth.

www.hauptfleisch.de



Werbep്രေente Hauptfleisch

"We are looking forward to our new team members. From our new location, we are now able to purposefully expand sales activities," says CEO Christian Hauptfleisch." (f.l. Christian Hauptfleisch, Nicolas Voigt, Elke Bölz, Christian Kaiser).

GWW Trend plays host in Wiesbaden

Preparations for the GWW-Trend Autumn trade show are well underway: On Friday, 22 September, between 9 and 5 p.m., the German Promotional Products Association (GWW) plays host in the RMCC in Wiesbaden. The organiser is anticipating around 150 exhibitors and more than 600 visitors. Right in the middle of building TREND Herbst, the GWW annual general meeting will take place in Forum 1.1, just a few metres away from the exhibition hall, on 21 September. Once the setting-up and the meeting have ended, TREND participants will have the opportunity to catch up at the get-together in the RMCC terrace room.

www.gww.de



GWW

Even more green power soon for Inspirion

Now that Inspirion GmbH, the producer of promotional merchandise, has cut its ecological footprint thanks to several schemes, the next measure is due to start: expansion of its rooftop photovoltaic system. This will be extended with a roof surface of 40,000 square metres. Over 12,000 modules, covering an area equal to almost six football pitches and with a peak capacity of around five megawatts, will be capable on average of generating about 4.5 million kilowatt hours of power annually. This means the firm's own power requirements will be met many times over at full capacity. The excess green electricity will be fed into the power grid, thus reducing carbon emissions for the entire region over the long term. This dovetails with the measures already taken by the firm in the past. For example, converting its fleet as far as possible to electric vehicles or installing a 60-kilowatt heat pump.

www.inspiration.eu



Inspirion

Gold Medal for sustainability at cyber-Wear

Cyber-Wear Heidelberg GmbH received EcoVadis' renowned sustainability certification. Cyber-Wear was even awarded a gold medal, which only five per cent of companies that go through the EcoVadis programme have been able to achieve. The certification programme not only considers the topic of the environment but also looks at issues such as work and human rights, ethics, and sustainable procurement, which are all integral parts of certification. These four pillars cover 21 sustainability categories, which cyber-Wear completed with gold.

However, receiving the gold medal does not mean that a company has already perfected itself in terms of sustainability. Instead, it indicates the company being evaluated has made considerable effort to improve its sustainability management and is setting a positive example. When businesses strive to obtain sustainability certification, they contribute to bringing the idea of sustainability closer to the customer and motivate them to commit themselves to the cause. www.mycybergroup.com/de/home



cyber-Wear

Only 5 percent of participating companies could achieve the gold medal from EcoVadis.

Norman Cohn: Distinguished for his life's work

Norman Cohn, Chairman of the Advertising Specialty Institute (ASI), has had a special honour bestowed upon him: The now 90-year-old was distinguished for his life's work against the backdrop of the Counselor Awards handover at the ASI Show in Chicago. The "Lifetime Achievement Award" is affirmation and recognition of his 70 years of working in the industry. Cohn, whose family acquired the ASI in 1962, has been Chairman since 1967. From back then to the present day, the promotional products industry in the USA has grown 50 times over, from some 500 million dollars to 25.5 billion in the last year, according to PPAI Media.

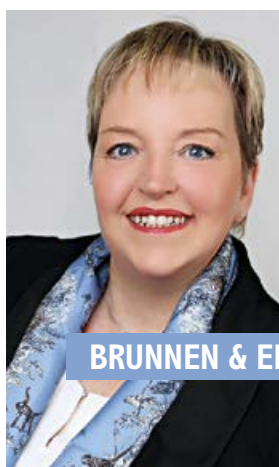
Norman Cohn



Norman Cohn received the Lifetime Achievement Award for his life's work.

Photo credit: © The Advertising Specialty Institute

Change of management at BRUNNEN & EILERS Promotion Service



BRUNNEN & EILERS Promotion Service

Karin Tiemann

With effect from 1 August this year, Karin Tiemann took over the management of BRUNNEN & EILERS Promotion Service – a specialist for promotional calendars, notebooks and stationery with sales offices in Bielefeld and Heilbronn. She succeeds Andreas Helmsorig, who has successfully run the company since 2005 and is now going into his well-deserved retirement. With over three decades of successful activity as a manager and authorised agent in various leadership positions – initially with Bertelsmann and later with BRUNNEN & EILERS Promotion Service – Karin Tiemann has in-depth knowledge of the promotional products industry and, in particular, the promotional calendars business. Drawing on her experience in sales, organisation/IT, production and commercial affairs, she will provide a new impetus for the further development of BRUNNEN & EILERS Promotion Service. "We were able to recruit Karin Tiemann, an excellent all-rounder, who will further pursue the successful path of our promotional products business. We are very much looking forward to further collaboration with her. We would like to thank Andreas Helmsorig from the bottom of our heart for his excellent and successful commitment to our company for many years", say the business partners Jan and Matthias Schneider. www.brunnenpromotion.com

Jörg Grünewald reinforces management at Bartenbach

Jörg Grünewald has joined the existing manager duo at Bartenbach Werbemittel, Tobias Bartenbach and Ralf Stöckl. Grünewald has been working in the promotional products industry for 20 years and was most recently at Global Brand Concepts, where he was the management board member responsible for purchasing along with warehousing and logistics. Grünewald intends to expand Bartenbach's full-service concept and make it even more attractive for major customers. The foundations for that are currently being laid, Grünewald reports. One of the first measures to that end is a relaunch of the proprietary website and the web shop of Bartenbach Werbemittel. In pursuit of his goals, Grünewald is able to rely on the now some 30-member team at Bartenbach Werbemittel, which, alongside him, has been reinforced by additional employees. With Jörg Grünewald, his brother Chris Grünewald, Head of E-Commerce, and Beate Beck, Senior Project Manager, also made the move to Mainz. www.bartenbach-werbemittel.de



Bartenbach Werbemittel

The new top management trio at Bartenbach Werbemittel (l. to r.): Ralf Stöckl, Tobias Bartenbach, Jörg Grünewald.

Expanded edition now in Essen

The Promotional Products Trade Show NRW in North-Rhine Westphalia that will be held on 07 September is just around the corner. The fall event founded by S&P Werbeartikel in 2015 for industry customers is going in a different direction this year: For the first time, 'Vertriebskick' and Blue Chili will also join S&P Werbeartikel as the event organiser. Moreover, the tradeshow from Düsseldorf is also moving to the Grugahalle in Essen, which is well-situated and offers more space.

In 2023, two experienced specialists, Klaus Baumhold and Stephan Lesniak, will join founders Carsten Lenz and Daniel Thywissen. 'We have had a relationship based on trust and exchanged information on market trends and best practices with our new trade show partners for several years. This is why we also want to bundle our efforts in the trade show sector in the future', says Lenz. 'This will enable us to make the trade show more attractive for visitors, especially our loyal suppliers', adds organisation manager Daniel Thywissen. www.werbeartikelmesse-nrw.de

Promotional Products Trade Show NRW

The Grugahalle Essen will be the new home of the promotional product trade show in North-Rhine Westphalia. Here the new organisation team (left to right): Matthias Janßen (Authorised Officer, S&P Werbeartikel), Stephan Lesniak (Managing Director, Blue Chili), Daniel Thywissen (Organisation Director, Rhein Live), Carsten Lenz (Managing Director, S&P Werbeartikel), Klaus Baumhold (Managing Director, vertriebskick'), Sara Koch (Team Director, Blue Chili).

Photo credit: © S&P Werbeartikel GmbH, Vertriebskick GmbH, Blue Chili GmbH

Promotion Pets is part of Nordmade GmbH

As of the 1 June 2023, Promotion Pets GmbH from Hamburg officially incorporated its entire toy business, including the brand Promotion Pets, into Nordmade GmbH, which is also based in Hamburg. This strategic restructuring goes hand in hand with Jan Niemann and Andrea Rousselle's taking over the active operations, while the previous managing director, Jan Basjmeleh, is joining BNK Holding. With retroactive effect from 1 June 2023, Promotion Pets will continue as a brand of Nordmade GmbH, the experts for product development, production and quality assurance. It has a purchasing office in Hong Kong and operates a QA system throughout Asia. The Promotion Pets brand will continue to stand for and focus on creative and high-quality white label manufacturing. At the same time, the company's portfolio will continue to be expanded with more sustainable products, the use of new materials, sustainable production processes and the diversification of production sites.

'This transition feels logical and right: We can now bundle nearly all of the services we offer our customers, such as design, product development, quality assurance and complex procurement solutions,' says the new managing director Jan Niemann. Together with Andrea Rousselle, he will manage the operations at Nordmade GmbH. Both new directors are familiar faces within the group. Jan Niemann was a partner of BNK Holding for many years, having been significantly involved in the expansion of the business, while Andrea Rousselle was managing director of the holding subsidiary Mea-Living GmbH. Jan Basjmeleh, the previous managing director of Promotion Pets GmbH, will remain in the group as managing director and will assume new responsibilities in BNK Holding.

BNK Holding specialises in holding majority shareholdings in commercial companies in the consumer goods sector. The owners have decades of experience in international commodity trading and consistently set the highest product and quality standards. Social and environmental responsibility always have top priority with their investments.

www.nord-made.com



Jan Basjmeleh, Andrea Rousselle, Jan Niemann (left to right).

ipm | group taken over by BDA

Bensussen Deutsch & Associates, LLC (BDA) – an American promotional products distributor – is taking over the ipm | group, one of Germany's leading promotional products distributors.

For many years, the ipm | group (previously CD Werbemittel GmbH) has been part of the supporting community of the Munich promotional products trade show and has played a key role in the success of this trade show for advertising articles and trends. "The takeover does not have any impact on the Munich promotional products trade show", says Peter Beichel, managing director of the ipm | group. "We highly appreciate the trade show as an outstanding marketing event and will remain there. The only change will be that we will attract even more visitors to the trade show".

With a strong partner, the largest merchandising supplier in the USA, further new opportunities will open up for the ipm | gruppe and the Munich promotional products trade show. "We regard the takeover as an additional success factor for the trade show and are looking forward to the various contributions of the ipm | group and BDM to the event, which is already taking place on 17 January 2024", remarks Michael Hagemann, founder of the Munich promotional products trade show. Project manager Sebastian Pfaffenzeller from Promo Event GmbH, which organizes the Munich promotional

products trade show, has to redesign the entrance area anyway due to the newly added sponsor Company 4, which will result in "new opportunities" here as well.

www.ipmgruppe.de • www.bdainc.com

ipm|gruppe

Advent Calendar for a good cause

The Advent calendar producer CD-Lux supported the work of the humanitarian organisation SOS-Kinderdorf e.V. in Munich with a donation of 6,912 euros. As part of the campaign, the company pledged to give a share of the profits from the sale of selected Advent calendars to the organisation. 'The campaign was so successful last year that the company decided to do it again with SOS Kinderdorf in 2023', explains Managing Director Alexander Dirscherl during an interview with the PSI Journal. This year, the company will

also donate 0.25 euros per calendar from the sale of the following Advent calendars: Lindt Lindor, Kinder Happy Moments (children's calendar) and Lindt Schokoladen-Herzen. 'Additionally, customers can now support SOS Kinderdorf whenever they purchase our products. 'If they want to make a donation, it will be added to the sales price, and the campaign's label will be affixed to the product', adds Dirscherl. 'Last season, around 30,000 calendars were sold that benefited SOS Kinderdorf'. **www.cd-lux.de**



CD-Lux

Both CD-Lux Managing Director Alexander and Dennis Dirscherl

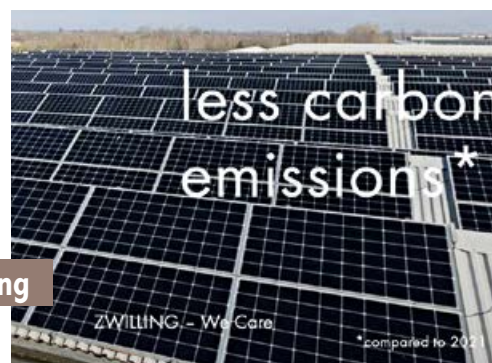
Zwilling Intensifying its Sustainability Strategy

Zwilling J.A. Henckels AG has placed the topic of sustainability even more at the core of the company. The company has made its sustainability goals more precise, especially in the area of energy efficiency and environment. The third sustainability report explains the newly adapted sustainability strategy. For example, it will reduce the CO₂ emissions for the production and logistics facilities by 42% compared to 2021. In the action field of sustainable products, Zwilling is sticking to the goal of making its product portfolio 100%

Carbon-neutral by 2030. With this approach, the manufacturer wants to actively contribute to the 1.5 degree goal of the Paris Climate Agreement. Moreover, Zwilling demonstrates how financing qualified compensation projects can speed up the transition to renewable energies.

On its way toward the planned reduction of CO₂, Zwilling has already been partially successful in an important area: 50% of the decarbonisation targets indicated in its sustainability strategy have already been achieved. In the reporting year, Zwilling also continued to expand the organisation of its sustainability efforts and boost its professional expertise. While preparing for the new German Supply Chain Protection Act (LkSG), the company expanded its risk management and completed a risk analysis of business operations and direct suppliers following the LkSG ahead of schedule.

Since 1731, Zwilling has been registered, producing and selling cutlery under its brand. Today, it markets small electrical kitchen appliances and vacuum systems in addition to cutlery, cookware, kitchen utensils and flatware. For the promotional product industry, Zwilling has been selling brand-name products associated with the kitchen, cooking and lifestyle that have been highly valued as premium gifts and image-promoting advertising messengers for decades. www.zwilling.com



In 2022, the company reduced its carbon emissions by 6,522 tonnes compared to the previous year.

70 Years at JUNG

JUNG since 1828, the Ludwigsburg-based specialist in sweets for promotional purposes, recently held a special event to say farewell to two longstanding employees as they head into retirement. Combined, Joachim Roth and Margit Bayerdörfer stayed loyal to JUNG for 70 years. Margit Bayerdörfer, also known as the “sample queen”, entered retirement after more than 25 years. With Bayerdörfer, another “loyal and lovable personality” has left the Jung team and gone into retirement after a long 49 years. As can be read in a press release, he had “his” samples always firmly in hand and was constantly at the ready with practical advice. Roth began working in bonbon production as a youth at the location at the time, in Vaihingen/Enz. From then on, he worked in various roles, from bonbon cook through security officer to production and team leader in bonbon production. Most recently he worked in the warehouse and packaging department and took care of both safety at work and building maintenance.



JUNG since 1828 GmbH & Co KG

Managing directors Dennis Dennig and Peter Neff, along with the entire JUNG team, wish Margit Bayerdörfer and Joachim Roth all the best for the future and an enjoyable, well-earned retirement.

www.jung-europe.de

CEO Dennis Dennig (left), along with the entire JUNG team, said farewell to their longstanding colleagues Margit Bayerdörfer and Joachim Roth with a small celebration.

New sales expert for the promotional products industry

Since June Thomas Vogler has been responsible for Gefu's professional positioning in the promotional products industry as a sales expert. Vogler is no stranger to the business: He already represents other suppliers in this field nationwide with his trading agency Vogler. "My goal is to establish the Gefu brand which already has an excellent standing in the specialised trade and in the promotional products and rewards market as well," says Vogler about his new task. The expert who has already been working in the promotional products industry for over 20 years considers the prerequisites for this to be very good. "Whether BBQ items, to go products or the high-quality X-Plosion series for everything that involves seasoning – the Gefu range offers a wide variety of products that are ideal for use as promotional items," Vogler elaborates. But that's not all: thanks to the in-house engraving machine Gefu products can also be personalised and embellished with names or logos – in no time at all. Vogler adds: "Promotional items are no longer disposable. Companies want to offer their customers and partners real added value with promotional gifts. The sustainability aspect is playing an increasingly important role in this. With Gefu we have a strong brand that stands for durable and high-quality products. This is the perfect basis to serve the increasing demand in the B2B sector."

Daniel Schillheim, Sales Manager Projects, agrees and is looking forward to working with the professional: "With Thomas Vogler, we got ourselves an expert who knows the industry inside out and will help us make great strides in this area." www.gefu.com



Daniel Schillheim welcomes Thomas Vogler as the new sales expert at Gefu.

Smart and social: Karl Knauer's sustainability campaign

As part of its sustainability campaign, Karl Knauer has supported a project to rehabilitate existing wells in Eritrea. For decades, the packaging and advertising material specialist has been doing its utmost to reduce CO₂ emissions during production to the absolute minimum as part of its comprehensive sustainability management. The company tries to identify and record the emissions and to compensate them afterwards, for instance the emissions caused by the purchase of energy or district heating. This compensation takes place in accordance with the specifications of the climate initiative of the Bundesverband Druck und Medien (bvd/m) conforming to the particularly strict "Gold Standard".

In this context Karl Knauer repeatedly supports social projects like the one in Eritrea. The goal is to provide access to clean drinking water for the local population and thus prevent water from having to be boiled before use. This saves 122,000 tonnes of firewood per year. "It is important to us to take responsibility for the environment, but above all for the people. That is why we select projects for our compensation measures that have a

demonstrably positive impact on the local environment and the quality of the life of the local population – and that is the case with the well project in Eritrea," explains Stefanie Wieckenberg, managing partner at Karl Knauer. www.karlknauer.de

Karl Knauer KG

Stefanie Wieckenberg, managing partner at Karl Knauer KG

Werbemittelmesse München with further agency backers

Werbemittelmesse München – wmm for short– will be held for the 25th time on 17th January 2024. The event, organised by Promo Event GmbH, has been held successfully for many years in cooperation with admixx GmbH, Holfelder GmbH, ipm Gruppe and Hagemanngruppe. The group of sponsors has now been added to with another agency for promotional products – Company 4 Marketing Services GmbH.

Company 4 Marketing Services GmbH has been on the market for 28 years, establishing itself as a professional full-service partner supplying promotional merchandise to renowned businesses. “Up until now we always went it alone but we have found that collaborating with other agencies for promotional products delivers great benefits. We are really delighted that in future we will be able to be a part of this renowned event” said Inga Trautmann, managing director at Company 4.

Werbemittelmesse München will be celebrating its silver anniversary in 2024. To quote Michael Hagemann, the organiser of wmm since 1999:

“We are dreaming up something special for the 25th anniversary of Werbemittelmesse München in order to show our appreciation for the long-standing partnerships with many exhibitors and also the agencies we cooperate with.”

The non-profit oriented promo event GmbH was founded in 2001 on the initiative of CD-Werbemittel and Hagemann, which is responsible for organising the trade show. “Each year we support new start-ups in order to allow innovative ideas to be develop fast”, said project manager Sebastian Pfaffensteller. Other plus points of the trade show include the highlights section, which was introduced last year, where visitors can get an overall picture of this year’s new products. For further information see: www.werbemittelmesse-muenchen.de



Representatives of the sponsoring companies (from left): Christine Rüger (Company 4), Inga Trautmann (Company 4), Kathrin Glück (Holfelder), Ziyad Hayat (Hagemanngruppe), Gebhard Buchert (admixx), Julia Borchers (Holfelder), Peter Beichel (ipm gruppe), Michael Hagemann (Promo Event)

Fare visits local branch of DKVB in Lindenberg

The umbrella specialist Fare paid the local branch of the German Child Protection Association (DKBV) in Lindenberg as part of its #SCHUTZschirmfürKINDER campaign, which is being undertaken in cooperation with the DKBV organisation. The products ‘Fare 4Kids Skylight’ and the automatic walking-stick umbrella ‘Fare AC’ were showcased at the event. Fare invites other companies to get involved in the project: ‘Any company can participate which orders at least 96 Fare umbrellas imprinted with a logo and motif from a promotional product distributor and supports the DKVB with a minimum donation of 100 euros’.

After a business indicates to its promotional product distributor that it wants to be part of the campaign, it will be guided through the easy process using a check list. Once Fare is informed by the distributor that the company has made a donation, the company will be part of the campaign. Every umbrella in the order will receive an additional sticker on the hang tag, which briefly describes the campaign. Moreover, the company can decide whether they want the campaign logo to be printed on the closure strap as well. The company will then receive a digital donation certificate officially confirming their support for a more child-friendly society.

www.fare.de



The Fare representative Dominik Dell together with the ‘Rockzipfel’ group in the playgroup room.

Code of Conduct in collaboration with suppliers



L-SHOP-TEAM has taken on added responsibility and published a Code of Conduct in collaboration with suppliers. According to a corporate release, responsibility in relation to industry-relevant principles of conduct and standards has increased in parallel to the company's growth. The textile wholesaler is now active Europe-wide with its subsidiaries in 12 countries, and with its Code of Conduct now aligns itself with internationally established standards.

The European Parliament in Brussels voted for the EU-wide Supply Chain Law with a stable majority. With that, the law already passed in Germany concerning major corporations' duty of care in the supply chain will also apply for medium-sized companies in the future, and will do so across the EU. L-SHOP-TEAM welcomes this step.

A few months ago, the online wholesaler published its in-house Code of Conduct. That is based on the behaviour code of the Confederation of the German Textile and Fashion Industry (text it + mode) and of the Handelsverband Deutschland (HDE).

L-SHOP-TEAM has voluntarily undertaken to act according to this code of conduct, which aligns the company's actions with internationally established standards concerning human rights and employment norms, environmental responsibility, and ethical business practices and integrity. The online textile wholesaler is convinced that it will now be able to make a difference together with its employees, business partners and suppliers and is striving to make continuous improvements.

"It is important to be made responsible and accountable for our outcomes if we intend to create equal starting conditions and achieve the greatest possible leverage for changes," comes word from the L-SHOP-TEAM management. "We need legislature concerning the duty of care in the area of human rights and the environment." The Code of Conduct can be found on the company website at: www.l-shop-team.de

Fantastic backdrop for the elasto-Kids

11 "elasto kids" were given a once-in-a-lifetime opportunity at the pre-season friendly on 13th July, the home match between the professional players from 1. FC Nürnberg and FC Arsenal London with the remarkable backdrop of the Nurnberg Max-Morlock Stadium.

Children aged between 6 and 10 years could walk out on the pitch hand-in-hand with their idols and experience the atmosphere up-close. The squad of the runners-up in the English Premier League is packed with national players such as Kai Havertz, Gabriel Jesus or the Italian European champion Jorginho.

elasto, the well-known international manufacturer of promotional merchandise from Sulzbach-Rosenberg, has been committed to supporting young players and their passion for football, along with the club and Nurnberg youth football teams, ever since "Freunde fördern Fußball", the supporters' association at the club's academy, was founded two years ago.

"We're delighted to have offered children this one-of-a-kind opportunity" said Marcus Sperber, managing director at elasto.

"We want to inspire young people, strengthen their passion for the sport and support them in their dreams. We hope the children will remember this experience for a long time to come."

www.elasto.de

The "elasto kids" had plenty of fun and enjoyed walking out on the pitch with the big stars in the friendly match between 1. FC Nürnberg and FC Arsenal London.





GWW TREND

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Open day in Arnstadt

In Arnstadt the company Jung since 1828 GmbH & Co. KG allowed visitors to take a look behind the scenes of its factory during an open day. During joint guided tours with the managing directors Dennis Dennig and Peter Neff, the guests gained exciting insights into the production processes. The visitors learned interesting facts about the individual produc-

tion steps and found out about the wide range of possibilities offered by the latest technologies. As a small highlight, the customers were pho-

tographed at the beginning of the tours. The pictures were used directly for the live production: With a little

luck, the customers could watch the production of their own XS Advent calendar and personal promotional card during the tour of the factory. Finally, the company announced that this had certainly not been the last event of this kind and that they are looking forward to the next one. www.jung-europe.de



JUNG since 1828 GmbH & Co. KG

Tie Solution donates t-shirts to schoolchildren

In its ongoing role as an advocate and supporter of educational initiatives, the company Tie Solution GmbH – an internationally active supplier of women's and men's accessories for merchandising, corporate identity and fashion and specialised in the production of shawls, neckerchiefs, winter scarves, mitzahs and ties – donated graduation t-shirts to class 4a of the Hermann Franke School in Gießen this year. The custom-made t-shirts were specially designed by the parents for the end of the school year. The clothing symbolises the solidarity in the class and the successful completion of elementary school. "We believe that such a gesture will help the children celebrate and recognise their achievements", says Antonio G. Sanchez, managing director of Tie Solution. "It is always wonderful to make a contribution to such an initiative and we hope that the t-shirt donation will somewhat sweeten the children's farewell from elementary school".

www.tiesolution.org • www.tiesolution.de



Tie Solution

The schoolchildren were delighted about the t-shirts for graduating elementary school.

Terminic PSO certified for the eighth time running



terminic

For the eighth time in succession, and hence without interruption since 2009, the Bremen-based calendar maker terminic received ISO 12647 Process Standard Offset printing (PSO) certification for sophisticated 100-raster cardboard packaging printing. The PSO certificate attests

both the high-quality standard and process safety and consistency of results produced by terminic as it works daily on customers' behalf. 14 years ago, terminic was the first specialist calendar manufacturer to obtain certification to the globally valid PSO.

www.terminic.eu

Udo Eickelpasch from the association Druck und Medien Beratung GmbH (far r.) hands Managing Director Huschke Rolla du Rosey, Head of Production Michael Rügler and the PSO team, consisting of Andreas Landgraf, Susanne Kaleschke, Sascha Praeger and Daniela Bergfeld (l. to r.) the eighth PSO certificate in succession for the company terminic.

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Global Innovations Germany is widening its sustainability strategy and has now taken a significant step forward towards realising its vision. One corporate division is currently focusing on developing soil-compostable household products with no residues of microplastic.

Innovative material exclusively at Global Innovations

Compostable at home – no micro plastic residues



Founded in 2001, Global Innovations Germany is a developer and importer that is active worldwide. Its focus is on customised special products, self-developed patented products, and sustainable materials and concepts. The proportion of sustainable material the company uses when developing new products has increased in recent years, and now the new material opens up a new dimension of sustainability. “We are pleased that, with our supplier partners, we have been able to jointly develop a material that meets the market’s demands with precision. Our research tells us that the novel organic material is the world’s first for composting at home that is free of microplastic residues and food-safe and dishwasher-proof at the same time,” explains CEO Torsten Münich.

Diverse and uniquely sustainable

Numerous garden products made out of home-compostable materials have been developed and marketed to date. That gave the experts at Global Innovation the idea to use that novel material to create household items as well. In order to expand the product portfolio along those lines, further certifications were required. That obstacle has now been effortlessly overcome, and LFGB certification, along with confirmation of dishwasher compatibility from the TÜV, has been accepted with delight. This accreditation enables Global Innovations to manufacture products with food contact for the household sector using the patented material. There is now a colourful range of these sustainable items available, including cutlery, bread bins, coffee

mugs and lunchboxes. The product range is getting bigger by the day. The company can rely on a dynamic innovations team that is specialised in developing products that meet customers' individual needs.

Option for manufacturers too

The home-compostable biodegradable material with no residues of microplastic is distributed worldwide exclusively by Global Innovations, which is continuing to expand its manufacturer network step by step. Desired products can be requested directly from Global Innovations. Alternatively, manufacturers can also procure the material directly from the Longuich-based company and process it at their own facilities. In order to avoid long transport routes, there is a material production site in Europe and one in Asia. An important point for manufacturers: The material can be used without changing the mould for vir-

tually any product that is made using the injection moulding process.

A material with lots of merits

Here is what makes the material so special: compared with industrial composting, for which temperatures of about 60 °C are required, the material turns to compost in normal soil or in the compost heap at home. Depending on compost properties and micro-organism population, such processes are of varying length. This method is particularly sustainable due to the fact that no energy needs to be supplied and none of the provably hazardous microplastic particles remain. Initial products, such as the coffee capsules, have already received the "OK compost home" certificate from the TÜV Austria. However, products from the household items category have somewhat larger wall thicknesses and are therefore not, unlike the coffee capsules or some plant pots, degraded within a year. For that reason, in this context, we use the terms "soil degradable products" or "compostable after X years". We have put together some facts worth knowing about compostability and degradability from information supplied by the TÜV Austria, which (among other things) carries out certifications in this category. <



Home-compostable with no micro plastic residues: Global Innovations now also offers household items made out of its novel, patented material.

What is the difference between "OK compost industrial" and "OK compost home"?

Products that are exclusively certified "OK compost industrial" can only be composted in industrial composting facilities (at temperatures between 55 and 60°). Therefore, they must not be put in the garden compost. OK compost home refers to products that can be composted even at low temperatures, meaning that they can even be disposed of in the compost heap at home.

Is there a difference between "biodegradable" and "compostable"?

The terms "biodegradable" and "compostable" are often used interchangeably, but they do not mean the same thing. A biodegradable product can be degraded by means of micro-organisms. However, that does not necessarily mean that it can be transformed in the compost effectively. Biodegradability and compostability depend strongly on the respective environment in which the product is being degraded. Since each environment – compost, soil, water, etc. – exhibits different temperatures and micro-organisms, the duration of the biological degrading process can vary. For example, organic plastics, which are biodegradable in an industrial composting facility (the highest form of environment), are not always biodegradable in water or soil on the compost heap in the garden at home (due to the low temperatures).

Last year, Abraham Dürninger & Co GmbH celebrated its 275th anniversary. This year, the company will have been a member of the PSI Network for 30 years. The company has grown steadily to become a thriving international textile-printing firm with a modern structure, while both respecting tradition and fostering innovation.

Embroidery added to textile printing services

From canvas printing to a global business



In 2020, the company moved into new production facilities that are designed so that energy and resources can be reused or recovered.



There are not many firms that can look back on such a long and continuous history: Dürninger's story goes back to 1747 when the company was founded in Herrnhut. Even as early as 1750 they had their own bleaching and printing operations, which used to specialise in indigo printing that was very popular back then. The founder of the company, Abraham Dürninger (1706-1773) originally came from Strasbourg and was an important business figure in his day.

Milestones in the firm's history

Over the years, Dürninger grew to become one of the leading merchants in Europe for linen and fabrics. The company employed around 12,000 spinners and 2000 weavers in 1810. In the latter half of the 19th century, Dürninger

built large industrial weaving mills, bleaching, finishing and dye plants.

Hard times: Second World War

In 1945, 80 per cent of the main works in Herrnhut were destroyed and all the factories in Silesia were lost. Despite this, the firm survived as a private company during socialism in East Germany and specialised in weaving and textile printing, in particular in the field of hand screen printing.

Setting up after German reunification

In 1991, two years after reunification, Dürninger was restructured to become a GmbH (Gesellschaft mit begrenzter Haftung). A modern commission weaving mill was built and screen printing was offered for promotional mer-

chandise distributors. In 2005, the company installed its first Kornit digital printing machine, and, as the first German user of this direct printing technology for textile finishing, this signified a major step forward. The firm was awarded the “Große Preis des Mittelstandes” (prize awarded to mid-sized enterprises) in 2008. Dürninger established itself in this segment with burgeoning success and gradually increased its production capacities.

Expansion on a yearly basis

In 2017, up to 25,000 pieces were printed daily using a total of seven screen printing machines and two Kornit printers. In 2020, the company then moved into new production facilities that are designed so that energy and resources can be reused or recovered. In 2021, Dürninger obtained GOTS (Global Organic Trade Standard) certification for the first time. A year later, the company was already adopting DTF technology. It increased its production with another Kornit digital printer and celebrated its 275th anniversary.

Expansion to become a full-line supplier

This year, the 30th anniversary of its membership in the PSI Network, has now seen the launch of the embroidery department with the purchase of single and four-head machines, setting up of appropriate premises, recruiting of further employees (including an embroiderer with 20 years of experience on the job) and training of existing staff. Thanks to many years working as a contractor with embroiderers from the region, the firm had already accumulated extensive expertise in embroidery.

“In expanding our business to become a full-line supplier that provides screen, digital, flex, transfer and DTF printing and now embroidery, Dürninger has identified a future market especially when combining embroidery and workwear”, explains sales director Roland Lensing. “The entire business is GOTS-certified, including the embroidery, which is very much an exception. These days, most embroiderers have disappeared from the region, but we are breathing new life again into this long-established tradition in Oberlausitz”, continued Lensing.

Committed to protecting the environment and the climate

The company currently employs a staff of 45 and is a committed supporter of the “Sächsische Umweltallianz”, an initiative set up by the Saxony State Ministry for Energy, Climate Protection, Environment and Agriculture. Dürninger takes a nature-friendly approach to managing its company grounds and had already launched initiatives to plant trees and encourage bees in 2012.



New in the portfolio of services from the textile-printing specialist Dürninger: quality embroidery times four.

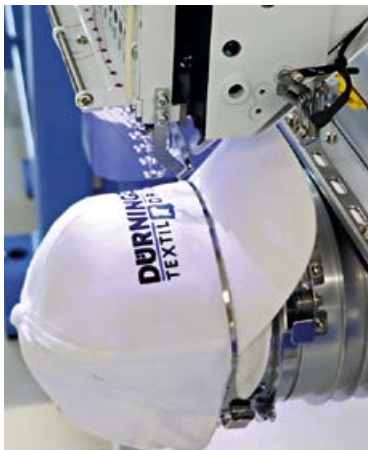


Positioning in the embroidery frame

Embroidering the (requested) motif



Embroiderer at work



Caps can also be meticulously embroidered for strong statements



Results to be proud of: embroidered polo shirts.



It was a three-year wait for serving and volleying fans before, on 17 June 2023, Cybergroup held the 9th BeachCup in Ketsch. 30 teams from Germany and abroad came to this sporty networking event and enjoyed the summery, sunny weather and festive atmosphere.

Cybergroup BeachCup 2023

Sun, fun and numerous smashing industry stars

The promotional product industry knows how to network, a fact that was underlined in many different ways on this summer's day. On the beach, the teams battled it out from morning to afternoon, presenting their beach volleyball skills at the nets in four arenas. But away from the sandy playing fields, on the sidelines, a relaxed, casual and extensive networking was also taking place.

Great sporting spectacle

But first things first: worthy of an international sporting event, the defending champions, the "Smashing Bankers" from Volksbank Kurpfalz, were the first to enter the arena, carrying their 2019 winner's trophy. The other teams followed – welcomed frenetically by the cyber cheerleaders and the audience. From the DJ Tower, DJ la Dous provided musical accompaniment throughout the tournament, which was moderated by Kevin Gerwin. The group games were completed within a given time frame and the scores were added up. Four teams fought their way up into the semi-finals: the Prodir team, Magna sweets' "Bärenbande", the "Mahlwerck Chiggers" and "Atlantis Fioi" from Master Italia. In the match for third place, the "Bärenbande"

defeated the Prodir team. The thrilled winner of the day was the Master Italia "Atlantis Fioi" team. These headware specialists from San Donà di Piave, 50 kilometres away from Venice, gave a strong performance throughout all the games and therefore went into the final against the "Mahlwerck Chiggers" as favourites. The final was played over the full distance of two winning sets for the first time. Atlantis Fioi won the smash-hit match and was awarded the winner's trophy immediately afterwards.

Cool supporting programme

In addition to the exciting matches in the arenas, the audience also had a lot to enjoy on the sidelines. While the little BeachCup fans had fun on the bouncy castle and the face painting, older ones could try their hands at the basketball shoot, where two people can pitch basketballs into the baskets at the same time. The table football was also very popular. And those who needed a time-out were able to have a relaxing massage. The water basins were also very popular, encouraging some to take a refreshing dip. The catering was greatly appreciated, with its grilled delicacies, ice-cream from the ice-cream van, baked goods from the extensive range of cakes and, of course, cool drinks.



Perfect balance between athletic effort and relaxation in the cool water.

In the middle left side: After a three-year wait, Steven Baumgaertner, CEO of cyber-Wear, gave a warm welcome to the participants and visitors of the 9th Cybergroup BeachCup.

Left: The thrilled winner of the day was the Master Italia "Atlantis Fioi" team.

Festive Players' Night

The Players' Night in the boathouse formed the festive finale, where the official award ceremony took place. And then the party really took off. "What a great day! 13 hours of pure sunshine and 30 teams from all over Europe. Who would have thought that possible, after three years. Many thanks to the entire team and to our guests," was the summary of a happy and satisfied Steven Baumgaertner, CEO of cyber-Wear. And not only he has fond memories of the Cybergroup BeachCup 2023. Word came from San Donà di Piave that the "Atlantis Fioi" team from Master Italia was enthusiastically welcomed and celebrated by their colleagues at home. <

Photos: © Christoph Luthe / cyber-Wear

These 30 teams competed in the Cybergroup BeachCup 2023 on 17 June

in alphabetical order

Company	Name of the team
AGIQON GmbH	A-Team
cyber-Wear 1	cyber-Beaches
cyber-Wear 2	cyber-Troopers
Fare 1	The Magic Windfighters
Fare 2	The Stormmasters
Goldstar & Friends	Goldstar & Friends
Halfar	Halfar Vikings
Handstich	UFS UNITED FASHION SQUADS
Inspirion	Sandkastenfreunde
Kalfany SüBe Werbung	Candy Dealer
Langenberg & GWW	Die Langenbergs
Magna Sweets	Bärenbande
Mahlwerck	Mahlwerck-Chiggers
Master Italia	ATLANTIS FIOI
Midocean	midocean Sunrisers
Polyclean	POLYROBICS
prodir	Prodir-Team
PSI	PSI Tigers
Reflects 1	REFLECTS Pirates
Reflects 2	REFLECTS Party Pirates
RICHARTZ	Steel Blades 1900
Ritter Pen	Ritter Blockers
Samsonite	Schlechtschmetterfront
Senator	Kings & Queens
Spranz	Metmaxx MegaMen
Stickerei Seifert	The Embroider of the Galaxy
Volksbank Kurpfalz	Smashing Bankers
Welp Druck	Beach Lions
Welp Druck	Welp Gladiators
Xindao/micx-media	Die Baggerparade



People will always disagree about taste. As for the taste bud pleasers in the following though, there is likely to be a **delicious consensus on matters of taste**. And sweet products also advertise with multiple senses.



PSI 43892
Römer Wein und Sekt GmbH - Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de



A chocolate token of appreciation

Whether as a gift for your loved ones or a special token of appreciation for a business partner, this gift set from Römer Präsente is guaranteed to delight anyone with a sweet tooth. The Rominox mini platter Presenta (approx. ø 15 cm) is a high-quality platter made of acacia wood. It has a stable stand and a modern, timeless design. They are ideal for the decorative presentation of little sweet or savoury treats like pralines, fruit or cheese. The set also includes a package of 20 Lindt mini-pralines. The pralines are covered with fine chocolate and come with various irresistible fillings. To present the gift set stylishly, it comes in a black gift bag, ready to be given away.



24 days of sustainability

JUNG is presenting itself to its customers as even more sustainable than before. The new Advent calendars with two types of paper blisters are just some of the highlights. Ecological paper blisters made from 100 percent cardboard or environmentally-friendly paper blisters formed by pressure. Recycled old paper is used for production. The blisters are not the only environmentally sound aspect of the product, the filling materials are, too. The Advent calendar can also come with little RETTERGUT chocolates. Disposal of the blisters is easy and sustainable and done in no time. They can be thrown in the paper recycling bin and reused after being processed into new paper. All environmentally friendly Advent calendars can be customised with 4c digital printing.



PSI 41545 • JUNG since 1828 GmbH & Co. KG
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www.jung-europe.de

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

Classic cakes in many variations

Readers will find all the recipes that make their hearts beat faster in this book, from German crumble cake to the Black Forest cherry cake. With contents from EMF-Verlags (Edition Michael Fischer), it positively brings the brand or the company advertising itself into the conversation with clients. The team from EMF puts together a product that is tailored perfectly to the individual customer – many options are conceivable, ranging from high-quality hard covers to inexpensive promotional giveaways. The contents and design can be adapted to the customer's wishes and ideas.



For persons with a sweet tooth

Is it possible to enjoy chocolate and sweets while staying healthy and fit? Emco Bautechnik shows us how with its environmentally-friendly foot mats, which can come with a personalised chocolate design. The emco mats can be imprinted with a special motif and customised customer logo and are the optimal solution for people with a sweet tooth. These mats are made from sustainable ECON-YL® yarn and can be easily cleaned in the washing machine when dirty. Special designs are possible for a minimum order of one piece.



PSI 47306 • emco Bautechnik GmbH
Tel +49 591 9140603 • n.rudau@emco.de
www.emco-bau.de

A sweet topping for pens

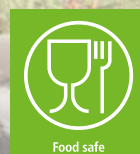
Writing is twice as fun when the pen is topped with a delicious sweet. This product is a brand of the Polish manufacturer DreamPen. The clip can be made in any shape and come as a candy or cookie, making it such an original eye-catcher and versatile advertising tool. The pens from the Eastern European specialists are thus a good choice if a company or any type of campaign wants to promote themselves in a one-of-a-kind way.



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

rein**papier**[®]
by DE-PACK

Advent Calendar with delicious fillings



PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de



As sweet as sugar in 2024

The twelve sugary sweet motifs are full of colour –even if they are a little high in calories–, and they win people over with the magical charm of the dessert. The motifs are reproduced in the new calendar from the art publisher Ackermann Kunstverlag. Attractively bathed in warm colours and staged with powerful visuals, the treats have such a delicious presentation that your mouth will start watering. It is a feast for the eyes of gourmets with a sweet tooth. Like all Ackermann calendars, this one is also made in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional impressions are possible for a minimum order of 50 pieces.

Flattering scents

The elegant appearance of the diffuser from DreamPen Invame makes it a perfect addition to any room, be it at home, in the office or in a studio. The manufacturer also offers customers the option of finishing the diffusers with their own, one-of-a-kind design. DreamPen now has introduced a completely new product line for its Invame brand. The innovative scent diffusers give users a multisensory experience, which creates a relaxing and calming fragrance experience. The entire surface of the diffusers can be printed on, which, when presented alongside sweet treats to tickle the taste buds, makes it a fancy promotional gift for any occasion.

PSI 45720
DreamPen – Invame Car perfumes producer
Tel +48 68 4772232 • invame@invame.eu
www.invame.eu



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



Chocolate with a topping

The Moon Set from B&B Promotions Sweets is a luxurious chocolate box that contains four square milk chocolates with 44% cacao. The box is decorated with different free-dried fruits, nuts and sprinkles. Each set includes four different types of decorations – a mix of the decorations currently available. The box can be labelled in three ways and is decorated with an elegant satin ribbon in one of the many colours available.

Handy and sweet

The company Delikatessen Winkel sells advertising and snacking enjoyment in one product with its chocolaty fruits and nuts. The 40–70 gram pouch is ideal as a culinary advertising ambassador at trade shows, customer or employee events. Upon request, the labels of the little treats can have a fully custom logo or design for a minimum order of 30 pieces per variety. Customers can currently select from twelve different varieties. Can you not find the right chocolate? The supplier is also open to special fillings upon request.



PSI 60589 • DelikatessenWinkel
Tel +49 711 360823100
info@delikatessenwinkel.de
www.delikatessenwinkel.de

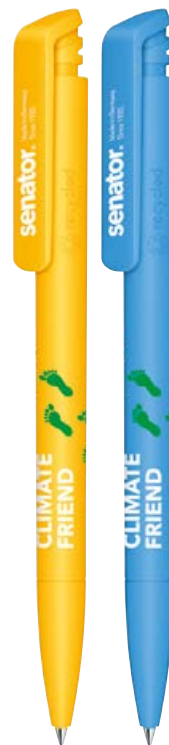


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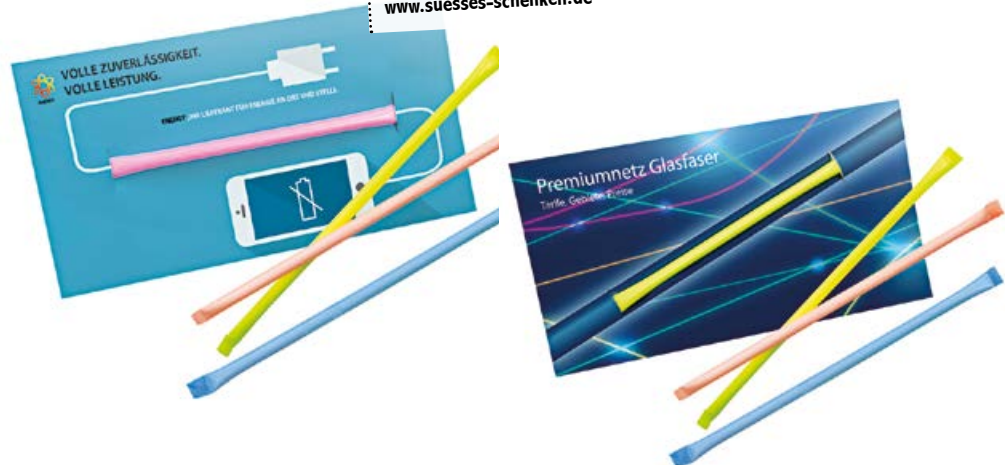


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PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
werbeartikel@der-zuckerbaecker.de
www.suesses-schenken.de



Are You not in the mood for sluggish leadership?

Then, it is time for a sweet energy boost from the confectionery company Der Zuckerbäcker. The childhood classic sweet is presented in such a catchy and tasty way in the form of licking powder sticks, which are now also available as an advertising mailing card at Der Zuckerbäcker. It is perfect as a little pick-me-up between meetings, for replenishing your energy reserves, or just because you want to. The confectionery process is undertaken entirely by hand, which makes individual full-surface printing possible for a minimum order of only 250 pieces. Thanks to the long shelf-life of 24 months, the company doing the advertising is completely flexible and can be used as an energy booster for several campaigns.



PSI 47992 • Henosa-Plantanas Group GmbH
Tel +49 7306 926230 • info@plantanas.com
www.werben-mit-tee.de

Nuts and snacks with a view

The delicious dried fruit and nuts sourced from the Henosa-Plantanas Group come with or without chocolate in a practical glass jar with a cork stopper. Customers can get this promotional product with a custom printed label and select the variety of snacks to be included for a minimum order of 100 units. The little snack sits in a clean and decorative spot on a desk or conference room.

reeves.

BY REFLECTS

A bright delight!

The **rechargeable**
table lamp REEVES-AMLINO



Whether indoors or outdoors, on the balcony or in the living room, the **53002 REEVES-AMLINO LED desktop lamp** in silver/white or black/white creates a cosy atmosphere with warm, white lighting, especially in the evening hours. The portable lamp with dimensions of about 12 x 26.3 cm (DM x H) is made of aluminium and plastic. The lamp is switched on and off by touch point on the stand and can be **dimmed in three different ways**. It has a runtime of **up to 75 hours at the lowest brightness**. The lamp recharges via a USB-C connection and the supplied cable; the charging indicator reveals the charging status. The indoor and outdoor light is **IP54 splash-proof**. A high-class tube packaging is included.



Yummy chocolate with a kick

Hot chocolate in a promotional cube is the latest product on offer from Kalfany Süße Werbung. The yummy chocolate milk chocolate balls are great for making a delicious chocolate drink. It is simple: Just put the balls in a cup and fill it up with hot milk or a milk alternative. Then, stir and pour. The special highlight: The chocolate ball is filled with dried marshmallows. Who could resist it? The promotional cube with a star punch-out on two sides also offers enough space for a very personal advertising message.



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

This year, Kalfany Süße Werbung is celebrating its 75th anniversary. The company has long since made a name for itself internationally as a supplier of sweets and is a successful manufacturer of the fruit gum assortment of the “Bären Company”. We visited the production site in Herbolzheim for you.

75 years of Kalfany – a sweet journey through the history of candy

Where the sweet bears live



Where they live, where they originate and where they begin their advertising journeys – 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 assortment, where we convinced ourselves of the professional production process and seductive taste of these sweets.

A sweet and diverse offer

Bears are not problematic animals (contrary to what some politicians would have us believe). And definitely not these completely harmless tiny ones, which are also particularly tasty. They play a special role in the diverse offer of the anniversary-celebrating company. However, before we devote ourselves to the range of products and production process at the “Bären Company”, let us first go on a journey through 75 sweet years.

Candy from the barracks

In 1948, Karl and Franziska Berger founded the company, initially with the name “Berger-Bonbons”. However, due to a name equivalence, the company name became “KALFANY” – a combination of the nickname of his wife “Fanny” and Karl. The production of sweets began in 90m2 barracks. Starting in 1952, they took a step towards industrial production and purchased a new production site in München-Allach. They created their first brand called “Heilkräuter Brustkararmellen” (medicinal herb chest caramels) and expanded sales in Germany. They were able

to continuously increase capacity and production to up to 70 different types of sweets.

Breakthrough with sweets in cans

Their breakthrough came in 1968 with the introduction of sweets in cans – a true market niche. Kalfany was a forerunner in Germany and created a new market segment. The sweets quickly found their place in the storage boxes of many cars. The production began with two 150g cans: “Saure Zitronies” (Sour Lemonies) and the fruit mix “Sommer Früchte” (Summer Fruits). The success was phenomenal. Back then, there were no canned sweets in Germany other than English import products. Kalfany was already producing 2 to 3 tonnes of sweets daily at that point in time. The new building in Müllheim was completed in August 1970 and equipped with the latest technologies. The range of products was also further expanded. Besides the canned sweets, Kalfany also made “Schwarzwälder Kräuterle (Black Forest Herb Candy), fruit and cream sweets as well as cola sticks. Nine years later, Erhard Berger was handed over management from his father and the structures of the company were modernised.

Well-known brands

After the sale of Kalfany to the Zertus group of companies, Erhard Berger retired in 2002. Just one year later, another successful candy brand, “Pulmoll”, as well as the Dutch brand “Diele” came onto the market to perfectly complement Kalfany’s range of products. Production was relocated to Müllheim and national distribution transferred to the sister company Impuls-Vermarktung (nowadays Importhaus Wilms / Impuls GmbH & Co. KG). With this acquisition, Kalfany’s position as market leader was further expanded. In addition, in 2003 Kalfany passed the certification audit based on the International Food Standard, known nowadays as the International Featured Standard Food (IFS), and ever since has been meeting the strict requirements to ensure food safety.

Merger with Süße Werbung

In 2007, the Zertus Group purchased the company Süße Werbung GmbH from Herbolzheim, an innovative partner for advertising with custom-made sweets. Both companies, Kalfany Bonbon GmbH & Co. KG and Süße Werbung GmbH, merged and were put under common management. With its origins in a pastry shop in Emmendingen, a phase of development in Denzlingen and the final relocation in 1998 to its present location in Herbolzheim, Süße Werbung has been writing its success story for over 40 years. Since the merger, the name of the company has been “Kalfany Süße Werbung GmbH & Co. KG”.

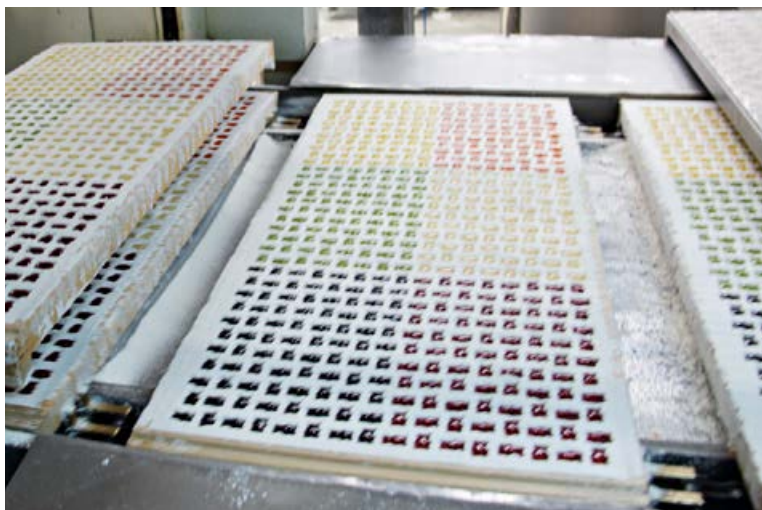
The production of the fruit gum base begins in the cooking plant, where it delightfully simmers.



The different flavours are mixed according to exact specifications at the aroma station.



Managing director Peter Kasper and marketing manager Jenny Mangold in front of the production site of the “Bären Company”.



Fruit gum is freshly cast into cornstarch powder.



The shapes with the freshly cast fruit are brought to a specially air-conditioned hall to dry.

In the sample stock for the stamping boards: Shapes that have already been produced can thus be reused at any time.



Here is one of the sample stamping boards for the fruit gum motifs.



Celebrating a success story

Since then, the company continues to grow: in 2010, Zertus took over the brand “Echt Sylter Brisen Klömbjes” (True Sylt Breeze Candies), which have been sold exclusively in pharmacies since 1990. More than two-thirds of the canned sweets sold in Germany are made by the company Kalfany Süße Werbung GmbH & Co. KG. Approx. 60 employees at the Müllheim site produce the traditional sweets specialties with the most modern machine technology for the national and international market. Exports include more than 60 countries worldwide! A total of over 3000 tonnes of sweets leave the plant in Müllheim every year. To celebrate this success story, a high-spirited celebration with the employees, business management and many other friends and companions was held in late June at the Müllheim community centre.

Taste bud pleasers which can be addictive

But let us get back to the aromatic and potentially addictive taste bud pleasers and the production site of the “Bären Company” in Herbolzheim, through which managing director Peter Kasper, who is responsible for marketing, sales and production, and marketing manager Jenny Mangold skilfully accompany us. It is well-known that promotional products made of fruit gum are among the ultimate marketing classics. They are sweet, shapeable, colourful, diverse and can be perfectly custom-made by Kalfany Süße Werbung. Whether as a classic little bear, honey bear, in the shape of a heart or kiss, sweet, sour, made of liquorice, refreshing, vegan, as fruit juice, as tea bears (Tee-Bären®) or with less sugar, fruit gums are timelessly popular. In its own printing technology centre with Europe’s largest digital print shop for flexible packaging materials, Kalfany Süße Werbung prints directly on site – quickly, flexibly and in top quality. The packaging is custom-made here according to customers’ wishes with digital, flexo and pad printing machines. The company offers everything you need to successfully advertise with sweets, bears and co. made from certified production.

Effective product development

The “Bären Company” is characterised by its effective product development. The fruit gum creations made from natural raw materials are not only visually appealing, but also have an appealing aroma and taste. “When it comes to colour design, we draw on current trend colours in order to consistently remain up-to-date”, says Peter Kasper and adds: “An important aspect for us is the ecologically sustainable production of our fruit gum products in Germany at our plant in Herbolzheim. We rely on efficient production methods to preserve resources”.

Ecologically sustainable products and production

Since 2021, the locations in Herbolzheim and Müllheim as well as all freshly produced fruit gums, sweets and chocolate items have been climate-neutral. Kasper adds: "To further optimise energy costs during production, we are investing in a new solar plant and climate technology. At the same time, our internal work processes are also continuously geared towards efficiency and streamlining, with digitalisation playing a key role. This particularly benefits our customers, because the implementation of direct interfaces enables us to connect with each customer individually."

Further potentials

The results also show that the multi-sensory advertising gums are winning people over. Currently, the "Bären Company" is already outperforming its defined growth targets in all areas of business. However, the potential is far from exhausted: "To accentuate our role as an exclusive manufacturer of fruit gum products and to establish the 'Bären Company' as a well-known brand even more broadly, we have set up our own online shop". The range of products comprises more than 100 fruit gum specialties and covers nearly all conceivable variations, whether fruity, sweet, sour, spicy, salty, without sugar, without gelatine or in diverse shapes, colours and sizes. All fruit gums are packed in hygienic packaging. The packaging units of our specialties vary between 10g and 1000g.

Quality standards come first

"High quality standards come first during production. All fruit gums from the "Bear Company" originate from our own certified production facilities. This guarantees the consistently high quality of our products", emphasises Jenny Mangold. "Currently we employ around 12 highly qualified employees at the Herbolzheim site", says Peter Kasper. "Our dedicated employees are the motor of our success. Their expert knowledge and passion for high-quality products decisively contribute to the satisfaction of our customers." All of these are convincing arguments that enable people to give in to the sweet temptations of the fruit gum bear family. <



Rolls for the little bags are cut here.



Cans are digitally printed here.



During can filling

Seductively red:
this is where the fruit
gummy bears meet
up with the strawberry
and cherry taste.

The advertising industry in Germany achieved a total market volume of around 48.1 billion euros in 2022, a growth of 1.6 percent compared with the previous year. Nevertheless, the national association of the German advertising industry, ZAW, has observed many unresolved issues because 2023 started on a weak foot from an advertising perspective.

ZAW: Assessment of Advertising Year 2022 – Trend Analysis for 2023

Subdued mood despite slight growth

Despite the increase, the total volume of commercial communication was under the pre-pandemic level of 48.3 billion euros (2019). The total market has yet to reach the 2019 level, three years after corona began in the spring of 2020. According to an official statement of the ZAW, the recovery people had been hoping for and needed in some industries did not materialise in 2022 due to the war in Ukraine and its economic impact. Almost none of the figures from the advertising industry

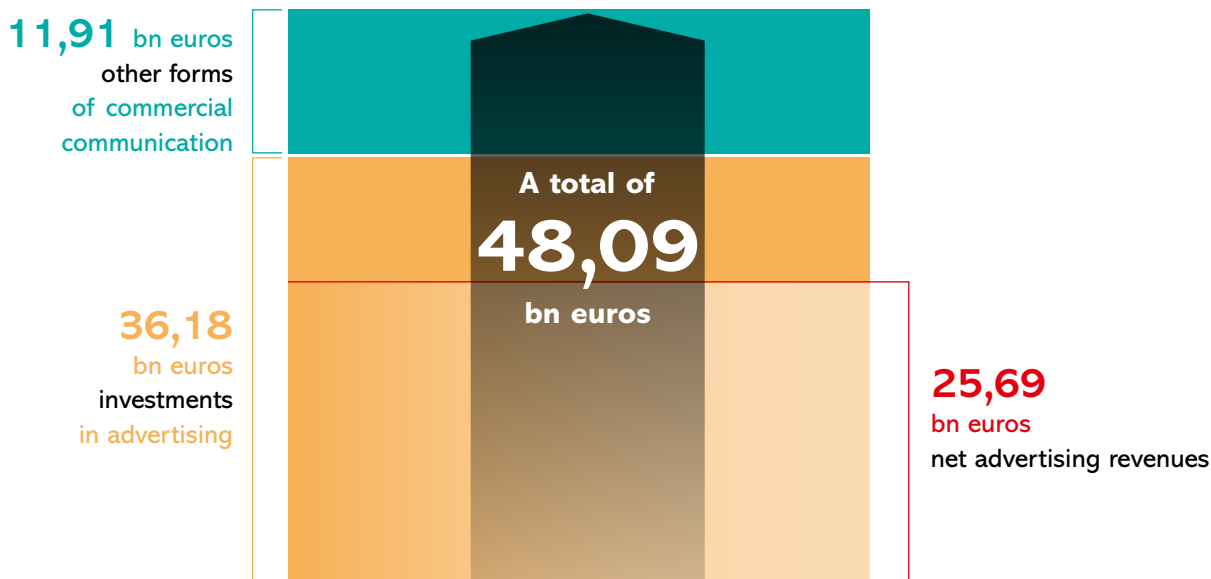
reached the pre-pandemic levels. ZAW says, 'The last quarter of 2022 was not good, which is not typical for the industry. The Christmas effect did not occur, which meant that many advertising mediums, including those online, ended up experiencing a loss in the last quarter.'

Growing investments due to inflation

Media-based investments in advertising may have increased slightly by 0.3 percent to 36.2 billion euros. According to

Commercial communication in Germany 2022

in bn euros



Source: Zentralverband der Werbewirtschaft ZAW e.V.

ZAW, this was primarily due to the higher production costs. This figure is the only one higher than the pre-pandemic level (2019: 34.9 billion euros). While inflation was 1.4 percent in 2019, it was an unbelievable 7.9 percent in 2022. The higher prices for energy, raw materials and wages have made advertising production more expensive. According to ZAW, if they are adjusted for inflation, something other than growing investments is at play here. Net advertising revenues represent about 70 percent of the investments made in advertising, but they fell slightly by 0.6 percent to 25.7 billion euros.

A less dynamic increase in digital advertising

Online advertising was no longer in the double digits and could not improve the balance sheet either, as in previous years. 'Digital advertising increased by about 2 percent. It grew less dynamically than in prior years, although a few platforms once again performed better than the overall market. Outdoor advertising, advertising journals, direct advertising, trade papers, radio and cinemas also reported positive results. And yet, despite all the joy about the good figures of these media/advertising mediums, almost no one achieved growth at the pre-pandemic level of 2019', states the national association. A notable exception was online advertising, which has grown significantly since 2019.

Promotional products leave a lasting impression

The other forms of commercial communication – sponsoring, catalogue and other advertising print and promo-

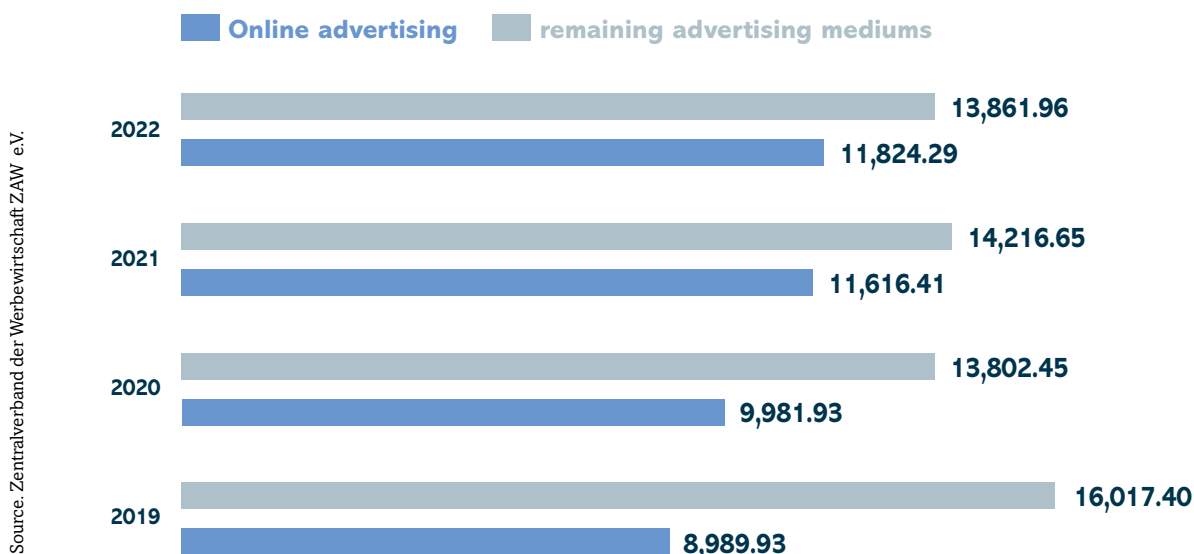
tional products – increased considerably by 5.5 percent in 2022 to 11.91 billion euros (2021: 11.29 billion euros). The national association of the promotional product industry in Germany GWW recorded an increase in turnover of around 6 percent, reaching 2.8 billion euros. However, this figure is also considerably lower than the pre-pandemic level (2019: 3.65 billion euros).

A look of concern for 2023

ZAW is concerned about 2023 and even refers to it as a year with risks. 'The industry is burdened by ongoing inflation, the restrained consumer climate and impending negative political conditions. 2023 is a risky year, and it is recognized as such in the balance sheets', says ZAW President Andreas F. Schubert: 'It has been experiencing an unusual up and down for the past three years due to influences beyond our industry's control. High inflation, the resulting weak consumer confidence and increasing costs within the sector clearly had a dampening effect last year and are continuing to do so today. We can only warn politicians against over-regulation in this economically challenging time. A lot is at stake. Advertising bans and complex requirements for market communication limit investments, mean less added value for brands and companies, endanger the market success of innovations, and are poison for the media's refinancing capabilities. Germany presently has none of this in abundance – and the outlook is uncertain. The ZAW Trend Analysis 2023 also came to similar conclusions. >>

Net advertising revenues: Online advertising / other forms

in m euros



Subdued mood in the advertising industry

The ZAW Trend Analysis shows a subdued picture of economic and advertising industry expectations. The current consumer climate is a cause for concern: 44 percent of ZAW members rate the consumer climate, which is so important for the industry, as poor, and 50 percent consider it mediocre. Using a scale of 8 to 1 (8 = excellent, 1 = perilous), members rated the sentiment in the advertising industry with an average of 3.2 in the spring of 2023, which was worse than the spring of 2022 (3.5). ZAW members agree: At best, stagnation is within the range of economic possibilities.

A year of political challenges

When broken down by economy, society and politics, the economic and social situation was rated with a cautious 3.8 points and the political situation was rated with a concerning 2.1 points. Andreas F. Schubert commented on the political challenges: 'The advertising ban being planned by the Federal Ministry for Food and Agriculture would be a huge encroachment: Food advertising would be forbidden not only for children, but a considerable share of advertising would also be banned for unspecific target groups, including adults. Around 70 % of all food products would be subject to practically full communication bans. The resulting threat of demonetisation of the media by the government – according to valid calculations, it would

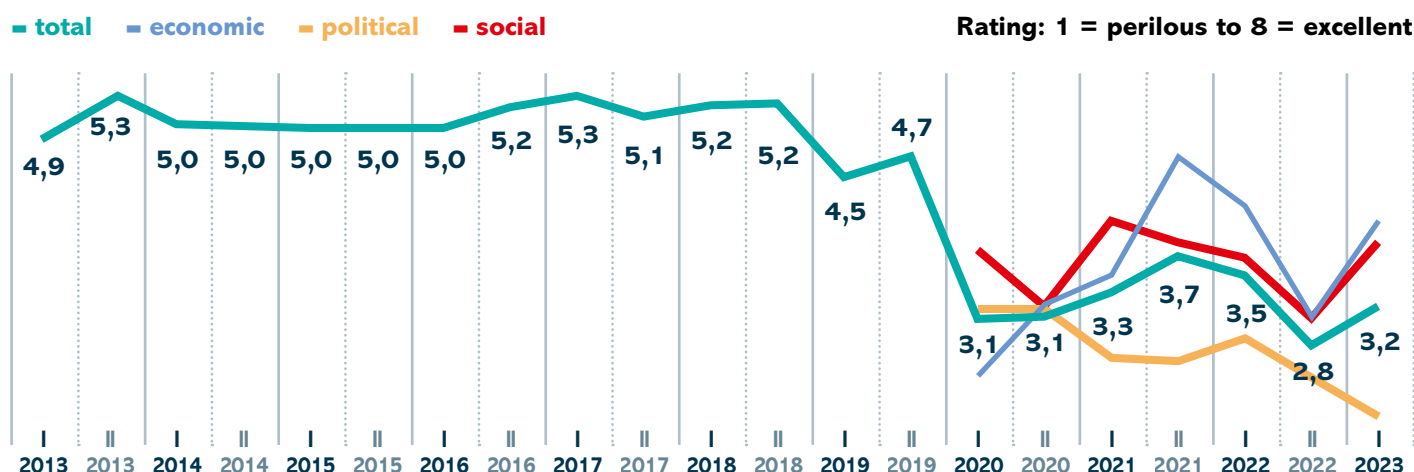
be above the losses caused by the pandemic – would be of an unprecedented magnitude and have consequences'. The ZAW president describes the approach as 'dangerous in the long-term for the economy, location, innovation power and social-politically'.

Legislators also receive praise

However, the main ZAW managing director Bernd Nauen also sees promising developments on the political level. 'The online advertising market continues to show a clear imbalance with pronounced competitive deficits and the rule-making power in the hands of just a few players. This would be particularly detrimental to thousands of publishers, diversity and ultimately the consumer. EU legislators and legislators in Germany have issued laws to counteract existing dysfunctions. That is a good thing. They should not take too much time for this and should make clear decisions'. In the case of new regulatory projects, particularly those that strive to increase data protection and digital consumer rights, it is more important than ever to 'take a second look, undertake reality checks and maintain proportionality. The last thing that the urgently needed growth needs on the digital front is more complexity and regulatory benefits for the companies who occupied all the strategic positions during the era of regulatory abstention and want to make their positions impenetrable with unilateral rule-making power under the guise of data protection', concludes Bernd Nauen. <

Mood of the advertising industry in Germany

How do you evaluate the economic, political and social situation of the advertising industry?



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MESSEZENTRUM SALZBURG

2023

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53. INTERNATIONALE FACHMESSE FÜR GASTRONOMIE UND HOTELLERIE

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building businesses



PSI Journal 8-9/2023

www.psi-network.de



Belongs in every school bag

School supplies are a great way to underline a company's modern, young image, especially if they can be customised. This year, many new products have been added to ANDA's Be Creative collection. One of them is the stylish CreaFelt Folder. It is a **highly customisable document** folder that is aimed at many different target groups and is a universally practical tool. The full-colour printed front is complemented by a natural snap closure made of RPET felt.

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

The winter can come!

What you need when the temperature sinks: HEPLA's recycling ice scraper appeals to motorists who need to clear their vehicle of snow and ice in the winter. The trapezoidal shape makes it particularly suitable for breaking and scraping ice, and the rubberised water scraper is a **practical plus**. Available at short notice in four standard colours, the ice scraper offers a particularly large print area and many possibilities for staging inexpensive and sustainable promotional ideas and customer wishes.



PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co KG.
Tel +49 5681 9966 • info@hepla.de
www.hepla.de

Cool or warm as desired

Everyone knows the classic cherry pit pillow. But hemp seeds also prove to be an ideal filler. Hemp seed pillows are now available as a new product from Herbalind. The hemp seeds from **regional, resource-saving cultivation** have a very good heat and cold storage capacity due to their high oil content. When heated, they exude a delicate, nutty fragrance. Herbalind manufactures the pillows individually according to the customer's wishes in quantities of 250 or more. Customers can create their cushion from the diverse range of high-quality fabrics with a large colour palette in individual sizes. All products are produced, printed or embroidered on site. The cushions are lovingly handmade in the Herbalind inclusive company in Westmünsterland. As a non-profit enterprise, ASB Herbalind gGmbH offers many people with a disability an appropriate and meaningful job. With every order, customers support this social project.

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





With its new Active Wave drinking bottle, Elasto presents a particularly handy and reliable drinking bottle. With its appealing design and different colour options, the bottle stands for diversity of ideas and quality - Made in Germany, thanks also to its climate-friendly production in Germany at the Sulzbach-Rosenberg site. The handy Tritan bottle is an ideal everyday companion and was specially developed to meet customer needs. Thanks to the leak-proof lid and the break-proof material, the Active Wave offers **maximum reliability and durability**. The use of high-quality Tritan has the advantage that the drinking bottle has a neutral taste and smell. The material is BPA-free and does not contain any harmful plasticisers. The large opening makes it easy to fill and clean the bottle and makes it suitable for carbonated drinks.

PSI 41369 • elasto GmbH & Co. KG
Tel +49 9661 8900 • info@elasto.de
www.elasto.de



mbw® is expanding its range to include **high-quality cat toys**, cuddly Lanky Legends and fluffy changeable covers for heat pads.

The company's product range is constantly growing and meets the demands of pet supply shops, feed shops, toy shops, insurance companies as well as companies relying on give-aways at trade shows. Overall, the mbw® range offers a wide selection of high quality and versatile products in their usual Minifeet® quality.

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

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New Notebook Collection from Switzerland

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

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



Recycling goes business

Troika's business backpack can hold (almost) anything. It has separate compartments for a 16" laptop and tablet, two outside pockets for a water bottle and umbrella, a zipped document compartment close to the body and many other storage options. The backpack is made of **100 percent recycled PET (rPET)**. This means that twelve recycled plastic bottles have been used for one backpack in BSCI-certified production. The capacity is about 16 litres, the carrying capacity up to 10 kg.

PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110 • d.geimer@troika.de
<https://business.troika.de>

Christmas fragrances

Scent diffusers dispersing delightful aromas are the focus of Invame's new DreamPen product line. These are **innovative scent diffusers** that allow users to enjoy a relaxing and calming sensory experience. The diffusers can be printed all over, making them an effective promotional gift for any occasion. For the most wonderful time of the year, Invame has Christmas fragrance creations ready.

PSI 45720 • DreamPen – Invame Car perfumes producer
Tel +48 68 4772232 • invame@invame.eu
www.invame.eu





Faster in an emergency

The MediSave resuscitation towel with key ring from MEDICAL promotion by GRAMM medical healthcare GmbH offers **first aid in a compact form** and makes saving lives even easier. Thanks to its small, flat and space-saving design, it fits perfectly on your key ring and is always ready to hand. In an emergency, it enables hygienic resuscitation of unconscious persons. The front of the resuscitation sheet is printed with easy-to-understand instructions and clear illustrations on cardiopulmonary resuscitation. This enables first responders to act quickly and effectively even in stressful situations. In addition, the nylon key ring is available in various colours and can be custom printed on both sides with up to three printing colours.

PSI 47105 • MEDICAL promotion yb GRAMM medical healthcare GmbH
Tel +49 7151 250250 • info@medical-promotion.de
www.medical-promotion.de

Organic and tasty

Custom-printed Advent calendars are among the most popular promotional items during the Christmas season. Sustainability, quality and value for money are the main focus of Advent calendar specialist CD-LUX. For several years now, the company has relied on climate-neutral production, inlays made of recyclable or compostable material or paper fibre, as well as FSC-certified cardboard. This year, the "Organic" series was further expanded. These calendars have an inlay produced using paper injection moulding. The components are paper fibre, water and starch, guaranteeing a **100 percent sustainable raw material mix**. After use, the calendar can be completely recycled in the paper bin. This applies equally to the calendar models Cube with organic inlay, the 3D Advent calendar Truck or the classic Gourmet Edition Advent calendar. The wide range offers a variety of calendars with first-class brand chocolate, including Lindt, Milka, Sarotti, Ritter SPORT, Mars, Toblerone and Meßmer.

PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de



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Exclusive for PSI distributor members | A visit to Landgarten

PSI on tour is a new format for PSI distributor members that will enable visits to businesses, trade shows and participation in further training. The PSI invites interested distributor members to visit the Austrian snack manufacturer Landgarten in Bruck an der Leitha on Friday, 15 September 2023 at 2pm together with the PSI and an exclusive group of distributors. A two-hour guided tour through the Landgarten Manufacture of Pleasures with exclusive insights into the climate-neutral production at two locations awaits participants.

A view behind the scenes with food tasting

Landgarten will show how legumes are processed, roasted and refined together with seeds and berries. The participating distributor members will also learn exciting facts about the nutrient-rich food and gain practical background knowledge on CO₂-neutral production from the raw material to the finished organic snack. The offer is rounded off by a food tasting session and the creation of a personal indulging food mix as well as a relaxed conclusion to the event with an exchange of ideas.

Travel and registration

Please make your own travel arrangements. There is a sufficient number of parking spaces both at the chocolate shop and the roastery.

Meeting point on 15 September 2023 at 1:30pm at
Landgarten GmbH & Co KG
Färberstraße 16
A-2460 Bruck an der Leitha (Austria)

Those interested are requested to register until 5 September by e-mail to Astrid Langenstein, psi.productsourcing@rxglobal.com. Those who have questions on the theme "Ecological Sustainability during Production" should submit them in advance with their registration.



About Landgarten

Since 1989, Landgarten has been a pioneer in the development of innovative organic soy snacks and nowadays offers a diverse selection of over 80 unique snack variations. The idea of bringing soy beans, which were largely unknown at the time, to Austria, roasting them and offering nutritious alternatives to high-fat peanuts laid the foundations for the company Landgarten more than 30 years ago. Currently, the ecologically sustainable and climate-neutral production of up to 350 tonnes of soy per year takes place at two locations in Bruck an der Leitha on the basis of a globally unique and patented hot-air roasting process – entirely without adding fat. www.landgarten.at

Photos: © Eisenberger_Landgarten

PSI 2023 | FKM confirms statistics

This year, visitors could finally look forward to the PSI trade show taking place. As a result of the two-year break due to the pandemic, PSI 2023 naturally took place under different conditions this year, and its performance is reflected differently in the statistics than in the years before corona. In the spirit of transparency, PSI decided to get certified again by the Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM), a German association for voluntary trade show and exhibition statistics. FKM is an objective body which certifies and publishes trade show and exhibition data. It has confirmed PSI's facts and figures from this year's trade show. The statistics were made public on the website of the Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft (AUMA), an association for the German trade show industry. According to the statistics, more than 10,500 visitors came to this year's trade show. More than 5,600 people came from abroad, which was more than half of the total number of visitors who came to this year's event. This reflected the trend seen during the past few trade shows, in which more than half of the visitors arrived from foreign countries. However, this year, fewer visitors came to PSI than in the years before the pandemic. In 2019 and 2020, more than 17,000 visitors went to PSI. This year, the PSI trade show had a total floor space of 24,000 square meters, offering 463 exhibitors plenty of room to present their innovative products. The exhibitors came from 27 different countries.



More than 10,500 guests attended this year's PSI trade show to marvel at the innovative products showcased by 463 exhibitors.

Seminar on the circular economy | well positioned for sustainable business



In his seminar "The circular economy as the key to future business" on 14 September 2023 in Düsseldorf, the product designer and expert for product safety, Lutz Gathmann will show ways in which companies from the promotional products, textile refinement and advertising technology industries can well position themselves for ecologically sustainable business in the future. The seminar takes place in cooperation with the PSI and Academy for Textile Refinement. In his seminars and keynote speeches, Lutz Gathmann gives valuable thought-provoking ideas regarding materials and resources for manufacturing promotion products. There has been an increasing focus on the themes circular economy and the longevity of products. During the seminar, he wishes to elaborate on such ideas together with the participants. The aim is to question how products from the promotional products industry are manufactured and how they can remain in circulation at the end of their life cycle.

The European Commission has presented a catalogue of measures entitled "The Green Deal" to make ecologically sustainable products the norm in the European

Union. The proposals decisively contribute to realise the goals of the European Green Deal – Europe's Growth Strategy for a more just and prosperous society – and implement the core areas of the Circular Economy Action Plan. With the measures already in the process of implementation, the EU aims to achieve its environmental and climate goals, including doubling the rate of use of recyclable materials and achieving energy efficiency targets by 2030. In the seminar, Lutz Gathmann will show which concrete impacts this has on the promotional products industry. He will explain the significance of the EU's Green Deal and what businesses have to know about it.


Information and registration: <https://aka-tex.de/veranstaltungen/168>

PSI members receive a 10 per cent discount on request by email to info@aka-tex.de.

PSI Journal

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

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

 Produktthema 1	Produktthema 2	ET	Redaktions- schluss	Anzeigen- / Druckunterlagenschluss
01/2023	Messeneinheiten PSI 2023	03.01.2023	09.11.2022	18.11.2022
02/2023	Ostern, Garten, Hobby und Handwerk	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps und Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Weihnachten, Präsentsets und Sonderanfertigungen	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ökologische und nachhaltige Produkte, Veganes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeug und Messer	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	01.11.2023	19.09.2023	06.10.2021
12/2023	Marken- und Designprodukte, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Messeneinheiten PSI 2024	02.01.2024	11.11.2023	18.11.2023

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

 Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
01/2023	Trade Show Innovations PSI 2023	03.01.2023	09.11.2022	18.11.2022
02/2023	Easter, Garden, Hobby and Handicraft	10.02.2023	16.12.2022	18.01.2023
03/2023	Protective and Hygienic Articles, Occupational Safety	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Beverages, Drinking Vessels and Tableware	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Christmas, Gift Sets and Custom-made Products	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ecological and Sustainable Products, Vegan Products	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Umbrellas, Tools and Knives	02.10.2023	19.08.2023	08.09.2023
11/2023	Electronics, Digital and Smartphone Accessories	01.11.2023	19.09.2023	06.10.2021
12/2023	Brand and Design Products, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Trade Show Innovations PSI 2024	02.01.2024	11.11.2023	18.11.2023

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45452	CD-LUX GmbH	U2a/IFCa, U2b/IFCb	42487	PSI - RX Deutschland GmbH	109, 111, U3/IBC
	GAST Messe - RX Deutschland GmbH	101	43416	REFLECTS GMBH	093
5076	Gesellschaft zur Förderung des Werbeartikels mbH (GFW)	077	41838	Schneider Schreibgeräte GmbH	051
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MEDIA GUIDE 2023

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Haptic, not Hype: Why Promotional Products are still Indispensable.

At the political level, in Brussels and Berlin, major decisions concerning our industry are repeatedly under debate. It is often apparent that an incorrect view is taken of promotional products – I, too, have noticed that in many conversations.

That is why it is important to make it clear to groups in society and generally in the pre-political sphere that, precisely in the digital world, haptic, quality and personal appeal are enjoying entirely new significance as antitheses. This also applies, in particular, under the aspect of sustainability – of products and relationships.

It is from this that the promotional products industry draws its *raison d'être* and major impact. For, these are characteristics and values that our sector, our products and services represent – and indeed, must represent.

That is exactly our where great capital and our great opportunity for the future lie. Promotional products are – and will remain – touchable, we feel their materials, perceive their colours and shapes. They are real and precisely not virtual – and that even makes them, in the end, somehow human.

Promotional products fulfil a frequently underestimated, but important task: in concert with other communication measures, they generate awareness of brands, products and services, they show consumers the market's diversity and thus ensure healthy competition. Also, if we all take the topics of quality and sustainability really seriously, promotional products are even much more enduring than any campaign. And, in some cases, they even become genuine cult objects over the years.

We need to carry that message into the world – including with a trade show that is as big and impactful as the PSI.

Yours,



Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

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Outdoors – that means being outside in nature and feeling good. More and more people are going outdoors for leisure activities. Just wind down, get some distance and relieve everyday stress. However, some useful products are particularly important for outdoors to make sure that leisure time stress does not build up at the same time. Whether you are hiking, camping, picnicking or barbecuing in the sun or the rain, you should have the right equipment at hand. The promotional products industry offers such items, spanning from small gadgets to complete equipment for undisturbed outdoor fun. Physical well-being plays a very important role not only outdoors under any weather conditions. That is why we are dedicating the second product line to the themes “Health and Hygiene” and thus providing a platform for the promotional product industry’s highly diverse offer in these segments.

Please already start thinking now about your product presentations for the November issue of the PSI Journal, which is dedicated to the themes “Electronics, Digital Products, Smartphone Accessories” as well as “Cars, Bicycles, Traffic, Safety” and send your product suggestions (image and text) by 18 September 2023 at the latest to: Edit Line GmbH, Editorial Staff PSI Journal, E-Mail: hoechemer@edit-line.de



Technology with a green touch

Creative technology solutions and an ecologically sustainable corporate philosophy. For PSI Business Partner Epson, these aspects are inseparably linked with one another and are in fact absolutely imperative. Achim Bukmakowski, Head of Sales Commercial & Industrial Printing at Epson, discussed this with PSI Director Petra Lassahn.

The (r)evolution of glass bottles

Almost none of the glass drinking bottles on the market are certified for “carbonation” – although market research confirms that around 80 percent of consumers drink sparkling water. artbottles® are suitable for use with CO₂ and the best-selling water carbonators. We spoke to artbottles founder Karsten Ludwig about the benefits and possible uses of their glass bottles, which are 100 percent made in Germany.



Imprint



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