

PSI

PSI Journal

International Magazine
for Promotional
Products

October 2023

Volume 62

including
PSI 2024
exhibitor list

JOURNAL

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New colour combinations with black barrel and chromatic finishes available from October 2023.



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Silke Eckstein

SND PorzellanManufaktur
About challenges and top skills

PSI 2024

Trade Show with added value

Product Guide

Camping, Outdoor, Umbrellas,
Tools, Knives
Health, Fitness, Hygiene

Sweetware

Party mood times three

More
effort,
higher **costs**

New EU Toy Regulation

and Digital Product Passport



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Editorial

DPP: An additional challenge

Manufacturers, importers and even consumers are aware of the European Green Deal and Circular Economy Action Plan as strategy papers of the European Union, even if they certainly cannot recite all the content in detail. It's about the circular economy. It's about transparency throughout the creation and life process of product. It's about making this data useful in a central database for all economic and social actors.

The new Digital Product Passport (DPP) is mentioned in both papers as an essential element of a climate-friendly and resource-saving economy (see "Focus" on page 24 et seq.). The goal of the passport is to provide all information on the origin, production, composition, reparability and proper disposal of a product. To do so, a "digital twin" of the product is created, so to speak. It is a virtual model, which precisely reflects the concerned physical product, thus a "product twin".

Much of this data is already known today and can be accessed. It is not always complete, but is provided in different formats of the manufacturers and often in different digital spaces. The central bundling of data in the DPP will technologically standardise this.

The advantages are obvious for the creators of the DPP: manufacturers should be able to plan better and more efficiently, because they can follow and thus optimise every phase of the origin and composition of a product. Consumers should also have an overview and opt for more environmentally friendly products. This goes too far for some manufacturers, because secret knowledge on the product-manufacturing processes could get into the wrong hands. Some manufacturers are frightened by the expected bureaucratic challenges. However, the creators of the DPP promise that it can be simply and quickly implemented. The first industries are already focusing on the implementation, and by 2027 all industries across Europe will be required to do so.

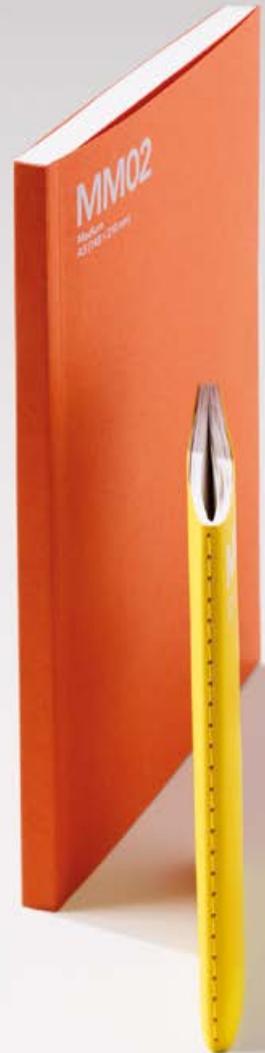
This is not easy for the promotional products industry, because its products are used in many different sectors. It will be the task of the associations in Europe to communicate this transparently and in a timely manner. As always, large companies must and will be the forerunners. Let us focus on the advantages, because the DPP must be implemented across Europe.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

Every product tells a story.



Prodir is a brand of Pagani Pens SA.

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.

**Facts,
not fakes.**

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×
prodir®

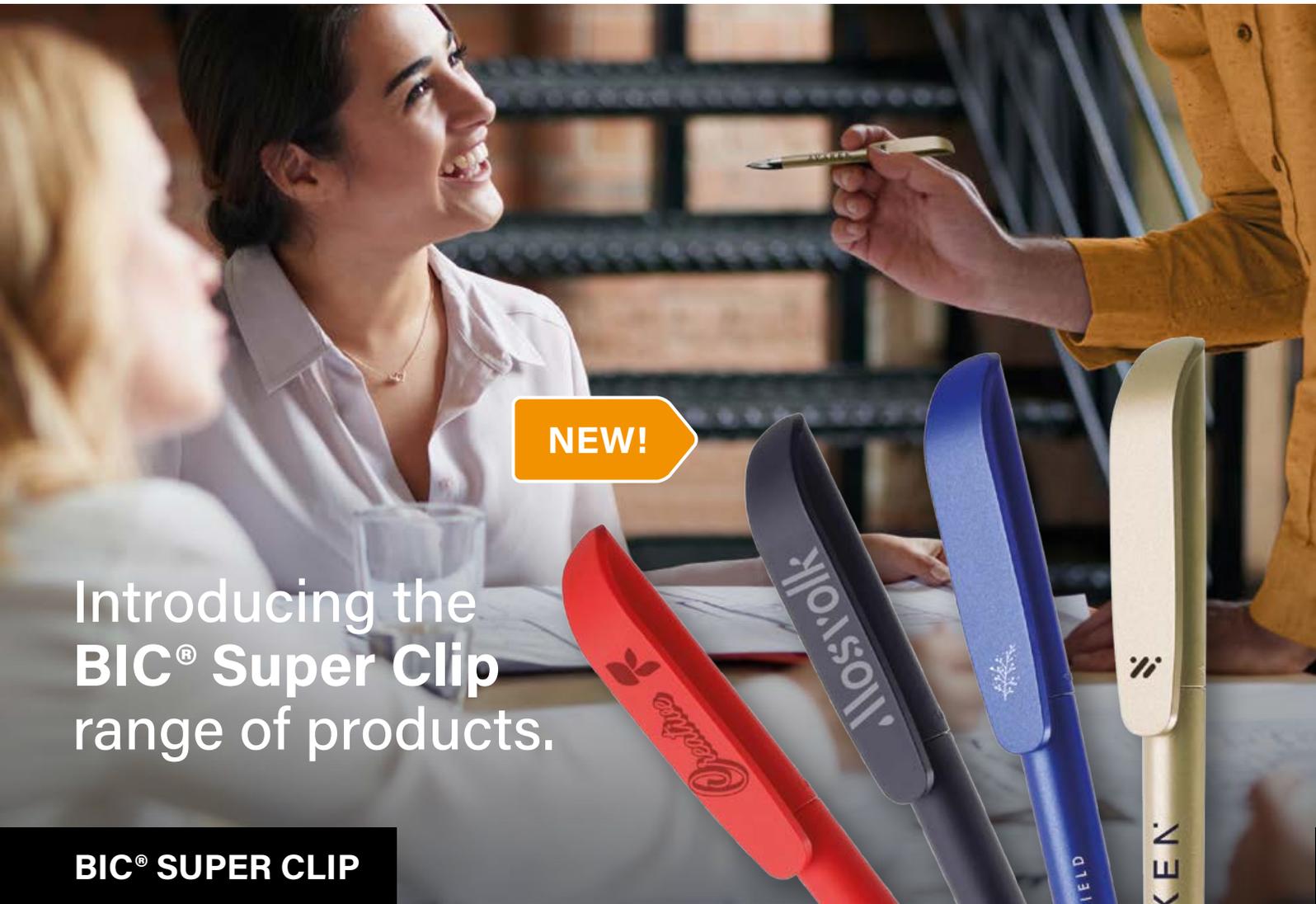
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Prodir Österreich
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NEW!

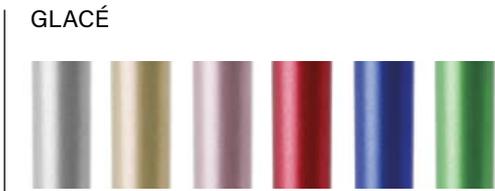
Introducing the BIC® Super Clip range of products.

BIC® SUPER CLIP

We call it "Super" and we are not exaggerating.

Maybe you wonder why we call it "Super". Or maybe you already know. But just in case, let us explain: first of all because of its modern style; also because of its big printing area on the clip; and it's made in Europe with 100% energy coming from renewable sources and all manufactured and printed in BIC factories for a low impact carbon footprint. Isn't it Super?

Refillable



Made in Europe



Manufactured and printed in BIC factories



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**NEW
COLOUR!**

BIC® SUPER CLIP ORIGIN

Imagine the BIC® Super Clip, but even more Super.

Ready to imagine? Great: imagine the famous BIC® Super Clip made with natural ingredients.* Just imagine, a BIC® Super Clip that contributes to a more sustainable future. Now stop imagining it: you have it here.

ORIGIN BIOBASED

Green Grass colour available from October 2023.

ecolutions®

* Barrel and clip.



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Sustainably packaged!

There are many ways to protect the environment. One of them is the use of reusable pull bags from Mister Bags. The advantages of our pull bags for printing at a glance:

- are made of organic and / or fairtrade cotton or 100% jute
- are durable, reusable and recyclable
- are robust and breathable
- drawstring to close
- can be worn in many different ways
- are available in different sizes
- are sustainable and ecological
- are suitable for all kinds of purposes
- are to be refined according to your desires
- prove to be a perfect advertising medium

All cotton drawstring bags are also certified with the LFGB seal for food authenticity.



Discover our reusable drawstring bags!

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PSI 2023 already left no doubt that PSI has once again confirmed its importance as Europe's leading trade show for the promotional products industry. For the industry, it is the international trade show platform for which there is no alternative. The prospects for PSI 2024 are also excellent.

More effort, higher costs 24

As expected, the EU Toy Regulation tightens the chemical requirements and will probably be the first product-related harmonisation regulation to introduce the digital product passport. Dr Arun Kapoor, lawyer, analyses the challenges facing the promotional products industry.



Advertising outdoors 30

Outdoor – that means being out in nature and feeling good. And useful aids are particularly important in this context. From small gadgets to complete equipment for unadulterated outdoor fun – our industry also has the right utensils at the ready. We present you with an exquisite selection.



The (R)evolution of glas bottles 76

The artbottles® are suitable for use with CO₂ and the best-selling carbonic acid sparklers. With their individual design, they offer a USP in sustainability communication. We spoke with CEO and artbottles founder Karsten Ludwig about the benefits and possible uses of the 100% German-made glass drinking bottles.



Write expressively — not watered down

Researchers at the Universities of Mainz, Darmstadt and Wuhan have developed a method that can be used to produce legible writing while under water for a limited time – with the help of a 20 to 50 micrometre ball made from ion exchange material. They rolled the ball over the bottom of a container and noticed it left an invisible trace behind its tracks. When ink was added, this track drew the coloured particles and a visible line appeared (faz.net, ‘Mit Tinte und Ionentauscher: Forscher entwickeln Technik, um in Wasser zu schreiben’). Effective and visible promotional messages can, of course, be written above water, too – with adequate products from the promotional product industry.

Sustainability meets design

Füller STABILO Grow
(climate-neutral fountain pen with a shaft made from 100% FSC-certified, genuine wood and an ergonomic grip area made from 100% certified biobased plastic)
STABILO Promotion Products GmbH & Co. KG
www.stabilo-promotion.com
PSI 43287



Waterproof and climate-neutral

The ‘One Business’ rollerball pen with an ultra-smooth tip (cap-off ink; the pen can be left open for 2 to 3 days)
Schneider Schreibgeräte GmbH
www.schneiderpen-promotion.com
PSI 43416

Paying with

style

Exclusive merch

Custom-made leather bracelets (branded with an embossed logo or promotional message)
HAPPY BRANDS GbR
www.happy-brands.com
PSI 48600

Making contactless payments is becoming more and more fashionable – in the true sense of the word: with small pieces of jewellery that feature a built-in credit card. Or to be precise, A tokenized credit card is reproduced in digitalised form in rings or bracelets. The benefit: These wearables do not need any battery to work. The person wearing it can also make payments when a smartphone or smartwatch battery is empty. (faz.net, ‘Schmuck als Kreditkarte: Bezahlen bekommt Stil’) Whether with a tokenized credit card or not: the promotional product industry offers the right wearables for everyone in a stylish and promotionally effective framework.



DAIBER MAKES IT EVERLASTING.

With us, every garment becomes a loyal companion. Our designs are timelessly elegant; our products are made of high-quality materials. This makes our corporate wear particularly durable.

daiber

The fabric that makes sustainable dreams come true

The era of millions of tonnes of clothing landing in landfills or being incinerated because there isn't any adequate recycling method available could soon be over, since a solution is in sight for mixed fabrics that contain polyester and cotton. Young scientists have developed a method which can be used to recycle both components. The fabric blend is cut into small pieces and soaked in a 'mild, non-toxic solvent' with added hartshorn salt and leavening agent. Everything is heated to 160 degrees Celsius. This method separates the cotton and synthetic fibres without destroying either one.

The fibres float at different heights in the liquid and are easy to separate. After the washing process, they can be reused. (trendsderzukunft.de, 'Aus alten Kleidern werden künftig neue: Polyester-Baumwoll-Mischgewebe wird recycelt') Companies can resort to using promotional textiles that are already sustainable until this recycling method is used in series production.



Giving a hand with sustainability

Organic sponge – made in Germany
(front side: 100% organic cotton;
backside: 100% sisal; biodegradable,
fully compostable)

Beefree – Plastikfreies Leben
www.beefree-plastikfrei.de
PSI 60708



Natural cover sheet

Rescued – beeswax cloths (blend of organic beeswax, coconut oil and jojoba oil; made from classic textiles; antifungal, antibacterial, keeps food fresh and safe from mould growth and contamination)

Gifts with Impact B.V.
www.giftswithimpact.nl
PSI 43492



Cuddly soft and recycled – in series production

Uni terry cloth made 100% from recycled materials
(65% recycled cotton, 35% recycled PET bottles)

W.F. GÖZZE Frottierweberei GmbH
www.goezze.com
PSI 44530

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PRÄSENTE

Weihnachts-Schokolade

TIPP

INLAY AUS 100% RECYCLEM MATERIAL HERGESTELLT

MILKA

SCHOKOTÄFELCHEN

Unsere Qualität macht den Unterschied!

ADVENTSKALENDER & PRÄSENTE MIT AUGENLEUCHTEN-GARANTIE

Jetzt Händler werden und Welcome-Paket anfordern!

Market research

What should a brand reflect?

.....

A company's reliability and responsible action should be reflected in their product and brand promotion. This is the opinion of 38 percent of people surveyed for the Annalect Insights Research "Promotion Barometer 2022". From the consumer's point of view, there is a clear need for change: more than half (51 percent) think that the topic of climate protection is addressed too seldom and would like to see, for example, more references to sustainable materials, supply chains or production methods that contribute to climate protection. 47 percent, on the other hand, would like more promotional information on recycled or recyclable packaging and materials. Despite the

explosive nature of these topics, promoters should feel confident using humour and storytelling. A good two-thirds (67 percent) of people were inspired by this. Data specialist Annalect Insights Research, part of Omnicom Media Group Germany, surveyed 300 consumers every week from May to December 2022.

horizont.net, „Diese Werbethemen bewegen die Menschen am meisten“

.....

The importance of ESG (Environment, Social, Governance) in corporate reports is increasing. This is the conclusion of the "Global ESG Practitioner Survey 2023" by software company Workiva, developed in collaboration with Alex Edmans, Professor of Finance at London Business School. According to 71 percent of survey respondents practising ESG, three or more internal teams already contribute to ESG reporting in their own companies. In addition, 74 percent say their companies have appointed at least one staff member to oversee ESG reporting and initiatives, up six percent from the previous year, and 90 percent of survey respondents believe a strong ESG reporting programme will give their companies a competitive advantage over the next two years.

pressetext.com, „ESG für viele Unternehmen immer wichtiger“

Competitive edge ESG



.....

The analysts see the purchase of a product as the starting point of an interactive and collaborative customer journey. This insight is tantamount to a complete shift in the understanding of the marketing funnel. Edelman even speaks of a "collapse of the purchase funnel". Consumers want continuous contact with brands. On average, 79 percent of those surveyed in 28 countries worldwide gave this feedback. They want to interact directly with brands, for example via social media, customer feedback or participation in brand activities. At 66 percent, the Germans are below the global average.

edelman.com, „Trust and Brands: The Collapse of the Purchase Funnel“

From the end to the beginning

The relationship between brands and consumers has changed. Purchasing a product is no longer the end point of this relationship, but the beginning. This is one of the findings of the Edelman Trust Barometer Special Report 2023.



Climate-neutral shipping as a solution?

.....
Researchers at Oxford University estimate that through climate-related disturbances at ports alone, an average of \$81 billion a year

in global trade and at least \$122 billion in economic activity was put at risk. This is reported by tagesschau.de. To counteract this, Jasmin Gröschl, Senior Economist at Allianz Trade, believes that “with lower water levels, reducing cargo would certainly be the easiest way, and also the use of smaller ships”. Otherwise, shipping could adapt to climate change by improving weather forecasts, modifying route planning and port facilities, and switching to more sustainable shipping technologies. The latter could also reduce operating costs. The German Shipowners’ Association (VDR) also points to decarbonisation as a possible solution. Climate-neutral shipping is therefore “no longer a question of whether, but of how”. tagesschau.de, „Welthandel: So hart trifft der Klimawandel die Schifffahrt“

.....
60 percent of German companies are taking measures to retain older employees longer. This was the result of the Randstad-ifo HR Manager Survey in the second quarter of 2023. With an approval rate of **85 percent**, more flexible working time models are particularly popular. Age-appropriate workplaces, partial retirement and health promotion are a part of over **40 percent** of the companies participating in the survey. About 15 percent of the respondents resort to salary increases and targeted further training to retain the older generation. Other companies give experienced employees freedom in designing projects, more holiday days or time off in lieu. The survey results show that the focus is not only on the younger generation. Many companies are focussing on keeping older employees on the job for longer.

60-85-40

ifo.de, „Personalpolitische Auswirkungen durch den demografischen Wandel“



.....
Each key of a Macbook Pro apparently makes such a characteristic noise when pressed that it can be assigned to the letter or character struck, writes trendsderzukunft.de, referring to research from three British universities (Durham University, University of Surrey, Royal Holloway University of London). There, researchers succeeded in deciphering passwords with 95 percent certainty, on the basis of key sounds.

trendsderzukunft.de, „Tastaturgeräusche verraten Passwörter: 95 Prozent Tref-ferquote dank künstlicher Intelligenz“

The PSI 2023 already left no doubt that the PSI again affirmed its position as Europe's leading trade show for the promotional products industry. It is the international trade show platform for the industry, to which there is no alternative. The prospects for the PSI 2024 are also excellent.

PSI 2024: Exhibitors trust Number One

Trade show with added value



Fruitful dialogue with the market: the PSI 2024 will particularly incorporate the wishes and suggestions of participants.

The positive spirit of optimism of the last PSI clearly demonstrated that the industry wants and needs the PSI – as a market place for its international business, networking platform and hotspot for the transfer of knowledge and innovations. The concept for the PSI 2024 already stands and is now being further developed, in order to offer exhibitors once again a tailor-made trade show that takes their wishes and needs into account. The offer is rounded off by an attractive supporting programme and professional full-service video productions.

Very good booking status

The commitment of the PSI team is paying off: at the start of the hot PSI sales phase, 84 per cent of the planned space for the 2024 trade show has already been booked. 350 exhibitors have already confirmed, including 17 new exhibitors. “We have dealt very intensively with the feed-



back – in particular the critique – from the market and put a lot in motion internally”, explains Michael Köhler, managing director of the PSI organiser RX Austria & Germany. Together with PSI director Petra Lassahn and the entire PSI team, the promotional products business has invited involved parties to reflect and engage in an open dialogue. Petra Lassahn is convinced: “Our joint commitment is paying off. The fact that we are viewed particularly positively with regard to relationship management encourages us and drives us forward”.

Closer to the market, in closer collaboration

“We have designed our support offer for our potential customers to be even more needs-based”, explains PSI Senior Sales Manager Martin Metz: “We consistently remain in close contact with our customers. We are close to the market, visit our customers at their business locations or at various industry events and listen and implement the suggestions we gather”.

PSI 2023 as the basis for success

The PSI 2023 set the foundation for the success of all current measures. “The positive mood at the event not only

The top-class supporting programme with legal and sustainability themes as well as practical knowledge will make businesses fit for the market and competition.



The professionals from RX/PSI offer full-service video productions. Maybe your trade show video will be part of the event too?

confirmed to our exhibitors that their decision in favour of the PSI was correct, but also prompted them to already commit to the PSI 2024 while at the trade show”, recalls sales manager Assunta Ferrazzo. Key account manager Stephanie Gerresheim adds: “But also those customers who wanted to get an overview of the comeback event as first-time visitors are coming back as exhibitors from 9 to 11 January.”

Increase in newcomers and start-ups

In addition to numerous market leaders and returnees, the increase in newcomers and start-ups is also remarkable. “We have invested a lot in consulting so that our newcomers benefit to the greatest possible extent from their appearance at the PSI”, says sales manager Adrian Papke. “A large share of participants plan to expand for 2024. We were able to make new start-ups aware of the PSI and win them over to participate.”

Supporting programme: Fit for the market

Learning from experts, exchanging experiences and making new contacts: with this recipe, the three-day professional programme of the PSI Forum is an integral part of the PSI. The professional further training offer provides practical specialised knowledge for direct application in everyday business life. A main focus will be placed on legal issues. Whether it comes to updates to the Supply Chain Due Diligence Act, information on product liability, product labelling and inspection or an overview of marketability, product safety and logistics, the European market is growing together and constantly presenting businesses with new challenges. Many invited speakers will offer answers and suggestions.

Practical knowledge in dialogue

The thematic segment on practical knowledge, which explicitly offers distributors an added value for their own businesses, will be continued and further developed. It will deal with topics spanning from the professional design of websites and web shops, the creation of social media success stories on to the use of artificial intelligence in finding themes, creating tests and marketing support for essential business knowledge. Under the thematic umbrella of ecological sustainability, exciting talks on seals, certifications, the circular economy and due diligence obligations await visitors. Also exciting: best practise in upcycling, recycling and products, whose users can act in an ecologically sustainable manner.

New: videos for successful marketing

Videos have become indispensable in digital marketing. Whether it is a company or product presentation, event impressions, trade show highlights, info or dialogue formats, videos capture people’s attention and effectively showcase selected themes. This makes them so effective in advertising and essential marketing communication. Under the keywords Digital & Moving, the PSI now offers professional full service video productions – from storytelling/storyboard to shooting and production on to the media distribution via various channels. Thus, the three main pillars of far-reaching market presence are in the experienced hands of the RX-Content and Creative Teams, who know what is important in the industry and provide advice accordingly. Especially around the PSI Trade Show, videos increase visibility on the market and help business promote their image. **We present the various video packages in the November issue.** <

9-11

JAN

24

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

Exhibition Centre Düsseldorf

HALL 9

PRELIMINARY EXHIBITOR LIST OF THE PSI 2024

We are happy to welcome the following exhibitors:

PSI No.	Exhibitor	Web	Booth
49009	12M, Poland	12m.eu	9A38
44655	Abanicos Aparisi, S.L., Spain		9C22
60572	ABERO Sp. z.o.o., Poland	www.abero.pl	9D44
60707	ACME United Europe GmbH, Germany		9C72
60674	ACT Card & Promotion GmbH, Germany		9B67
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SIRKETI, Turkey		9E36
60629	Adivin Beach Flag SA, Spain		9C55
45448	Aetzkunst GmbH & Co. KG, Germany	www.trophies-germany.de	9B32
60661	agood company (A Good Group AB), Sweden	agood.com	9F65
n/a	Airpaq GmbH, Germany		9E73
60606	Aldef Global Ana Luisa de Sousa Francisco, Poland	www.aldefglobal.com	9E70
60639	Apres Allstars GbR, Germany	apres-allstars.com/en	9D42
45194	ARA NV, Belgium	www.ara-transferprint.com/en	9E32
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, Turkey		9E30
46148	ATUT & PRIMAR s.c, Poland		9B58
49413	AVANT Fabryka Porcelitu, Poland	www.avant.pl	9B56
n/a	AWIH Zbigniew Zielinski, Germany		9C78
46204	Axpol Trading Sp. z.o.o, Poland		9C32
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey		9F37
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9D04
43602	Bauer GmbH Bandweberei, Germany		9E65
60708	Beefree - Plastikfreies Leben, Germany	www.beefree-plastikfrei.de	9G74
60666	BEEPACK SP. Z O.O., Poland		9D63
60668	BEMAG Sascha Behrendt, Germany		9H64
48159	Beutler Packaging GmbH, Germany		9E67
n/a	Billboard PLC, Germany		9E49
60491	BILLY the Clip Verwertungs GmbH, Austria	billytheclip.com	9A36
60556	Bombacio Sp. z.o.o., Poland	bombacio.eu/en	9H69
n/a	Born Originals GmbH, Germany		9C63
60685	Brand New Lab - Peppery Sound, Lda, Portugal		9G73
46905	Brauns-Heitmann GmbH & Co. KG, Germany		9C04
60187	Brevetti WAF S.r.l., Italy	www.brevettiwaf.it	9E39
48045	B-TOKEN BVBA, Belgium	www.b-token.eu/	9B38
n/a	BYSELINI UG (haftungsbeschränkt), Germany		9A63
49960	Campo Sportivo GmbH, Germany	www.artiva-sports.com/	9E25
45140	Carry Products GmbH, Germany	carrybottles.com/	9C58
n/a	chic.mic GmbH, Germany	www.chicmic.de/	9E72
60667	Cintanlar Tekstil Sanayi ve Ticaret Ltd Sti, Germany		9F26
47506	Condom Message, The Netherlands	www.condommmessage.com	9F03
60181	Confiserie Möhlenkamp OHG, Germany		9F69
41421	Coolike-Regnery GmbH, Germany	www.coolike.de	9C15
60575	Correctbook Europe BV, The Netherlands		9A76
45939	Corthogreen bv, The Netherlands		9H43
n/a	Cosmetique SA, Germany		9B74
47376	CosmoShop GmbH, Germany	www.werbemittelshop.de	9C68
48968	CP-Team GmbH, Germany		9A68
n/a	Creative AirQ'be BV, Germany		9B75
n/a	curameo AG, Germany		9H34
60589	Delikatessenwinkel GbR, Germany	shop.delikatessenwinkel.de/	9H08
47097	Disenos NT, Spain	notejido.com/	9B14

The leading European trade show for
the promotional products industry



Built by



In the business of
building businesses

9-11

JAN

24

**The Industry's
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My PSI. Live.**

Exhibition Centre Düsseldorf

HALL 9

PSI No.	Exhibitor	Web	Booth
60706	Display Max GmbH, Germany	display-max.com	9H68
90029	Disrupt Sports Ltd, United Kingdom		9E76-01
48615	DIZAYN ETIKET San. ve Tic. A. S., Turkey		9C40
44886	DreiMeister Spezialitäten, Germany	www.dreimeister.de	9A37
47403	Ender Tekstil, Turkey		9E21
49118	Eurobottle B.V., The Netherlands	www.eurobottle.nl/en	9E56
47960	Feniks Sp. z. o. o., Poland	www.feniks.biz.pl	9B12
17344	FF-PACKAGING BV, The Netherlands	www.ff-packaging.com	9C69
60403	Fortrend Tekstil San Tic Ltd. Sti, Turkey		9E64
60424	FreeWings / FIBS, Austria	www.fi-bs.com	9C66
60571	frunol delicia GmbH, Germany	www.delicia-gartenvogelfutter.de	9A44
60573	GEFU GmbH, Germany	www.gefu.com	9H66
47324	Get Impressed srl, Italy		9E07
47052	GIFT STAR, Poland	www.giftstar.pl	9A67
43492	Gifts with Impact B.V., The Netherlands		9D76
45192	Glasmark Sp. z o.o., Poland	glasmark.pl	9E22
46626	Global Innovations Germany GmbH & Co. KG, Germany	www.globalinnovations.de	9D78
48349	GOLD PUZZLE COLLECTION - Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	www.goldpuzzle.com.tr	9A31
45829	Goldstar- Europe, Ireland	www.goldstareurope.com/de_eu	9C56
46517	Görenler Çiyim Tekstil A.S, Turkey	gorenler.com	9B06
47265	GRASPO CZ, a.s., Czechia	www.graspo.com	9F25
n/a	Green MNKY GmbH, Germany	greenmnky.de	9H74
48623	GSE gGmbH, Germany		9C39
46944	Gutting Pfalznudel GmbH, Germany		9C03
43749	HALM Straws GmbH, Germany	www.halm.co/pages/ firmengeschenk-werbemittel	9B71
60517	HalmBrüder GmbH, Germany	halmbrueder.de	9H61
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J, Poland	headwear.com.pl/de	9C28
46612	Hellma Gastronomie-Service GmbH, Germany	www.hellma.de	9H44
44145	helo®, Germany	www.heckelmann.com	9H24
41016	Heri-Rigoni GmbH, Germany	www.heri.de	9C48
45973	Hörsteler Interior Design GmbH, Germany	www.hoersteler.de	9B44
n/a	Hot Screen AB - Transferdruckerei, Germany	hotscreen.de	9F56
46994	Hubbes Verkstad AB, Sweden	www.ecokeyrings.se	EN02
60663	Hugo Frosch GmbH, Germany	www.hugo-frosch.de/promotion- werbemittel-waermflasche.php	9H67
60498	Hypon BV, The Netherlands		9B51
45193	ID-Sneakers, Spain		9C44
42907	Inspirion GmbH, Germany	www.inspirion.eu	9H48
PSI Erfinder	interfon adress GmbH, Germany	www.interfon-adress.de	9E75
60705	Invictus 1928 Ltd., Bulgaria		9E74
60671	IP Adelt GmbH, Germany		9B65
46848	Ipeknur Textile Clothing Co. Ltd., Turkey	www.ipeknur.com	9C11
60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr/en	9F07, 9E08, 9C18, 9G14
60200	Jungfleisch GmbH, Germany	www.jungfleisch.de	9H65
60703	KAPLAN OFSET MATBAACILIK SAN. TIC. LTD. STI., Turkey		9A71
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
60471	Kingstar Technologie GmbH, Germany	ikingstar.com	9D45
44071	KÖNITZ PORZELLAN GMBH, Germany	www.koenitz.com	9H27
49171	Lanyard.pro Allers Grupa sp. z.o.o., Poland	lanyard.pro	9H19
60694	LARK INTERNATIONAL DEVELOPMENTS ISTANBUL ENERJI PROMOSYON SAN. VE TIC. A.S., Turkey	www.lark-international.com	9E58
60581	LASIT Sistemi e Technologie Elettrotliche S.p.A., Italy	www.lasitlaser.de	9E63
14047	Lautus Werbemittel GmbH, Germany		9B66
47225	LIP Handelsgesellschaft GmbH, Austria	hirschideas.com	9C57
46104	logolini Präsenze, Germany	www.logolini.com	9B22

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PSI No.	Exhibitor	Web	Booth
60700	MAGMA Heimtex Erich Hargesheimer e.K., Germany	www.thepromobag.de	9B69
44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de	9E47
60548	Marvin 's BV, The Netherlands	www.marvinsnl.com	9H22
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	www.masas.com.tr/tr/	9D24
60546	Mat.en S.r.l., Italy	www.mat-en.com/en/	9A72
60626	Matuya Makina Sanayi Tic. Ltd. Sti., Turkey		9A40
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	mayatki.com.tr	9A14
49967	MEDIACONCEPT SRL, Romania	www.media-concept.ro	9G07
41680	METRICA SPA, Italy	www.metrica.it	9A33
60521	Micro Mobility Systems D GmbH, Germany	www.microscooter-shop.de	9H70
43439	Miiego A/S, Denmark	miiego.com	9C26
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	www.miyopromo.com	9A32
49997	MIZU Europe BV, The Netherlands		9F29
60420	MNI Tekstil Sanayi ve Dis Tic AS, Turkey		9E46
48784	Modal BRG Örgü Dokuma Tekstil, Turkey	www.modaltextile.com	9C31
49044	modico GmbH & Co KG, Germany	www.modico-graphics.de	9C08
48393	MORE KAGIT SAN. VE TIC.LTD.STI, Turkey	morekagit.com.tr	9B16
60454	Mousepad24.eu, Poland		9G72
60439	MOYU BV, The Netherlands	www.moyu-notebooks.com/de	9E68
60704	mymuesli AG, Germany	www.mymuesli.com/firmen/ firmenkunden	9H32
45411	Neutral.com, Denmark		10D36, EN01
60551	New Idea Crafts GmbH, Germany	newideacrafts.de	9C36
n/a	Nibey Tekstil Dis Ticaret Ltd. Sti., Germany		9E40
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	noex.com.pl	9A35
60697	Novaton DOOEL Skopje, Macedonia	www.novatonegroup.com	9E77
49663	Orakel bvba, Belgium		9B36
60550	Original Buff S.A., Spain	www.buff.com/de_de/custom-business	9C29
60566	P.W. DOMAR Dominik Markocki - WHITEBOX, Poland	whitebox.pl	9D64
n/a	P.W."R.Majewski", Germany		9C74
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	9H15
60225	Papermints S. A., Belgium	papermints.eu/logo-products	9F74
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
60009	Plastdiversity, Lda, Portugal	plastdiversity.com	9E79
49402	Polskie Karty sp. z.o.o., Poland	plasticcards.zone	9E44
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9H51
42713	POUL WILLUMSEN P/S, Denmark	www.poul-willumsen.com	9C21
60688	Printer.BG EOOD, Bulgaria	printer.bg	9G71
60496	Product Media Group BV, Belgium		9H07
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. Ith/Ihr. Ltd. Sti., Turkey	promedyatanitim.com/en	9B30
60608	Promix Clean GmbH, Germany		9C65
60169	PROMODA TEKSTIL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9A30
60693	Promoself srl, Italy		9C38
n/a	PSI Services & Info, Germany		9A05
n/a	Pure Waste Textiles Oy, Germany	www.purewaste.com	9C57
60490	Purple Mustard Europe NV, Belgium	www.purplemustard.eu	9C35
43956	Quality Punch, Inc, United States	www.qualitypunch.com	9C20
42130	Regine IQtrim GmbH, Germany	www.regineiqpromo.com	9C73
60578	Relaxound GmbH, Germany	www.relaxound.com/corporate-branding	9F22
48273	Retap ApS, Denmark	www.retap.com	9B26
44940	RICOLOR MK-Haushaltswaren, Germany		9C30
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	9H49
60599	Rogac d.o.o., Slovenia		9F72

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60622	Rominox GmbH, Germany	www.rominox.de	9B62
60448	Rommelsbacher ElektroHausgeräte GmbH, Germany	www.rommelsbacher.de	9E45
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	www.rowekeyholders.com	9B40
43809	Sahinler Tic Ltd. Sti., Turkey	www.verte.ist	9C25
60536	Salzmann GmbH, Germany	www.salzmann.eu	9D37
43416	Schneider Schreibgeräte GmbH, Germany	schneiderpen-promotion.com	9H47
n/a	Schöffel PRO GmbH, Germany	www.schoeffel-pro.com	9H60
47022	SI POS GmbH & Co. KG, Germany	www.si-pos.de	9G45
60588	sigikid H. Scharrer & Koch GmbH & Co. KG, Germany		9A66
n/a	Silverspot Trading GmbH, Germany	www.silverspottrading.com	9G55
60203	snagger GmbH, Germany	www.snagger-germany.com/b2b	9C60
47752	SOCCER FIRST, Germany		9F71
60673	Songze Europe B.V., The Netherlands		9F67
60687	SooBluu VOF, The Netherlands		9F73
43287	STABILO Promotion Products GmbH & Co. KG, Germany	www.stabilo-promotion.com	9H31
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	www.contento.com	9E26
60701	Strax GmbH, Germany		9B72
48447	SUITSUIT International BV, The Netherlands		9D58
60155	Sunware BV, The Netherlands	www.sunware.com	9A43
41032	Suthor Papierverarbeitung, Germany	www.suthor.de	9H10
48816	Swiss Mountain Hand Bags ABC GmbH, Switzerland		9H57
n/a	Swiss Mountain Hand Bags ABC GmbH, Germany		9H57
45767	Tacx B.V., The Netherlands	bottlepromotions.com	9H11
60698	Tapobit GmbH, Germany		9B68
49090	TDJ Stadtgärtner GmbH, Germany	www.diestadtgaertner.de	9C59
60681	Teabag, Poland		9B64
43817	TechnoTrade, Germany	www.technoline-berlin.de	9H28
48418	Ted Gifted, Poland		9D03
60684	TexAd GmbH, Austria		9B63
60188	The Great Wall International Trading B.V., The Netherlands	www.greatwallpromo.com	9E66
48780	Tiflo B. V., The Netherlands		9B45
16713	Tiger Concept B.V., The Netherlands		9C64
60664	TOPQ Bucior Bukowski Sp. J., Poland	www.topq.pl	9E55
49563	Trendy Sport GmbH & Co.KG, Germany	trendy-sport.eu	9A29
44970	Trigon Deutschland GmbH, Germany	www.semo.de	9D36
47804	Trotec Laser Deutschland GmbH, Germany	www.troteclaser.com	9A26
43722	TÜRMAK, Turkey		9D35
48813	Tuva Home Textile Ltd., Turkey	www.tuvahome.com	9A22
60558	Universe Print Mariusz Baranowski, Poland	www.universeproduction.com	9H23
60184	Valenta International B.V., The Netherlands	www.valenta.com	9A70
46622	Viva-Plus II Firma Handlowa, Poland	www.vivaplus.pl/pl/aktualnosci.html	9F63
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	www.vogtekstil.com	9B15
60554	VOITED Adventure GmbH, Germany	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-gruppe-ulm.de	9E48
60690	Wellkar Imex ic ve dis tic as, Turkey		9C18
60682	Wicked Wood Games, The Netherlands		9C61
n/a	WM Sport, Germany		9H63
60452	Wooden World sp. z o.o., Poland		9C43
49918	Xapron B.V., The Netherlands	xapron.nl	9A64
60676	Yang GmbH, Germany	www.yangspatch.com	9H71
n/a	Yeni Nesil Kagit Promosyon Tic.Ltd.Sti, Germany		9E17
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., Turkey	www.yorka.com.tr	9H39
60696	yourbujo, Germany	www.yourbujo.com	9C71
n/a	ZusenZomer VOF, Germany		9F73

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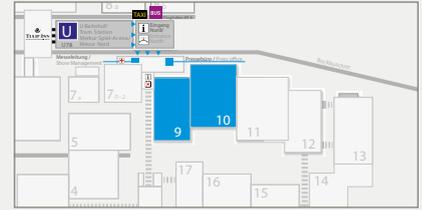
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-  MEDIA LOUNGE
-  NEWCOMER LOUNGE
-  NEWCOMER
-  PSI PRODUCT PRESENTATIONS
-  PSI TEXTILE VILLAGE
-  TV STUDIO
-  PSI DESIGN FORUM
-  PSI INNOVATIONS FORUM



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PRELIMINARY EXHIBITOR LIST OF THE PSI 2024

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PSI No.	Exhibitor	Web	Booth
44329	aditan GmbH, Germany	www.aditan.de	10L38
49601	Adore s.r.o., Czechia	www.adorepen.eu/en	10C56
n/a	AKROH INDUSTRIES BV, Germany	akroh.com	10E19
60540	All Promoted Inc. / All Promoted UK Ltd / All Promoted (Deutschland) GmbH, United Kingdom	allpromoted.espwebsite.com	10G40
45590	aloga gmbh, Germany		10D27
49719	AMGS GROUP JERZ I GIGOŁO SPÓŁKA KOMANDYTOWA, Poland		10A13
45753	Anda Present Ltd., Hungary	andapresent.com	10A50
60207	ATACA TEKSTIL SANAYI VE TICARET LTD STI, Turkey	www.atacatekstil.com	10A40
45434	Bartl GmbH, Germany		10C66
60237	Black + Blum Ltd, United Kingdom	www.black-blum.com	10D58
48718	BOHEMIA SPORT, spol. s.r.o., Czechia	www.bohemia-sport.cz	10D19
48043	Boogaard Textiles B.V.,		10G07
60539	BrandCommerce BV, The Netherlands	www.brandcommerce.nl	10B11
45956	burger pen AG, Switzerland	burgerswisspen.com	10H38
47952	Büyüksoy Bayrak Ve Semsiyi San. Tic. A.S., Turkey	heb.com.tr	10F26
60691	Carson Optical, Inc., United States		10C67
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	caspigroup.com	10D28
43811	CDH Computer Division Heinemann GmbH, Germany		10F65
60619	Citron Group Sp. z.o.o. Sp. K, Poland	citron.pl/	10D44
43581	Croatian umbrella Ltd, Croatia	croatianumbrella.com	10B32
43968	CRUX Sp.j., Poland		10B61
40723	DOM POLYMER-TECHNIK GMBH, Germany		10G56
41752	doppler H. Würflingsdobler GmbH, Germany	dopplerschirme.com/de/	10A46
45720	DreamPen Producer of Ballpens, Poland	dreampen.pl/en/home/	10A36
60569	Durable Hunke & Jochheim GmbH & Co. KG, Germany		10G58
47300	Easy Gifts GmbH, Germany		10F35
n/a	ecobrands respectful distribution gmbh, Germany		10H57
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	10F55
41369	elasto GmbH & Co. KG, Germany	www.elasto.de	10L49
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek, Poland	lanyardsonline.de	10H55
60689	Espa srl, Italy		10G44
n/a	ESPA SRL, Germany	www.espaitalia.it/	10G44
49704	European Sourcing Sarl, France		10C55
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Germany		10E35
n/a	Expandesign International Pty Ltd, Germany	expandesigneurope.com/	10D10
47094	Extrapack OOD, Bulgaria		10G19
n/a	F.B. AKSESUAR ÇANTA TEKSTİL İNŞ. SAN. TİC. LTD. ŞTİ., Germany		10G28-10
43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10G37-01
60474	Filmar Factory Sp. z o.o., Poland	www.filmarfactory.eu	10C40
48519	Finardi Milena SRL, Italy	www.promotionalstrawhats.com	10B68
42743	FOL International GmbH, Germany		10G26-04
60678	G. Benedikt Karlovy Vary s.r.o., Czechia		10B30

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48691	GC Footwear GmbH, Germany	gcfootwear.com	10B39
41615	Geiger-Notes AG, Germany	geiger-notes.ag	10G61
41734	giuseppe di natale spa, Italy	www.dinatalestyle.com	10B18
45737	Giving Europe GmbH, Germany		10D52
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	www.goki.eu	10A71
49095	GPS BAGS SPA, Italy	www.gpsbags.com	10F68
48277	Green Earth Products, The Netherlands	greeneearthproducts.de	10E18
42819	Daiber Gustav GmbH, Germany	www.daiber.de/	10G37-02
45666	Halfar System GmbH, Germany		10G37-03
44954	happy ROSS GmbH, Germany	www.happyross.dewm	10A21
47574	HEGA PROMOTIONS, Spain	www.hegahogar.com	10A25
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	www.hepla.de	10A49
46235	HERKA GmbH, Austria	www.herka-frottier.at	10G36
41118	hoechstmass, Germany	hoechstmass.com	10F12
43529	höfats GmbH, Germany	hofats.com	10B40
46478	Hultafors Group Germany GmbH, Germany		10B34
43000	IMTC Manufacturing & Trade GmbH, Germany	www.axopad-mousepad.depreislisten	10E27
49880	Inkcups Europe GmbH, Germany	www.inkcups.com	10E62
44894	Intermed Asia Ltd., The Netherlands	www.intermedasia.com	10D29
46097	José Albero Puerto, S.L. - Secaneta, Spain		10G17
41990	Joytex GmbH & Co. KG, Germany		10A62
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.suesse-werbung.de	10E20
60686	keeper GmbH, Germany	www.keeper.com	10C50
46131	KHK GmbH, Germany	lipcare-werbemittel.de	10H56
43358	KLEEN-TEX INDUSTRIES GMBH, Austria		10D26
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany		10F22
47406	koziol ideas for friends GmbH, Germany	koziol-incentives.de	10D50, 10D50-01
41565	KP Plattner GmbH, Austria	www.kp-plattner.at	10B20
49872	Landgarten GmbH & Co. KG, Austria	www.landgarten.at	10A60
60665	Lema3D Sp. z o.o., Poland		10B58
49644	LEONARDO, Germany		10D49
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany	www.leuchtturm1917.de	10D18
45457	Lexon SAS, France	lexon-design.com	10F27
41617	MAGNA sweets GmbH, Germany	www.magna-sweets.de	10G50
47096	Makito Promotional Products, Spain		10K36
47408	MALFINI a.s., Czech Republic		10G28-09
48309	Manufacturas Arpe, S.L., Spain	arpe.es	10A24
49315	MARNATI SAS, Italy	www.laboratorisantamarta.com	10A28
49006	Mart Ceramic sp. z o.o., Poland		10B25
49181	MART 'S BAGS, Poland	martsbags.com	10C44
n/a	Matrix Frame BV, Germany	www.Mobilelightbox.eu	10H62
60609	Max Wagner GmbH, Germany	www.rollink-koffer.de	10F60
42020	mbw Vertriebsges. mbH, Germany	mbw.sh/de/	10G37-04
13223	Media Sp. z.o.o., Poland		10A09
43927	memo AG, Germany	www.memo-promotion.de	10E25
41836	meterex, Germany	www.meterex.com	10D34
43410	Mister Bags GmbH, Germany	www.misterbags.de	10G38
n/a	MOUTH Propaganda GmbH, Germany	www.mouthpropaganda.com	10D08
47774	Müller Werbemittel GmbH & Co. KG, Germany		10B66

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45974	Multiflower GmbH, Germany		10C35
49948	Myrix GmbH, Germany	www.myrix.de	10L38
45411	Neutral.com, Denmark		10D36, EN01
60530	Nomenta Industries International B. V., The Netherlands	www.kooduu.com	10F54
60534	NOON CONCEPT, Turkey	www.noonconcept.com	10A30
46403	NOTEDECO Spółka z ograniczona, Poland		10C43
80075	Offene Systeme Software!, Germany	www.ks1.de	10B48
44057	P.P.H.U LEZAKOWO, Poland	lezakowo.com	10E28
42332	Prodir, Switzerland	www.prodir.com	10L36
47378	Paper + Design GmbH, Germany	www.paper-design.de	10G60
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com/de/	10G22
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	10D16
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	10C49
60086	Premium Square Europe B.V., The Netherlands		10D25
46355	Promidata GmbH, Germany	www.promidata.com	10K41
46124	PromoNotes Sp. z o.o., Poland		10D42
n/a	Publiroom s.n.c., Germany	www.publiroom.com/en	10B07
48954	Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	10A14
42487	REFLECTS GMBH, Germany	www.reflects.com	10L38
60235	REFLOACTIVE Sp. z o.o., Poland	refloactive.com/en	10B28
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	reisenthel.com	10C36
40884	Richartz GmbH, Germany		10D56
60451	RINAMA GmbH, Austria	rinama-giveaway.at	10D12
49585	Rolleat, Spain	rolleat.com/corporate-gift	10B23
60084	SACKit ApS, Denmark	sackitshop.de	10B13
46551	Sanders Imagetools GmbH & Co. KG, Germany		10G50
49516	SANDEX.PL SP. Z O.O., Poland		10B56
46525	Sanjuan Hermanos, S.A., Spain		10G48
46903	Schäfer Promotion GmbH, Germany	www.schaefer-global.com	10C62
45297	SDX Group sp. z.o.o., Poland	sdxgroup.pl/en/home-eng	10D43
n/a	Secrid B.V., Germany		10D66
41838	SENATOR GmbH, Germany	www.senator.com	10B12
49099	SIGG Switzerland Bottles AG, Switzerland		10F18
n/a	Signnovation International Dinxperlo B.V., Germany		10A06
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New EU Toy Safety Regulation and Digital Product Passport



As expected, the EU Toy Safety Regulation increases chemical requirements and will likely be the first product-related harmonising regulation to introduce the Digital Product Passport. The lawyer Dr. Arun Kapoor analyses the challenges facing the promotional products industry.

More **effort,**
higher **costs**

The new EU Toy Safety Regulation shall replace the current EC Directive on Toy Safety 2009/48/EC. It will be the first product-related harmonising regulation to introduce the Digital Product Passport.



**Toys can always pose a danger to children.
The new EU Toy Safety Regulation is intended
to make toys safer.**



On 28 June 2023, the European Commission presented its draft for a new EU Toy Safety Regulation. The regulation shall replace the current EC directive 2009/48/EC on the safety of toys, which specifies the harmonised European minimum safety requirements for toys and is thus authoritative for many promotional products. In addition to tightening the chemical requirements and the introduction of the Digital Product Passport, the draft of the new EU Toy Safety Regulation provides numerous clarifications and further specifications to the previously applicable regulations. A transition period of 30 months is planned from its entry into force, so that the mandatory application of the new specifications likely cannot be expected until the year 2027. An additional transitional period of 12 months from the beginning of application of the new regulation applies to the sale of toys (particularly by distributors) that were already placed on the market before the effective date. Answers to the most important questions by lawyer Dr. Arun Kapoor.

Does the EU regulation directly apply to all economic actors?

The currently applicable EC directive 2009/48/EC on the safety of toys is to become a European regulation, which no longer requires implementation by the member states, rather immediately applies in all of Europe. The Commission expressly wants to no longer leave the member states room for varying implementation. In the interest of legal certainty, this is to be welcomed from the perspective of economic actors.

Will there be a Digital Product Passport for toys?

The current EC directive 2009/48/EC on the safety of toys was the first EC directive to implement the specifications of the New Legislative Framework (NLF). It was therefore a model for the subsequent EU harmonisation regulations. The new EU toy safety regulation could serve as a model once again. It will probably be the first product-related harmonisation regulation to introduce the Digital Product Passport.

According to the present draft regulation, the Digital Product Passport in accordance with Article 17 is intended to replace the EU declaration of conformity. With the Digital Product Passport which is created for each toy model and accessible to market surveillance authorities, customs and end customers alike, the manufacturer declares that its toy complies with the requirements of the new EU toy



safety regulation as well as all other European legal regulations with which the toy must comply.

The Digital Product Passport is made available by the manufacturer by means of a data carrier (e.g. a QR code), which is applied to the toy itself, a label attached to the toy or the packaging and must be clearly visible to the consumer before purchase (including in online retail). According to Article 17 in conjunction with Annex VI of the European regulation, the product passport itself contains a distinct product identification code, the name and contact address of the manufacturer as well as the corresponding data of the responsible economic actor in accordance with Article 4, Paragraph 1 of the regulation of market surveillance and compliance (EU) 2019/1020. It additionally includes a distinct company identifier, the toy's identification mark (article number, etc.), the custom tariffs number and the CE mark. A list of all legal specifications of the European Union, with which the toy complies, as well as references to the harmonised standards and specifications used by the manufacturer along with the identification numbers of the involved notified body must be indicated in the future. Furthermore, the Digital Product Passport shall list all substances of concern contained in the toy as well as all contained aromatic substances, for which special labelling requirements apply under the new regulation. Optionally, the instructions for use as well as safe-



According to the current draft regulation, the Digital Product Passport is intended to replace the EU Declaration of Conformity.

ty information and warnings can also be indicated.

According to the provisions of the draft regulation, the Digital Product Passport does not have to contain other information, such as information which would be useful and necessary to assess the product in terms of ecological sustainability. In this regard, the draft refers in Article 17 to the requirements for the Digital Product Passport, which are to be introduced by the future European eco-design specifications. Should a delegated regulation under the new eco-design framework act provide for specific content for the Digital Product Passport for toys in the future, these will apply instead of those currently mentioned in Annex VI of the EU regulation. The Commission shall also be able to make further detailed regulations by means of an implementing act.

The Product Passport must be stored by the manufactures in a product passport registry (Article 7 of the EU regulation) and – like the other technical documents – must be maintained accessible for at least 10 years after the last specimen of the concerned product was put on the market, in particular for control purposes for market surveillance and customs authorities. In the future, distributors will have to check, as part of their list of obligations in accordance with Article 10, Paragraph 2 of the European regulation, whether the toy contains the data medium through which the digital product passport can be viewed.

Toy or general consumer product?

The scope of application of harmonised European toy safety law has always offered a lot of potential for conflict, because significantly lower requirements apply to products that are not toys in the legal sense (even though children play with them). Currently applicable law stipulates that toys are products intended or designed to be used by children when playing. In principle, this shall remain the case under the regime of the new EU toy safety regulation. However, the draft further specifies this in such a way that products should be classified as toys in particular if

parents or guardians can reasonably assume that the product is intended to be used by children for play based on the functions, dimensions or other characteristics. The associated clarification is likely to tighten the classification practice for various products in the future, but should nevertheless be welcomed by the industry as a whole in the interest of better applicability.

Annex I of the European regulations lists products that are not considered toys along with – as previously in Annex I of the EC Toy Safety Directive – such products that are by definition toys, but should be excluded from the scope of toy safety law. Apart from the deletion of the slingshots and catapults that are currently excluded, there are no significant changes in this regard. In the future though, the European Commission will determine by means of implementing acts whether certain products are to be classified as toys.

Does the draft introduce new obligations for manufacturer labeling or consumer information?

In the future, the previously defined economic actors (manufacturers, importers, traders, authorised representatives) will be joined by the fulfilment service provider already known from the European Market Surveillance Regulation (EU) 2019/1020, which the market surveillance authorities can access on a subsidiary basis if necessary.

An overview of the list of obligations for economic actors defined in the draft regulation reveals little that is new and groundbreaking aside from the regulations on the new product passport. However, the extension of so-called manufacturer labeling will probably be of practical significance in the promotional products industry. In the future, manufacturers and importers will not only have to indicate their name and complete contact address on the toy, but also an e-mail address. Yet it is not clear why one still could not do without the postal data despite the generally accessible Digital Product Passport. Therefore, the industry should critically question this in the further legislative process.

In the future, manufacturers will be required to provide the public with a telephone number e-mail address, a special area on their website, or another barrier-free communication channel through which consumers can contact manufacturers via the links with safety-related complaints (Article 7, Paragraph 11). Importers must verify compliance with these requirements and, if necessary, establish an appropriate communication channel if the manufacturer located in a third country does not comply with this requirement.

What changes are there to the official reporting requirements and the requirements for product recalls?

Very significant extensions to the list of obligations for economic actors do not arise directly from the draft of the new toy regulation itself, rather indirectly from the regulations of the General Product Safety Regulation (EU) 2023/988, which recently came into force and to which the Commission draft expressly refers. For the toy industry, the following changes should be highlighted in particular, which will apply to all toys from December 13, 2024, regardless of whether the new toy regulation comes into force:

- > In the future, manufacturers, importers and retailers will be obliged to a graduated extent to inform the competent market surveillance authorities of accidents they have become aware of and which have occurred in connection with a product they have made available on the market. Up to now, there has only been an official reporting obligation if the concerned economic actor knows or should know that his or her product poses specific safety risks in this area.
- > When carrying out product recalls, the companies responsible will in future have to offer compensation measures (free repairs, free replacement delivery, value replacement) to consumers – regardless of how old the recalled product is. Product recalls will therefore be expensive in the future and it seems questionable whether products recalls can simply be “saved” given the associated costs.
- > In the future, strict guidelines will apply to the specific organisation of recalls and comparable measures. For example, recalls using phrases such as “voluntary”, “precautionary”, “in rare situations”, etc. will be strictly prohibited in accordance with Article 36 of the Product Safety Regulation (EU) 2023/988. Even such legislative micro-requirements are unlikely to prompt companies to rush to implement any reasonable corrective measures in the future.

Will there be new requirements regarding the CE marking and warnings?

In principle, the concept of product labeling for toys previously known from the EC Directive on Toy Safety 2009/48/EC remains unchanged. The comparatively liberal approach to CE marking is particularly industry-friendly. As before, this may be applied either to the product, the packaging or an accompanying document. However, in the future, the CE marking must (also) be indicated on the product packaging if it would otherwise not be visible from the outside of a packaged toy. In addition, any warnings that may be required, in particular the so-called warning for very young children, must be placed behind the CE marking in the future (Article 16, Paragraph 3 of the European regulation). However, one simplification is that the word “caution” (in all required languages) no longer has to precede the warnings, rather can be preceded by the pictogram outlined in Annex III, Item 1 (black exclamation mark in a red triangle).

What changes regarding the safety assessment?

The requirements regarding the safety assessment were also further specified. According to Art. 21 of the European regulation, with regard to chemical hazards not only the possible exposure to individual chemicals must be taken into account, but also, among other things, all known additional hazards resulting from the combined exposure to several chemical substances. In addition, the safety assessment must be updated regularly as new information becomes available.

In what areas are there significantly stricter safety requirements for toys?

The general safety requirement goes beyond the aspects previously mentioned in Article 10 of the EC Directive on Toy Safety 2009/48/EC and will be supplemented with the psychological and mental health as well as the well-being and cognitive development of children (Article 5 of the European regulation).

The special safety requirements that will continue to be listed in Annex II initially contain the same categories as the currently applicable EC Directive on Toy Safety and extend to physical and mechanical properties, flammability and chemical properties as well as electrical properties, hygiene and radioactivity.

However, the chemical requirements still regulated in Annex Part III will be tightened. This was expected after the evaluation of the EC Directive on Toy Safety 2009/48/EC revealed, in particular, that the protection from chemical risks is inadequate under the current regime. In addition to the general chemical requirements, according to



Tightened chemical regulations will apply to toys in the future.

which toys must comply with the requirements of the REACH Regulation when they come into contact with food, Regulation (EC) 1935/2004 and, if applicable, the requirements of the CLP Regulation, in particular the Annex II, Part III, No. 4 of the European regulation entails a decisive tightening of the regulations. Thus, the current general ban on the use of CMR substances will be extended to include endocrine disruptors, substances that sensitise the respiratory tract and substances that are toxic to certain organs.

At the same time, the chemical requirements for toys have become much less complicated in comparison with the current legal situation and exceptions are now provided for, which is extremely welcome. For example, the migration limits listed in the Annex to Appendix II, Part III, which shall apply to older children as well in the future, do not apply, for example, to toys and toy components that, given their foreseeable use, clearly do not pose any danger from sucking, refracting, swallowing or longer contact with the skin.

So, what does the promotional products industry have to prepare for?

Companies from the promotional products industry should familiarise themselves with the changes in the new EU toy safety regulation at an early stage, in order to avoid any unpleasant surprises after they come into force. The effort for the affected companies will not become any less:

The expansion of manufacturer labelling requirements, the implementation of the Digital Product Passport and the tightening of safety requirements will tie up resources – at least at the beginning. The far-reaching new official reporting requirement as well as the very strict regulations on carrying out product recalls, which kick in by means of the European Product Safety Regulation (EU) 2023/988, will also likely affect the prices of promotional products in the future, because the responsible economic actors must calculate the risks and related costs.

The new EU toy safety regulation is still in the development process. The industry and associations are well advised to deal intensively with the present draft and to draw attention to specific concerns within the bounds of their possibilities.

.....
 Dr. Arun Kapoor (Lawyer), Partner and Co-Director of the Product Liability & Product Compliance Department at the law firm Noerr.

The Digital Product Passport is a dataset that collates product-related data from all stages of the product lifecycle. The data can be used at all these stages for various purposes: design, production, usage and disposal, for instance. An introductory overview.

Transparency and Standardised Data Exchange

The digital product passport is on its way



The new Toy Safety Directive will be potentially the first sectoral European harmonisation regulation to introduce the Digital Product Passport.

In future, the Digital Product Passport will be consolidating product information – from raw materials used to recycling options, from conformity declarations to operating instructions – and rendering it transparent and accessible across a product's entire lifecycle. Apart from product name and maker, and properties and place of manufacture, indications on environmentally relevant and social indicators, on the CO₂ footprint, for instance, or on compliance with the supply chain law, can also be contained in it. Specific and comprehensive concepts concerning configuration and implementation are under development at the political level. The new Toy Safety Directive will be potentially the first sectoral European harmonisation regulation to introduce the Digital Product Passport.

A component of the European eco-design directive

Lawmakers define the framework for the Product Passport. For example, it is already a central component of the new European batteries directive and of the new draft of the European eco-design directive for sustainable products. This legal framework is specified by norms and stand-

ards. Norms are drawn up by experts from business, science, the public sector and civic society. They ensure practice-based and flexible configuration and consolidation of the legal framework. The Product Passport will be accessible via a QR code or an RFID tag, for instance.

Norms and standards still being worked on

The structuring of environmentally relevant data in a standardised, like-for-like format enables all stakeholders in the value added and supply chain to work together towards a circular economy. The Digital Product Passport is an important basis for reliable consumer information and sustainable consumer decisions in both stationary and online trade. Simultaneously, it creates transparency and enables, among other features, greater recyclability. Norms and standards are imperative for the realisation of the Digital Product Passport as well as for European and international compatibility and are thus a crucial factor of the success of the export-based German economy and acceptance of its green products on the global market.

The Digital Product Passport is being successively introduced in various sectors from 2023 and is the core of the environment policy-aligned digital agenda of the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), in close partnership with the EU Commission. <

sources:

- > www.bmu.de
- > Dr. Arun Kapoor, Noerr Partnerschaftsgesellschaft mbB
Rechtsanwälte Steuerberater Wirtschaftsprüfer
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Rainy day luxury

Spranz' Metmaxx® "RainLedPro" is a compact luxury umbrella made of ecologically recycled, Teflon-coated rPET material. This windproof umbrella is equipped with an integrated flashlight, and boasts luxury features at an economy price. The umbrella has an auto open/close function. The LED is located in the handle. The umbrella is supplied with a protective cover, button cells (replaceable), polybag and design info card.

Out and about

Be out and about in any weather with the VASAD brand courier-style All Weather Dry Backpack (30 l). Ideal for cycling, but of course generally for any outdoor activities, holidays or (water) sports. The bag is made of tarpaulin, a durable and strong material. Thanks to the welded seams, water and dust don't stand a chance. With its roll top, the bag can be easily and firmly closed with 2 buckles. The Drybag can be carried using the 2 adjustable back straps or the additional carrying handle and is available in 4 colours. The compact 7 litre version, the All Weather Drybag (7 l) is also robust and waterproof and suitable for outdoor use. It is particularly practical for keeping all your essentials safe and dry, such as your phone, wallet and keys. Ideal when you're out and about. It is made of tarpaulin, a durable and robust material, and also has taped seams, roll closure and 2 buckles. This prevents water from entering through the opening at the top. This bag is available in 4 colours.



AW Drybag (7L)
 art. 24129

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AW Dry Backpack (30L)
 art. 24130



RB ATLANTIC DUFFEL

This sleekly designed RB Duffel bag is perfect as a sports bag or weekend bag. The compact bag has plenty of space to carry your sports or holiday clothes. Both the high-quality twill fabric and also all straps and zip ties are made from a total of no less than 26 recycled bottles.



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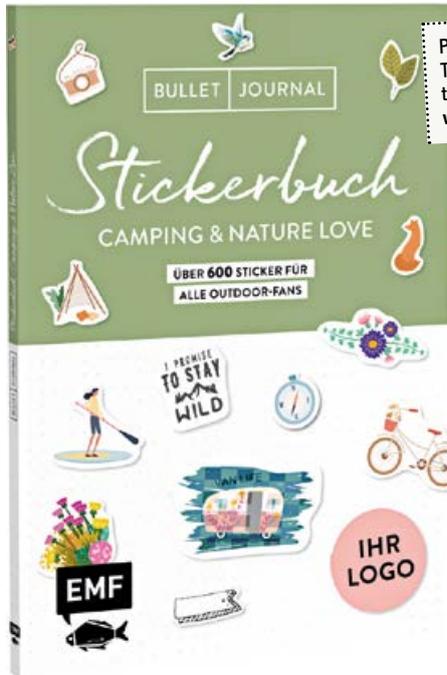


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For outdoor fans

This decorative sticker collection from the EMF Publishing House (Edition Michael Fischer) is a must-have for everyone who loves camping and nature. There is a large selection of nature motifs, decorative elements, templates and sayings to be discovered. Over 600 colourful stickers invite you to decorate and design bullet journals, cards and travel diaries. The sticker collection also provides much inspiration for outdoor adventures, wonderfully natural do-it-yourself camping experiences, ecologically sustainable travelling ideas and much more. The EMF Publishing House is happy to match the content, layout and design with the advertising company and target group. Many options are conceivable, spanning from inexpensive giveaways to high-quality hardcovers. It is also possible to place a desired logo on the book cover.

Night-time helper

In addition to measuring devices for the temperature and time, TFA Dostmann offers additional helpful articles for work, leisure time and at home, which are suitable as promotional products. For example, the LED pocket lamp Lumatic red is ideal for illuminating dark attic or cellar corners to find the RCD switch when the power is out: A LED flashlight comes in handy in many everyday situations. This three-watt flashlight can light up to 45 meters of the surroundings. The focus can be sharpened by rotating the lamp head. The flashlight also has three different light settings so that the strength of the light beam can be practically adapted to the situation. With the blink function, you can attract attention to yourself during a night-time walk at the edge of the road or forest. The flashlight fits comfortably in your hand with its aluminium case. Since it is splash-proof, even raindrops cannot harm it.



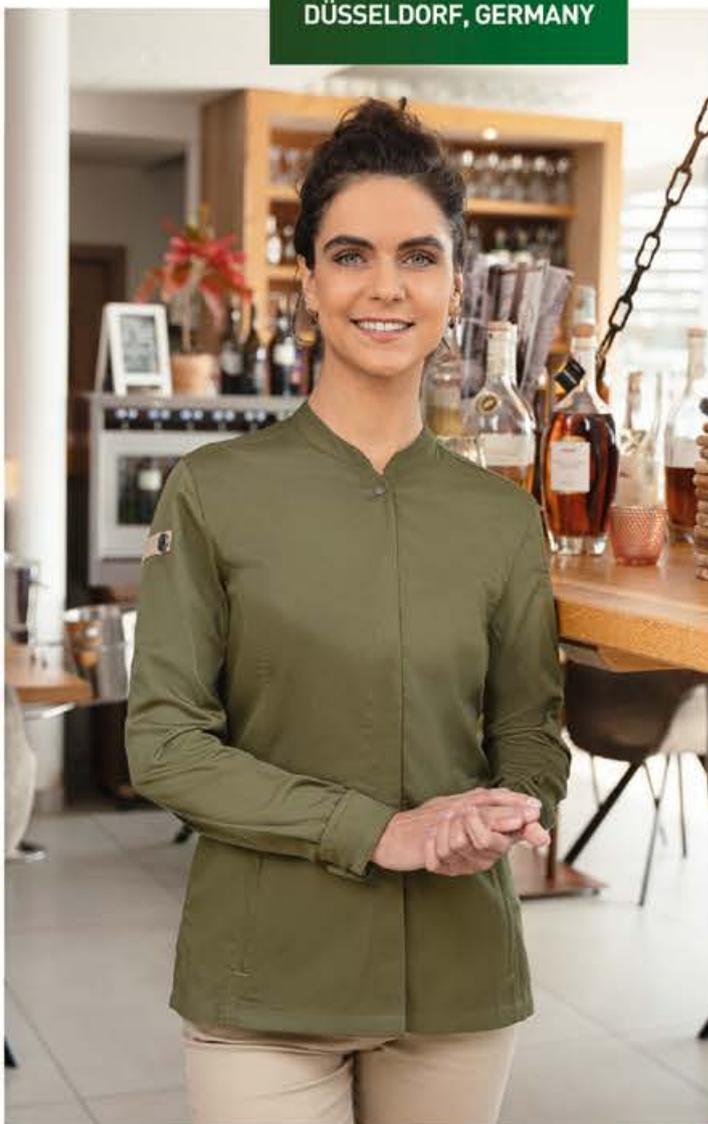
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Individual Christmas greeting

Kalfany Süße Werbung (Sweet Promotions) offers a wide variety of sweet Santa Clauses with individual looks, for example as a workman, in an outdoor outfit, as an athlete or in a classic robe. The likeable maxi chocolate hollow Santa Claus figures can be completely custom-printed and thus adapted to any branch. The popular hollow figures are also available with vegetarian or vegan chocolate. After all, the demand for vegan products is increasing in the world of promotional products as well. The Maxi Chocolate Santa is available in quantities of 480 or more and packaged in quantities of 24. The Christmas icon is wrapped in white, silver or golden aluminium foil.



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An aromatic ride

Invame is a new brand for car air fresheners available from DreamPen. The promotional products specialist from Poland offers three standard models to put in your car. Individual shapes are also possible. With a custom logo, the product will be a much-noticed advertising messenger during car rides. Thanks to the possibility of complete personalisation and the use of state-of-the-art printing technologies, the air fresheners are small advertising boards on the go. DreamPen offers eight unique aromas to select from.

Sporty team outfits

Whether in cool or warm temperatures, inside or outside, the Authentic Sweats Collection from Russel Europe includes smart all-round products for anytime. In the future, the popular classics including hoodies and jackets will be available in even more sizes for comfortably sporty team outfits. The Authentic Sweat, Authentic Hooded Sweat and Authentic Zipped Hood Jacket are also part of the collection. All three classic sweaters from Russel Europe have since recently been available in the size 4XL in the popular corporate wear colour convey grey. In the classic colours black and French navy, there are three men's models even up to size 5XL. The top-selling articles for women, the Authentic Hooded Sweat and the Authentic Zipped Hood Jacket, are now also available in the core colours black, French navy and light Oxford in size 2XL as well. With a contemporary cut and modern appearance, the textile classics combine everything that modern sweaters should have for you to thrive during everyday life or sports. With a surface made of 100 per cent combed, ring-spun cotton, the Authentic Hooded Sweat is ideal for individual textile finishing. Designed with a two-ply hood with drawstrings and kangaroo pockets, it is an absolute must-have for men and women to feel good. Perfect for pulling over and thus also an unmistakable classic: the Authentic Zipped Hood Jacket, which is also available for men and women. Side pockets and an antique silver YKK zipper provide for a casual look.



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Coffee despite the rain

Rays of sunshine were just peeking out from between the clouds, but now the sky is darkening – no reason to forego the enjoyment of a take-out coffee! The FARE Set EcoBrella To Go is a good choice for real outdoor fans who are out and about in all weathers. The pocket umbrella made of water-saving dyed, recycled polyester Pongee waterSAVE® material protects against rain and can also withstand the odd gust of wind, thanks to its flexible windproof frame. In addition to the imprint option on the wedges of the umbrella, the real wood handle can carry a promotional print. The double-walled thermal mug with a capacity of 400 millilitres keeps coffee or tea warm for an extra-long time, is dishwasher safe and fully recyclable. Umbrella and mug are packed in an attractive cardboard box. The set is optionally available in white or black.

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Stress-free camping with Bert

Probably the best-known member of the mbw® range is bordering on being a cult figure: Mr Bert® gives you ten centimetres of charm made of soft polyurethane foam. These unique figures let you enjoy your camping experience in a happy and relaxed way. If something doesn't go according to plan, Mr Bert® gets scrunched up and your tension vanishes in an instant. The fun figures are available in the motifs "Holidaymaker Bert®", "Tourist Bert®" or "Swimmer Bert®", among others. The figures can be customised with a slogan or branding on the chest and back.



Robust and leak-proof on the road

A reliable and robust drinking bottle is one of the most important parts of your hiking or camping equipment. This is why camarc® has a double-walled drinking bottle made of stainless steel with a carrying handle and bamboo lid, the SYMBIO, in its range. The bottle is about 22 centimetres high, about 7 centimetres in diameter, with an opening of 5.5 centimetres in diameter. It has a capacity of 500 millilitres with a silicone ring that guarantees a tight seal.

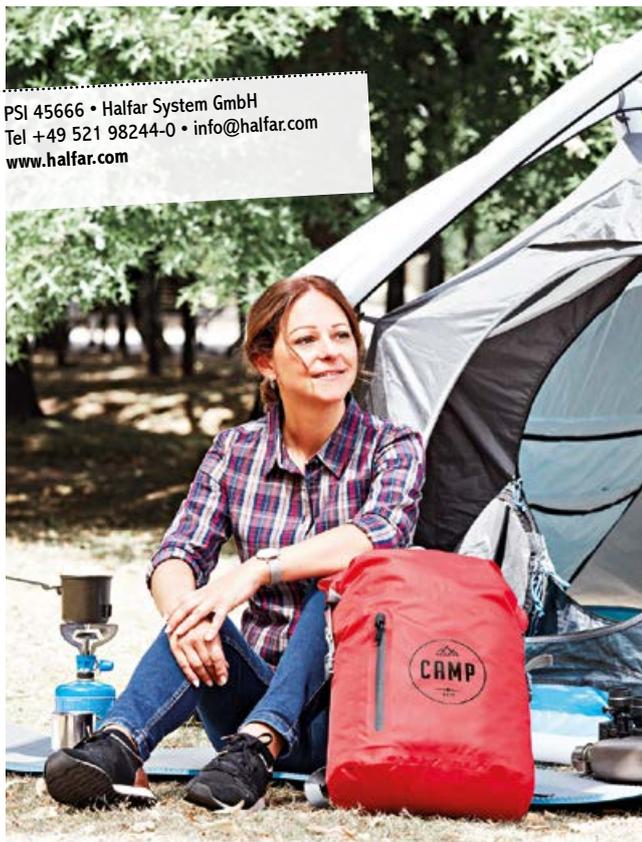
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Fresh breeze

Promotional bag expert Halfar's three "Breeze series" bags are impressively lightweight and uncomplicated accessories. Enjoy a tour in all weathers with the backpack, the belt bag and the sports and travel bag – even when the sun isn't shining. The material on all these bags is water-repellent, and the seams are taped. The wrap-around closure on the sports and travel bag, as well as the backpack, completes rainy weather protection. Characteristic for all three are the welded and colour-contrasting zip, the practical plug-in closure and the contrasting gray straps and handles. The series has a lively selection of five colours: red, black, white, navy and cyan. A promotional medium with refreshing qualities for a young, active target group. There is even more to discover at www.halfar.com or in the new Halfar® bag catalogue Best of Bags.



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Ecologically sustainable and cuddly

The fleece jackets from Karlowsky Fashion, which are certified with the Green Button (Grüner Knopf), GRS and Standard 100 by OEKO-Tex, are made from 100 per cent recycled polyester. Regardless whether for work or leisure time, the cuddly fleece jackets will keep you warm during the grey season thanks to the roughened inside and outside. In addition, the fleece textiles are very easy to care for, retain their shape and are washable and can even be tumble-dried. Due to their high washability at 60 degrees Celsius, the jackets are also perfect for the healthcare, medical, service, wellness and cosmetics sectors. The jackets are also ideally suited for jobs with frequently changing temperatures such as restaurants with outdoor terraces or cold-storage rooms. The textile products come in ten different colours and can be wonderfully finished by embroidery, DFT printing, sublimation printing, foil printing and screen printing.

Cutlery in a box

Available from Global Innovations, this sustainable, colourful cutlery set is designed to support an active lifestyle without sacrificing sustainability. The material of both the cutlery and the transport box is 100 percent bio-degradable, without remnants of microplastics. The innovative material is also TÜV certified, patented, LFGB compliant and dishwasher safe. In addition, colours obtained from home-compostable materials are used. Global Innovations is the exclusive distributor of the material used in this haptically pleasing product. The company offers other exciting products made of this innovative material and, as a specialist for custom-made products, is looking forward to exciting and inspiring product requests.

PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 93086-0
info@globalinnovations.de
www.globalinnovations.de





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

Beautiful shoe storage

Whether on the way to school, to the workplace or for globetrotters on the go: a spare pair of shoes is often in your pack. With SuboBag Shoe, a custom shoe bag from Anda Present, promoters attract the attention of customers and those around them. SuboBag Shoe has a fully customisable surface with the possibility of sublimation print on the entire surface. The RPET polyester material is identified by a distinctive RPET label, conveying an eco-friendly image of the brand. The bag comes with a black or white zip and carrying handle. Production takes place in Central Europe, guaranteeing fast delivery times and low minimum order quantities.



Perfectly equipped for the outdoors

Römer Lifestyle's matt black ROMINOX® lunch box is filled with four practical accessories for your next camping trip. A ROMINOX® Keytool with 18+ functions is a practical multifunctional tool for your key ring. Also a space-saving, practical ROMINOX® camping pocket-knife with six functions for on the go: knife, fork, spoon, corkscrew, can and bottle opener, which is also available separately. If desired, you can also embellish the cutlery with an engraving (for example individual names). Also in the box: a hand cleansing spray (10 ml), a nourishing aloe vera hand cream (75 ml) – and then the actual lunch box itself, which not only serves as packaging, but with a capacity of 900 millilitres and a separating element offers plenty of space for snacks.



PSI 43714
Römer Lifestyle - ROMINOX GmbH
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www.fruitoftheloom.eu



Classic sweaters for the autumn

Comfortable sweaters are an everyday essential in the autumn. Whether with or without a hood, sweaters are again one of the most important fashion must-haves in the coming season. The Classic Sweats from Fruit of the Loom are a diverse sweatshirt collection with a fabric weight of 280 g/m². The comfortable sweatshirt styles for men, women and children impress with their inside made of brushed fleece and outside made of 100 per cent cotton: they are perfectly suited for outstanding print results and for being worn comfortably in almost every everyday situation. The Classic Set-In Sweat is cuddly soft, has a classic cut and is available in 15 brilliant colours in sizes S to 5XL. The Classic Raglan Sweat has sporty raglan sleeves and a casual everyday look. The comfortable sweater is available in 17 modern colours and in a wide selection of sizes spanning from S to 4XL. For a casual look in five classic colours, the Classic Sweat Jacket features a stand-up collar, two front pockets and a concealed metal zipper for better printability. The Classic Zip Neck Sweat with a stand-up collar and collar zipper is more sporty and colourful. Fans of hoods will enjoy the Classic Hooded Sweat with a double hood, flat cords of the same colour and a large kangaroo pocket in the front. The Classic Hooded Sweat Jacket is multifunctional and available in a wide range of sizes (S-5XL). Thanks to the concealed metal zipper, the sweat jacket with a double hood and flat cords of the same colour can be casually worn open over a t-shirt or closed at any time.

Pick-me-up on the go

Those who need a “pick-me-up” on the go can refine conventional tap water with the practical fizzy drops from promotional drinks specialist Römer Drinks’ range. Römer Drinks has an exclusive partnership in the promotional product market with the dropz brand. By adding a fizzy drop, pure tap water becomes a healthy alternative to conventional sweet drinks, with its lime-mint flavour and without calories or sugar. In addition to the 20-drop bag, there is now also a plastic-free sachet containing one drop! A custom sticker can be placed on the bag from 100 pieces and on the sachet from 250 pieces.

PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 81290 • info@roemer-drinks.de
www.roemer-drinks.de





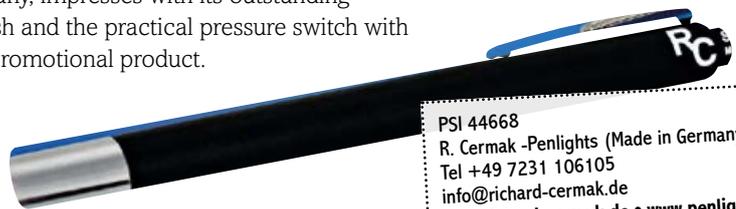
PSI 41583
 Hepla-Kunststofftechnik GmbH & Co. KG
 Tel. +49 5681 9966 • info@hepla.de
 www.hepla.de

Natural barbecue tongs

The ecologically sustainable and practical wooden barbecue tongs from Hepla are made from natural beech wood and have an integrated stainless steel bottle opener at the back end. The barbecue tongs are heat-resistant due to the poor thermal conductivity of wood and their length also prevents the risk of burns on the grill. Available in the natural bright colour of wood, the product offers many possibilities for showcasing inexpensive and attractive advertising ideas and customer wishes. Made in Europe and therefore immediately deliverable in larger quantities, the tongs can be screen-printed in our own printing shop or high-quality laser engraving can be applied on demand. Hepla offers many additional bottle opener models in different sizes and designs. Clear water and some washing-up liquid are sufficient for easy cleaning. Also suitable in the kitchen as a spatula or at the buffet table as a gripper, the barbecue tongs are a versatile and useful kitchen utensil.

Diagnostic spotlight

The Spotlight from Richard Cermak is the perfect flashlight for outdoors and camping. The flashlight is so small that it even fits into your trouser pocket. Nevertheless, it has a very bright and focused light. The product, which is made in Germany, impresses with its outstanding quality. The innovative chip technology, the elegant finish and the practical pressure switch with an integrated steel ball are additional highlights of this promotional product.



PSI 44668
 R. Cermak -Penlights (Made in Germany)
 Tel +49 7231 106105
 info@richard-cermak.de
 www.richard-cermak.de • www.penlights.de

Environmentally friendly umbrella

The camarc® ECOumbrella from the Kaldenbach range is characterised by its sustainability. It consists of a stick, tips and crown made of wood, poles made of black coated metal, an umbrella made of environmentally friendly rPET material and an ergonomically shaped handle made of natural wood. The umbrella has a total diameter of 107 centimetres and a height of 59.5 centimetres. Custom promotion is enabled by screen printing.



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

Fetching promotion

Carpenter's pencils are indispensable in every professional or hobby workshop. All the better when these popular tools, available from Reidinger, can be used not only for promotion, but also for picking up nails, screws and other metallic objects thanks to their integrated magnets. Small items no longer disappear into narrow spaces! Thanks to the magnet, you can simply pin the tool to your locker or workbench and always have it to hand. Of course, printed promotion also remains in full view. With the practical online configurator at www.reidinger.de, this carpenter's pencil can be customised with just a few clicks of the mouse. The design, colour and promotion can be adapted to your own corporate design, making this practical tool a promotional gift that is as personal as it is useful.



Colourful throughout the summer

Whether for excursions with your team, outdoor team events or for work or after work, the large selection of textiles from Daiber's own brand name James & Nicholson promises colourful styles and fashionable patterns. The products come from the product families T-Shirts for the base – Cotton Line and Sweat for all – Basic Fashion. They are perfectly matched in design and colour and can be conveniently combined with one another. The Promo product family is suitable for team and corporate outfits and includes various basics in a wide variety of expressive, identical colours, each with a tear-off label, which can be used to easily relabel the neck label. They also can be custom-finished, for example with the team's name or company logo. The Promo-T Lady/Men 150 made from pure cotton is available in 23 different colours and in sizes XS to 3XL for women. The JN797 for men is available in sizes S to 5XL. The Promo-Ts can be perfectly combined with the Promo Zip Hoody Lady/Men for a colour-coordinated outfit. It comes with a two-ply hood with a drawstring, necktape and practical kangaroo pocket. The Promo Hoody Lady/Men is also colourful and extremely comfortable. The raglan sleeves and necktape also provide the Promo Sweat a comfortable finish. Besides taking ecological aspects into account, Daiber also attaches great importance to social issues. The company Gustav Daiber GmbH has already been a member of the amfori Business Social Compliance Initiative (BSCI) since 2012 and is committed to social issues such as fair working conditions in the international supply chain. All Daiber suppliers are BSCI-audited. All components are additionally distinguished with the Oeko-Tex logo.



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



Game fun for on the go

Yarra, the Schwarzwolf Outdoor game set from iMi Partner, consists of playing cards and dice in a tin can. The set additionally includes a pen and pad for noting down game results. During a camping trip with friends, with family on the beach or after a hike, it is fun to play the games. The playing cards are water-repellent and can even be used during the most difficult weather conditions and washed off afterwards. The inexpensive giveaway includes 54 playing cards, 6 dice, a pad and a pencil. The refinement of the can is recommended and nearly anything is possible.



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Dry storage guaranteed

The forecast for next summer: dry. This applies in any case to everything stored in the new pack sacks from HALFAR®. The DryBags keep what their name promises. They can be used to store anything that needs protecting from splashes, moisture and dirt. This makes them practical companions for all outdoor activities. Both versions of the bag are equipped with a practical wrap-around closure and welded seams. They are available with a volume of 1.4 litres or a whopping 6 litres. They are available in red, black, silver and navy. Their generous print area on the front is available for your promotion.



PSI 41259 • Lehoff Im- und Export GmbH
Tel +49 40 529607-0 • info@lehoff.de
www.lehoff.de

ADAC

A powerful drill and screwdriver

The battery-powered drill and screwdriver from the wide range of products of Lehoff Import and Export is delivered in a mobile and robust storage case. You can now immediately start with your next task, as the strong ADAC 20V battery-powered drill and screwdriver is supplied directly with all important accessories. Besides a rich selection of bits, the storage case also includes drill bits suitable for different materials such as wood and steel. The high-quality tool with a quick-release drill chuck from 0.8 to 10 millimetres has a 2000 mAh 20 volt Li-Ion battery, two adjustable speeds as well as 19 torque settings. It is supplied with a quick charging device, with which the battery of the drill and screwdriver is completely recharged in just one hour.

Universal cold protection

Ted Gifted brings you high-quality tubular bandanas with, they claim, the fastest production time in Europe. This multifunctional product with custom print all around provides an extra layer of warmth for the neck, face and head during outdoor activities for the upcoming autumn-winter season. Thanks to its universal size, it is suitable for people of all ages. The supplier guarantees certified materials in European quality with full-colour printing. Production takes place in Poland. In addition, Ted Gifted also offers rPET bandanas made from recycled PET as well as snoods with reflective tape for more visibility in the dark and with fleece on the inside for extra warmth.



PSI 48418 • Ted Gifted
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www.tedgifted.com

PSI 60392 • Result Clothing Ltd.
Tel +44 120 6798131
kblackstock@resultclothing.com
www.resultclothing.com

Breathable and warm

Since its launch in 2020, Result Clothing's Genuine Recycled collection has saved more than 15 million PET bottles from landfill. The collection is gradually expanding and this year, in response to customer request, they have expanded the line's range of colours. A popular member of the Result Clothing range is the water-repellent, windproof and breathable R237X Compass Padded Softshell Jacket. This fashionable garment with its many beautiful details and practical pockets, and its YKK zip, is made of lightweight, quilted, padded and sustainable polyester and softshell. The sleeves of the R237X jacket are made of two-layer technical softshell material, recycled polyester Topgreen®, which is made from recycled PET bottles and is also printable. The jacket can be finished with embroidery, print or direct print. It is available in sizes XS to 4XL and in five new colours. With the R238X, there is also a matching waistcoat.



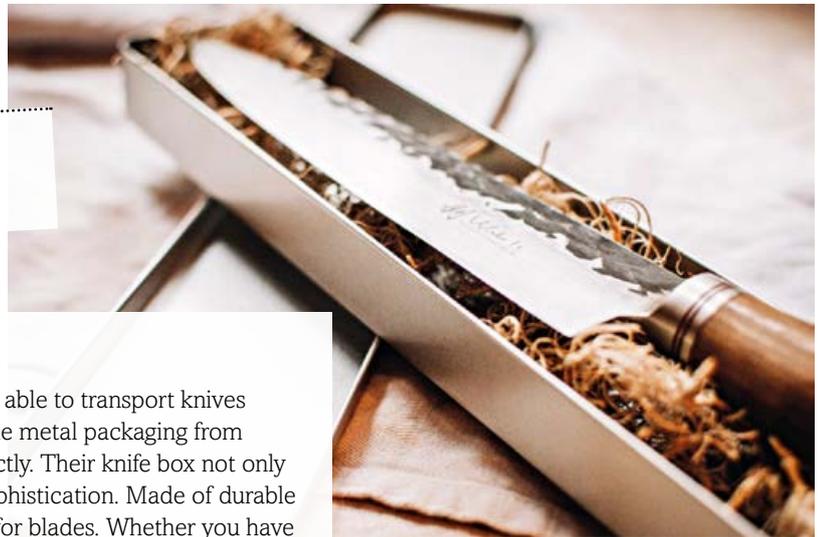
Powerful light

The Pocket Lamp from Lumitoys-GmbH is practical, handy, and equipped with powerful LEDs, which bring light into the dark anytime and anywhere. The battery is easily charged either by hand crank or via the solar cell and provides the lamp with energy at all times. The different dimming levels for the LEDs consistently ensure the proper brightness and thus contribute to a significant increase in battery life. The lamp can be custom-printed and is individually packaged in a neutral cardboard box, which can also be printed according to customer wishes on request. The practical promotional gift will not leave anyone out in the dark – even if no electricity is available at the moment.

PSI 46095 • Lumitoys-GmbH
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www.lumitoys.de



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



Elegant storage

In a world full of culinary adventures, you need to be able to transport knives safely, and at the same time present them in style. The metal packaging from Dosenspezialist GmbH meets this requirement perfectly. Their knife box not only provides safe storage; it combines protection with sophistication. Made of durable tinfoil, the knife box offers unsurpassed protection for blades. Whether you have a sharp chef's knife or a filleting knife, there is space for any form. The knife box's slim, elegant design complements the ambiance in any kitchen.



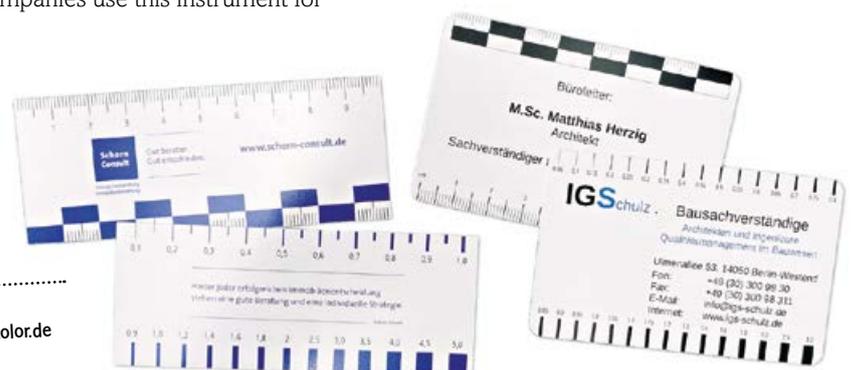
PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 88865-0
info@frank-brushes.de
www.frank-brushes.de

Aiming high

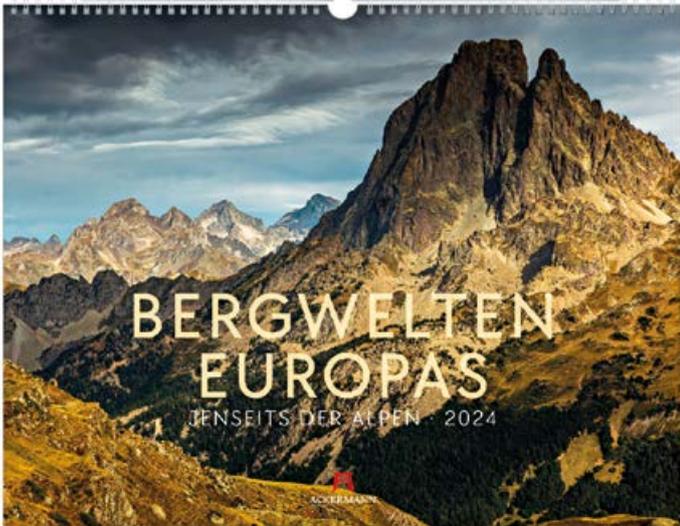
The climbing brush from Frank Bürsten is a promotional product which will help you climb high. The handy brush grip with a hanging hole is easy to hold and can be attached to a chalk bag. The product is made in Germany and the beech wood comes from regional forestry. The densely arranged natural bristles are ideal for thorough, but at the same time gentle cleaning of stressed handles and footsteps. The high-quality natural bristles strongly absorb moisture and dirt. Every climber is ideally equipped with the robust and durable brush. During production, Frank Bürsten relies on renewable energies to ensure that the products are manufactured in an environmentally friendly manner. Individual company or promotional logos can be applied to the brush on request.

Documentation made easy

The marcolor crack width gauge is a technical measuring device as well as a small and handy tool for assessing cracks. Customised production completely according to customer specifications and wishes is just as possible as the choice of material, format or printing. Production is possible both as a crack width card and as a crack width gauge with a slider function. Engineers, architects, experts or restoration companies use this instrument for crack documentation.



PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562 931260 • kontakt@marcolor.de
www.marcolor.de



Fascinating mountain landscapes

This high-quality calendar from Ackermann Art Publishing House will bring the fascinating mountain landscapes of Europe closer to you. It doesn't always have to be the Alps: mountain-lovers enjoy diverse views and there are many of them in Europe. Therefore, it is high time to discover these astonishingly diverse mountain landscapes. The Italian Abruzzo Mountains, the French Pyrenees, the Scottish Highlands or the Carpathian Mountains in Ukraine are impressive mountain ranges, which invite visitors to long excursions in nature, while also offering more athletic mountain-lovers many possibilities. Ackermann Art Publishing House has selected twelve exciting destinations for hikers. Like all Ackermann calendars, the calendar with the mountain motifs is made exclusively in Germany and printed climate-neutrally on paper exclusively from sustainable forestry in cooperation with NatureOffice. Advertising imprints are available in quantities of 50 and more.



PSI 40604 • Ackermann Kunstverlag
 Tel +49 89 4512549273
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re98.

BY REFLECTS

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Equipped with **practical functions** such as bottle openers or shopping trolley chips, the utility value of a key fob surpasses simply carrying keys. With different materials such as stainless steel, bamboo, textile or plastic, RE98® key rings guarantee quality and style.

They create lasting impressions, because quality is not only in the detail, but also in your hand.

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 T +49 2234 9900-0 | info@reflects.com
 reflects.com



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

It's all about sausages

The high-quality sausage-tasting and picnic knives from the Ruderer brand from the company Walter Broch Nachf. GmbH & Co. KG is the perfect piece of equipment for camping, hiking and trying different sausages. The pocket knife with a blade and fork is ideal for cutting sausage, cheese or fruit. The knife manufacturer provides the finishing touches to the knives by means of traditional craftsmanship. The knife impresses with its extreme sharpness and high functionality. High-quality materials and professional processing provide for a long service life and high degree of durability. The stylish helper can also be used for food tasting. The sausage-tasting knife comes with a knife and fork, with or without a clip. The tool constantly accompanies you as an advertising medium with a clip fastened to a jacket, coat or chest pocket. With a length of approx. 11 centimetres, the tasting knife provides large advertising space for etching or laser engraving.

Light simply everywhere

The bright answer to any form of darkness such as under the engine bonnet, in the corner of the cellar, in front of the house door or when electricity goes out is the Eco Knicklight Pro from Troika, a strong lamp that simply makes good light. With 200 lumens, it shines straight ahead or even around the corner – thanks to the front LED that can be bent by up to 90 degrees. The light shines with 150 lumens from the side COB-LED. It also includes numerous light functions such as a red blinking warning light for emergencies, a USB charging possibility as well as a strong magnet foot and a belt clip on the back side. The titanium-coloured product with a strong advertising effect has a matt finish, is made of ABS plastic and aluminium and is splash-proof according to IPX4.



PSI 46311 • Troika Germany GmbH
 Tel +49 2662 9511505 • d.geimer@troika.de
<https://business.troika.de>





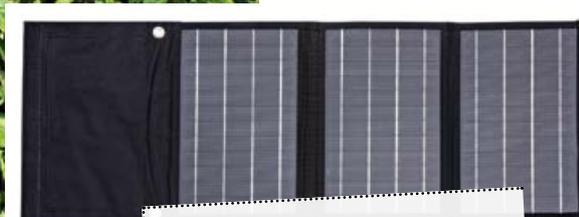
PSI 45899
 micx-media in concept GmbH & Co. KG
 Tel +49 5205 99-100
 besser@micx-media.de
 www.micx-media.de

Multifunctional promotional gadget

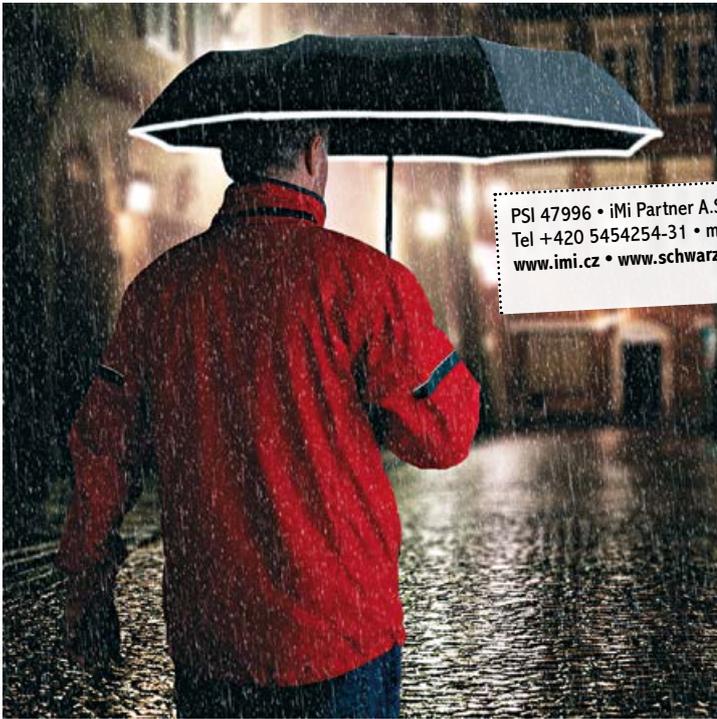
Whether it is a coffee break in the garden, a bike ride or a camping trip out in the green, the 6-in-1 Multi Light from Micx Media is your practical outdoor companion. With an integrated radio, MP3 player and Bluetooth speaker, the versatile promotional product provides for great entertainment on the go. And when the battery of your smartphone and other devices run down, you can use this multi-talented product as a power bank. Thanks to the integrated LED light, the Multi Light is also an indispensable gadget during the evening as well and can even be used as an additional bicycle light with the included bracket. The product also includes 1C printing for an effective advertising message.

Available around the clock

The modern solar bag TX-207 from Technaxx comes from the wide world of renewable energy. The TX-207 solar bag with its powerful 21-watt solar power system is more than just a bag: it is a source of renewable energy, which enables you to charge mobile end devices anywhere. The highly sophisticated solar panels on the outside of the bag efficiently use sunlight in order to immediately convert it into usable energy. This way, smart phones, tablets, cameras and other USB devices can be easily charged without relying on outlets. With several compartments and set up options, this travel companion offers enough space for personal items. Durable materials and careful processing ensure that your valuables are safely protected everywhere. The bag is not only a technological masterpiece, but also a fashion statement – and a step towards ecological sustainability, comfort and style.



PSI 49693
 Technaxx Deutschland GmbH & Co. KG
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PSI 47996 • iMi Partner A.S.
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www.imi.cz • www.schwarzwolf.com



Safe in the rain

The Crux is a pocket umbrella from the range of products of iMi Partner. The umbrella has eight segments and provides protection from bad weather. To enhance safety, a reflective edge was integrated into the umbrella, which consists of 190 T pongee. The umbrella cover includes a handy spring hook for attaching it to a backpack. Thanks to its windproof construction, the automatic umbrella also withstands strong wind.



It's dark longer than you think

More and more cities and municipalities are reducing lighting in public spaces, reducing your visibility for other road users. This is where reflAktive comes in. By using high-quality reflective products such as clack and jogger tapes, tags or stickers "Made in Germany", the probability of being seen increases many times over. According to the motto "be safe, be seen", the company supports its customers by making life a little safer.



PSI 46970
reflAktive – Eine Marke der safeReflex GmbH
Tel +49 4971 9233-12 • info@reflaktive.de
www.reflaktive.de

PSI 49729 • Condedi GmbH
Tel +49 2942 2160 • info@condedi.de
www.condedi.de



Maximum sharpness

Thanks to the Maxicut & Minicut from Condedi, the cutter will no longer fall apart. No matter whether for work or leisure, home or the garden, the razor-sharp cutters from Condedi, formerly sold by Gustav Selter GmbH, are the top companions for cutting and opening. The combination of an elegant, harmonious design in black and silver and high functionality including snap-off blades promise high durability and advertising effectiveness. An outstanding feel and cutting quality are the main features of these stable and rust-proof cutting tools. The Maxicut, which is 16 centimetres long, and the Minicut, which is three centimetres shorter, have a practical metal bracket on the backside for wearing them on the waistband. The products packaged in a black gift box can be refined by printing or engraving on the backside. An equally sharp advertisement can be applied in different colours to the Shorty with a key ring and Safecut with a fastening clip. The products are in stock and can be delivered in quantities of 50 and more. Special productions are also possible.



Relaxed picnic

The handy Multi-Tool Picknick from Hepla is a perfect companion for all travel and outdoor activities and will fit into any backpack or bag. The two-part Multi-Tool impresses with four useful functions: a knife, spoon, fork and bottle opener. The tools can be folded in and out and separated from one another with a gentle push, so that you can conveniently eat with a knife and fork separately. The practical promotional product is available in the standard colour red. On request, the versatile gadget can be refined in the in-house print shop using pad printing.



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

Mr. Nick-Nut

Nichts ist so leicht, eine harte Nuss zu knacken oder eine Flasche zu öffnen.

Halbiert die harte Schale.

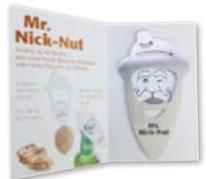
Die Nuss bleibt ganz.



Mit Flaschen-öffner-Funktion!

VERPACKUNG

Einzel konfektioniert in einer Klappkarte ca. 5,5cm x 8,5cm. Ohne Polybeutel.



KLOSTER KITCHEN

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Oskar-Sembach-Ring 6 • D-91207 Lauf
Tel.: 0049 (0) 9123 989980 • Mail: info@artdicomo.de



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511505 • d.geimer@troika.de
<https://business.troika.de>

Smart reflexes

The Reflective Smartbag from Troika is remarkably noticeable: the reflecting material of the smart mobile phone shoulder bag ensures that those carrying it are not overseen by anyone. A true safety factor when jogging, biking and walking inside or outside. Common smart phones fit into the well-padded main compartment, while in-ear headphones, maps, keys and much more can be stowed in the front compartment. The practical promotional product is splash-proof and equipped with rubberised zippers. The material consists of up to 100 per cent polyester. The practical cover is available in grey-black.



Wind and weather protection

Folding tents and folding pavilions are classics among the promotional tents at events, trade shows or outdoor activities. Tents from Display-Max are known for their robust quality and the ease with which they are put up or taken down – thanks to their intelligent folding system. Their customisable design, with many options, make these tents universal. They are naturally durable and can be used again and again, which is positive for the environment.

PSI 60706 • Display-Max GmbH
Tel +49 7771 92825200
info@display-max.com
www.display-max.com

Feel-good advertising

The warmest days of the year have passed, but the 2023 outdoor season is not over yet: the individually embroidered and comfortably warm premium fleece blankets from Klam will stylishly extend the golden autumn. Ideal for the food service industry, the appearance of the promotional textiles can be skilfully and individually created by the design and service team of the textile specialist. Together with Klam, interested customers are guaranteed to find the solution that exactly meets their needs.

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



YOU

would like to take your well-deserved retirement and are looking for a successor for your company or a buyer for your customer base?

On behalf of our client, a well experienced promotional products dealer who has been in the industry for decades and is very familiar with it, we are entrusted with establishing the initial contact with prospective sellers.

If you want your life's work and your customers to continue to be in good hands, please contact us.

Of course, we assure you absolute discretion.



Reflects

Reflects nominated for the German Sustainability Prize

The promotional product manufacturer Reflects GmbH was nominated for the German Sustainability Prize (DNP) without requesting its nomination, according to a company statement. Within the context of the growing challenges of climate change, a lack of resources and a loss of species, the DNP awards companies that have sped up the transformation to a society fit for the future through their ambition, courage and innovative strength. Reflects GmbH was recognised for its achievements and nominated as a pioneer of the transformation for the DNP category of 'Office Supplies and Promotional Products'.

In a company statement, the company says, 'We are amazed and proud to announce that we were nominated for the German sustainability prize without requesting a nomination! This unexpected recognition makes us even more delighted and reinforces our involvement in a greener future by continuing to develop innovative sustainable solutions.' www.reflects.com

With its nomination, Reflects has the opportunity to win the DNP statue. Photo: © Stiftung Deutscher Nachhaltigkeitspreis e.V.

New image website with integrated Chat GPT interface

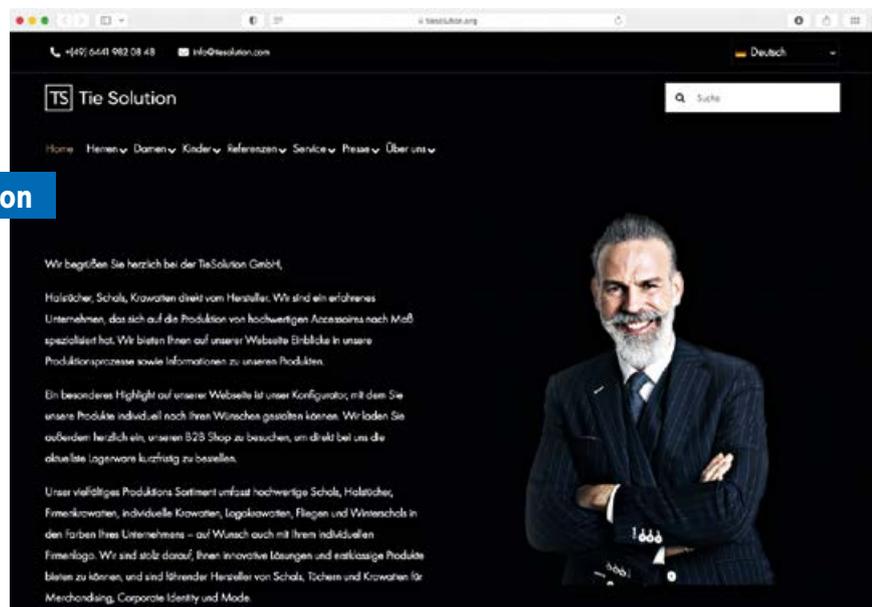
Tie Solution GmbH – the renowned manufacturer of accessories such as shawls, scarves, twilly scarves, ties, suspenders (braces) and much more – has launched a new image website at the beginning of April 2023. The website of the Wetzlar-based company is available in a total of 30 different languages: www.tiesolution.org. It will be expanded by another 20 languages shortly after the launch and will include an integrated ChatGPT interface for customers to use. According to Tie Solution, the new image website is a comprehensive information platform for B2B clients, such as promotional product distributors, industry and trade clients, advertising agencies and other businesses. The new website offers information on the production processes Tie Solution uses to produce its accessories and makes it possible for clients to request a quote directly from them.

Tie solution recently set up a new, in-house IT development department to offer clients even better services. Within this framework, the company has developed a ChatGPT interface that makes it possible for clients to have all texts originally written in German translated into their respective languages. This interface facilitates communication between clients and the company so that it is even faster and more efficient. The Chat GPT interface uses the latest technology and algorithms to enable a seamless translation from German into different languages. The result is reliable and precise translations.

Additionally, Tie Solution is announcing the introduction of a 'new and pure B2B shop', which gives clients the opportunity to design tailor-made accessories themselves. Thanks to the new accessory configurator, B2B clients can create their own personal products without having to rely on external designers.

By taking these measures, Tie Solution wants to pursue its expansion plans in Europe and to appeal to a broader client base, especially abroad. The company's Managing Director Antonio Gea-Sanchez remarks, 'The introduction of the new interface between Tie Solution's ERP systems and resellers will make collaboration easier and will facilitate the dissemination of information. Our national and international clients will now be able to have a comprehensive source of information at their fingertips, which will enable them to be better acquainted with our products and to request quotes directly from us.'

More information is available at: www.tiesolution.org
www.tiesolution.de • www.tiesolution.es



Tie Solution

On the death of Stephan Speckbruck

On 13 August 2023, Stephan Speckbruck, long-time managing director and shareholder of Essen-based Plan Concept GmbH, passed away suddenly and unexpectedly. He helped shape the company for more than 20 years and made it what it is today. Managing partner Christoph Ruhrmann and the Plan Concept team have not only lost a valued, competent colleague in Stephan Speckbruck, but also a helpful companion and good friend. “Stephan’s unexpected death has shaken us all deeply and we miss a person dear to us. After all, it is the individual people who make the success and thus a part of Stephan will always remain a part of our company,” says Christoph Ruhrmann. The editorial team of the PSI Journal expresses its condolences to all relatives, colleagues and friends of Stephan Speckbruck – also on behalf of PSI and its member companies.

Obituary



Corporate Fashion: Daiber campaign conveys competencies

The company Gustav Daiber GmbH is presenting its core competencies in its latest ‘Daiber macht’s’ (Daiber does it) campaign. The campaign describes what and who is behind the products from its own brands, such as JAMES & NICHOLSON by Daiber, and transports the internationally active company’s main aspects of the brands’ essence.

The current campaign puts Daiber’s strengths at the forefront: This campaign stands for a doer mentality and future-oriented perspective, which have been integral to the company’s success story for 111 years. The aim of using claims like ‘Daiber macht’s ewig’ (Daiber will do it forever) and ‘Daiber macht’s verbindet’ (Daiber unites) is to convey the essence of the corporate fashion manufacturer’s core competencies. Kai Gminder, who is the fourth generation of the family to run Daiber, states, ‘With our campaign, we are, once again, making ourselves and our business partners aware of the fact that our partners and customers are our top priority. We support their business with our need-based services and help them express their identity with our corporate fashion. This is what distinguishes our work, and the name Daiber has always stood for this at its core.’

The campaign motifs showcase different fabric textures, such as the polos or multi-functional jackets from its own brand JAMES & NICHOLSON by Daiber. A text field explains the products’ added value, the services or the advantages of a partnership. The motifs address topics such as reliability, expert knowledge, corporate fashion, customisation and the binding effect of Daiber products. Marcel Helbig, Head of Marketing at Daiber: ‘Daiber is a company that does not have to stand in the background. With the ‘Daiber macht’s’ campaign, we are now deliberately coming to the fore for the first time as the company behind our corporate fashion products. For this reason, we have added the phrase ‘by Daiber’ to the JAMES & NICHOLSON brand name.

More information on the company and products are available at: www.daiber.de

Gustav Daiber



The corporate fashion company behind JAMES & NICHOLSON by Daiber conveys its core competencies with the campaign ‘Daiber macht’s’. (Source: Daiber)

New staff at mbw®

Mbw, a supplier of effective promotional mediums from the Northern German city of Wanderup, has added two new reinforcements to its team. Kevin Grümmert, an expert in customer service, joined the company last December and assumed a pivotal role in planning orders and the smooth running of order processing. 'His efficient and organised work approach makes it possible for our company to ensure top-notch service for our customers', says Jan Breuer. Alexander Strauss has been a creative mastermind in the marketing team since February. 'As a content manager, he contributes significantly to ensuring our customers receive relevant and informative content. This strategic communication not only reinforces customer retention, it also strengthens trust in our brand. Marketing campaigns can be effectively implemented thanks to his clear and well-prepared information', explains Jan Breuer. www.mbw.sh

mbw®

Kevin Grümmert and Alexander Stauss (left to right).



Brand ambassador marks extraordinary anniversary

An extraordinary anniversary has fallen in the promotional products team at Faber-Castell: for an incredible 40 years, Pia Rippl has been the perfect brand ambassador for Faber-Castell. She embarked on her training as an industrial management assistant at the tradition-steeped Franconian company in September 1983. Immediately following successful completion, she was accepted into the "promotional products and special transactions" sales division, where she has been exceedingly successful ever since. That also demonstrates two of her stand-out characteristics: continuity and reliability. Those, along with her high level of competence, make her a contact person who is appreciated by customers and colleagues in equal measure. Whether working from the office or in person at any of the numerous promotional products trade shows, the dog-lover and nature enthusiast always knows how to enthral the people around her with charm and empathy. Faber-Castell looks forward to her continued contribution in the years to come and says a most sincere thank-you for 40 fantastic years. www.faber-castell.de

Pia Rippl has been the perfect brand ambassador for Faber-Castell for an incredible 40 years.

A.W. Faber-Castell Vertrieb GmbH

Proceeds from the Schneider Run Donated to the children's hospice 'Sternschnuppe'

Numerous dedicated colleagues, local clubs and many sports enthusiasts from the region joined forces for the Schneider Run on 23 July 2023 and ran for a good cause. This year, the writing instrument specialist Schneider Schreibgeräte donated the proceeds of the charity run to the children's hospice 'Sternschnuppe'. This centre creates a place where families and their terminally-ill children or teenagers can find peace and support. The 'Sternschnuppe' Hospice is the second children's hospice in the state of Baden-Wuerttemberg dedicated to supporting families in their time of need and providing them with special care and comfort. Schneider and the hospice would like to thank all the participants of the charity run who helped raise the funds. www.schneiderpen.com

Schneider Schreibgeräte

Two representatives from Schneider Schreibgeräte handed over the symbolic check to a hospice representative.



Touchmore now a part of WER GmbH

The brand Touchmore was founded by Olaf Hartmann over 25 years ago. His goal was to establish promotional products not only as gifts, but also as haptic products in the marketing mix. From then on, folded cubes, Magic Flyers, Logoloops, FLIXCARDS and the original Rubik's Cube became successful messengers for major brands. It was the beginning of a success story, which is still being written anew since September 2023 as part of the company WER GmbH. "We are all delighted to have found WER as a partner for Touchmore. We were indeed successful with our narrower range of products, but could never completely exhaust our potential, because our possibilities were limited. The large range of products and services offered by WER GmbH including full service, e-commerce, import and much more now gives us the opportunity to support our customers even more extensively and opens the door for us to additional exciting customer segments", explains Olaf Hartmann. Due to the great success of Touchmore, Hartmann reports to have "written the standard work on haptic effects

in multisensory marketing with the best-seller TOUCH". He also founded the Multisense Institute to which he wishes to dedicate even more time in the future. Like his longtime companion Sven Scharr, Hartmann will be supporting and advising the company WER GmbH during the further development of Touchmore.

"We have been fans of Touchmore's range of products for many years and were therefore immediately enthusiastic and also a little proud when Olaf asked us if we would like to further develop Touchmore with him under our roof," reports Mirco Häßlich, who is the owner of WER GmbH together with Alex Heinecke and Marc Strickrodt. In addition to the exciting product line, we are above all looking forward to the cooperation with the Touchmore team.

The momentum and many ideas already put forward make us want more", adds Alex Heinecke. With what is now its eleventh takeover, WER GmbH is further pursuing its expansion strategy by means of organic and inorganic growth. With its more than 80 employees and positioning in the drop shipment, full service and online business, WER GmbH has made a name for itself in the promotional products industry and sup-

ports customers in Germany, Great Britain, Luxembourg, Austria and Switzerland. "In these current challenging times, we are delighted to be a serious and reliable contact for colleagues who are dealing with succession issues or the future orientation of their company", explains Mirco Häßlich. www.wer-gmbh.de



Olaf Hartmann, Alex Heinecke, Mirco Häßlich, Marc Strickrodt (v.l.).

New management at L-SHOP-TEAM company in France

Since the beginning of July, the French subsidiary of the textile wholesaler L-SHOP-TEAM, headquartered in Unna, has a new management. Julie Baron thus takes over the management of the youngest L-SHOP-TEAM subsidiary.

In 2020, the company founded its company in France. Currently, L-SHOP-TEAM is represented in the following countries in addition to Germany: Poland, Czech Republic, Austria, Italy, Switzerland, Belgium, Netherlands, France, Denmark, Sweden and Norway.

"We are looking forward to working with Julie and are happy to have found such an experienced leader for our team in France," says Managing Director Andrea Hermann. "With Julie, we are very well positioned for the new challenges of the market," adds Stefan Schenk from the management team.

With more than 120 international brands and 6,100 articles from the leisure, promotional and professional sectors, L-SHOP-TEAM serves the textile B2B market in Europe with textiles, accessories and finishing materials. The entire textile assortment with all new products can be found at: www.l-shop-team.de.



L-SHOP-TEAM GmbH

Julie Baron takes over the management of the French subsidiary of L-SHOP-TEAM GmbH.

Products Personalised with Digital Promotional Printing

In matters of promotional printing, Hellma has been an expert for many years when it comes to printing customised promotional messages on – for example – sugar, seasonings or fruit gums. That is because promotion with tasty contents always goes down well. Portions of sugar printed with the corporate logo or an entirely individual message leave behind a lasting impression on visitors and are guaranteed unique. From today, digital promotional printing on products by the Nuremberg-based portion items specialist can be realised in a dedicated webshop in a customer-friendly way that is simple and quick. To begin with, and thanks to the integrated editor, 22 products such as sugar and seasonings, but also non-food products such as moist tow-elettes, can be digitally personalised and sent out within a few days. One highlight is the personalisation of fruit gums in various shapes, such as, for example, Haribo Mini Gold Bears and two varieties (strawberry and apricot) of the popular darbo mini-jars. The fruit gum sachets can receive all-over printing, while in the case of the mini-jars, promotional printing is performed on the jars' lids.

Fritz Haasen, managing director at Hellma, adds: "After 100 successful years of Hellma company history, I'm especially pleased we've really arrived in the 21st century now! From today, Hellma is offering a special selection of its practical and hygienic portion packaging solutions for personalisation in a dedicated web shop. This means that our customers can design their own individual brand messengers with total ease in just a few steps."

www.shop.hellma.de



Adler promotional gifts acquired by GIG Myron Holdings LLC

Adler, Inc. has been acquired by the newly formed GIG Myron Holdings LLC, affiliated with Go Global Retail. The transaction was completed last week, with both Jeff Lederer and Christian Feuer of Go Global Retail leading the acquisition.

With this acquisition, GIG Myron Holdings LLC plans to leverage Adler's extensive customer base and distribution network to expand its offerings in the promotional products market. This acquisition is part of GIG Myron Holdings LLC's strategy to invest in companies with strong growth potential and transform them into market leaders. Adler has been a family business for the last 70 years, most recently under the leadership of Jim Adler.

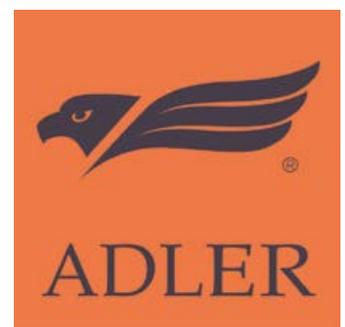
"I am pleased that Adler will be under Jeff and Christian's leadership so that it can continue its growth trajectory", says Adler. "Jeff and Christian's industry experience and track record, combined with GIG Myron Holdings' resources and expertise, will create exciting new opportunities for the Adler business."

Feuer expressed excitement about the acquisition, saying, "We are thrilled to have Adler as the growth platform for our strategy in the promotional products industry."

Mr. Lederer further explained that "the Promotional Products industry is in my blood and am thrilled that after 30 years in this amazing industry that I will continue following my passion of building, acquiring and scaling businesses and teams." He further added that, "Adler has an amazing team, a strong reputation for quality products, including a vertically integrated business model and we believe that by combining our expertise with Adler's strengths, we can create a truly exceptional experience for vendors and customers alike."

Lederer successfully scaled his family's leading supplier company, Prime Line, and successfully sold it in 2017 to top supplier alphabroder. "There are many exciting opportunities to succeed in this industry and with this acquisition, we have the opportunity to build on Adler's strong foundation and develop a leading platform for the promotional products industry which will provide value for our partner suppliers and distributors both domestically and internationally."

www.adlerwerbegeschenke.de • www.goglobalretail.com • www.gigmyron.com



Adler Werbegeschenke



Karl Knauer nominated for vocational training company of the year

In these times when it is becoming increasingly more difficult for companies to get young people interested in vocational training, the packaging specialist Karl Knauer can look forward to additional support for selecting candidates. The packaging company from Biberach was nominated as 'Vocational Training Company of the Year' at the German Print & Media Awards in 2023.

On average, 20 trainees and students start their careers every year at Karl Knauer, located in the Southern German city of Biberach. The job profiles for which they are trained are just as varied as the personalities of the young men and women. For example, Karl Knauer has announced it is looking for ten technical apprentices, three commercial apprentices and three university students participating in dual work/study programs for 2024. 'We would like to convey more than purely technical knowledge to the people who start their career at our company', remarks Marco Manna, Head of HR at Karl Knauer, while describing the family-run business's aspirations for its training programs. 'It is about giving them everything they need to put their lives on solid footing.'

This is why apprentices at Karl Knauer receive a structured and individual plan for visiting all the departments in the company and are assigned a mentor during orientation week. They are also offered numerous opportunities for continuing professional development, seminars and training courses and are supported with health services. In the trainees' sustainability projects, which are entirely in the hands of the young junior staff, a special focus is placed on independence and acting responsibly. All of these measures pay off for both sides. Nearly everyone who finishes their vocational training at Karl Knauer is offered a permanent employment contract and starts their promising career with us. For example, we currently have former apprentices working in the die-cutting, adhesion or accounting departments.

The core competencies of the Karl Knauer Group are innovative packaging, promotional products and gift packaging made from cardboard, corrugated board and paper, and mechanical engineering. The company is one of the leading packaging suppliers and has a facility in Germany and in Poland. Customers from Europe's brand-name products and service industries profit from the group's multifaceted competence and an impressively high degree of vertical integration. While in dialogue with its customers, the company has developed constructions that fulfil all of its customers' packaging requirements, ranging from protection and safety issues to ensuring an attractive presentation at a POS. Karl Knauer offers special programs with state-of-the-art packaging technologies for seven competency fields in the industry: Cosmetics/skin care, pharmaceutical/health, environment/nature, food/agriculture, beverages, home/industry and blister cards. In addition, research on innovations for future packaging requirements is being carried out at full speed. Research areas include smart packaging, convenience, product safety, counterfeit protection, finishing technologies, efficiency and sustainability. www.karlknauer.com/en

Karl Knauer



The 'Team of the Future' at Karl Knauer, a company with a long-standing tradition, which is celebrating its 85th anniversary. © Karl Knauer KG



Schneider Schreibgeräte

New website for the promotional segment

Schneider has set up a new website for the promotional writing utensils segment. With the new website, Schneider not only provides a basic overview of the entire range of climate-neutral promotional products, but also shares useful information on ecological sustainability issues. With the filter options, you can easily sort products according to their surface, case colour or other properties and find the appropriate writing utensil for your customers or yourself. Detailed information on case colours, combination possibilities (mix & match) and printing surfaces can be found easily and quickly on the product pages. The many printing examples will inspire you, while the pen configurator (www.schneiderpen-configurator.com/de) invites you to easily customise the writing utensils you

are interested in. All current brochures and catalogues can be downloaded as digital versions in the service area of Schneider Writing Utensils. It is also easy to find contact persons at Schneider. With just a click, Schneider's world of promotional products is available to anyone interested. The website is available in German, English and French at: www.schneiderpen-promotion.com



Geiger-Notes

Peter Meyer appointed CEO at Geiger-Notes

Peter Meyer has assumed the chief executive position at calendar and printed promotional products specialist Geiger-Notes, from Mainz-Kastel. Prior to that he had spent almost ten years as managing director at the promotional products distributor Bettmer und Saalfrank.

“I am delighted that Peter Meyer, an industry authority of many years’ standing, will be joining us. I enjoyed a solid and trusting working relationship with him on the customer side for many years. His expertise as a distributor will be especially enriching for us: it will ensure that we are able to continue to expand and optimise the service range for our distribution partners,” says founder and chairman Jürgen Geiger.

Peter Meyer is the successor to Sven Weiß, who is set to leave the executive board of Geiger-Notes at his own desire at the end of 2023, having spent three years in the Rhine-Main region, and return to his hometown in eastern NRW on personal grounds. “I regret and respect Sven’s decision equally. He made many positive impacts on Geiger-Notes during a difficult time and for that he deserves our special appreciation and gratitude,” reports Jürgen Geiger, who himself is set to leave the operative business and move into the supervisory board at the end of the year. “In my new role I’ll continue to give my all to preserving what’s good about, and at, Geiger-Notes, firmly setting the course for the future at the same time.”

www.geiger-notes.ag

Automation and digitalisation in embroidery and printing

In order to achieve maximum efficiency in finishing companies, the host Gustav Daiber GmbH and the organiser Akademie für Textilveredlung (Academy for Textile Finishing) (akatex) invite you to a further training course in Albstadt on 28 September 2023.

Ordered today, delivered tomorrow – this credo cannot always be realised in textile finishing companies. But there are ways to significantly speed up processes in embroideries and textile printing plants. The buzzwords are automation and digitalisation. Especially in times of a shortage of skilled workers, companies are forced to automate various processes and workflows in order acceptance, production and fulfilment with the help of digital tools.

Together with Maximilian Bitzer (Brand Boosting GmbH), Tobias Lembach (Mountek GmbH) and Alexandros Papaioannou (Tajima Software Solutions), Kai Gminder, Managing Director of Gustav Daiber GmbH, will show where the journey is heading in terms of Textile Finishing 4.0 in embroidery and printing.

In individual workshops, the experts explain what role a modern ERP system can play as a foundation for the future, what e-commerce as well as digital marketing mean and how efficient personalisation of products with less downtime can succeed. Topics include barcode-controlled processes, networking of machines, analysis of the efficiency of operators, machines and designs in real time, digital design transfers, integration of online designers and online shop solutions and more.

The seminar day provides insights into embroidery and printing processes of tomorrow, shows approaches to solutions and invites networking – from professional to professional. Participants will be encouraged to critically examine the structure and organisation of their own finishing business in terms of efficiency and sustainability. The event is aimed at processing companies that want to prepare their businesses for the future. The training will take place in cooperation with Signforum24 and the PSI trade fair (9 to 11 January 2024, Düsseldorf), at which Gustav Daiber GmbH will be an exhibitor.

For more information on this training event and to register, go to: <https://aka-tex.de/veranstaltungen/176>



Weiterbildung

Family-friendly with distinction

What if the child is ill? What if your parents need support in their old age? Or do you simply need more time for your family during a certain phase of your life? The Bielefeld bag specialist Halfar has a clear answer to this: family friendliness. In 2016, its corporate policy was recognised for the first time with the certificate “EXCELLENT FAMILY-FRIENDLY”. Now those responsible were pleased to receive the award again. What is special about this award is that, together with the “local alliance for families in Bielefeld”, a total of eight institutions and groups jointly evaluate the companies. On behalf of all of them, IHK General Manager Petra Pigerl-Radtke and Bielefeld Mayor Pit Clausen presented the certificate to the team of bag specialist Halfar on 24 August.

“As a family business, family friendliness is in our DNA. And we are constantly developing it further, because the demands on families are also constantly changing. Whether it’s flexible working hours, home office, wage inflation compensation or a family event like the BAG FAMILY DAY: with all of this, we want to support our employees in a sustainable and targeted way,” Kathrin Halfar-Stühmeyer, shareholder and managing director, summarises how comprehensively Halfar understands family friendliness.

Halfar

In fact, Halfar works on many levels to make it easier to reconcile family and career. With family-friendly working hours, it offers very individual options and agreements on when to work instead of rigid full- or part-time models. And the where is also flexible: home office and mobile working have long been a matter of course at Bielefeld. Above all, the goal is to change structures in the long term: the quota of women in the company as a whole and in management positions is to be further increased, the acceptance of family leave, also for fathers, is to be further promoted and the return to work afterwards is to be made as easy as possible. Family is a challenge both organisationally and financially – which is why the bag specialist supports mothers and fathers with various instruments. They benefit from the company pension scheme, various cash bonuses or the possible subsidy for childcare costs. JobRad and JobTicket are also benefits that go easy on the family budget – and also on the climate and the environment. This shows in particular how sustainable family-friendly corporate policy is.

www.halfar.com



Pleased with the award (from left): Mayor Pit Clausen, IHK Managing Director Petra Pigerl-Radtke, Armin Halfar (Halfar System), Annika Thiel (Halfar System), Kathrin Stühmeyer-Halfar (Halfar System), Brigitte Meier (Wege Wirtschaftsförderung Bielefeld).

This year, the company Know How International GmbH & Co. KG, an importer of individual promotional products and packaging with headquarters in Hirschau, looks back on 25 years of doing business. The company celebrated its silver anniversary at its headquarters in July with around 120 guests, including employees and business associates.

Know How International GmbH & Co. KG

25 Years of Experience

Industry



Dominique Mommers (right) from IHK Regensburg hands over the certificate to Moritz Thamm, Stefanie Baumann, Michael Baumann and Peter Baumann (left to right); the certificate was in honour of the company's 25th anniversary.

his anniversary is a great occasion to highlight the company's development during the past quarter century.

When Peter Baumann, Markus Bothner and Roy Nanka founded Know How International GmbH & Co. KG in 1998, the business model focused on the realisation of individual custom-made products and order-based customer production, which was a novelty in the promotional products industry at the time. 'What do you mean there is no product range?' was a question potential clients frequently asked. The fundamental idea is still followed today, and it turned out to be the right decision.

Established know-how

Lots of other things have changed over the past 25 years as well. 'The fax machine, which we used to use to communicate with the Far East in the first few years, has been

replaced by email, WhatsApp, Skype and WeChat. European guidelines and standards have expanded further and diversified, and import guidelines became more and more specific', recalls Peter Baumann. He adds, "'Europe goes East' evolved into 'East goes Europe', and the latest trends can best be characterised as "Europe goes Europe". Issues like supply chain laws, company certifications in accordance with ISO 9001, GOTS, Ecovadis and climate neutrality, etc., have come up over the years, and they require more extensive know-how of the entire team'.

New generation on board

There have been changes in other aspects of the company's history as well. After initially being led by three partners, two partners took over running the business in 2009. In 2022, Moritz Thamm and Michael Baumann became part of the executive management team, which included the two founders, Peter Baumann and Markus Bothner, the latter of whom still acts as a silent partner. This younger generation, with Moritz Thamm and Michael Baumann, has been actively involved in management since 2020 and will continue to lead the firm Know How International GmbH & Co. KG and its subsidiary Know How International Austria GmbH, which was established in 2020.

Prepared for the tasks ahead

Twenty-five years of import know-how, long-standing relationships with suppliers, colleagues in the Far East for QC and production monitoring, and a team of many long-term and experienced employees make Know How International one of the most competent and reliable import partners for promotion, packaging, full-service and custom-made products, as it is well-prepared for the tasks it faces ahead in the future. <

9-11

JAN

24

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

Exhibition Centre Düsseldorf

Where cool
ideas come
together
and hot
ideas happen

The industry
meet-up.

Save the
date.

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

The leading European trade show for
the promotional products industry



Built by



In the business of
building businesses

The Ladies' Lunch had its premiere at PSI 2023. PSI intends to offer women in the promotional product industry a forum to network even more. Starting with this edition of the PSI Journal, we will present a female personality who sets an example with her commitment to her company. We will start with Silke Eckstein, Managing Director of SND PorzellanManufaktur.

Silke Eckstein on Challenges and Top Skills

Run businesses sustainably in all aspects



Silke Eckstein, Managing Director of
SND PorzellanManufaktur

You attended the first Ladies' Lunch at PSI 2023. What was your impression?

In principle, it is fantastic that these types of events are being organised. Unfortunately, I only attended the first few minutes of the event because I was needed back at our stand on short notice due to a surge of visitors. For this reason, it is difficult for me to say much about it.

How did you get the position which you are in now?

My parents were always self-employed, so I experienced what it means to be an entrepreneur at a very early age. It was always clear to me that I wanted to join my parents' company. Then, in 1998, my father and I finally founded SND PorzellanManufaktur. This allowed me to grow into the position over the years, and after my father left the company, I could run the businesses in my own style.



What is the greatest challenge in your job?

For me, it is managing a company sustainably. I think sustainability should be seen in the context of ensuring that a company can still survive in the market in the medium and long term. It can only be done if I have employees who also support this idea. This is why selecting, managing and retaining the right employees is essential, which can sometimes be quite challenging. (chuckles)

There are still only a few women in leadership positions in the promotional product industry. In your opinion, why do you think this is the case?

This complex question cannot be answered in a general way in this context. Let me give it a try anyway: On the one hand, there is social conditioning: whether a woman is even able to do the job – which is naturally utter nonsense because, of course, women can be leaders. And then, there is the family factor. Juggling work and family life is an incredible balancing act. Because in most families, women still are the ones who are primarily responsible for housework and childcare, just like they were in our parents' generation. However, one can see positive developments on this front with the next generation. Men are assuming more responsibility for daily issues that families face, which take up so much time. I am optimistic – even if it will take longer until everything improves.

The latest catchphrase is 'new work', so let's speak about what digital and remote working, job sharing, mentoring and work-life balance mean at SND.

SND PorzellanManufaktur is a production company. 80 percent of employees produce goods by hand, so the 'new work concept' is not really an issue for us. However, we have adapted our working hours to meet the needs of our employees, and they are now working shorter hours. We only used to employ full-time employees, but we now have around 30% of our employees working part-time. Most of our colleagues who can work remotely are allowed to do so, although we really appreciate face-to-face interaction when working.

Are there certain moments or skills in the business world in which women are superior to men or which they find more difficult?

No. Everyone has their strengths and weaknesses – regardless of gender.

What would you say are the most important skills required for your job?

Empathy, willpower, perseverance, flexibility and composure. Technical know-how is also required, but it does not mean you have to know everything yourself, although you should know what you are talking about.

What is the best professional advice you have ever received? And who gave you the advice?

I am someone who makes decisions quite quickly. The prerequisite for this is that you trust your gut feeling. I learned this from my parents.

What was the last thing you learned?

We just set up a new webshop, and I learned a lot from it.

What motivates you every day?

That is a great closing question. I love my career because it is varied, and I spend time with great people. <



No matter if cups, mugs, or tableware: SND is an expert at promotional porcelain, finished in Germany.



At the end of July, the American organisation Advertising Specialty Institute hosted the ASI Show in Chicago. Suppliers, distributors and organisers were unanimous in their feedback on the three days at the McCormick Place Convention Center: they were enthusiastic about the great interest in the trade show, and the positive atmosphere throughout.

ASI Show attracted exhibitors and visitors alike

Good mood and a thrilling variety of topics



Broad range of products

Looking at the product range on offer, the “back-to-normal” articles were in particular demand, such as writing instruments, travel backpacks, sticky notes and technical gadgets. Sustainable materials were also of great interest. Customers increasingly demanded products that told a positive story. And from the customer’s point of view, this naturally also includes products not only whose suppliers but also promotional product retailers make a contribution to reducing waste. Other hot topics during the panel discussions were the impact of inflation and the ongoing supply chain issues. When it came to artificial intelligence, the American experts in haptic promotion were somewhat cautious. They said that AI was useful for generating ideas and first drafts. But after that, a certain amount of fine-tuning is needed.

A potpourri of trends

Three trends stood out in particular during the ASI Show Chicago:

- › Sustainable products: throughout the show, it was evident that exhibitors were considering their green conscience with their products and following the sustainable story behind them.
- › Doggie dressup: fashion for pets was just as stylish and en vogue at the ASI Show Chicago as for their owners.
- › Sophisticated snacks: high-quality foods, which experienced a real surge in popularity during the Corona pandemic, have not lost their popularity today.

The next ASI Show will be held in Orlando, Florida, from 3 to 5 January 2024. <

ASI, as the show’s organiser, was particularly pleased with the increased number of exhibitors and visitors. A good 500 exhibitors – including, according to the organisers, about 90 percent of the 40 largest suppliers to the US promotional product industry – presented their products at 750 exhibition stands, which was 20 percent more than last year. There was also a significant increase of 15 percent on the visitor side. More than 5,000 promotional product professionals found their way to Chicago.

www.asicentral.com

Events 2023/ 2024

RX Austria & Germany

RX Wien GmbH
Messeplatz 1
1020 Wien, Austria
infoAT@rxglobal.com

RX Salzburg GmbH
Am Messezentrum 6
5021 Salzburg, Austria
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RX Deutschland GmbH
Völklinger Straße 4
40219 Düsseldorf, Germany
infoDE@rxglobal.com

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 In the business of
building businesses

Elektrofachhandelstage Branchentreff in Österreich	22.09. – 23.09.2023 Design Center Linz elektrofachhandelstage.at
Bar Convent Berlin International Bar and Beverage Trade Show	09.10. – 11.10.2023 Messegelände Berlin barconvent.com
ALUMINIUM Business Summit by ALUMINIUM	07.11. – 08.11.2023 Altes Stahlwerk Düsseldorf aluminium-exhibition.com
Bauen+Wohnen Wien ¹ Internationale Messe für Bauen, Wohnen und Energiesparen	10.11. – 12.11.2023 Messe Wien bauenwohnenwien.at
Alles für den Gast Internationale Fachmesse für die gesamte Gastronomie und Hotellerie	11.11. – 15.11.2023 Messezentrum Salzburg gastmesse.at
PSI Die europäische Leitmesse der Werbeartikelwirtschaft	09.01. – 11.01.2024 Messegelände Düsseldorf psi-messe.com
Bauen+Wohnen Salzburg ¹ Internationale Messe für Bauen, Wohnen und Energiesparen	08.02. – 11.02.2024 Messezentrum Salzburg bauen-wohnen.co.at
Die Hohe Jagd und Fischerei ¹ Internationale Messe für Jagd, Fischerei, Abenteuer, Natur & Reisen	22.02. – 25.02.2024 Messezentrum Salzburg hohejagd.at <i>zeitgleich mit der Absolut Allrad</i>
absolut allrad ¹ Sonderschau von Allrad- und Geländefahrzeugen	22.02. – 25.02.2024 Messezentrum Salzburg absolut-allrad.at <i>zeitgleich mit der Hohe Jagd</i>

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

Physical well-being plays a very important role not only outside in any weather conditions. Therefore, we dedicate the second series of products in this issue to useful products for effectively advertising with this theme.

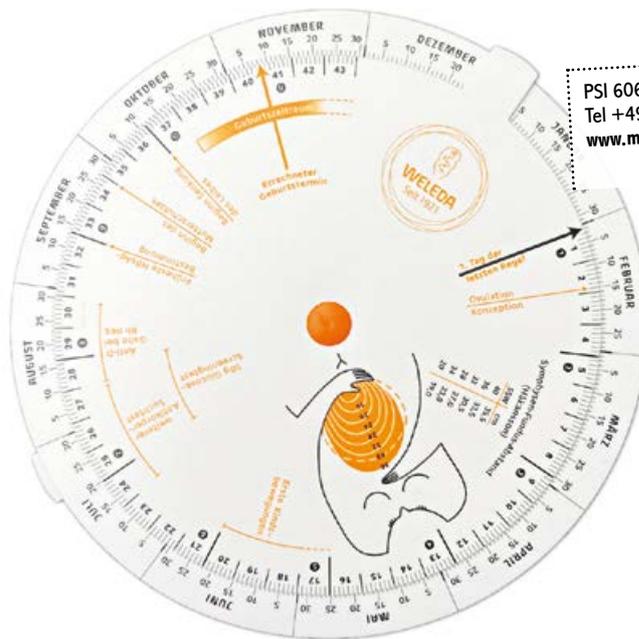


PSI 41875
 TFA Dostmann GmbH & Co. KG
 Tel +49 9342 3080 • info@tfa-dostmann.de
 www.tfa-dostmann.de



Washing hands is an acquired skill

Infections are on the rise again as the seasons get cooler. That is why it is vital to learn to wash hands correctly, in order to truly eliminate all bacteria, viruses and germs. The timer from TFA Dostmann helps not only children to keep to the recommended length of time so that the hands get thoroughly clean. The timer can also be used at toothbrushing time. Two minutes of cleaning duration are pre-set. After 60 seconds, the red light flashes three times, thus announcing the halfway point. To affix the timer to a wall, a bracket comes supplied, which can be secured with ease using adhesive film (included).



PSI 60675 • marcolor GmbH & Co. KG
 Tel +49 6562 931260 • kontakt@marcolor.de
 www.marcolor.de

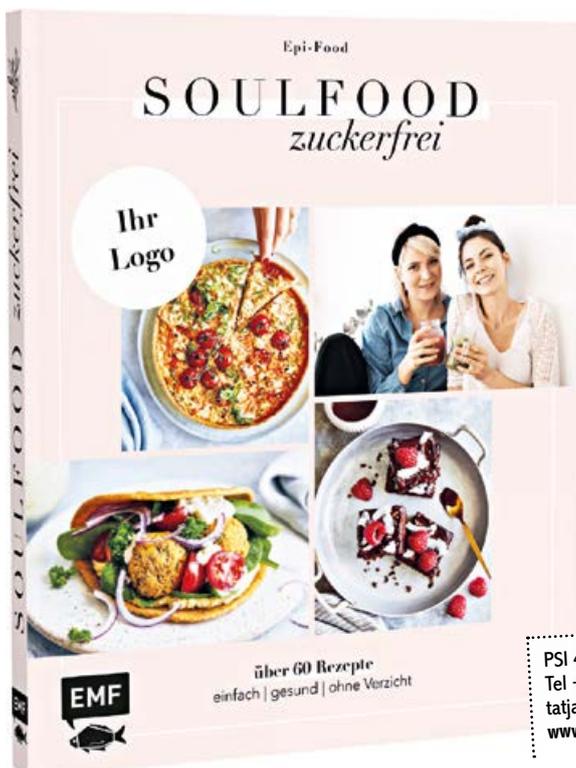
A rotary disc for health

This customised rotary disc from marcolor can be produced fully customised as a BMI disc, pollen count calendar, calorie consumption counter or pregnancy disc. The full layout and the contents, the number of individual discs, material, printing, and the full further processing are performed to customer wishes. The discs are produced out of recyclable plastic (polypropylene) and are therefore water-repellent, wipe-clean and particularly durable. The minimum quantity is 200 pieces.



Ecological cleaning aids

Kalli is the name of the sustainable sponge cloth from marcolor with custom printing. The 100 percent pure natural product is fairly produced and useable for a long time. The combination of cotton fibres and cellulose along with the special surface structure ensure outstanding cleaning power. Machine washes at up to 95° Celsius can further extend Kalli's lifetime. The cloth is ultimately compostable in the garden at home. Two different sizes along with nine cloth colours are available. Production takes place entirely in Germany and printing can be performed with a custom design, motto or any other desired feature.



Living sugar-free, made simple

Guilt-free enjoyment of soul food is the promise made by the new cookbook from Edition Michael Fischer (EMF). It is aimed at all who value healthy nutrition and at the same time have no desire to miss out on treats. Readers can discover variety-packed recipes for main courses, drinks and desserts, from Mediterranean tarte flambée via crispy chili-cheese fries to fluffy mousse au chocolat. EMF customises the product and designs it according to the customer's ideas and desires. The company logo can be placed on the cover and products and services on the inside pages, for example.

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

Cosily warm or refreshingly cool

With its new products for wellbeing, mbw® has its eye fully on cosiness and comfort. The cute warming cushion slips are available in various animal designs such as rabbit, panda, fox and bear. The high-quality covers perfectly enclose the matching warming cushions, which are likewise separately available from mbw®. With a filling comprised of cherry stones or rapeseed, the cushions enable targeted warmth build-up, gentle pain relief and perfect muscle relaxation. The stones' temperature-retaining properties make it possible to use the cushions not only as warming companions, but also as refreshing cool packs.



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

A training wedge made of cork

A feature of many people's everyday life is that joints, muscles and fascia become more and more inflexible. With the sustainable training wedge made of cork by Gabriele Bühring, effective stretching exercises can be devised playfully and with total ease. When used during weight training with the barbell, the wedge supports the knee joints in addition. Precisely when sitting is talked about, only the intervertebral discs are usually mentioned. Yet the leg musculature, especially the calf musculature, suffers as well. Additionally, ankle and knee joints are overburdened. The wedge, which is available in a pack of two including customised laser engraving from just five pieces, is also usable in that context.

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



SHIVA O₂ – EINE NACHHALTIGE WAHL DIE FLASCHE AUS 100% BIOBASIERTEM ZUCKERROHR

Entscheiden Sie sich für Shiva O₂, und leisten Sie einen positiven Beitrag für unseren Planeten und Ihre Trinkgewohnheiten. Setzen Sie auf Nachhaltigkeit, ohne Kompromisse bei Qualität und Design.
Flasche und Verschluss sind in 4 Farben erhältlich - Lieferung 2 Wochen -
Hergestellt in den Niederlanden - BPA-frei - 100% recycelbar und wiederverwendbar -
Kann rundherum in Farbe bedruckt werden.

www.bottlepromotions.com | carl@tacx.nl | joy@tacx.nl

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



Sustainable first aid

Medical Promotion has assumed a clear position in favour of our environment with a compact and sustainable first aid solution in the form of its mini bandage bag made of stylish felt. The product captivates not only with its EU-certified contents, which comprise sticking plasters, scissors, a fixation bandage and much more, but also due to its environmentally conscious production. The bag is 85 percent made out of recycled PET bottles and thereby renders a valuable contribution to environmental protection. The mini bandage bag is available in various colours and offers the option of customised 1c screen printing. 4c thermal-transfer printing is also possible upon request.



PSI 46131 • KHK GmbH
 Tel +49 2233 717710 • sales@lipcare.de
 www.lipcare-werbemittel.de

Perfect protection against viruses

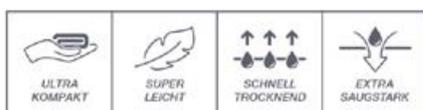
Whether at home or on the move, SaniStick from KHK is ideally suited for the fast hygienic cleaning and disinfection of hands. Thanks to its handy size, it fits into any small bag, is leakproof and, with its pump atomiser, easy to use. SaniStick can be ordered with a patented clip or also with a cap. The hand disinfection spray has a virucidal effect in compliance with RKI recommendations and EN 14476 and, according to a dermatological test, is “extremely skin-friendly”. SaniStick is customised with an all-round label in 4c digital printing.

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



Especially for fitness enthusiasts

The ActiveTowel® Sports from Polyclean International is specially designed for fitness enthusiasts, outdoor adventurers and anyone who loves sports. Whether it's used in everyday life, at home, in the gym or during your outdoor activity, this handy and lightweight microfibre towel is always with you. Thanks to the practical mesh bag that comes with it, you can effortlessly take it with you wherever you go. Another plus point in terms of its advertising impact: the ActiveTowel® Sports can be customised with a high-resolution photo print. A special accent is set by the possibility of individual personalisation with a name. The ultra-light sports towel is made of high-quality P-9000® microfibre and can be supplied from a small order quantity of 25 pieces.



PSI 46887 • Römer Wellness
 Tel +49 6541 812950
 info@roemer-wellness.de
 www.roemer-wellness.de



Relaxation with the gua sha stone

In the gua sha massage practised in traditional Chinese medicine, gua represents painting while sha means reddening. Gua sha massage therefore originally meant painting over red patches. The new massage stone from Römer Wellness consists of precious, black obsidian. The heart-shaped stone with its curved form snuggles perfectly into the relevant regions of the body and face. Chilled in the fridge, the stone supplies a real freshness kick during the massage. The stone is packaged in a chic black tin. Both the tin and the stone can be engraved upon request.

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



Disinfection at the focus

The focus is on safety and health: UV-C light is effective against viruses, germs and bacteria. Those micro-organisms are to be found on everyday objects such as smartphones, keys, purses and masks. The CleanStation Pro from Spranz utilises UV disinfection for effective, eco-friendly cleaning, with no release of chemicals or ozone. It serves as a practical garage for your keys, mobile phones, purses and masks and disinfects at the same time. Important info: this is not a medical device or personal protective equipment!

A tactile experience for the senses

Relax for a brief moment, take a little time to reflect and then continue working, fully focused: Through the use of the worry stone from Heri Rigoni (emotion-factory), the senses are appealed to and peace and relaxation are ensured, even at work. Made out of certified, untreated wood, this ergonomic promotional product offers an incomparable tactile experience. The smooth surface and soft edges are enticing to stroke and touch, while the attractive shape playfully appeals to the senses. The worry stone can be provided with customised laser engraving.



PSI 41016 • Heri-Rigoni GmbH
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 www.heri.de • www.emotion-factory.com



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



Hot drink plus snacking fun

The Tee-Bären® from the Bären Company at Kalfany Süße Werbung are probably unique the market. The innovative fruit gums dissolve in hot water in the shortest of times, thus swiftly producing an aromatically sweet hot drink. The flavours ginger/lemon, cinnamon/orange, peppermint, raspberry/vanilla or the pine/pomegranate Xmas edition are available to choose from. Self-evidently, the Tee-Bären® can also be simply eaten, as per tradition. They are packaged in conventional or compostable promotional sachets.

A compact training companion

The elxact microfibre sports towel proves to be the ideal comrade on runs or during intense fitness studio training. Despite its compact size, it impresses with its extraordinary performance and fits effortlessly into any bag. Made prominent by its microfilm properties, the towel is distinguished by remarkable quick-drying capabilities – a quality that makes it even more of a pleasure to use. The range comprises a variety of sizes; sophisticated, photo-quality all-over printing is an available option.



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

All data within view

Certain values and dosages can be queried quickly and reliably with the data slides and data discs from Schreiner Coburg. It is thus possible to depict even complicated facts easily in a vivid way. BMI discs, pain rulers or dosage calculators are especially suitable as promotional products. Due to the provision of a diverse array of materials, print techniques and processing options, there are no limits on the realisation of customer wishes. No matter whether round or square, monochrome or multicoloured, milled or embossed – a solution can be found at Schreiner Coburg.



PSI 40785 • Schreiner Coburg GmbH
 Tel +49 9561 833011
 erika.linke@schreinercoburg.de
 www.lineale.de



A warming promotional concept

A soft, cosy blanket is a fantastic idea for warming customers' hearts and bodies. The custom-designed polar blanket Reporta from ANDA Present is the perfect companion for travellers or for anyone wanting to get comfortable under a blanket at home. The closure can be custom- designed by means of sublimation printing and, thanks to the Velcro fastening, the blanket is easy to carry. As part of the GO GREEN collection from ANDA, the Reporta blanket made out of RPET polar fleece with a handle made out of RPET polyester conveys a sustainable corporate image.



Vitamin-powered promotion

The LOGOFrucht apples from my logo on food are printed on using a food-safe dye, and thus become promotional message bearers of the healthy kind. The LOGOFrucht is made personalised and expressive by the printing, which is now available in six colours: Raspberry, Kiwi, Strawberry, Hazelnut, Blackberry and Goldberry. Oranges, bananas and pears can also be printed on. The LOGOFrucht Power Snack Bag is a set consisting of an apple and a portion of fruit and nuts, packaged in a paper bag with a standard design. All three components of this set can be customised.



PSI 45384 • my logo on food GmbH
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www.mylogoonfood.de

Almost none of the glass drinking bottles on the market are certified for “carbonation” – although market research confirms that around 80% of consumers drink sparkling water. artbottles® are suitable for use with CO2 and the best-selling water carbonators. Their custom design offers a USP in sustainability communication.

artbottles® – eye and mind-catchers for any (writing) table

The (r)evolution of glasbottles

The artbottles® were eye-catchers at the GWW Newsweek.



We spoke to CEO and artbottles founder Karsten Ludwig about the benefits and possible uses of their glass bottles, which are 100% made in Germany.

A multitude of (glass) bottles are already on offer at every trade show for promotional products – why do we still need artbottles?

Apple founder Steve Jobs always developed his products with a strong view to market requirements, asking himself what the market or the end consumer wants.

“market share carbonated water” – if you type this into Google, you receive information from various sources that around 80% of consumers want to drink “carbonated water”. If someone is planning to use a water bottle as a pro-



motional medium, this should be taken into account. It doesn't matter whether it's a general customer or employee gift: because there's about an 80% chance that a user will want to have carbonated water in their bottle!

"market share sodastream germany" leads to another interesting result on Google: more than 90% of the well over 20 million carbonated water dispensers used in German households are supplied by the SodaStream brand. Since SodaStream has been taken over by Pepsi Cola (incidentally twice as big as Coca-Cola worldwide and one of the biggest promoters in the world) and heavily promoted, this is unlikely to change.

Brand managers who truly aim for sustainability and avoid plastic, among other things, will take this knowledge and look to "customisable, SodaStream-compatible glass bottles that are suitable for carbonated drinks" every time.

But precisely this product did not exist until now. That is why we developed it with a team of specialists, together with German glassmakers: artbottles.de are a clear answer to market requirements and offer a high usage probability and thus maximum brand visibility.

What exactly is meant by the claim: artbottles are "customisable"?

Our USP, or unique selling proposition, which has characterised our products for over 20 years, is our (over 20-year) expertise in creating "market-compatible designs". In this area, we have been working for many years in areas such as merchandising for almost all traditional Bundesliga clubs, the DFB (German Football Association) or in motif development for clients from Audi to Volkswagen.

Our artists and designers work together with our clients and, on the basis of these briefings, deliver extraordinary



Artbottles founder
Karsten Ludwig.

results that put brands in the limelight. This is precisely how – in addition to using the technically best possible product – we make a significant contribution to ensuring that our bottles are actually used.

What are further reasons to use artbottles?

In the future, "sustainable action" will continue to be increasingly critically scrutinised: how authentic is storytelling actually? artbottles.de delivers right here: no matter whether a company or institution uses 50, 500 or 5,000 bottles. The use of our glass bottles always has an immediate, real "impact", with larger quantities starting at 5.95 euros "all in". The use always has a real, direct ecological impact – but also an economic one, if you consider it under "full costs".

Taking into account all the actual costs, controllers will also notice that the use of our glass drinking bottles, compared to alternatives such as purchased water boxes, directly reduces the company's costs while enabling completely different, new ways of communication.

artbottles are "bonsai promotional columns" someone once said: right! On every (writing) table, artbottles provide a communicative effect. At the same time, they are 200% eco – 100% ecological plus 100% economical...

The use of the most controlled foodstuff in Germany, namely drinking water from the tap or water carbonator, avoids unnecessary transport of bottled water and thus CO2. Communicating the fact that drinking from glass bottles prevents unnecessarily dumping plastic waste into your body is just as authentic and comprehensible. Regardless of whether glass bottles are used in marketing, communication, events, in occupational health management or employer branding – artbottles create real added value because they are very likely to be used. <



There were no fewer than three grounds for celebration recently for Sweetware, the supplier of sweet promotional products from Achkarren near the Kaiserstuhl: coinciding with the company's 25 years of existence, there was the opportunity to inaugurate the new company site, completed the year before, and to open the factory outlet.

25 Years of dedication to promotional sweet treats

A Trio of reasons to celebrate



Delighted by the gift from HARIBO – an engraved golden bear for the 25th anniversary (from l.): Oliver Bauer, Haribo; Markus Herr, Sweetware Distribution Manager and Buyer; Sandor Kiss, CEO Sweetware.

partner, on 30 June the workforce, together with family members, threw a convivial summer party at the company's headquarters. A food truck and select wines from a local vineyard provided sustenance at the same time. One day later, the Sweetware site was the scene of an "Open Day". Around 500 invited guests took company tours and gained a comprehensive insight into Sweetware's production processes and range.

Continuous growth

On the occasion of Sweetware's 25 years of existence, we take a look at how the company evolved and the specialist's current performance spectrum. It all started in 1998, when Werner Thoma established the company and, from

the beginning, presented the promotional products trade with a wide range of personalised snacks and sweets. In 2005, the company moved into a new corporate building in Achkarren. Just three years later, the development was extended by an inhouse printworks, where customers' packaging design requests could be realised from then on.

The move into the new premises

Then, in 2014, Sandor Kiss, who had been working in the company for several years, entered the executive management. Following the death of the company founder Werner Thoma, he took on the sole management of Sweetware. The company continued to grow with increasing success: 2020 saw the laying of the foundation stone for an extension building in the Vogtsburg, Achkarren business park, which was completed in 2022. That same year, all locations were brought together with the move into the new company building, where Sweetware employs more than 60 workers today.

HARIBO co-operation partner

A close partnership with the classic company HARIBO has been in place ever since 1999. As an exclusive co-operation partner of the brand company, Sweetware chiefly packages fruit gums along with other products from the HARIBO range. The current range covers a large selection of HARIBO contents such as Haribo Mini Gold Bears, Haribo Dragibus, Haribo Pico Balla, Haribo Mini Chamallows and much more. In addition, there are fruit gums, bonbons, peppermints, snacks and chocolate from the company's own sweet shop.



The stops on the site visit included the warehouse.



A bird's eye view of the Sweetware site in Achkarren.



Prominent local figures also honoured Sweetware at the anniversary celebration (from l.): municipal administrator Michael Kunzelmann with Sweetware CEO Sandor Kiss and Benjamin Bohn, mayor of Vogtsburg.



Welcoming the anniversary party guests, consisting of Sweetware employees and partners.



The treats at the factory outlet opening included HARIBO candy bears.

Focus on sustainability

Further items in the Sweetware portfolio are compostable packaging types as a sustainable, environmentally friendly alternative (certified by European standard EN 13432 and by American standard ASTM D6400). Sustainability is also at the forefront in staff and product development. Thus, the family-owned company characterised by flat hierarchies and a pleasant working climate insists on “gaining, nurturing and retaining qualified workers in order to remain successful. A motivated, committed team, with its individual capabilities and backgrounds, contributes to long-term corporate success.”

Inhouse chocolaterie

Furthermore, Sweetware’s environmental consciousness is expressed in climate-neutral production (in collaboration

with Climate Partner), its processing of products according to EU eco regulations, its TÜV-certified food safety management system (FSSC 22000), or the use of “Barry Callebaut” fine Belgian chocolate made from the sustainable, Fairtrade cocoa from the “Cocoa Horizon” foundation, which supports cocoa growers and their community in the relevant producer countries, Ghana and Ivory Coast, for example. In Sweetware’s own chocolaterie, that is used to create order-based chocolate items such as advent calendars, bars and hollow figures. That completes the picture of a consistently sustainable, liveable, fit-for-the-future company that promises more (tasty) years to come. <

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.

Epson sets clear goals with its Environmental Vision 2050

Technology with a green touch



Achim Bukmakowski, Head of Sales Commercial & Industrial Printing at Epson

As one of the few industry participants, you regularly present a sustainability report and strive for transparency. How important is sustainability to Epson?

Ecological sustainability is part of Epson's DNA. The idea of being a company that makes a positive contribution to society and wishes to operate in a sustainable manner is at the heart of the company's philosophy. To live up to these standards, we have set concrete goals and put together a set of measures in our Environmental Vision 2050: the 100 per cent use of electricity from renewable sources in all production facilities and sales branches worldwide by 2023 is an example of this. Socially responsible production, which we regularly have certified by third parties, is a second goal. An additional essential building block of our sustainability strategy is to support our customers in achieving their own environmental goals. If our technology functions as energy-efficiently as possible, it also pays off for our customers during everyday life. Our sustainability report gives a good overview of our goals, measures as well as progress in the individual areas.

What challenges do you see as a technology provider for the promotional products industry?

People question the use of promotional products. High-quality, ecologically sustainably manufactured and durable promotional products with a sensible application are the preferred choice of environmentally conscious users. Envi-

Environmentally sustainable production is influenced, for example, by energy-efficient printing technology. However, where the products are made is also a decisive issue. Local production on site shortens or avoids transport routes and can thus have a significant influence on the ecological footprint of a product. Another aspect is on-demand production to avoid overproduction. Thus, only those products, which are really needed, are manufactured.

Can you observe an increase in “green expertise” in the promotional products industry?

The awareness for sustainability has definitely risen in society as a whole. Therefore, more attention is being dedicated to this important topic both within and outside the promotional products business.

DTF is currently THE main issue in the textiles sector. How will printing solutions for individual promotional products and textiles further develop?

The trend towards individualisation continues. Smaller custom-made editions are in demand, while there is simultaneously an increasing focus on environmentally friendly materials and sustainable production processes. Furthermore, our customers are attaching more and more importance to the simplification of printing processes, whether in terms of the usability of hardware and software or maintenance and repairs. We offer a comprehensive range of products, which combine high quality standards with demands for usability and ecological sustainability.

What special solutions and benefits do you offer to PSI members?

We offer proven expertise for a wide variety of market segments through our extensive network of authorised and specialised distributors. Therefore, I always recommend people to contact our specialised distributors. They offer personal consultation, training and service. A good place to start is our website www.epson.de. <

Sustainability report: why it is important and beneficial



The importance of non-financial information in corporate communications is growing. Critical consumers, in particular, demand transparent information on companies' business activities, which goes beyond purely financial key data. A sustainability report is therefore an important and integral part of corporate communications. Companies use sustainability reports to inform others about their corporate strategy for sustainability responsibility and to demonstrate its progress with regard to the environmental, social issues and corporate governance in regular intervals. The design of corporate responsibility measures and the impact of corporate activities on humans and the environment are described in detail, for example in view of climate change, the circular economy or social responsibility in the supply chain. A credible sustainability report can

increase the reputation of a company – both externally in its business relations and within society as well as internally among employees. This way, you can distinguish yourself from your competitors and win over new customers and business partners, who appreciate or actively demand ecologically sustainable business operations and transparency.

In short: with a credible sustainability report companies can ...

- ... improve their own image: if a company discloses its activities, it signals transparency. And those who also can demonstrate their regional commitment can ensure greater social acceptance.
- ... retain existing customers, acquire new customers and thus increase turnover: a credible sustainability report increases trust in products and services and addresses customers and business partners, who are open and sensitised to sustainability issues and also value and now increasingly demand sustainable business operations. <

Sources:

- > Bundesverband der Deutschen Industrie e. V., www.bdi.eu
- > EurA AG, www.eura-ag.com
- > TÜV NORD, www.tuev-nord.de
- > TÜV SÜD, www.tuvsud.com

The sustainability report from Epson can be consulted at: www.epson.de/nachhaltigkeitsbericht



The perfect travel companion

The new notebook in passport format of the Swiss writing instrument specialist Prodir is the perfect addition to the innovative mini pen. Both have just come onto the market this year. The **elegant and compact notebook** MM01 Small is only 90 mm × 140 mm and fits easily into any pocket or hand. With its cover made from environmentally-friendly Fedrigoni Materica paper (250g/m²), the exposed Singer stitching and 72 blank pages make it perfect to record your thoughts and everything life has to offer. The DS6 S twist ballpoint pen is a comfortable 24.4 mm shorter than similar models. Its replaceable Prodir Floating Ball® refill with a lead-free tip guarantees a long life. This pen's barrel is made out of an innovative recyclate, its production process results in 40 % less carbon emissions, and it is produced as standard ABS. Both products offer a series of standard and optional customisation variants for the desired company advertising – in fresh colours and with numerous logo placement possibilities. More information about the notebook MM01 Small and DS6 S is now available on prodir.com.

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www.prodir.com

Spiced Christmas cookie bakery

An organza bag is the packaging for two artistically designed cookie cutters and **an exquisitely blended spice mixture** from Multiflower, which embodies the incomparable scent of spiced Christmas cookies. The recipe enclosed on the charming little hangtag gives instructions on how to prepare these treats. This appealing gesture is a delightful promotional gift for the recipient's Christmas bakery at home. The card's surface offers plenty of space for a personal message or, for a minimum order of 250, a customisation that underscores its uniqueness.

PSI 45974 • Multiflower GmbH
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www.multiflower.de





Let seedbombs blossom

Seedbombs is a sustainable promotional product that brings brands to fruition. The small, hand-rolled balls of dirt, clay and seeds from TDJ Stadtgärtner turn pots and beds into a sea of flowers. All you have to do is throw it out in nature, wait for the next rainfall or put it in a pot and water it. The next thing you know, wildflowers will start to sprout. Whether as walnut-sized, earth-coloured seed bombs or in the form of small, colourful flower marbles – Seedbombs are the ideal promotional product. They can be ordered to come in different packaging, which can be customised. The packaging options include Pergamin sachets, high-quality cotton or jute (burlap) sachets, cardboard cubes, cardboard boxes or little paper bags.

PSI 49090 • TDJ Stadtgärtner GmbH
 Tel +49 5921 8183986 • werbemittel@diestadtgaertner.de
www.diestadtgaertner.de



Mini chocolate tree

The company Multiflower delivers this lively mini white spruce tree with a size of 35–45 cm in a customised dispatch box. This promotional product is ideal to use as a little Christmas tree. This little tree conjures a festive atmosphere in any room with its **classic and decorative charm**. Direct shipment to individual recipients is possible. The little tree is decorated with eight Lindt chocolate balls. The pot is decorated with silver foil and a red ribbon. A personal promotional imprint can be placed on the little hangtags for a minimum order of 250 units.

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

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Exclusive desk set

Klio-Eterna's Unique models combine **elegant materials, high-quality workmanship and exquisite design**. It comes with a ballpoint pen or roller ball pen. The high quality is underscored by its weight and steel clip. Whether in carbon or walnut, the Unique models are impressive optically and haptically. Solid brass, silver tip and cap. Ballpoint pen with a long-lasting P refill (8,000 m), roller ball with RO-S refill (800 m). An elegant, heavy and smooth writing feeling makes Unique a timeless gift idea. Personalising the set with laser engraving on the gift case is also possible. More high-quality and attractive promotional pens can be found on the manufacturer's website.

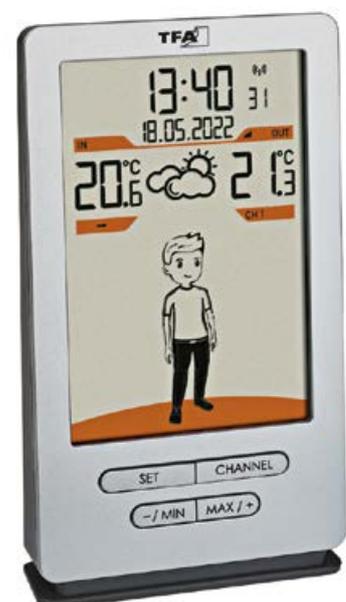
PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com



Jack with customised outfit

The digital weather station Weather Jack from TFA Dostmann is undoubtedly an exceptional weather measuring instrument. The inside and outside temperatures are shown on the display, and symbols display the weather forecast graphically. The **highlight is the weather figure 'Weather Jack'** who is dressed appropriately for the weather forecast. Weather Jack makes it easier for you to decide whether to work in the garden or indoors. He clearly indicates the weather one can expect with his 28 clothing variations and lets you know what clothing is suitable. This weather station comes with a wireless transmitter, which needs to be placed outdoors to measure outdoor temperature. The main device has a built-in sensor which measures the temperature in the room where it is set up.

PSI 41875 • TFA Dostmann GmbH & Co. KG
Tel +49 9342 3080 • info@tfa-dostmann.de
www.tfa-dostmann.de





Sustainable Advent greetings

There are things that just always go down well anywhere. Advent calendars with custom imprints are one of the most popular promotional products during the Christmas season. The Advent calendar experts from CD-LUX win people over with their one-of-a-kind products, as they combine high-quality and haptics with the finest brand-name chocolate like Lindt, Milka, Sarotti, Ritter SPORT, Mars and Toblerone. The organic series was expanded again this year. The new calendars feature inlays produced in a paper injection moulding process. The inlays are made from a guaranteed mix of 100% sustainable raw materials: paper fibre, water and starch. After its use, the calendar can be entirely discarded in paper recycling bins. Many 3D Advents calendars are now available with an organic inlay, such as the lorry transporter or bus calendars. Personalised Lindt Santa Clauses, sweet gift boxes with the finest chocolates, optimal mailing products, and much more add to the company's range of products for sale.

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

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Advert -



Biologically sustainable from Europe

The sustainable pen Super Clip ORIGIN from BIC Graphic Europe is available in a **new colour called "Green Grass"** starting in October. The Super Clip ORIGIN already comes in a natural and sand colour. The unique thing about the Super Clip ORIGIN pens is that the shaft and clip are made 100% from materials of organic origin (except for the refill), which contain natural polymers without any petroleum and are produced without energy from fossil fuels. What is more, the Super Clip ORIGIN is made and imprinted in Europe.

PSI 41859 • BIC Graphic Europe S.A.
 Tel +49 69 22223000 • Info.germany@bicworld.com
www.bicgraphic.eu

Designer cup for a hot treat

The promotional product specialist REFLECTS® expands its product line after the award-winning RETUMBLER-myVivero by the new RETUMBLER-Vivero Steel. This vacuum-insulated **thermal cup made from recycled stainless steel** impresses with design and functionality. The cup, which comes in black, white or silver and can hold 350 ml, keeps beverages warm for up to six hours thanks to its double-sided walls, vacuum insulation and copper plating. REFLECTS® compensates for its carbon emissions by supporting an Indian environmental project. The advertising placement options such as laser engraving, pad printing or UV printing make it possible to place an effective company imprint on the cup and lid.

PSI 42487 • REFLECTS GmbH
 Tel +49 2234 99000 • info@reflects.com
www.reflects.com





Feel-good fragrances

Elegant fragrance diffusers, which spread atmospheric aromas, are the focus of the new DreamPen product line for its Invame brand. These are **innovative fragrance diffusers**, which provide the user a relaxing and calming fragrance experience. The entire surface of the diffusers can be printed, making them an effective promotional gift for any occasion. Invame has the right fragrance creations for any season.

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

A Small cool companion

The handy cooler bag from HEPLA is the ideal companion for school, the office, or while travelling or on a short shopping trip or picnic. It has the dimensions 290 × 260 × 14 mm, can contain 2.5 litres and comes in blue. The silver thermal foil keeps food and beverages fresh for longer or medications cool. The snap fastener makes it possible to attach it to the rucksack quickly and easily. The cooler bag is a **handy alternative** to cooler bags with conventional sizes. In the in-house print shop, it can be finished in the colours white, silver or gold using screen printing.

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





Relax on cement

With this new promotional product from Lanyard.pro Allers Grupa, you need to take a second look to realise its true value. The company certainly did not decide to sell small cement sacks but rather to use the design of these sacks as inspiration for the design of comfortable cushions. The non-obvious shape adapts to user needs. The sacks are filled with 100% polyurethane chips, and the sublimation printing makes it possible to design the product according to a customer's wishes. The distributor is convinced that this unusual idea is an excellent substitute for a deckchair.

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

Sustainable honey set

Do something good, enjoy and have fun: You can do all three things simultaneously with the honey set from the company emotion factory from the Black Forest. In times of climate change, it is more important than ever to select sustainable and environmentally friendly promotional products that make a positive contribution to environmental protection. The honey set is not only a real treat, but it is also a symbol for protecting our environment and the endangered bee population. Every honey glass comes from carefully maintained beehives and is delivered with a wood honey spoon. The packaging made of sustainable kraft paper makes it possible to give it a custom design and reduces the use of plastic and unnecessary, non-recyclable materials.



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

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PSI Product Finder | Improved data import

If you don't go forwards, you go backwards, as the saying has it. And that is why the PSI Product Finder undergoes continuous development and is – wherever possible – simplified, too. The aim is always to offer PSI members the greatest possible benefit at all times. Now, the PSI Product Finder has made the data import procedure – so important for suppliers – even more transparent. PSI members receive step-by-step guidance through the full procedure, which thus becomes clearer and more vivid. They are given explicit and highly visible reminders to confirm the data import prior to transfer. This also applies to the subsequent check on product data in the “My Products” section – the ultimate proof that the import has been successful. The optimised data import ensures that imports are not aborted by the system. That was previously the case, when data inputters overlooked the requirement to confirm the data import before transferring.



All API users please note: The link has changed! Due to a change of server, the API to the PSI Product Finder now has a new link: <http://api.psiproductfinder.de>
The documentation for the API can now be found here: <https://api.psiproductfinder.de/v1/docs>
Beyond that, everything is as it was before.

PSI Product Sourcing | Close to members

The PSI Product Sourcing team offers to visit supplier members on-site in their companies and inform them about the latest products and ongoing developments. Naturally, PSI suppliers are exactly as welcome to come to PSI in Düsseldorf with their most exciting items and trending products. The company FARE has now also made use of this proposal. The manufacturer of sustainable and high-quality (pocket) umbrellas and parasols from Remscheid presented its new products. Key Account Manager Patrick Leubner introduced a fairly large number of highlights to the Sourcing Team. They included a certified parasol with UPF 50+ in a practical sheath, with height-adjustable shaft with kink; the FARE® White-line AC midsize stick umbrella with a canopy made out of recycled plastics; and the electric pocket umbrella AC midsize stick umbrella FARE® eBrella with a high-quality windproof system for maximum frame flexibility in strong gusts and a canopy made out of recycled plastics.

A look behind the scenes

Patrick Leubner also explained the certified waterSAVE® canopy material once more. “In the search for new, advanced technologies, FARE became aware of a revolutionary dyeing method that enables both the consumption of energy and valuable raw materials and environmental contamination with hazardous substances to be drastically reduced. That concept gave rise to the certified waterSAVE® canopy material. FARE umbrellas comprising waterSAVE® canopy material are available in a total of six different standard colours.”



The link to PSI Product Sourcing

PSI suppliers who like the sound of this are welcome to visit – or invite – the Product Sourcing Team. They can simply write to Astrid Langenstein's team at astrid.langenstein@rxglobal.com or pick up the phone: **+49 211 90191-333**.



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	Messeneuheiten PSI 2023		03.01.2023	09.11.2022	18.11.2022
02/2023	Ostern, Garten, Hobby und Handwerk	Gesundheit, Sport, Fitness, Frauen WM	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	Taschen, Reisegepäck und Lederwaren	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	Bürobedarf, Schreibgeräte, Kalender	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	Werbeartikel für Haustiere	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	Nachhaltig und Energiesparend	01.06.2023	20.04.2023	05.05.2023
07/2023	Weihnachten, Präsentsets und Sonderanfertigungen	Spielzeug und Plüschrprodukte	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ökologische und nachhaltige Produkte, Veganes	Schokolade und Süßes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeug und Messer	Gesundheit und Hygiene	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	Auto, Fahrrad, Verkehr und Sicherheit	01.11.2023	19.09.2023	06.10.2023
12/2023	Marken- und Designprodukte, Fair Trade	Made in Europe / GSA (Germany, Switzerland, Austria)	01.12.2023	19.10.2023	09.11.2023
01/2024	Messeneuheiten PSI 2024		02.01.2024	11.11.2023	18.11.2023

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

	Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
01/2023	Trade Show Innovations PSI 2023		03.01.2023	09.11.2022	18.11.2022
02/2023	Easter, Garden, Hobby and Handicraft	Health, Sports and Fitness, World Cup Woman	10.02.2023	16.12.2022	18.01.2023
03/2023	Protective and Hygienic Articles, Occupational Safety	Bags, Luggage and Leather Goods	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	Office supplies, Stationery, Calendars	03.04.2023	18.02.2023	09.03.2023
05/2023	Beverages, Drinking Vessels and Tableware	Promotional Products for Pets	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik and Beauty	Sustainable and Energy-saving	01.06.2023	20.04.2023	05.05.2023
07/2023	Christmas, Gift Sets and Custom-made Products	Toys and Soft-Toys	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ecological and Sustainable Products, Vegan Products	Chocolate and Sweets	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Umbrellas, Tools and Knives	Health and Hygiene	02.10.2023	19.08.2023	08.09.2023
11/2023	Electronics, Digital and Smartphone Accessories	Car, Bicycle, Traffic and Safety	01.11.2023	19.09.2023	06.10.2023
12/2023	Brand and Design Products, Fair Trade	Made in Europe / GSA (Germany, Switzerland, Austria)	01.12.2023	19.10.2023	09.11.2023
01/2024	Trade Show Innovations PSI 2024		02.01.2024	11.11.2023	18.11.2023

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MEDIA GUIDE 2023

RX In the business of building businesses



On the road again ...

In early September, I had the pleasure of spending two stimulating days at the “Leveranciersdagen” (Supplier Days) in Houten, the Netherlands. The PSI was represented with a stand at the trade show and was very well received by both the exhibitors as well as the distributors. This is certainly also evidence of the large interest in the Netherlands in the upcoming PSI Trade Show – and that is particularly delightful, because the PSI 2024 will have a partner country for the first time ever – the Netherlands. Welcome!

In view of the popularity of the country, several of my colleagues pointed out that the Netherlands has much more to offer than “just wooden shoes, cheese and windmills”. That is logical – our partner and neighbouring country is a small and nevertheless large international trading nation with an equally large cultural diversity. It is home to many famous as well as young and aspiring artists. Several of them will be at the upcoming PSI trade show. The Netherlands is characterised by creativity, out-of-the-box thinking, innovation and a wealth of ideas, which we will experience first-hand at the next PSI. After all, the country, its businesses, its products and of course its promotional products have much in common.

The PSI 2024 therefore promises to be an exciting journey again. Already in September, our space was expanded by several thousand square meters compared to the previous year and we observed that the event is becoming even more international. Exhibitors from numerous countries have registered, including both well-known names as well as young companies. Many of them are coming back after the considerable success last year and visitors are excited to see how then can promote their business with even more new products. The two large halls of the PSI 2024 will be full to the very last square meter.

Yet the PSI Trade Show 2024 promises not only innovation and inspiration, but also an outstanding opportunity for networking and cooperation. And precisely this is the foundation and fundamental idea of the PSI Network. Ultimately, this network – and everyone involved in it – contribute to the further development of the industry with their daily commitment and cooperation. And we should not forget that many new business and product ideas were “born” at the PSI.

I am already looking forward to the Trade Show and the many exciting encounters that await us. I hope we will see each other at the PSI 2024.

Yours,



Petra Lassahn
Director PSI



9-11

JAN

24

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Multifaceted possibilities

The themes of cars, bikes, traffic and safety are closely linked with each other and have a significant influence on our daily lives. Linking these interrelated themes with promotional products provides multifaceted possibilities. The balance between individual mobility, environmental protection and safety is an ongoing challenge requiring innovative solutions. Integrating promotional products into these themes makes it possible for companies to spread their messages and contributes positively to traffic safety and sustainable mobility. In addition to providing a selection of the latest products for these themes, our second topic section focuses on the latest products in the area of 'electronics, the digital realm and smartphone accessories'.

Please start thinking about your product presentations for the December edition 2023 of the PSI Journals now, which is dedicated to the topic areas of 'fair trade brand-name and designer products' and 'Made in Europe / Made in Germany, Switzerland, Austria (GSA)', and send us your product suggestions (image and text) by 20 October 2023 at the latest: Edit Line GmbH, Redaktion PSI Journal, Email: hoechmer@edit-line.de

Creating a sense of community through apparel

This year, the company Klam, based in Lichtenstein at the foothills of the Swabian Jura in Baden-Württemberg, Germany, is celebrating its 35th anniversary. The company's product range is focused on full-service corporate fashion, including embroidery, design, printing and stitching services. High-quality customised apparel that creates a sense of community is designed while working with customers hand in hand.



Moving forward with digital textile printing

Textildruck Europa offers a wide array of options for textile print finishing. It has taken a decisive step to invest in state-of-the-art technologies for digital textile printing. We spoke with Lars Losse, the CEO of Textildruck Europa, and Jean-Luc Losse, the E-Commerce director at the company.



Imprint



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