



**PSI Journal**

International Magazine  
For Promotional  
Products

November 2023

Volume 62

including  
**PSI 2024**  
exhibitor list

# JOURNAL

## PSI 2024

A visit is vital

### Product Guide

Electronics, Digital,  
Smartphone Accessories  
Car, Bicycle, Traffic, Safety

### GWW

Autumn Trend and Annual  
General Meeting

### Cooperation OMR and koziol

Reusable ideal for large events

**Imports  
from the crisis country  
China**

**Decoupling  
is no solution**



Don't think about the design of your product.  
Let May Atki do it for you!

**M MAY ATKI**  
Scarves / Beanies / Socks / Apparel

www.psi-network.de



## Editorial

### Allaying Risk

**E**U Commission President Ursula von der Leyen made it abundantly clear: "Our relationship with China is one of the most intricate and important anywhere in the world. And how we manage it will be a determining factor for our future economic prosperity." No easy task, then, for von der Leyen and all European governments in the Member States.

The insults coming from Xi Jinping, the uncrowned emperor of the enormous Asian realm, are of little help in that context. Also of little help is the fact that, beyond soap-box oratory, there is no real China strategy among Europe's major nations and in European policy per se. Nebulous formulations are no substitute for deeds, though. Political systems like that of the Communist Party, and its representatives too, understand one thing only: clear statements and the actions to go with them. That is not a rejection of trading in goods and services: on the contrary. That continues to be advantageous for everyone around the globe.

So, just as the risks and imbalances in the energy policy with Russia should have been put under the microscope long ago, it also needs to be made clear to China that the state capitalist "politics of conquering" has been recognised and will be put in check. As soon as there is more centralising, more regulating, more institutionalising and disciplining, states and partners on the other side must sit up and subject the relationship to a stress test at least.

That also applies to manufacturers and importers in the promotional products industry (see also on this subject "focus" on pages 26-31) in Europe. How quickly independence and supply chains can go to the dogs under the all-powerful Communist Party has been brought home all too starkly by the coronavirus episode. Just imagine what would happen if China attacked Taiwan tomorrow. All economic contacts, trade agreements, supply chains and currency flows would be frozen in one day. No, I do not believe that will happen tomorrow, but the "if" alone ought to make us reflect and trawl through our dependencies for alternatives.

Fundamentally, I am of the opinion that globalisation and world trade have brought us all a clear increase in prosperity. We should not jeopardise that, or even throw it overboard. However, recent experiences tell us that we should make one thing clear to all partners – wherever they may be: we have understood and we expect transparency, accountability and, above all, reciprocity – for those are the basic pillars of any good partnership. Companies in the promotional products industry in Europe can also get on board to ensure that that message gets across in China.

In this spirit

**Manfred Schlösser | Editor-in-Chief PSI Journal**  
Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)

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

# PSI Industry Bar ometer

**Join now!**



**PSI Industry  
Barometer**

**PSI** Built by **PRX**  
In the business of building businesses

– Advert –



<b>TRENDS &amp; BRANDS</b>		4
<b>MARKET RESEARCH</b>		8
<b>PSI 2024</b>		
A visit is vital		10
Preliminary List of Exhibitors		14
<b>FOCUS</b>		
Imports from the crisis country China:		
Decoupling is no solution		26
<b>PRODUCT GUIDE</b>		
Electronics, Digital, Smartphone Accessories		32
<b>SECTOR</b>		
Companies, Events, Markets		46
GWV Trend 2023: Inspired into autumn		52
GWV Annual General Meeting		54
NRW Promotional Products Fair 2023:		
Strong start in Essen		56
17th WerbeWiesn: Haptic advertising with Oktoberfest flair		59
Sarina Förster and Marion Quast in conversation: Competence is not a gender issue		60
<b>PRODUCT GUIDE</b>		
Car, Bicycle, Traffic, Safety		64
<b>BUSINESS</b>		
Cooperation between OMR and koziol: Reusable ideal for large events		80
<b>PRODUCT GUIDE</b>		
Innovative products		82
<b>MYPSI</b>		90
<b>OPINION</b>		94
<b>PREVIEW – IMPRINT</b>		96



## Made in Germany!

German craftsmanship meets sustainability: our new premium bag **Ludwig**!

In today's world, where sustainability and social responsibility are becoming increasingly important, it's crucial to choose products that are not only eco-friendly, but also have a positive impact on society. This is exactly where our new bag **Ludwig** comes in - it combines the highest quality, sustainable materials and is made by talented people in inclusion workshops.

What makes our **Ludwig** so unique? First of all, it comes from German manufactures and each bag is made with great care. Another special aspect is the production in inclusion workshops. These workshops offer people with impairments the opportunity to actively participate in working life and make full use of their abilities.

**Ludwig** is therefore not only aesthetically pleasing and functional, but also sets an example for inclusion. Because of the high grammage 220 g/m², our **Ludwig** is durable and a long-term companion in everyday life. With a size of 38 x 42 / 7 cm it offers enough storage space for all important things and is comfortable to wear.



Discover our Ludwig!

[www.misterbags.de](http://www.misterbags.de)



### Crisis country China: decoupling is no solution 26

China is showing clear signs of deflation – an alarm signal that we must take seriously due to global interdependencies with the huge Chinese market and the dependence of the West. What impact does China's growth crisis have on the promotional products industry? We asked.

### Competence is not a gender issue 60



PSI would like to offer women in the promotional products industry a forum to network even more. We introduce female personalities from the industry. After Silke Eckstein, Managing Director of SND PorzellanManufaktur, Sarina Förster, Head of Marketing and Communication at elasto, and Marion Quast, Head of Corporate Business at Victorinox, have the floor.

### Dynamic product ideas 64

The topics of cars, bicycles, traffic and safety are closely linked and have a significant influence on our daily lives. The integration of promotional products into this complex of topics enables companies not only to spread their messages, but also to make a positive contribution to road safety and the promotion of sustainable mobility.



### OMR and koziol: Reusable ideal for large events 80

What does it take for a reusable concept at a large event? OMR and koziol tested it together at the OMR Festival in Hamburg, equipping the food hall entirely with reusable tableware and cutlery. More than 90,000 individual items were used. Uwe Thielsch and Dominique Breuer provide an insight into the project.

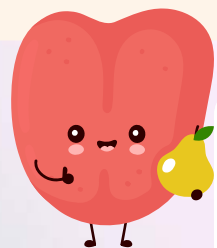




## Embarking on a journey of the senses

The intention behind the Internet of the Senses is to enable a complete sensory journey. Relevant pilot-projects are already demonstrating what is feasible. For example, with "Virtual Lemonade", people are thus able to share the taste of a drink with one another digitally.

The device developed for this purpose by the National University of Singapore operates via sensor and electrical stimulation of the tongue. In the case of tactile internet, special gloves transfer movements to robots, which in turn provide haptic real-time feedback via sensors to the persons wearing gloves. The five senses are therefore digitally portrayable. Experts are even anticipating that an all-encompassing internet-based sensory experience will not even stop at that. Rather, in future, thoughts might be readable by means of electrical impulses. That would mean it was sufficient just to think of a term and the search engine would display results on the subject. (absatzwirtschaft.de, "Internet der Sinne – der Geschmack der digitalen Welt") Whether that is really the future, we shall see. Until then, the sector will be supplying haptic promotion for all the senses.



### Snacking's the essential question

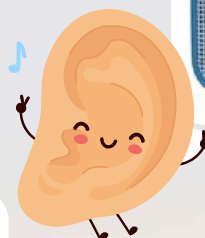
Chocolate fortune cookies with Fairtrade cocoa  
Römer Wein und Sekt GmbH – Römer Präsente  
[www.roemer-praesente.de](http://www.roemer-praesente.de)  
PSI 43892



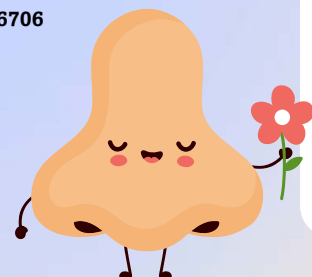
### Scented cushion magic

High-quality cotton cushions with selected fillings  
ASB Herbalind gGmbH  
[www.herbalind.com](http://www.herbalind.com)  
PSI 46706

Mobile music box  
"JBL Go Essential" portable Bluetooth loudspeaker  
Schäfer Promotion GmbH  
[www.schaefer-global.com](http://www.schaefer-global.com)  
PSI 46903



A puzzle for the whole family  
Peppermor/Peppermor Creative memory game  
ANDA Present Ltd.  
[www.andapresent.com](http://www.andapresent.com)  
PSI 45753



daiber

# MAX WAITS TABLES\*

\* and wears Corporate Fashion from Daiber. Practical, stylish, professional. The perfect outfit for his first job. And this is just the start of a lifelong relationship.

Daiber and you. A whole life long.

Find out here  
how things are  
going for Max:





## JUST REMOVE SPEED FROM THE EQUATION

According to a study by the University of Oxford, neoclassical music helps to alleviate physical and mental pain, in the case of depression, for example, or states of fear. It is a sound full of emotions, through which people find peace and balance. (europavox.com, "Die heilenden Klänge der Neo-klassik"). Yet not only music promotes deceleration: similar potential is attributed to the sport of Pickleball, which is emerging as the trendy sport of the moment – more than 50 years after its invention in the USA. Generally, the speed of the perforated ball made of hard plastic is one third of the average speed of a tennis ball (sueddeutsche.de, "Trendsport: Bingo, aber mit Bewegung") – which in itself amounts to a slowing-down. Whether neoclassical or fashionably athletic: to-day, deceleration is very much the "in" thing and can also be outstandingly supported by haptic promotion.



### Snuggly moments of wellbeing

Select jersey bath towels  
Klam Textiles Marketing & Stickerei  
[www.klam.de](http://www.klam.de)  
PSI 49110



### Exhilarated by colours

ecotaste drinking straw sets  
„Made in Germany/Europe“  
ecobrand's respectful  
distribution gmbh  
[www.ecobrand's.promo](http://www.ecobrand's.promo)  
PSI 60236



### Journey into mindfulness

"Spirit" triplet calendar 2024  
Ackermann Kunstverlag  
[www.ackermann-kalender.de](http://www.ackermann-kalender.de)  
PSI 40604

**KARLOWSKY®**  
INNOVATIVE WORKWEAR EST. 1892

*Practical  
Fleece-  
jackets*

KARLOWSKY FASHION



60°

up to  
5XL



## SUSTAINABLE FLEECE JACKETS IN 10 TREND COLOURS

CERTIFIED | SUSTAINABLE | WARMING

MADE FROM RECYCLED PLASTIC | WASHABLE AT 60° | EASY-CARE MATERIAL  
UP TO 5XL | PERFECT FOR TEXTILE FINISHING

**GREEN  
BUTTON**  
GOOD FOR PEOPLE.  
GOOD FOR NATURE.  
[www.g-k.eu/karloWSKY](http://www.g-k.eu/karloWSKY)

[WWW.KARLOWSKY.DE](http://WWW.KARLOWSKY.DE)

**Global Recycled  
Standard**  
CERTIFIED BY CONTROL UNION, CUI 100876  
[GLOBALRECYCLED.ORG](http://GLOBALRECYCLED.ORG)



## Market Research



### Sustainability and advertising – Are they a good fit?

On behalf of Dmexco, the market research firm Civey surveyed nearly 300 marketers and more than 5,000 consumers in July and August about the general role that advertising plays today

and will play in the future. The findings: Advertising should still continue to inform the public about products and prices, but it should have more details about the sustainability of the advertised brands and services. For sales and communication professionals, the sales-promoting role of advertising remains the top priority. However, they are clearly more sceptical about the sustainability aspect of advertising. According to Prof. Dr. Domini Matyka, Chief Advisor of Dmexco, the survey shows that marketers do not quite trust consumers' desire to have more sustainability in advertising. absatzwirtschaft.de, 'Nachhaltigkeit und Werbung: Passt das?' (Sustainability and Advertising: Are They a Good Fit?)

# 3 of 4

Europeans clearly use generative AI like Chat GPT less often than Americans and Asians. International statistics show that three-quarters of the people in Europe either do not use ChatGPT or similar AI applications or only use them sporadically. This disinterest has consequences. Since knowing how to handle AI usually comes from 'learning by doing', people's knowledge of it reflects how intensely they use it. While half of respondents in India and 28% of the

respondents in Singapore indicated that they are quite familiar with new AI applications, the findings in Europe were clearly much lower. At the end of the scale are the Germans, the British and the Dutch. An interesting finding is that people who are very familiar with AI and use it intensively are considerably more afraid of losing their jobs than people who only sporadically use generative AI. faz.net, 'Europäer zögern bei generativer KI' (Europeans Hesitate in Using Generative AI)

## Global Economy is growing unevenly



Projected growth for the global economy is around 3% for 2023 as of July. The International Monetary Fund (IMF) corrected the estimate for the upcoming year by lowering it slightly to 2.9%. In 2022, the global economy still grew by 3.5%. The IMF believes the German economy will shrink by 0.5% this year. In July, the IMF was still projecting a 0.3% decline in economic output in Germany. However, the German economy is also projected to grow next year – by 0.9%. That is still 0.4 percentage points lower than the projections made in July. By comparison, the German economy grew by 1.8% in 2022. zdf.de, 'IWF: Prognose für 2023' (IMF: Prognosis for 2023)



Persistently high inflation and weak consumer sentiment have also affected German online business. These challenges resulted in sales nosediving industry-wide by 14% in the 3rd quarter. From July to September, the German online business had revenues of 17.5 billion euros. This meant sales were 13.9% lower than the same period last year. These figures were announced by the German National Association for E-commerce and Mail-Order Business (BEVH). The outlook is rather negative: Approximately a quarter of respondents to the survey (27%) want to tighten their belts even more. During the entire year, 40,000 private individuals aged 14 and older were interviewed in Germany for the 'Interactive Business in Germany' study.

horizont.net, 'E-Commerce-Umsatz bricht um 14 Prozent ein' (E-Commerce Sales Nosedive by 14%)

### Sustainability is often poorly defined

The YouGov Report titled 'Sustainability in Fashion – Part 2: Market Potential for Brands' analyses people's attitudes towards sustainable fashion in five countries around the world. The focus of this survey is on

people's preferences, reasons for their purchases, the obstacles they face and trends. The report examines how consumers assess the importance of sustainability in fashion, which brands are perceived as sustainable and which obstacles prevent people from purchasing sustainable fashion. More than half of consumers in the countries surveyed (55%) indicate that sustainable clothing is important. However, the term 'sustainability' is often poorly defined. It is often unclear which aspects of clothing are considered sustainable and environmentally friendly. Identifying sustainable brands is also regarded as difficult. yougov.de, 'Nachhaltige Mode – Hohe Preise bleiben das größte Hindernis'

(Sustainable Fashion – High Prices Remain the Greatest Obstacle)



## RESOURCES DEPLETED

According to the US environmental organisation Global Footprint Network, the 2nd of August was Earth Overshoot Day. It marks the date when humanity's demand for ecological resources and services in a given year exceeds what the earth can regenerate in that year.

absatzwirtschaft.de, 'Impulse zur Circular Economy' (Ideas for a Circular Economy)



The hall layouts are filling up quickly, the trade-show planning is entering the detailed stage and the lively feedback from the industry is demonstrating how important the PSI show is to exhibitors and visitors. PSI always lives up to its reputation as the promotional products sector's leading trade show, and the edition from 9 to 11 January 2024 will be no exception.

## PSI 2024: International Meeting-Point

# A visit is vital



PSI 2024, with its many topics and offerings, delivers inspiration and knowledge for a successful promotional products business

**S**taying true to the tried and trusted, while expanding and skilfully incorporating and presenting new features: that is the task the PSI trade show team has set itself, once again, for PSI 2024, as it realises the current concept, backed by lots of creativity and experience. One informative indicator, along the way, is the small but exquisite PSI 2023, which, in the first year after the pandemic, set convincing standards with its successful re-launch. The next trade show will take on the baton from that with attractive presentation opportunities and marketing offerings, helpful services and communicative networking formats.

### Ticket shop now online

Tickets sales for PSI 2024 have begun. Via the online ticket shop, trade visitors can now purchase their personalised ticket for the coming event in Düsseldorf from 9 to 11 January 2024. Clear answers to the question of who is able to visit PSI are provided by the visitor concept, which clarifies: the PSI trade show does not invite marketeers. Exclusively distributor members of the PSI have the opportunity to invite up to ten of their customers, and they can only do that on the third day of the trade show. So, those wishing to show their customers the full diversity and creativity of promotional products can take their guests



on an individual tour around the trade show under their own responsibility on the final trade show day. Therefore, marketeers can only visit the PSI trade show on Thursday, 11 January 2024 at the invitation of their PSI distributor. Anyone whose promotional products distributor is not a PSI member can search for a PSI distributor who can provide assistance and advice in the PSI distributor member database at [www.psi-distributorfinder.com](http://www.psi-distributorfinder.com). To avoid any uncertainties, PSI asks all exhibitors to have relevant price lists at the ready.

### All important information online

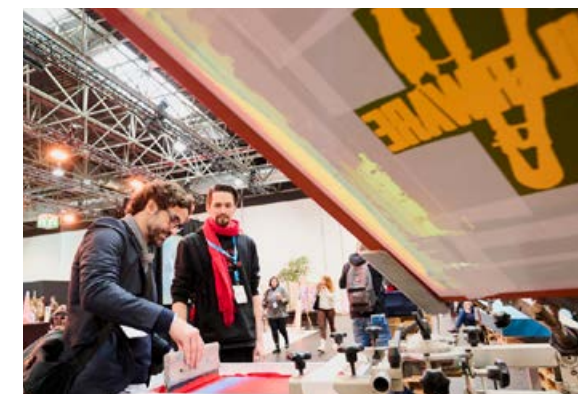
Answers to all questions to do with the trade show can be found at [www.psi-messe.com](http://www.psi-messe.com) under the FAQs and in the Customer Service Center. That is also the contact point for the many services that support trade show participants in planning their trade show visit, on the subjects of arrival, ticketing and accommodation options, for instance. In addition, the staffed PSI's Customer Service Center is available for general questions or problems via e-mail to [csc-germany@rxglobal.com](mailto:csc-germany@rxglobal.com). The exhibitor list offers an outstanding opportunity to plan the trade show visit and search specifically for certain products and companies. It can be found at [www.psi-messe.com](http://www.psi-messe.com) under Info for Visitors.

### Knowledge transfer in the PSI Forum

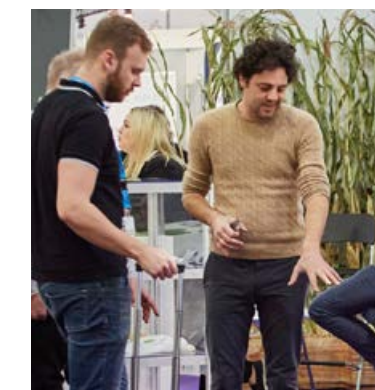
For all who have their sights on the future of the promotional products business, the PSI Forum again offers a varied, three-day specialist programme that provides exciting impetuses and specifically implementable expert knowledge for daily business. The professional advanced training range with its focuses of legal topics, sustainability and practical experience has been enriching PSI trade show for years. The impact that promotional products can have is demonstrated in the supporting programme of the PSI trade show, the trendsetting platform for haptic promotion.

### Top topic textiles

A dominant theme will be textiles – after all, 60 percent of PSI visitors indicated in the recent survey that they are particularly interested in textiles. That is no surprise, since textiles are indispensable in practically every professional campaign. Therefore, textile producers have always attended the PSI trade show, where not only promotional product distributors, but also wholesalers and textile visitors, are able to find many products and ideas. In recent



In January, visitors can again look forward to a wide range of promotional products, novelties and trends. There are clear regulations governing PSI attendees.





years, textiles have once again experienced an enormous increase in significance in promotion, merchandising, licensing, sport marketing, and in the area of workwear: versatile ranges and qualities for all conceivable practical purposes, modern and technically refined forms of finishing, mass customisation and sustainability – with textiles, messages can be realised attractively and with a high impact.

### Textile Village fully booked

The top topic of textiles has sold out, including in the Textile Village. Here, textile manufacturers, brands and suppliers exhibit their textiles for advertising and promotion, along with textile collections for 2024. The Textile Village

at PSI 2024 is now fully booked. Companies that have secured themselves a place in the special area are: TEE-JAYS, Promodoro Fashion GmbH, FOL International GmbH, Cotton Classics Handels GmbH, Regatta, MALFINI a.s., F.B. AKSESUAR ÇANTA TEKSTİL İNŞ. SAN. TİC. LTD. ŞTİ., miners mate, bags2GO, Fair Towel and printwear. In addition, other well-known exhibitors from the textile sector are in Düsseldorf from the start, including, for instance, Pure Waste, neutral.com, Iqoniq (XD), J.S. Fashion and Skarpeta. You will be able to read more info from the exhibitors themselves in the next issue.

### International platform with partner country Netherlands

Internationality at PSI was initiated by its founder Walter Jung. The leading trade show's importance to the European promotional products business has always been underlined at the international level by, not least, the presence of the numerous

and associations industry associations from Europe and across the world. This year, PSI is going one step further towards international co-operation, having nominated the Netherlands as the first partner country in the trade show's history. Traditionally, the German and Dutch markets are closely intertwined; many major exhibitors and importers have been, and are, present at PSI. Thus, the Dutch specialist association Promotional Products Professionals (PPP) will be on site and is working jointly with PSI on various presentation and event formats. Further associations have announced they are taking part: among others, representatives from ASI (Advertising Standards Institute) will be flying in from the USA; BPMA (British Promotional Merchandise Association) will be coming from the UK, as will industry service providers Sourcing City. The International Lounge will again be at the focus as a place for meetings and conversations.

### The return of PSI Night

We have kept one scintillating topic until the end: there will be a PSI Night again! With the exclusive party event on the first trade show day, many members' requests will become reality. With it, a piece of lived PSI culture makes a comeback – a stylish, highly enjoyable and exuberant evening in the renowned Nachtresidenz venue. Depending on taste and temperament, members have the choice between two formats: visitors and exhibitors can acquire 2x tickets for employees and/or customers: either an "Event Ticket" for a wonderful dinner from 7 p.m. with party to follow, or a "Party-only Ticket" from 10 p.m. What is more, the "Promo Alliance", consisting of ASI (USA), Sourcing City (UK) and PSI, will be inviting friends and partners to a reception there. <

[www.psi-messe.com](http://www.psi-messe.com)

At the PSI 2024, exhibitors can benefit from a new full service by RX for the first time. A highly professional video production perfectly showcases a company's trade show stand, its products and the event. An unbeatable addition to your trade show appearance.

## Video production as a new PSI full service

# Perfectly showcased



all over industry networks. As a so-called push post, the video is additionally supported by RX with a 14-day paid social media paid campaign.

### Extensive offer

Those who wish to learn more about the event video package and receive detailed information may directly contact Anja Späker, who is responsible for the production of the videos. An email to [anja.spaker@rxglobal.com](mailto:anja.spaker@rxglobal.com) suffices. <

**E**xhibitors wishing to get the most out of their stand should take advantage of the new service and the "prolongation" of their event appearance by the company onsite to online. In other words, a professionally produced event video will enormously promote the digital marketing of the exhibiting company. As Anja Späker, Director of Media Solutions at RX, explains, "Digital marketing only becomes truly effective and target-oriented by means of video. Social media and search engines really love videos."

### Benefiting from the RX professionals

What's special about RX: the RX professionals contribute all their experience in the event film and trade show segment as well as their branch expertise, while delivering everything from a single source. This not only means that the video is individually tailored for the channels of the respective company. It is also communicated in the trade show newsletter and on social media and thus played out

## All details for a perfect event video at a glance:

- > Detailed consultation and planning with the RX Content Manager before filming begins
- > 2 hours of filming on location at the trade show stand
- > 1 videographer with top equipment
- > Recording of impressions (e.g. trade show stand, exhibited products, trade show atmosphere) and short statements by a maximum of 3 people
- > Video editing including basic colour correction, standard caption strip (display of names)
- > Music background and logo integration
- > Video length max. 90 seconds



## Participate now for free: PSI sector barometer still open until November

In what ways has the global promotional products market changed? What impacts have the pandemic, supplier and resource bottlenecks, and shifts in demand had on the industry? Light is shed on these and many more questions by the PSI sector barometer. Because only when we understand how and why our sector is changing will we be able to have an influence on it ourselves.

**Sector experts from the promotional products advisor, distributor, and manufacturer side, along with promotional and full service agencies, service providers, exporters, importers and textile finishers are called on to take part in the online panel.**



As one of the most wide-ranging market surveys in the European promotional products landscape, the PSI sector barometer provides a detailed mood snapshot and supplies information about current trends and developments. Important factual knowledge, therefore, for PSI exhibitors and visitors too.



HALL 10



HALL 9



- PSI COMMUNITY CAFÉ
- PSI FORUM
- PSI GUSTO
- INFOPOINT
- PSI INVENTORS/PSI ERFINDER
- MEDIA LOUNGE
- NEWCOMER LOUNGE
- NEWCOMER
- PSI PRODUCT PRESENTATIONS
- PSI TEXTILE VILLAGE
- TV STUDIO
- PSI DESIGN FORUM
- PSI INNOVATIONS FORUM

EINGANG  
NORD

You start here



9-11  
JAN  
24The Industry's  
Who and How.  
My PSI. Live.

Exhibition Centre Düsseldorf

12-BL

## PRELIMINARY EXHIBITOR LIST OF THE PSI 2024

We are happy to welcome the following exhibitors:

PSI No.	Exhibitor	Web	Booth
49009 n/a	12M, Poland A T PROMOTIONS SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ, Poland	12m.eu	9A38
44655	Abanicos Aparisi, S.L., Spain	www.abanicosaparisi.es	9G38
49799	ABC-N Plus Przemysław Plaskacz, Poland		9C22
60572	ABERO Sp. z o.o., Poland	www.abero.pl	9G81
60707	ACME United Europe GmbH, Germany		9D44
60674	ACT Card & Promotion GmbH, Germany		9C72
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SIRKETI, Turkey		9B67
44329	aditan GmbH, Germany	www.aditan.de	9E36
60629	Adivin Beach Flag SA, Spain		10L38
43999	ADOMA GmbH, Germany	www.adoma.de	9C55
49601	Adore s.r.o., Czechia	www.adorepen.eu/en	9F81
45448	Aetzkunst GmbH & Co. KG, Germany	www.trophies-germany.de	10C56
60661	agood company (A Good Group AB), Sweden	agood.com	9B32
n/a	Airpaq GmbH, Germany		9F65
60441	AKROH INDUSTRIES BV, The Netherlands	akroh.com	9E73
60606	Aldef Global Ana Luisa de Sousa Francisco, Poland	www.aldefglobal.com	10E19
60540	All Promoted Inc. / All Promoted UK Ltd / All Promoted (Deutschland) GmbH, United Kingdom	allpromoted.esppwebsite.com	9E70
45590	aloga gmbh, Germany		10G40
49719	AMGS GROUP JERZ I GIGOLŁO SPÓŁKA KOMANDYTOWA, Poland		10D27
45753	Anda Present Ltd., Hungary	andapresent.com	10A13
60639	Apres Allstars GbR, Germany	apres-allstars.com/en	10A50
45194	ARA NV, Belgium	www.ara-transferprint.com/en	9D42
n/a	ARMACAO Design SARL CAP 5-12, France		9E32
n/a	ARTSAN TEKSTIL TRANSFER KAGITLARI SAN. VE TIC.LTD.STI., Turkey		10B05
n/a	Aseli Trade GmbH, Germany		9G22
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, Turkey		9H46
60207	ATACA TEKSTIL SANAYI VE TICARET LTD STI, Turkey	www.atacatekstil.com	9E30
46148	ATUT & PRIMAR s.c, Poland	www.atutwood.pl	10A40
49413	AVANT Fabryka Porcelitu, Poland	www.avant.pl	9B58
n/a	AWIH Zbigniew Zielinski, Poland	awih.pl/en	9B56
46204	Axpol Trading Sp. z o.o, Poland		9C78
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey		9C32
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9F37
44197	Bambook B.V., The Netherlands		9D04
45434	Bartl GmbH, Germany		9G70
43602	Bauer GmbH Bandweberei, Germany		10C66
60708	Beefree - Plastikfreies Leben, Germany	www.beefree-plastikfrei.de	9E65
60666	BEEPACK SP. Z O.O., Poland		9G74
60668	BEMAG Sascha Behrendt, Germany		9D63
48159	Beutler Packaging GmbH, Germany		9H64
n/a	Billboard PLC, Bulgaria		9E67
60491	BILLY the Clip Verwertungs GmbH, Austria	billytheclip.com	9E49
60237	Black + Blum Ltd, United Kingdom	www.black-blum.com	9A36
			10D58

The leading European trade show for  
the promotional products industryBuilt by  
**RX**  
In the business of  
building businesses9-11  
JAN  
24The Industry's  
Who and How.  
My PSI. Live.

Exhibition Centre Düsseldorf

BL-ED

PSI No.	Exhibitor	Web	Booth
n/a	BLOOM your message V.O.F., The Netherlands		9H75
48718	BOHEMIA SPORT, spol. s.r.o., Czechia	www.bohemia-sport.cz	10D19
60556	Bombacio Sp. z o.o., Poland	bombacio.eu/en	9H69
48043	Boogaard Textiles B.V., The Netherlands		10G07
n/a	Born Originals GmbH, Germany		9C63
44755	Bosscher International B.V., The Netherlands	www.bosscher-international.com	9A46
60685	Brand New Lab - Peppery Sound, Lda, Portugal		9G73
60539	BrandCommerce BV, The Netherlands	www.brandcommerce.nl	10B11
46905	Brauns-Heitmann GmbH & Co. KG, Germany		9C04
43753	breAd. & edible labels s.r.o., Czechia		9H42
60187	Brevetti WAF S.r.l., Italy	www.brevettiwaf.it	9E39
48045	B-TOKEN BVBA, Belgium	www.b-token.eu	9B38
45956	burger pen AG, Switzerland	burgerswisspen.com	10H38
n/a	Butik Tekstil Ithalat Ihracat Sanayi ve Ticaret Ltd. Sti., Turkey		9G20
47952	Büyüksöy Bayrak Ve Semsie San. Tic. A.S., Turkey	heb.com.tr	10F26
n/a	BYSELINI UG (haftungsbeschränkt), Germany	www.transferprint.de	9A63
45107	Cameo Laser Franz Hagemann GmbH, Germany		10L71-03
49960	Campo Sportivo GmbH, Germany	www.artiva-sports.com	9E25
45140	Carry Products GmbH, Germany	carrybottles.com	9C58
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
n/a	chic.mic GmbH, Germany	www.chicmic.de	9E72
60667	Cintanlar Tekstil Sanayi ve Ticaret Ltd Sti, Germany		9F26
60619	Citron Group Sp. z.o.o. Sp. K, Poland	citron.pl	10D44
40511	Clipper Interall, The Netherlands	clipperinterall.de	10L27
47506	Condom Message, The Netherlands	www.condommessage.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, Switzerland		9B74
47376	CosmoShop GmbH, Germany	www.werbemittelshop.de	9G68
47675	Cotton Classics Handels GmbH, Austria		10G26-02
48968	CP-Team GmbH, Germany		9A68
n/a	Creative AirQ'be BV, The Netherlands		9B75
43581	Croatian umbrella Ltd, Croatia	croatianumbrella.com	10B32
43968	CRUX Sp.j., Poland		10B61
42819	Gustav Daiber GmbH, Germany	www.daiber.de	10G37-02
60589	Delikatessenwinkel GbR, Germany	shop.delikatessenwinkel.de	9H08
46660	DEONET BV, The Netherlands	www.deonet.com	10F03
47097	Disenos NT, Spain	notejido.com	9B14
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
40723	DOM POLYMER-TECHNIK GMBH, Germany		10G56
41752	doppler H. Würflingsdobler GmbH, Germany	dopplerschirme.com/de	10A46
476761	Dr. Harnisch Verlags GmbH, Germany	harnisch.com/dedica	Hall 9 - Media Lounge
45720	DreamPen Producer of Ballpens, Poland	dreampen.pl/en/home	10A36
44886	DreiMeister Spezialitäten, Germany	www.dreimeister.de	9A37
60569	Durable Hunke & Jochheim GmbH & Co. KG, Germany	www.durable.de/de_DE	10G58
47300	Easy Gifts GmbH, Germany	www.easygifts.de	10F35
n/a	ecobrand respectful distribution gmbh, Austria		10H57
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	10F55

The leading European trade show for  
the promotional products industryBuilt by  
**RX**  
In the business of  
building businesses



9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## EF-GR

PSI No.	Exhibitor	Web	Booth
777593	eFanshop.com JOANNA KUŁAKOWSKA, Poland		10E07
41369	elasto GmbH & Co. KG, Germany	www.elasto.de	10L49
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek, Poland		
		lanyardsonline.de	10H55
44736	ELITE , Italy	www.elite-it.com	10D09
47403	Ender Tekstil, Turkey		9E21
60689	Espa srl, Italy	www.espaitalia.it	10G44
n/a	ESPA SRL, Italy	www.espaitalia.it	10G44
49118	Eurobottle B.V., The Netherlands	www.eurobottle.nl/en	9E56
49704	European Sourcing Sarl, France		10C55
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Germany		10E35
47307	Exito Group M. Malczynski R. Badowski Sp.j., Poland		9B35
n/a	Expandesign International Pty Ltd, South Africa	expandesigneurope.com	10D10
47094	Extrapack OOD, Bulgaria		10G19
n/a	F.B. AKSESUAR ÇANTA TEKSTİL İNŞ. SAN. TİC. LTD. ŞTİ., Turkey		10G28-10
49205	Fabryka Zabawek Pluszowych „Kolor Plusz”, Poland	www.kolor-plusz.pl	10F08
43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10G37-01
47960	Feniks Sp. z o. o., Poland	www.feniks.biz.pl	9B12
17344	FF-PACKAGING BV, The Netherlands	www.ff-packaging.com	9C69
60474	Filmar Factory Sp. z o.o., Poland	www.filmarfactory.eu	10C40
60477	Finable Oy, Finland	www.greenfin.fi	9A74
48519	Finardi Milena SRL, Italy	www.promotionalstrawhats.com	10B68
42743	FOL International GmbH, Germany	www.fruitoftheloom.eu	10G26-04
60403	Fortrend Tekstil San Tic Ltd. Sti, Turkey		9E64
60603	Fountn GmbH, Germany		10E59
60424	FreeWings / FIBS, Austria	www.fi-bs.com	9C66
44020	FRIEDMANN PRINT DATA SOLUTIONS GmbH, Germany		10E57
60571	frunol delicia GmbH, Germany	www.delicia-gartenvogelfutter.de	9A44
60678	G. Benedikt Karlovy Vary s.r.o., Czechia		10B30
40807	Gabriele Bühring - Werbemittel & Sonderanfertigungen, Germany	www.buehring-shop.com	10L57
48691	GC Footwear GmbH, Germany	gcfootwear.com	10B39
60573	GEFU GmbH, Germany	www.gefu.com	9H66
41615	Geiger-Notes AG, Germany	geiger-notes.ag	10G61
n/a	Get Impressed srl, Italy		9E07
47052	GIFT STAR, Poland	www.giftstar.pl/en	9A67
43492	Gifts with Impact B.V., The Netherlands		9D76
41734	Giuseppe Di Natale S.p.A., Italy	www.dinatalestyle.com	10B18
45737	Giving Europe GmbH, Germany		10D52
558273	GJC International Sp. z o.o., Poland		Hall 9 - Media Lounge
45192	Glasmarm Sp. z o.o., Poland	glasmarm.pl	9E22
46626	Global Innovations Germany GmbH & Co. KG, Germany	www.globalinnovations.de	9D78
n/a	GOBILAB SAS, France		10D07
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
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	www.goki.eu	10A71
46517	Görenler Giyim Tekstil A.S, Turkey	gorenler.com	9B06
n/a	GPS BAGS SPA, Italy	www.gpsbags.com	10F68
47265	GRASPO CZ, a.s., Czechia	www.graspo.com	9F25
48277	Green Earth Products, The Netherlands	greeneearthproducts.de	10E18
n/a	Green MNKY GmbH, Germany	greenmnky.de	9H74
787769	Greenprint S.C. Maciej Blok, Jacek Blok, Andrzej Blok, Poland		9H79
60602	GRNPACK AMBALAJ VE CANTA IMALATI, Turkey	grnpack.com	9C70

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses

9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## GS-KO

PSI No.	Exhibitor	Web	Booth
48623	GSE gGmbH, Germany		9C39
46944	Gutting Pfalz nudel GmbH, Germany		9C03
45666	Halfar System GmbH, Germany	de.halfar.com	10G37-03
43749	HALM Straws GmbH, Germany	www.halm.co/pages/firmengeschenk-werbemittel	9B71
		halmbrueder.de	9H61
		www.happyross.de/wm	10A21
60517	HalmBrüder GmbH, Germany		
44954	happy ROSS GmbH, Germany		
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., Poland	headwear.com.pl/de	9G28
47574	HEGA PROMOTIONS, Spain	www.hegahogar.com	10A25
46612	Hellma Gastronomie-Service GmbH, Germany	www.hellma.de	9H44
44145	helo®, Germany	www.heckelmann.com	9H24
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	www.hepla.de	10A49
41016	Heri-Rigoni GmbH, Germany	www.heri.de	9G48
46235	HERKA GmbH, Austria	www.herka-frottier.at	10G36
41118	hoechstmass, Germany	hoechstmass.com	10F12
43529	höfats GmbH, Germany	hofats.com	10B40
45973	Hörsteler Interior Design GmbH, Germany	www.hoersteler.de	9B44
811084	Hot Screen AB - Transferdruckerei, Sweden	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
46478	Hultafors Group Germany GmbH, Germany		10B34
60498	Hypon BV, The Netherlands		9B51
42567	i.p.a. cosmetics GmbH, Germany		10F66
45193	ID-Sneakers, Spain		9C44
44740	Impliva B.V., The Netherlands		10G13
43000	IMTC Manufacturing & Trade GmbH, Germany	www.axopad-mousepad.de/preislisten	10E27
49880	Inkcups Europe GmbH, Germany	www.inkcups.com	10E62
42907	Inspirion GmbH, Germany	www.inspirion.eu/de	9H48
PSI Erfinder	interfon adress GmbH, Germany	www.interfon-adress.de	9E75
44894	Intermed Asia Ltd., The Netherlands	www.intermedasia.com	10D29
60705	Invictus 1928 Ltd., Bulgaria	www.invictus1928.com	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, 9G18, 9G14
49767	J.S. Fashion GmbH, Germany	www.js-fashion-gmbh.de	9D70
n/a	Jalema B.V., The Netherlands		9C21
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
60200	Jungfleisch GmbH, Germany	www.jungfleisch.de	9H65
48245	JUTEKO GmbH, Germany		10B44
n/a	K9-Tierbedarf GmbH, Germany		9B70
42706	Kalfany Süße Werbung GmbH & Co. KG, Germany	www.suesse-werbung.de/en	10E20
60703	KAPLAN OFFSET MATBAACILIK SAN. TIC. LTD. STI., Turkey		9A71
60686	keeper GmbH, Germany	www.keeper.com	10C50
46131	KHK GmbH, Germany	lipcare-werbemittel.de	10H56
60092	Kilavuz Görsel Cözümleri Ve Reklamcilik San. Tic. A.S., Turkey		10A08
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
60471	Kingstar Technologie GmbH, Germany	ikingstar.com	9D45
43358	KLEEN-TEX INDUSTRIES GMBH, Austria		10D26
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany		10L23
n/a	Kloster Kitchen , Germany	www.klosterkitchen.de	9H34
44071	KÖNITZ PORZELLAN GMBH, Germany	www.koenitz.com	9H27

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses



9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## KO-MO

PSI No.	Exhibitor	Web	Booth
47406	koziol ideas for friends GmbH, Germany	koziol-incentives.de	10D50, 10D50-01
41565	KP Plattner GmbH, Austria	www.kp-plattner.at	10B20
46591	Kreutz GmbH, Germany		10F22
49872	Landgarten GmbH & Co. KG, Austria	www.landgarten.at	10A60
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 Tecnologia Elettrotiche S.p.A., Italy	www.lasitlaser.de	9E63
14047	Lautus Werbemittel GmbH, Germany		9B66
60665	Lema3D Sp. z o.o., Poland		10B58
49644	LEONARDO, Germany		10D49
n/a	Les Machines Dubuit S.A., France		10L61
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany	www.leuchtturm1917.de	10D18
45457	Lexon SAS, France	lexon-design.com	10F27
n/a	Ligatexx - Alles mit Druck Hillbrecht / Griese GbR, Germany		9F23
47225	LIP Handelsgesellschaft GmbH, Austria	hirschideas.com	9G57
n/a	Listawood, Poland	www.listawood.com	9G38
46104	logolini Präsente, Germany	www.logolini.com	9B22
42155	L-Shop-Team GmbH, Germany		10G26-08, 10G26-07, 10G26-06
40909	MACMA Werbeartikel OHG, Germany	www.macmaworld.com	10L47, 10K49
60700	MAGMA Heimtex Erich Hargesheimer e.K., Germany	www.thepromobag.de	9B69
41617	MAGNA sweets GmbH, Germany	www.magna-sweets.de	10G50
44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de	9E47
47096	Makito Promotional Products, Spain		10K36
47408	MALFINI a.s., Czechia	www.malfini.com	10G28-09
48309	Manufacturas Arpe, S.L., Spain	arpe.es	10A24
804181	marketing-BÖRSE GmbH, Germany		Hall 9 - Media Lounge
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
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
43478	MASGUANT, S. L., Spain		9D26
60546	Mat.en S.r.l., Italy	www.mat-en.com/en	9A72
60626	Matuya Makina Sanayi Tic. Ltd. Sti., Turkey		9A40
60609	Max Wagner GmbH, Germany	www.rollink-koffer.de	10F60
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	mayatki.com.tr	9A14
42020	mbw Vertriebsges. mbH, Germany	mbw.sh/de	10G37-04
13223	Media Sp. z o.o., Poland	greenverta.com	10A09
49967	MEDIACONCEPT SRL, Romania	www.media-concept.ro	9G07
668024	Meisenbach Verlag GmbH, Germany		Hall 9 - Media Lounge
43927	memo AG, Germany	www.memo-promotion.de	10E25
41836	meterex, Germany	www.meterex.com	10D34
41680	METRICA SPA, Italy	www.metrice.it	9A33
60521	Micro Mobility Systems D GmbH, Germany	www.microscooter-shop.de	9H70
42042	midocean Germany GmbH, Germany		10A02
43439	Miiego A/S, Denmark	miiego.com	9C26
n/a	Millibags Przemyslaw Dabrowski, Poland		9B73
683324	MIM Marken Institut München GmbH, Germany		Hall 9 - Media Lounge
43410	Mister Bags GmbH, Germany	www.misterbags.de	10G38
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	www.miyopromo.com	9A32
49997	MIZU Europe BV, The Netherlands		9F29
60420	MNI Tekstil Sanayi ve Dis Tic AS, Turkey		9E46
n/a	Mobile Light Box, The Netherlands	www.Mobilelightbox.eu	10H62

9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## MO-PR

PSI No.	Exhibitor	Web	Booth
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	www.mousepad24.eu	9G72
60492	MOUTH Propaganda GmbH, Germany	www.mouthpropaganda.com	10D08
60439	MOYU BV, The Netherlands	www.moyu-notebooks.com/de	9E68
47774	Müller Werbemittel GmbH & Co. KG, Germany		10B66
45974	Multiflower GmbH, Germany	multiflower.de	10C35
60704	mymuesli AG, Germany	www.mymuesli.com/firmen/ firmenkunden	9H32
		www.myrix.de	10L38
49948	Myrix GmbH, Germany		9H36
n/a	naschlabor GmbH, Germany		9G77
n/a	Nature Cosmetique GmbH, Germany		10L25
41816	Nestler-matho GmbH, Germany		10D36, EN01
45411	Neutral.com, Denmark		9H72
n/a	NEW DRINK SYSTEM SAS, France		9C36
60551	New Idea Crafts GmbH, Germany	newideacrafts.de	9E40
n/a	Nibey Tekstil Dis Ticaret Ltd. Sti., Turkey		9A35
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	noex.com.pl	10F54
60530	Nomenta Industries International B. V., The Netherlands	www.kooduu.com	10A30
60534	NOON CONCEPT, Turkey	www.noonconcept.com	10C43
46403	NOTEDECO Spółka z ograniczona, Poland		9E77
60697	Novatone Group, Northern Macedonia	www.novatonegroup.com	9H40
n/a	NutsBox, Germany	www.nuts-box.de	10G01
n/a	Octogone GmbH, Germany		10B48
80075	Offene Systeme Software!, Germany	www.ksl.de	9C76
n/a	One World Trade GmbH, Germany		10G21
n/a	Openvision Lda., Portugal		9B36
49663	Orakel bvba, Belgium		10H37
47101	Orcas Customized Products GmbH & Co. KG, Germany		9C29
60550	Original Buff S.A., Spain	www.buff.com/de_de/custom-business	10E28
44057	P.P.H.U LEZAKOWO, Poland	lezakowo.com	9D64
60566	P.W. DOMAR Dominik Markocki - WHITEBOX, Poland	whitebox.pl	9C74
n/a	P.W."R.Majewski", Poland		10G60
47378	Paper + Design GmbH tabletop, Germany	www.paper-design.de	9H15
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	9F74
60225	Papermints S. A., Belgium	papermints.eu/logo-products	9H16
45999	PASSATGUMMI, Germany	www.passatgummi.de	10G22
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com/de	9D61
n/a	Persona Tekstil San. Ve Dis Tic. Ltd. Sti, Turkey		9D66
60613	Peter BODUM® GmbH, Germany	www.bodum.com/de	10G65
41690	Philipp Holle KG, Germany		9D41
46925	Pins & mehr GmbH & Co. KG, Germany	www.pinsundmehr.de	9F78
n/a	PLAS-DREW SP. Z.O.O., Poland		9E79
60009	Plastdiversity, Lda, Portugal	plastdiversity.com	10D16
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	9E44
49402	Polskie Karty sp. z o.o., Poland	plasticcards.zone	10C49
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	9H51
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9C21
42713	POUL WILLUMSEN P/S, Denmark	www.poul-willumsen.com	10D25
60086	Premium Square Europe B.V., The Netherlands		9G71
60688	Printer.BG EOOD, Bulgaria	www.prodor.com	10L36
42332	Prodir, Switzerland	www.thecottonbag.company	9H07
60496	Product Media Group BV, Belgium		
48727	Promedya Tanitim Matbaacilik Montaj		

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses



9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## PR-SL

PSI No.	Exhibitor	Web	Booth
46355	San. ve Tic. İth./İhr. Ltd. Sti., Turkey	promedyatanitim.com/en	9B30
60608	Promidata GmbH, Germany	www.promidata.com	10K41
16713	Promix Clean GmbH, Germany		9C65
60169	Promo sneakers, The Netherlands	promosneakers.nl/de	9C64
45471	PROMODA TEKSTİL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9A30
46124	Promodoro Fashion GmbH, Germany		10G26-01
60693	PromoNotes Sp. z o.o., Poland	promonotes.eu	10D42
n/a	Promoself srl, Italy	arkdisplay.it	9C38
45888	PSI Services & Info, Germany		9A05
800031	Publiroom s.n.c., Italy	www.publiroom.com/en	10B07
60490	Pure Waste Textiles Oy, Finland	www.purewaste.com	9C57
48954	Purple Mustard Europe NV, Belgium	www.purplemustard.eu	9C35
43956	Pusula Cizgi Alti Basım San. Ve Tic. LTD. STİ., Turkey	www.ecoprobags.com	10A14
n/a	Quality Punch, Inc, United States	www.qualitypunch.com	9C20
42487	Red Bird GmbH, Germany		10B10
60235	REFLECTS GMBH, Germany	www.reflects.com	10L38
42130	REFLOACTIVE Sp. z o.o., Poland	refloactive.com/en	10B28
47182	Regine IQtrim GmbH, Germany	www.regineiqrpmo.com	9C73
60578	Reisenthel Accessoires GmbH & Co. KG, Germany	reisenthel.com	10C36
	Relaxound GmbH, Germany	www.relaxound.com/ corporate-branding	9F22
48273	Retap ApS, Denmark	www.retap.com	9B26
40884	Richartz GmbH, Germany		10D56
44940	RICOLOR MK-Haushaltswaren, Germany		9C30
60451	RINAMA GmbH, Austria	rinama-giveaway.at	10D12
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	9H49
60599	Rogac d.o.o., Slovenia		9F72
49585	Rolleat, Spain	rolleat.com/corporate-gift	10B23
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.rovekeyholders.com	9B40
60084	SACKit ApS, Denmark	sackitshop.de	10B13
43809	Sahinler Tic Ltd. Sti., Turkey	www.verte.ist	9C25
44782	Sahm GmbH & Co. KG, Germany		9F79
60536	Salzmann GmbH, Germany	www.salzmann.eu	9D37
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
43416	Schneider Schreibgeräte GmbH, Germany	schneiderpen-promotion.com	9H47
n/a	Schöffel PRO GmbH, Germany	www.schoeffel-pro.com/de	9H60
45297	SDX Group sp. z.o.o., Poland	sdxgroup.pl/en/home-eng	10D43
638716	SECRID - the dutch Wallet makers, The Netherlands		10D66
41838	SENATOR GmbH, Germany	www.senator.com	10B12
47022	SI POS GmbH & Co. KG, Germany	www.si-pos.de	9G45
49099	SIGG Switzerland Bottles AG, Switzerland	www.sigg.com/cobranding	10F18
60588	sigikid H. Scharrer & Koch GmbH & Co. KG, Germany	sigikid.de	9A66
n/a	Signnovation International Dinxperlo B.V., The Netherlands		10A06
48123	Silverspot Trading GmbH, Germany	www.silverspottrading.com	9G55
43527	Simply Best GmbH, Germany	www.simplybest-gmbh.de	10H58
43807	SIPEC S.P.A., Italy	www.sipec.com	10B50
49550	SKARPETA GmbH, Germany	skarpeta.eu	10G55
48301	SL Lederwaren B.V. - SL Bags, The Netherlands	slbags.com	10G62
46325	SLODKIE Ltd., Poland		10B26
n/a	Smettly GmbH, Austria	www.smettly.com	9G75

9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

## SM-TR

PSI No.	Exhibitor	Web	Booth
60203	snagger GmbH, Germany	www.snagger-germany.com/b2b	9C60
45567	SND Porzellanmanufaktur GmbH, Germany		10G37-05
47752	SOCCER FIRST, Germany	www.soccerfirst.de	9F71
60673	Songze Europe B.V., The Netherlands		9F67
60687	SooBluu VOF, The Netherlands		9F73
47677	Sopp Industrie GmbH, Germany	www.sopp.de	10C39
47019	SPÓLNOTA - Drzewna, Poland	www.spolnota.pl	10H63
44120	Sport Böckmann GmbH, Germany		10B70
41462	Spranz GmbH, Germany	spranz.de	10A31, 10A32
43287	STABILO Promotion Products GmbH & Co. KG, Germany	www.stabilo-promotion.com	9H31
41108	STAEDTLER Mars GmbH & Co. KG, Germany	www.staedtler-promotional.de	10D51
49286	STAINER Schriften & Siebdruck GmbH & Co KG, Austria	www.print-tattoo.com	10B27
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	www.contento.com	9E26
663314	Stitch & Print International, The Netherlands	stitchprint.eu	Hall 9 - Media Lounge
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
n/a	Swiss Mountain Hand Bags ABC GmbH, Switzerland		9H57
n/a	Swiss Mountain Hand Bags ABC GmbH, Switzerland		9H57
45767	Tacx B.V., The Netherlands	bottlepromotions.com	9H11
44574	Take2-Design GmbH & Co. KG, Germany	www.take2-design.de	10A26
60698	Tapobit GmbH, Germany		9B68
49090	TDJ Stadtgärtner GmbH, Germany	www.diestadtgaertner.de	9C59
60681	Teabag, Poland		9B64
n/a	team-d Import-Export Warenvertriebs GmbH, Germany		10H39
43817	TechnoTrade, Germany	www.technoline-berlin.de	9H28
48418	Ted Gifted, Poland		9D03
45668	TEE JAYS A/S, Denmark	www.teejays.com	10G26-05
47879	Teko Tryck AB, Sweden	www.tekotryck.se	10B29
48161	Tessloff Verlag Ragnar Tessloff GmbH & Co. KG, Germany		10H45
60684	TexAd GmbH, Austria		9B63
60489	TEXmarket GmbH, Italy	www.texmarket.it + www.texmarketsports.com	10B59
43720	Texpro Solutions Sp. Z o.o., Poland		10E12
41875	TFA Dostmann GmbH & Co KG, Germany	www.tfa-dostmann.de	10A17
n/a	The Branding Club, The Netherlands	www.de.thebrandingclub.com	9D79
60188	The Great Wall International Trading B.V., The Netherlands	www.greatwallpromo.com	9E66
43609	The Lazy Dog & Co. Inc., United States		9E62
n/a	the markeTEArs BV, The Netherlands		9G79
90036	The Outdoors Company Ltd., United Kingdom	theoutdoorscompany.co.uk	10D55
60531	Therabody International Limited, Ireland		9E76-05
48780	Tiflo B. V., The Netherlands		9B45
44104	TM Trend Moden GmbH, Germany		9D38
47317	tobra GmbH & Co. KG, Germany	www.tobra.io	10F20
60443	TOMADEx S.C., Poland	sox.zone	10D61
60579	TONKI SRL, Italy	www.tonki.com/it	9C75
40717	Toppoint B.V., The Netherlands		10L56
60664	TOPQ Bucior Bukowski Sp. J., Poland	www.topq.pl	9E55
n/a	TOWELMED, France		9G76
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E66
60574	Treebytree BV, The Netherlands		10L55
49563	Trendy Sport GmbH & Co.KG, Germany	trendy-sport.eu	9A29
44970	Trigon Deutschland GmbH, Germany	www.semo.de	9D36
46311	TROIKA Germany GmbH, Germany	business.troika.de	10A35

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses



9-11  
JAN  
24

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

Exhibition Centre Düsseldorf

TR-ZU

PSI No.	Exhibitor	Web	Booth
47804	Trotec Laser Deutschland GmbH, Germany	www.troteclaser.com	9A26
43722	TÜRMAK, Turkey		9D35
48813	Tuva Home Textile Ltd., Turkey	www.tuvahome.com	9A22
60125	UBG Promotional BV, The Netherlands		10C57
41848	uma Schreibgeräte, Germany	uma-pen.com	10E52
60558	Universe Print Mariusz Baranowski, Poland	www.universeproduction.com	9H23
n/a	USB System Sp. z o.o. Sp.k., Poland	usbsystem.eu	10D62
60469	UTAL sp. z o.o., Poland	www.atal.pl	10E08
60184	Valenta International B.V., The Netherlands	www.valenta.com	9A70
n/a	Varliker Tekstil AS, Turkey		10E10
44281	VICTORINOX AG, Switzerland	www.victorinox.com	10G35
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	9C40
44685	WAGUS GmbH, Germany	www.wagus.de	9G03
41594	Walz GmbH & Co.KG, Germany	www.walz-gruppe-ulm.de	9E48
n/a	Well Done Filip Godecki, Poland		9B77
60690	WELLKAR IMEX, Turkey		9C18
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, Germany	www.hachenburger.de/ hachenburger-welt/werben-mit-bier	10A35
60682	Wicked Wood Games, The Netherlands		9C61
42955	WIL Langenberg GmbH, Germany	www.langenberg.one	10B62
45180	WIRmachenDRUCK GmbH, Germany	www.wir-machen-druck.de	10H35
49909	WM Sport, Germany		9H63
60452	Wooden World sp. z o.o., Poland	www.woodenworld.eu	9C43
49918	Xapron B.V., The Netherlands	xapron.nl	9A64
42772	xd connects, The Netherlands		10A61
n/a	X-tec Systems GmbH, Germany		10L71-06
60676	Yang GmbH, Germany	www.yangspatch.com	9H71
n/a	YANOSKYY Marta Janowska, Poland		9H77
n/a	Yeni Nesil Kagit Promosyon Tic.Ltd.Sti, Turkey		9E17
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., Turkey	www.yorka.com.tr	9H39
60696	yourbujo, Germany	www.yourbujo.com	9C71
60630	Zebratex Fashion&Merch GmbH, Germany	www.zebratexfashion-merch.de	10E43
n/a	ZusenZomer VOF, The Netherlands		9F73

Not exhibiting yet?  
Secure your trade show participation now!

We will be happy to assist you:

+49 211 90191-702

Das Treffen  
der Branche.

Save the  
date.

The leading European trade show for  
the promotional products industry

PSI

Built by  
RX  
In the business of  
building businesses

9-11  
JAN  
24

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

\*PSI 2024  
Discount  
=  
24%

# PSI NIGHT IS BACK

The evening networking event  
on the first PSI show day,  
January 9, 2024. Get your ticket:

**Dinner – Admission 7.00 p.m.**

Champagne reception, canapes,  
Buffet „a trip around the world“,  
long drinks, wine, beer, soft drinks,  
hot drinks, live music and DJ.

**Dinner-Ticket**

1. Ticket EUR 68,00 incl. VAT.

Partner ticket\* EUR 52,00 incl. VAT.

**Party-Ticket – Admission 10.00 p.m.**

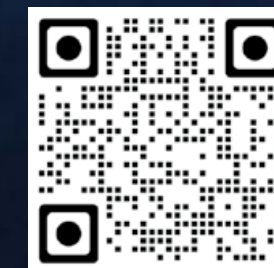
Long drinks, wine, beer, soft drinks,  
live music and DJ.

**Party-Ticket**

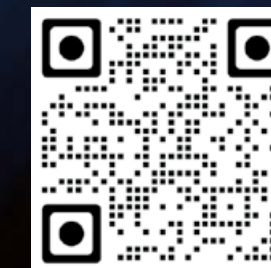
1. Ticket EUR 35,00 incl. VAT.

Partner ticket\* EUR 26,60 incl. VAT.

Ticket for exhibitors



Ticket for visitors



Location

event  
residenz  
we create good moments

Eventresidenz Düsseldorf  
Bahnstraße 13-15  
40212 Düsseldorf

The leading European trade show for  
the promotional products industry

PSI

Built by  
RX  
In the business of  
building businesses



**China is showing clear signs of deflation – an alarming sign that we have to take seriously due to global interdependencies with the huge Chinese market and the dependence of the West. What impact does China’s economic crisis have on the promotional product industry? We looked into this question.**



**China’s economic crisis and import of promotional products**

# Disconnection is not a solution

**E**ven if China is conservative with any publication of their economic status and the background information, it is obvious that their economy is in trouble. The range of problem areas is enormous: Deflation is within reach, the outsized real estate sector is threatening to collapse, unemployment is achieving record levels, and investment and reform are on the decline. Against the backdrop of the West’s economic dependence on the second largest economy after the USA, the current situation in China is an issue that worries companies in many countries.

## China as a traditional trade partner

The fact that the engine of the Chinese economy has started to sputter, as some media say, cannot leave the promotional product industry untouched. After all, a large number of promotional product imports come from China, where many companies are represented with their own offices, branches and production companies and work closely with local manufacturers and distributors. We asked importers how they assess the situation, whether they already see it affecting their business and how they deal with it. An analysis of the current facts and global interdependencies will make it easier to classify the statements.

## Failure to meet growth targets

The figures are alarming: China’s exports and imports are declining, consumption and industrial production has grown more slowly than expected. According to investment banks and analysts, China could fail to meet its government’s economic growth target of five percent in 2023. The most pressing problem at the moment, however, is the turbulence in the real estate market, which accounts for about a quarter of the Chinese economy. Large corporations such as Evergrande and Country Garden have run into financial difficulties, and there is growing concern that the crisis will spread to other sectors of the economy and lead to a financial crisis similar to that of 2007/2008. This is how the portal ORF.at succinctly summarises the worrying situation in China today. Development had already slowed down due to the extreme corona restrictions, but only after the restrictions were so quickly lifted did it become apparent how unsettled the population and the economy really are, the ORF quotes China expert Max Zenglein, Chief Economist of the Mercator Institute for China Studies (MERICS). Zenglein does not consider the situation to have yet reached its gravest point.

## Slow recovery as a global economic risk

China’s economy is growing more slowly than expected. Last year, as a result of numerous lockdowns and other corona restrictions, the country’s economy grew by only

three percent instead of 5.5 percent as planned. This was the second weakest figure after 2020 since the reform and open-door policy at the end of the 1970s. As reported by the statistics office in Beijing, China’s gross domestic product rose by 6.3 per cent in the second quarter of the year. This comparatively high figure is mainly due to the low starting point in the same period last year, when Shanghai and other parts of China were crippled by rigid corona lockdowns. Comparing growth in the second quarter with the first quarter of the year, China’s gross domestic product rose by only 0.8 per cent. According to Statista, growth of around 5.24 per cent is expected for 2023. Forecasts predict that the growth rate will fall continuously by a total of 1.8 percentage points between 2023 and 2028 and is estimated to be 3.44 percent in 2028. The International Monetary Fund (IMF) has so far assumed that the Chinese economy will contribute just under 35 percent to global economic growth in 2023. China’s slow recovery is thus becoming a risk for the global economy.

## Real estate crisis only one of the problems

The reasons for this development are manifold. Basically, the confidence of domestic and foreign companies in the willingness of the Chinese leadership to reform has suffered greatly. The rigorous corona measures did the rest. Less is being invested, foreign demand is declining and less is being spent in the country. The catch-up effects in consumption after the lockdowns remain below expectations and the savings rate in China is still at a very high level. Moreover, around three quarters of private wealth is tied up in real estate, which has fallen sharply in value over the past two years. As the real estate sector has been an important growth factor, it is a priority goal of the government to get the real estate crisis under control.

## Falling consumption, high unemployment

The risks of foreign economic and policy conflicts with the USA should also not be underestimated in this context. Export restrictions imposed by the US government are intended to prevent China from obtaining high-performance microchips that are needed for the development of cutting-edge technologies. The effects of all this are already reflected in the poor mood of the industry: In the first half of the year, profits of state-owned enterprises plummeted by 21 per cent, those of private enterprises by only 13.5 per cent, although the decline has slowed slightly. The result is layoffs and hardly any new hires. Unemployment among young professionals and university graduates, as well as high youth unemployment of over 20 per cent, are indicators of declining industrial production, and weaken consumption. Whether and to what extent the government will now counteract its previous practice with measures to stimulate the economy and consump- >>





Peter Baumann, Know How International  
**“We benefit from shorter delivery times and better prices”.**

We import from various countries in Southeast Asia, with a clear focus on China. From the very beginning, we focused on the project business: We see ourselves as a fulfilment service provider, offering the entire process from product development to shipping. As we usually deal with large, even international projects with high quality requirements, reliable suppliers are a must.

**Foreign orders welcome again**

In China, we maintain a very good cooperation with long-standing regular suppliers and can rely on them even in complicated cases. This has not changed so far, especially since we can also count on the support of our local quality management. However, we are already noticing that factories are less busy and lead times are getting shorter. We welcome each order, even those from abroad, as domestic demand is declining. Previously, the tendency was to produce more for the domestic market in order to become less dependent on imports. We now benefit from shorter delivery times, but also from more concessions in price negotiations.

**Personal contact with suppliers is necessary**

Anyone now looking for new suppliers needs to exercise caution: Especially in difficult times, untrustworthy suppliers tend to enter the market with dubious offers. It is clear that quality plays no role in these transactions. Good personal contacts are the best solution in the long run. Basically, we focus on diversifying our suppliers and also look at factories in Asia or Europe. However, China is still a good partner in terms of quality and now also sustainability.

>>> tion is difficult to assess. For example, smaller companies are to be exempt from value-added tax for several years, as well as interest income from micro-loans from banks until the end of 2027. The government also wants to provide more targeted support for start-ups in the technology sector. Since small and medium-sized private companies provide about 80 percent of all jobs in the cities, the conditions for the private sector in particular would have to be improved, especially as they have suffered greatly from the strict zero-covid policy.

**Great dependence**

In 2022, the German economy imported goods worth 191.7 billion euros from China, an increase of more than 34 percent over the previous year. In 2021, Germany had already imported significantly more from China than vice versa. At that time, the Federal Republic had a trade deficit of 39.4 billion euros. In 2022 as a whole, the figure had more than doubled. Thus, the sum of imports from China exceeded exports by more than 84 billion euros, the calculations of the Institute of the German Economy (IW) demonstrate. Germany is thus making itself increasingly dependent on China. “This development is highly problematic,” says IW China expert Jürgen Matthes. “On the import side, our dependence is a geopolitical risk. Because the German economy would be vulnerable to blackmail in the event of an armed conflict over Taiwan. We have to find ways to emancipate ourselves from China. Berlin and Brussels should urgently facilitate trade with new partners in Asia or South America.”

**China makes exports more difficult**

Exports to China, on the other hand, are losing importance as a driver for growth in Germany. They only rose by three per cent, while exports to the world as a whole rose by 14 per cent. China thus fell from second to fourth place among Germany's most important export partners, its export share even dropping below the 2018 level to just 6.8 per cent. For geostrategic reasons, China is trying to make itself less dependent on imports from the West and to produce more at home – and is therefore making imports more and more difficult. The Chinese government is exerting more and more political pressure on German subsidiaries in China to integrate Chinese companies into their supply chains. In addition, German companies in China increasingly want to serve the market with local production instead of exports.

**The West needs China as a partner**

The President of the German Institute for Economic Research (DIW), Marcel Fratzscher, however, still believes in China as an important market for European companies. “Even with an economic growth of only four or five per cent, China will grow much stronger than the USA or Europe,” he told Handelsblatt. “German companies will continue to need China as a partner. The concern is rather that German companies have become too dependent on China and can now hardly correct this.” >>>

Marcus Sperber, elasto

**“Early planning and coordination with suppliers minimises problems.”**

The current downturn in China's industrial production is having a direct impact on our business at elasto. The effects include longer production times because materials are not immediately available, or difficulties in securing production capacities. Working with our producers now requires increased communication and planning to respond to potential shortages. To meet these challenges, we try to make our production plans further in advance and cooperate more closely with our producers. Depending on how deflation develops in China, prices for promotional products from China could fall. This may also benefit importers in the short term. However, it is important to keep an eye on the long-term impact on price stability.

**Diversifying the supplier base**

We recognise that, given the current situation, it is important to make our distribution channels more resilient. We are considering diversifying our supplier base to reduce the risk of disruption. Moving production from China to other countries is certainly an option for some importers to be closer to target markets. In addition, our existing dependence on Chinese suppliers requires a strategic review. Nevertheless, the transformation of supply chains is also a product of a failed German foreign policy. It is not always advantageous simply to dictate advice to countries with different views and standards, and thereby offend them.

**In-house production for more independence**

We too have noticed, in particular, the longer delivery times and uncertainties in product availability. To minimise bottlenecks, we try to encourage early planning with suppliers. elasto's business strategy focuses on efficient coordination with partners to proactively address potential issues. In doing so, our risk management strategies include continuous monitoring of supply chains, seeking alternative sources and implementing buffer stocks to cushion shortages. At elasto, we are also increasingly relying on in-house production at our domestic location in order to position ourselves more independently in this area.

**Flexibility is key**

My advice to other companies in the promotional product industry is to be proactive and develop a versatile strategy. This includes a broad supplier network to limit vulnerability to potential failures. A good partnership with suppliers is crucial to identify challenges early and find solutions together. Overall, flexibility is key to successfully respond to the changing situation in China and keep commodity chains in flow.







Lorne Spranz, Spranz GmbH

**“We are seeing rapid changes in the supply chains and high fluctuations.”**

Trends in China are regressive, especially on account of China’s stricken domestic market and weak industrial production. This is having extremely negative effects on our industry – and hence also for the promotional products sector.

**An enormous effort in monitoring and presence**

The consequences of this situation are concentrations, but also spontaneous insolvencies or factory closures along

with scarcity of raw materials and supplier- manufactured goods. To compensate for this, an enormous effort in monitoring and presence is required. Moreover, service on the supplier side is being wound down, or adjusted to the weak demand. We are observing, for example, enticing offers intended to stimulate sales. However, what may seem attractive at first, unfortunately very often looks totally different in reality. We need to exercise utmost caution, there, in relation to quality conformity and timely delivery. We need to check precisely whether what is coming in is actually what we have ordered.

**China as an import nation is hard to replace**

The overall low price level (also due to lowered transport costs) is opposed by increased expenditure for quality assurance and the realisation of sophisticated wishes, according to certified recycled products, for instance. Without dedicated teams on the respective supplier sites it is, in our view, barely manageable. We are seeing very rapid changes in the supply chains with high fluctuations. In this context, Spranz is reliant upon decades-long partnerships and investments in China, dedicated inspection teams and thereby upon constant, inspected reliability and quality. All in all, inspection of the supply chain and of products in the context of the statutory requirements and customer wishes has become much more sophisticated. This applies also, precisely, for other Asian countries of manufacture, which in comparison to China are falling back in respect of organisation, infrastructure and supply chain reliability. China as an import nation is hard to replace, especially in the electronics or high-quality metal products sectors.

**European production locations**

European production locations are also not without their problems at the moment, since, because of the decades-long competition from China, they first need to be laboriously and cost-intensively reorganised again and pre-products / raw materials are frequently (more) difficult to procure. Nevertheless, despite generally rather hesitant demand, we are sensing a strongly increased interest in ‘Made in Europe’ products. We see potential here, but also still plenty of development work in the newly built European productions that we are personally supporting and developing. We are synonymous with innovative, self-developed and high-quality products at attractive prices, and can only warn against seemingly attractive low-price offers or rush jobs, since the consequences in the case of non-conformity or customs problems frequently barely justify the allegedly more favourable prices. Products Made in Europe are an attractive opportunity to wow industry customers. Ultimately, though – at least still – the price will point to the Far East supply chain again.

**>> Sensitive price development**

The current decline in demand and the tense economic environment are also affecting price development in China: Consumer prices have recently stagnated, and producer prices have even fallen. Although this initially means an increase in purchasing power, it can lead to a negative price spiral with falling investments, declining sales and falling wages, experts fear. Because if companies and consumers assume that prices will continue to fall, they will postpone purchases and investments even further. On the other hand, the weak growth in China tends to have a price-mitigating effect on the high inflation in many other countries. This is because higher demand from the People’s Republic would cause prices for energy and other raw materials, for example, to rise even more sharply worldwide. In the mid-term, however, prices will rise worldwide if the trend continues. If less is produced in China, the goods and primary products needed worldwide will have to be produced elsewhere. As a rule, this will happen at higher costs than before in China and thus lead to price increases, first on the producer side and later on the consumer side.



**PPAI: Long-term impact on the industry**

The American trade network Promotional Products Association International (PPAI) assumes that China’s economic weakness will also affect the promotional product industry. PPAI believes that investment in product development and innovation will decline and therefore fears a shrinking supply of new products. Shorter lead times could shorten delivery times, but supply bottlenecks and delays are also conceivable as a result of reduced production capacities. Whether the previous quality and safety standards can be maintained is still questionable. Since falling prices for primary products are to be expected, a wave of cheap and low-quality products could flood the market – with corresponding consequences such as ruinous competition through dumping prices. On the one hand, cheaper imports relieve the budget, but the long-term effects of price reductions could also hit the industry hard. <

<a href="http://www.ifw-kiel.de">www.ifw-kiel.de</a>	<a href="http://www.exportmanager-online.de">www.exportmanager-online.de</a>	<a href="http://www.handelsblatt.com">www.handelsblatt.com</a>
<a href="http://www.iwkoeln.de">www.iwkoeln.de</a>	<a href="http://www.faz.net">www.faz.net</a>	<a href="http://www.zdf.de">www.zdf.de</a>
<a href="https://de.statista.com">https://de.statista.com</a>	<a href="http://www.spiegel.de">www.spiegel.de</a>	<a href="http://www.tagesschau.de">www.tagesschau.de</a>

Sascha Thielen, TLN Trade Company

**“Crises are part of the business and must be managed.”**



The crisis is more noticeable among smaller partners than larger partners in China, for example with regard to liquidity shortfalls. Overall, our business in China has slightly declined or is at least now subject to stronger fluctuations. The cooperation with suppliers is still great in comparison with some providers from Germany/Europe, even if communication used to be faster in some cases. When it comes to delivery capability, we currently do not have any problems, but the delivery times have unfortunately increased.

**Intensified quality controls**

In order to still offer our customers the quality and service they are used to, we have intensified our quality controls. However, our partners are also aware of this, so that we do not have any problems with our regular suppliers (some of whom we have known for almost 20 years). We have increased the control mechanisms among new suppliers, but luckily there are no problems here either. Basically, we are currently observing a stabilisation of business with China.

**A noticeable market shakeout**

Supply chains will change to the extent that fewer small intermediary distributors will be involved, which ultimately should benefit customers. Otherwise, I expect a return to normality here, because it will not be possible to produce all promotional products in the EU now: isolation does not make any sense in a globalised world. It ultimately leads to a loss in prosperity on all sides. It is also not possible to procure all required raw materials in Europe and the current energy prices are not necessarily making Germany more attractive as a business location. A market shakeout has already taken place in China to some extent and it is likely to take place in Germany as well. Currently we are partially witnessing a shift away from the cheapest prices towards quality and ecological sustainability.

**Imports from China remain interesting**

Currently we are only noticing that China is in a crisis due to the somewhat longer delivery times and occasionally slightly more difficult communication. Since we work with regular suppliers whom we have known for years 90 per cent of the time, talk of problems would be exaggerated – we would instead describe it as a challenge, which we are tackling together with our partners. Viewed this way, the deflation in China is balancing out European inflation. Imports from China thus remain interesting. Altogether, it has become somewhat easier to reach and communicate with our European partners, so that we optimistically look towards the future in this regard as well. In the past, some orders were difficult in part due to a lack of or difficult and non-binding communication. Crises are part of business and the current crisis indeed poses greater challenges than perhaps other crises. However, it can be overcome – with good partnership-based cooperation (where both sides are satisfied at the end of every transaction), a skillful and motivated team, fair interactions and the dedicated commitment of everyone involved.



Electronics and digital gadgets are very popular promotional products today. They combine **practicality with modern technology** and offer companies an effective opportunity to integrate their brand message into the everyday lives of their customers.



PSI 47186 • TLN Trade Company GmbH  
Tel +49 6131 693010 • info@tln.eu  
www.tln.eu

**One-of-a-kind USB memory**

The tailor-made USB sticks from the TLN Trade Company with customised customer logos put brands convincingly in the spotlight. The company transforms customer specifications into impressive 2D or 3D designs. The shape can be round, rectangular or like the prototype. Finishing options such as printing, doming and the in-mould technique are also available. Materials such as PVC, metal, wood or ABS plastic can be used. A memory capacity between 128 MB and 256 GB can be selected in addition to the type of connector (USB 2.0, USB 3.0 or USB C).

**Mutli-helper for the office and at home**

Who wouldn't help business partners, customers or colleagues organise their (home) office? The promotional gift set 'Rund ums Büro' from Römer Präsent can help. This gift set with a black sizzle contains a practical ROMINOX® cable organiser for neat cable management with five holders in three different widths; a ROMINOX® 3-in-1 smartphone stand for all popular smartphone and tablet models, including an audio amplifier function for the smartphone loudspeaker; and a bottle of red Cabernet Sauvignon wine (0.75 l). It is an appealing combination for a home or office desk.

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



**Baking-shape single-pack**



... aus dem Schwarzwald  
**ef**  
emotion  
factory

**Plant-Wood Xmas Star-Box**



**Greeting-card with seed paper fir-tree**



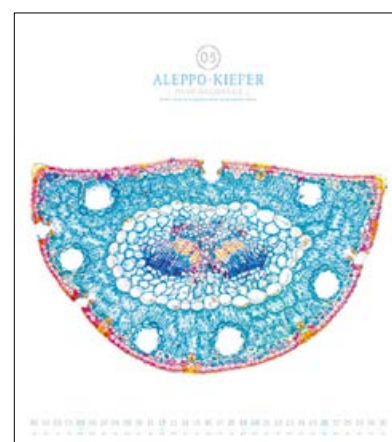
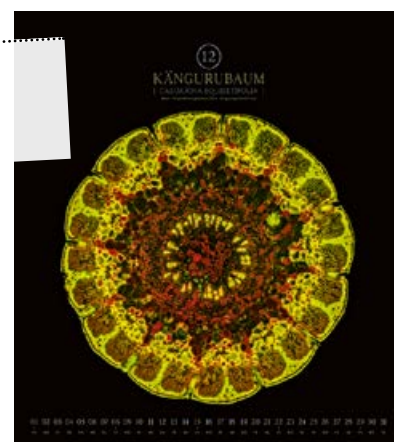
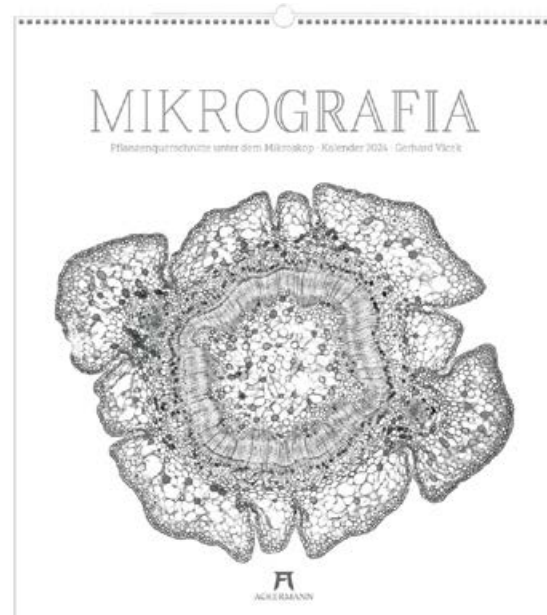
**Hand flatterer**



- Advert -



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



## Microscopic beauties

Tracking the beauty of nature: The Austrian Gerhard Vlcek dove into the world of micro-photography, and his results are on display in the Ackermann art calendar 'Mikrografia 2024'. First, he found and collected interesting objects. Then, he cut them very finely with a microtome (30-50 µm) and dyed them with special staining solutions. In the last step, he photographed them under a microscope using different magnifications. All Ackermann calendars are made in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice.



## Analogue meets digital

The smartphone/tablet stand from HEPLA with a paper holder and integrated pencil cup combines digital and analogue work in the office and at home. The retaining edge, which also serves as space for advertising, ensures your device will be secure with its stable base plate. This is why it can be used to hold a smartphone or a tablet. Pens and memo sheets are always at hand in the holders to write a memo. The standard colours of the paper holder are frosted-transparent, and the base plate comes in white, red, blue or black. Custom colours and branding using silkscreen printing are also possible upon request.



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

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



## Love at first swipe

Mobile phone and tablet cases from Brand.it are not only an easy way to protect the display from scratches and damages, but they are also a powerful marketing instrument. Printing can be placed on the entire surface or only on part of the case. In combination with the Schmoozies® display cleaner from mbw®, the Brand.it cases form a perfect symbiosis. These soft and powerful cleaners ensure that mobile phone or tablet screens always stay clean. The display cleaners can also be used as promotional products since they can be imprinted directly on a small advertising flag with writing or a company logo.

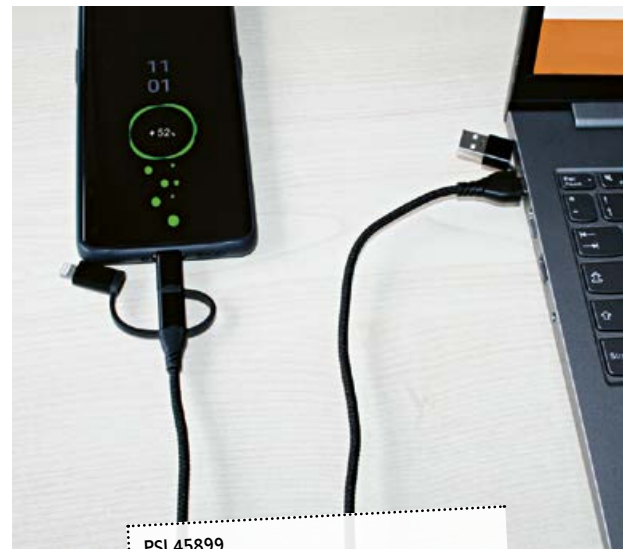
## Modern unisex clutch

The mini-bag Pochette from Gabriele Bühring & Team is a successful combination of elegance and functionality. This unisex bag is inspired by an Italian clutch and is a fantastic everyday companion for all genders. It wins people over with its unique design, high-quality workmanship and practical interior partitioning. Inside the clutch, there is also space for even the largest smartphone. It is also possible to place advertising on it. The clutch can come in high-quality full cowhide leather or vegan imitation leather. The bag is always handmade to order according to customer wishes. Blind or colour embossing is recommended for the finishing.



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





PSI 45899  
micx - media in concept - gmbH & co. kg  
Tel +49 5205 99100 • info@micx-media.de  
www.micx-media.de

## Always a good connection

The charging cable from 'micx media' brings innovative features to the everyday life of its users. For example, the USB-C&A cable called Data always offers users the right connector for charging and transmitting data thanks to the three exchangeable adapters (micro-USB, Apple, USB-C). It also has a USB-C input as well as a USB-A adapter. Thus, it keeps pace with the trend of more USB-C ports being installed in cars, laptops and power plugs. However, any conventional USB-A connector can be used as well, thanks to the integrated adapter.



PSI 48301 • SL Bags - SL Lederwaren BV  
Tel +31 575 510077 • info@slbags.com  
www.vasad.eu • www.slbags.com



## Protection and safety on handlebars

A space inside the VASAD phone bag is an excellent way to protect valuable mobile phones. This practical bag can easily be attached to your bike's handlebars using the Velcro fasteners. Thanks to the watertight zipper and high-quality materials, mobile phones and other important items, such as keys, cards or power banks, are safely protected in the bag. The reflecting VASAD imprint on the front side increases the visibility of the bag. Additionally, the customer receives a QR code, which can be used to discover the best bicycle routes in Europe.

## A cloth for all occasions

HEPLA is selling a micro-fibre cloth with four-colour digital printing to keep your favourite technical devices clean. Image motifs can be realised according to a customer's wishes and ideas. The cloth can be used to clean screens and optical lenses. It has an optimal advertising space thanks to its 170 × 180 mm size. Other sizes are available upon request. The micro-fibre cloth is 'Made in Europe' and is available in large quantities at short notice.



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



— Advert —

# The best protection for the best employees!

Protect values and increase the **team spirit** with branded premium mobile phone & tablet protectors for your employees.

- Available for all common models
- With logo from just 25 pieces
- Free sample box
- Design your own cover online

**brandit-protection.com**



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



## Fast wireless charging

The promotional product specialist REFLECTS® is presenting a new fast wireless charger called Gingcast under the REEVES® brand. Since it has up to 15 watts of output power, it is suitable for quick recharging. The transparent acrylic casing and the visible copper coil give this recharging device a special look. Customer logos and slogans placed on the charger have a special effect. Full-surface back printing on the underside creates an impressive effect with visual depth. CO2 laser engraving is also just as impressive.

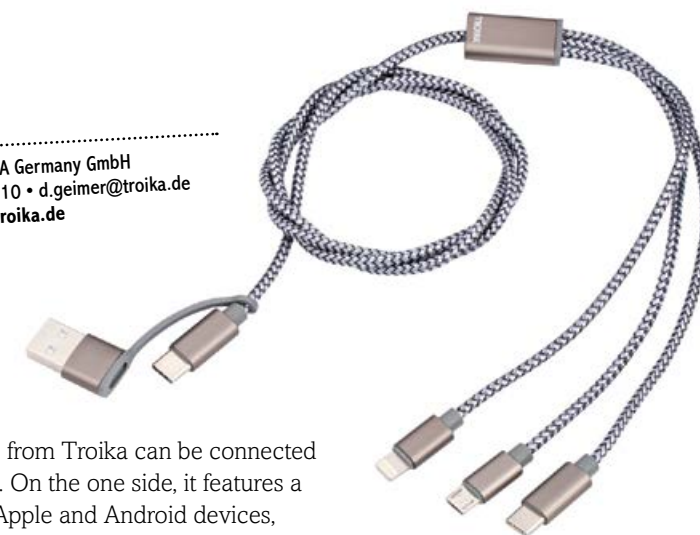
## New design for desk clock

The promotional product specialist REFLECTS® has a surprise in store with the redesign of its desk clock, the LolliClock® rock, which offers a special haptic experience. The clock was reworked under the RETIME® – Cool brand and turned into a real jewel. It comes in three product versions: a battery-run table clock, a solar-run desk clock and an analogue thermometer. All three versions are available in discreet black or white lacquer finish with anti-fingerprint protection; individual colour requests can be realised for a minimum order of 200 units.



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

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



## Three-pronged multi-charger

More multi, more possibilities: The three-pronged charging cable from Troika can be connected everywhere. The multi-option charging cable has two good sides. On the one side, it features a Lightning cable, USB-C and micro-USB connectors to recharge Apple and Android devices, Bluetooth earbuds, mobile speakers, etc. On the other side, it has a USB-C and USB adapter for all common charging plugs or to charge with a laptop or PC. It comes as a one-metre-long textile-covered cable and enables quick charging up to 5V/2.5A.

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



## Media experience with power

The universal power bank with 5000mAh capacity from Spranz with an integrated vario stand is ideal for a desk, influencer shots, conferences or even for enjoying media comfortably while travelling. The option of charging devices with a cable is always available so you can be independent for several hours. It is made from recycled plastic, has an integrated torch and micro-USB/USB-C or Lightning® cable and is delivered to recipients in a design box.

## Straight lines and exact numbers

The ruler calculator from HEPLA promises very practical symbiosis. The combination of a ruler and calculator makes it a great space-saving accessory for school, the office or home office. The compact ruler comes in silver as the standard colour and has a 20 cm scale printed on the sloping surface; the calculator features black rubber keys, which are easy to identify and use. The product runs on batteries, but if there is sufficient light, the calculator can run on sunlight, too.



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





PSI 41859 • BIC GRAPHIC EUROPE S.A.  
Tel +49 69 22223000  
info.germany@bicworld.com  
www.bicgraphic.eu

## Notebooks becoming smart

The new Rocketbook® notebooks from BIC Graphic Europe make it possible to write and draw without wasting any paper. They are designed like a conventional spiral notebook and can be connected with the app to organise ideas in cloud platforms. After writing and scanning, the notebook can be cleaned with a soft cloth and a few drops of water so that it can be reused later. There are different versions available to meet different requirements: the Core Executive A5 for extensive notes, the Fusion Executive A5 for efficient task management and comprehensive notes, or the Core Mini A6 for frequent users.



PSI 49677 • Likor East-West Promotion  
Tel +48 61 6521212 • office@likor.pl  
www.promotionalclocks.eu

## Smart watches are back

After a break for a few years, the company Likor is selling smartwatches again. The assortment covers everything from inexpensive LED mass-produced items, standard watches and clocks to highly-developed models with a dozen functions. All models can be customised. This personalisation begins with the laser lettering and ends with the option of displaying an electronic logo when the smartwatch is turned on. Their product range continues to include Likor's popular wall clocks.



## A sensation of sounds for leisure

Let the music play: Even if the ECO speaker from Troika only has a diameter of 78 millimetres, it will still ensure you have powerful sound wherever you go. It delivers up to 65 decibels indoors or outdoors. It can be attached to any metal surface with its powerful magnet, and a USB charging port and wireless transmission to a smartphone turn it into a hands-free system. The maximum audio time is 3 hours, and the recharging time is 1.5 hours. Thanks to the magnets, the loudspeaker can also be attached to bike handles or clothing so that it is secure when jogging or playing sports.



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



**INCONSPICUOUSLY  
GOOD!**

**LANGENBERG**  
langenberg.one





## Always enough power

Leaving your mobile phone's battery life up to chance is not a smart idea. The SeeBank power bank from ANDA Present Group is a reliable tool whose users really appreciate its usefulness. With its bamboo and half-transparent casing, it reflects the environmental awareness of the company while it simultaneously looks very elegant. SeeBank is equipped with a built-in magnetic, wireless quick charger (10W) and a 5000-mAh battery. The underside of the power bank can be customised with pad printing and engraving.



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

## Illuminated logo catches the eye

The Polish manufacturer of electronic promotional gifts has an original new product for sale: a USB system, which includes a USB stick with a LED illuminated logo on both sides of the casing. The background lighting is available in four colours. The USB flash drives with an illuminated logo are a part of the company's assortment of more than 60 electronic gadgets, which can be sent from the USB system warehouse within 48 hours.



PSI 49211 • USB System  
Tel + 48 22 753 41 62  
sales@usbssystem.eu  
www.usbssystem.eu



PSI 47503 • Eco Promo Europe Sp. z o.o.  
Tel +48 61 8800684 • sales@eco-promo.eu  
www.eco-promo.eu

## Wooden mini-powerbank

Introducing the Wooden Mini-Powerbank, the world's first power bank powered by a recycled battery, proudly made in the EU, and encased in unique wood. Validated by a Life Cycle Assessment (LCA), each unit lowers emissions by more than 5.3 kilograms while in use. With a 3000mAh recycled battery cell, it's one of the few in its size range to offer both standard USB and USB-C connections, ensuring quick and efficient recharging. Embrace eco-conscious power solutions with the Wooden Mini-Powerbank.



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

## Secure stand for phones and tablets

The elegant aluminium smartphone and tablet holder from elxact stands for a stylish and useful desk accessory. Watching films, videos and shows on a tablet or smartphone has become an integral part of today's daily activities. The mobile device can be charged while it is being used, thanks to the cut-out in the holder. Finishing by means of laser engraving is realised in Germany.





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

## Charging fully in view

With the Metmaxx® charger TurboDigital, Spranz presents a 'futuristic cable' (USB-C to USB-C) with 100-watt top power and data transmission, including digital charging display. The display lets users know how many watts their device (mobile phone, tablet or laptop) is currently really using to charge their phones. The supplier assures customers that the cable is made with recycled materials in accordance with global recycling standards.

## Sustainability made easy

The wireless charger from Lumitoys-GmbH promises to make sustainability easy. It now also comes in wood or a combination of wood and tempered glass. Depending on customer requirements, the backlit logo is either cut out of the wood surface, placed on the glass or can come inverted or in full colour. The charger can come in a round or rectangular shape, and a variety of colours are available for the LEDs. This charger can be used with any mobile phone model and can come in a personalised gift box on request.

PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450 • info@lumitoys.de  
www.lumitoys.de



PSI 46596 • POLYCLEAN International GmbH  
Tel +49 2561 865580 • psi@polyclean.com  
www.polyclean.com

## Clean displays with just one swipe

The HFX® display sprayer from POLYCLEAN has proved itself to be twice as useful. It not only cleans display surfaces, it dries them, too. The combination of the P-9000® micro-fibre cloth and built-in spray bottle makes the product the perfect everyday companion for cleaning touchscreens and displays. When filled, the display cleaner can be used for around 80 spray applications and then easily refilled again. Custom motifs can be placed using full-surface, high-resolution digital printing.

## Digital advertising on a key ring

The shopping cart chip Smartklic® NFC is a promotional product that catches people's attention and simultaneously means added value for companies and their websites. With the Smartklic® NFC, customers can deactivate a shopping cart's lock and profit from additional functions, digital communication and personalised advertising. The provider Smartklic promises that you only have to hold a smartphone briefly next to a cart to get informed automatically about the weekly offers, promotional discounts or events.

PSI 48593 • Smartklic GmbH  
Tel. +43 72290 930800  
office@smartklic.com  
www.smartklic.com







BAPP

## A “success for all”

On Thursday, 31 August, the Belgian Association of Promotional Products (BAPP) organised its annual Networking Gift Show in the San Marco Village in Boom, Belgium. More than 300 attendees and approximately seventy exhibitors from twelve countries and quality labels, who were cordially and warmly brought to the fore by a show, turned this day, reports the organiser, into a “success for all [participants]”.

In order to facilitate contacts, promote networking, and provide members with optimum support, the BAPP offered a host of attractive amenities: A VIP Lounge, which was reserved for association members and allowed them to communicate with more ease. A Business Corner was likewise dedicated to the association members, to give them the opportunity to go about their various tasks. In addition, association stakeholders from different countries had the opportunity to initiate dialogue internationally.

The desire to support members at all levels was also reflected in the engagement of committed students, who provided assistance to exhibitors throughout the trade show's duration.

The Networking Gift Show is an annual event that was established by the BAPP in 2008. BAPP represents almost two hundred promotional products suppliers and distributors. More details at: [www.bapp.be](http://www.bapp.be)

Attractive location for attractive products:  
The BAPP Networking Gift Show was once again held at San Marco Village in Boom/Belgium.



## Sales Team Reinforcements for the German-Speaking Region

The Swiss knife manufacturer Victorinox has reinforced its sales team for the German-speaking region with two new members. Ibrahim Racaj is a new key account manager responsible for Austria and part of Switzerland. The experienced customer consultant, who has lots of know-how from his previous positions as a retail territory manager and key account manager for retail and public vending, joined Victorinox's corporate business division in February 2023. In April 2023, Frank Wenning joined the team as area manager – corporate business and is responsible for Victorinox corporate business customers in Northern Germany. His goal is to further develop and expand the German market. He has many years of sales experience and previously worked as an account manager at BIC Graphic Europe.

‘We are thrilled to have gained two sales talents for the corporate business channel in the German-speaking region with Ibrahim Racaj and Frank Wenning. We are confident that we will be able to look after our customers even better with the bigger team and successfully drive the business forward’, states André Fässler, Head of Sales Corporate Business for the German-speaking region at Victorinox. [www.victorinox.com](http://www.victorinox.com)

Victorinox



Ibrahim Racaj



Frank Wenning

## Significant increase in visitors at De Leveranciersdagen

De Leveranciersdagen 2023, held on 6 and 7 September under the aegis of Dutch publisher Het Portaal, saw a significant increase in visitors. According to the organisers, the number of participating promotional products retailers rose by almost 13% from 1272 visitors (2022) to 1434 (2023), with the proportion of foreign visitors (especially German and Belgian retailers) increasing significantly compared to last year. The show, which featured some 200 exhibitors from 12 countries displaying their latest product ideas, was themed „The Human Focus“.

„We were thrilled by all the new products and innovations to be discovered at the stands,“ says John-Michael Swaab, owner of Het Portaal Media, adding, „Besides all the positive news, we have to admit that the warm weather made it extremely hot in the hall. We will do everything we can to prevent this in the future.“ However, the late summer temperatures also ensured that the Night of the PromZ – the traditional festive outdoor after-party where the Supplier and Dealer of the Year awards were presented – lasted until the early hours of the morning.

Swaab continues: „As far as the future is concerned, we have decided to expand the fair by one hall next year. This year we had 25 companies on the waiting list and we believe it is the right time to take this step.“ Leveranciersdagen 2024 is scheduled for 4 and 5 September 2024 at the same venue. More information at: [www.deleveranciersdagen.nl](http://www.deleveranciersdagen.nl)



De Leveranciersdagen 2023



## Two newcomers enrich team

From now on, Simone van den Broek will be supporting the workforce as Key Account Manager in the B2C Germany division. Most recently, she was employed at Artoz (Schweizer Feinpapiere) for seven years. “We are really pleased to have gained Simone van den Broek, an experienced expert and industry connoisseur, for TROIKA. She will nurture our partnership-based customer relations and continue to expand them,” says Liudger Böll, CEO TROIKA Germany GmbH.

Marketing, with further newcomer Luca Böll, is set to receive competent support in the promotional products area (B2B) and in graphic design. “We are very much looking forward to the collaboration to come and wish both of them a successful start and lots success in their new tasks,” comments Liudger Böll.

<https://business.troika.de>

TROIKA Germany



New in the Troika team:  
Simone van den Broek and Luca Böll.



## Heading to Customers with a New Concept

The Welcome Home Tour has a surprising new concept in 2023. After 12 years under the motto, “The Best. At Home.”, the organisers’ slogan is now “The Best. At Your Place.”. The ten Welcome Home partner companies Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, reflects, SND and uma hence have short routes and convenient reachability in their sights this year. The climate-neutral event series takes place at six central hosting venues. Attractive locations provide the setting for the informal Welcome Home atmosphere that is appreciated all round. With their customary advisory competence, the promotional products specialists present their bestsellers and novelties for the coming year. “We are especially proud that Vienna has again been accepted into the event series as an international location,” runs a press release by the organisers. Naturally, there will also be catering, they say. Registration and details on the event locations at: [www.welcome-home-tour.de](http://www.welcome-home-tour.de)

### The dates

28.11.2023   Rüsselsheim	05.12.2023   München
29.11.2023   Zeche Waltrop	06.12.2023   Stuttgart
30.11.2023   Hamburg	13.12.2023   Wien

Welcome Home 2023



Das Beste. Bei Dir.

All events take place from 11 a.m. until 5 p.m.

## Record number of visitors at Merchandise World

The autumn edition of Merchandise World, organised by the British Promotional Merchandise Association (BPMA) and Sourcing City, took place in the Marshall Arena in Milton Keynes on 13 September. The exhibition attracted 500 visitors, making it a new record, according to the organisers. While 85 exhibitors showed their innovative products last year, this year they numbered 98, including 8 new exhibitors. A current trend that continued at the show was the demand for eco-friendly products, which predominated at exhibitors’ stands. In line with this, the dedicated ECO World space featured numerous sustainable products. Visitors could obtain details of these products by scanning a QR code. In spite of prevailing uncertainty regarding the economy, the mood among British advertising executives was positive overall.

[www.merchandiseworld.co.uk](http://www.merchandiseworld.co.uk)

Merchandise World



Photo: © Sourcing City & Promotional Office

## Rhine-Main location continues to grow

Since its foundation in June 2021, WER GmbH has doubled its team at the Rhine-Main location from three to six members. The latest addition, Nico Kube, has been actively supporting the internal sales team since July 2023. „In Nico, we are really pleased to have gained a super, highly-motivated colleague for our team,“ comments Nils Sprinkmann, the Authorised Representative responsible for the Rhine-Main region. „With his support, we have a strong team to continue our very successful development of the past two years.“

[www.wer-gmbh.de](http://www.wer-gmbh.de)

Nico Kube (2nd from left) supports WER GmbH’s internal sales team at the Rhine-Main location in Offenbach. / © WER GmbH



WER

## Tradition and innovation

On 27 September 2023, under the motto „Shaping the future – promotional products at the centre of change“, STUCO Fullservice GmbH invited visitors to its first in-house exhibition. 33 exhibitors accepted the invitation to the company’s specially redesigned warehouse. They presented a repertoire of innovative and sustainable promotional products to more than 100 visitors. A dynamic programme was provided, including a series of inspiring lectures and exciting factory tours at STUCO Fullservice and STUCO Metall GmbH. „With our first in-house exhibition, we came together with our suppliers to demonstrate how tradition and innovation go hand in hand. We at STUCO bring over 140 years of experience to the dynamic world of promotional products and are committed to continuously advancing the industry,“ said Christian Poth, Managing Partner of STUCO Fullservice GmbH. [www.fullservice-stuco.de](http://www.fullservice-stuco.de)

STUCO



## Goldstar increases its presence in German-speaking region

Goldstar announced it is adding two new members to its German team. Jörn Kromer is assuming the position of Business Development and Key Accounts Manager for German-speaking countries. Stefan Endter is starting as a Field Sales Manager for the northern German-speaking region. Endter has vast experience in the promotional product industry after working in different positions for various companies and brands. His extensive expertise in the German market and his deep understanding of the requirements distributors and industry clients face make him a valuable asset for Goldstar.

Jörn Kromer comes to Goldstar with a diverse background as a manager and entrepreneur. Goldstar indicates that he attributes his success in branding and marketing to a combination of academic studies and interactions with industry experts. The international experience he gained while

residing and working in Australia, Germany, England, and the USA has given him a unique perspective on consumers’ purchasing behaviour and their reaction to advertising campaigns. For Goldstar, hiring Stefan Endter and Jörn Kromer Goldstar marks a significant step towards achieving Goldstar’s strategic expansion plans in the German-speaking region. [www.simplygoldstar.com](http://www.simplygoldstar.com)



The new employees at Goldstar (left to right): Jörn Kromer and Stefan Endter

## Crimex Mourns the Passing of Marita Juli

Crimex is mourning the death of its long-standing employee, Marita Juli, who passed away suddenly and unexpectedly on 19 September 2023. The sales manager was employed by the promotional product specialist in the sales department for nearly a decade. ‘With the passing of Marita Juli, we have lost such a kind person and a wonderful colleague. She will be remembered with great fondness. We will miss Marita very much’, says the company from Osnabrück.

Obituary







Premium Square Europe

## Cooperation with innovative impulses

Nuoc, a leading brand for premium returnable bottles, is entering into a strategic partnership with the internationally operating promotional product supplier Premium Square Europe BV, headquartered in Moordrecht, The Netherlands.

Nuoc is the first and only Spanish brand for returnable bottles that has been honoured with the B Corp™ quality seal. It offers an innovative assortment of sustainable to-go glass products, ranging from bottles and lunchboxes to cutlery sets. The products from Nuoc are known for their extraordinary quality, stylish design and use of the best materials. With this partnership, Nuoc wants to extend its reach to a wider European audience and make it easier for customers to access their reusable products. Premium Square Europe BV has an extensive distribution network and many years of experience successfully launching exceptional products on the European market.

‘We look forward to our cooperation with Premium Square Europe BV’, says David Tena, one of the founders of Nuoc. ‘This cooperation perfectly

fits our vision of making our premium bottles accessible to consumers worldwide. Premium Square Europe BV’s good reputation and experience in the industry makes the company an ideal partner to assist us effectively in entering the European bottle market’.

The partnership will include a variety of joint efforts, including optimised distribution logistics, targeted marketing campaigns and cooperation with retailers and customers. [www.premium-square.com](http://www.premium-square.com)

## Artistic cooperation

Tie Solution, international supplier of men’s and women’s accessories for merchandising, corporate identity and fashion, has announced their collaboration with renowned artist and former professional ice hockey player Johannes Ehemann. Together, they are creating a collection of scarves made of 100% satin silk, printed with Ehemann’s artwork.

Johannes Ehemann, known for his nuanced creations, played professional ice hockey for the Eisbären Berlin and Saale Bulls Halle, among others. Today, as an artist, he explores a wealth of themes such as pop culture, personal expression, mental health and the appreciation of uniqueness and difference. With Tie Solution, the artist has found an ideal partner to make his art accessible to a fashion-conscious audience. ‘With the help of Tie Solution, I want to make my art accessible to a wider audience. This way, you can not only own a piece of my art, but also wear it,’ explains Ehemann.

Tie Solution GmbH, based in Wetzlar and specialising in the production of silk scarves and shawls, offers high product quality, excellent service and punctual delivery. Most recently, the company has caused a sensation with its collaboration with Spanish artist La Tana, from Altea Spain, among others. [www.tiesolution.org](http://www.tiesolution.org) • [www.tiesolution.de](http://www.tiesolution.de) • [www.tiesolution.es](http://www.tiesolution.es)



The artist collection consists of scarves made of 100% satin silk, printed with Ehemann’s motifs.

## HEPLA turns 50 and gets new shareholders

For HEPLA-Kunststofftechnik GmbH & Co. KG, July and August 2023 were special months. On 17 July 2023, the company celebrated its 50th anniversary internally and on 2 August 2023, Diana Meier and Knuth Fischer left HEPLA as managing directors and shareholders. After 18 successful years, they handed over the company to Dr Christoph Traxler, Norbert Wülbeck and Dr Alexander Kirsch as part of the shareholder succession. The first two have since joined the management of HEPLA.

All contact persons in the company will continue to work for their customers and the „old managing directors“ will also accompany HEPLA for some time to come. ‘It is important to us that the transition is as smooth and easy as possible for you,’ says Diana Meier.

The strategy also remains unchanged with a focus on in-house production and print finishing of low-priced promotional products made from a wide range of materials such as standard, recycled and bio-based plastics as well as wood and paper. Reseller loyalty will also be consistently pursued, according to a company statement. [www.hepla.de](http://www.hepla.de)



HEPLA plastics technology

New and „old“ management look forward to the next 50 years of Hepla (from left): Norbert Wülbeck, Dr Christoph Traxler, Diana Meier and Knuth Fischer.

## Playful promotion with Tangle

Hong Kong-based Intermed Asia – developer, producer and distributor of innovative promotional products – is now the exclusive distributor of Tangle Toys for the promotional product market in Europe, Africa, the Middle East and Asia Pacific. ‘We are excited to provide this innovative, fun and engaging product for branding and marketing campaigns,’ said Olivier Andre, CEO of INTERMED ASIA.

‘For over 40 years, Tangle toys have captured the hearts and minds of people around the world with their distinctive design and endless possibilities. This toy is not just any toy, but a dynamic promotional tool that offers exceptional value for companies looking to leave a lasting impression on their target audience,’ adds Nicholas Zawitz, CEO of TANGLE INC.

Tangle is an interactive, stress-relieving tool that engages the hands and stimulates the mind. It offers versatile finishing options, allowing promoters to attract attention in a cheerful and distinctive way. Tangle is an age and gender-neutral toy and resonates everywhere. ‘In today’s fast-paced world, it offers a simple but effective way to relieve stress and anxiety. Promoting wellness and relaxation through our client’s brand sends a strong message. Our new Tangle promotional product has been made with sustainability in mind. It is made from recycled material,’ says Olivier Andre, citing further arguments for the tool’s suitability for the promotional product market. More information about the companies at: [www.intermedasia.com](http://www.intermedasia.com) • [www.tanglecreation.com](http://www.tanglecreation.com)



INTERMED ASIA Ltd.





The Trend trade show organised by the GWW (national association of the promotional product industry in Germany) is the last big product showcase of the year in Germany. At the end of September, an informative and communicative trade show day came to a close again in Wiesbaden.

## GWW Trend 2023

# Inspired for the Autumn



Traditionally, upcoming projects are discussed at the Trend trade show and ideas are made concrete for the end of year business.

On 27 September, 145 exhibitors welcomed the invited promotional product consultants to the North Hall of the RMCC. Exhibitors presented them with a wide array of products, many new creative ideas and trends and provided them with concise product information. In terms of the number of exhibitors and visitors in attendance, the trade show had similar figures as the event last year. A total of 591 people visited this year and enjoyed the usual friendly cooperation and pleasant atmosphere. However, some exhibitors did not think Friday was an optimal day for the trade show. We asked exhibitors about their new products and recommendations for the upcoming season and are presenting a small selection here.



Meinrad Mombauer, Reflects

### A stage for promotional messages

The thermo cup Retumbler MyVivero from Reflects is a real highlight, which even won the renowned Red Dot Award 2023 in the product design category. 'We designed the high-quality stainless steel cups, which is available in 17 colours, as an exquisite stage for logos. The continuously adjustable lid (selectable in black or white) not only offers unique functions and design features, it also gives companies a large space for their promotional messages and logos. In terms of finishing, the cup can feature custom laser engraving on the stainless steel edge and 1-2 colour pad printing on the

plastic cup. The lid has a large space for UV printing or 1-2 colour pad printing,' explains Meinrad Mombauer. The successful product was further developed in that it is now made entirely out of recycled stainless steel and features vacuum insulation. The Retumbler MyVivero is also sustainable: It has a long use life and can be produced climate-neutrally on demand.



Henrike Stegemann, mbw

### Promotional Pet Toys

Effective promotional products related to pets are in demand, and it is a rising trend. The hype around 'fashion' and accessories for dogs, cats and other pets was even identified as a particularly bizarre trend at the ASI Show in Chicago. Mbw is also at the forefront with its cat toys. 'We developed four models that encourage playing with their built-in bell. Some of them can also be moved with a fishing rod and will keep your four-legged friends busy,' says Henrike Stegemann from mbw. The cute little toys are made from a plush fabric, and their ideal target group are veterinarians or pet food stores. They can be finished with small advertising flags. This product is great fun for cats and everyone playing with them.



Gianna Bertolini, Multiflower

### Sustainable by Nature

The experienced customer consultant Gianna Bertolini explains there are two big themes currently reflected in Multiflower's product range: Christmas and football. Most Multiflower products are sustainable anyway because they come from nature, and then they are reintroduced into the natural material cycle. For example, the plant sticks with spruce seeds come in the form of a little matchbook and are an eye-catcher for that reason alone. The special thing about it is that the whole set is uncompromisingly sustainable because even the little card is made from grass paper. People who sow their seeds in time will be able to grow their very own mini-Christmas tree. The UEFA European Football Championship in Germany in 2024 is already casting its shadows ahead of the event, and the image of Germany as a football nation urgently needs to be polished by then. A great way to start is to use a reusable test tube (like for spices) with grass seeds together with a smart advertising message.



Stephanie Hermann-Widrinski, Spranz

### Practical 2-in-1 Set

The Metmaxx Multibottle Flex Thermo from Spranz is a practical combination of a cup and a sports bottle. The ingenious 2-in-1 set made out of food-safe and robust stainless steel is an elegant and particularly durable alternative to plastic and aluminium bottles. How does it work? 'The parts of the bottle can be separated, and it can be used either as a bottle or cup. The leak-proof cup lid also comes included. It is double-sided, vacuum and copper insulated, and looks really sporty thanks to the colourful silicone ring with a holding strap (selectable in six colours),' says Stephanie Hermann-Widrinski. A top product – This is what stand visitors thought about the trend, too.



Ralf Richter, Klio

### Perfect Duo

Wherever pens are, paper cannot be far away. This is why the writing instrument manufacturer Klio created a notebook that features paper and binding made completely out of apple leather. 'Filoflex is therefore very sustainable and also practical with its calendar, bag, pen holder, etc. It is super light, flexible and robust, which makes it an ideal companion when travelling,' explains Ralf Richter. The innovative duo consists of the book, which is incidentally made in Europe, and a matching coloured Klio pen. When it features customised finishing, it really catches people's eye.



Peter Backes, Mister Bags

### Haptic Experience Thanks to 3D-Effect

Mister Bags, the creative specialist for custom-made sustainable textile products, has won people over for many years with its clear sustainability concept for high-quality cotton bags. Mister Bags can sell completely sustainable products thanks to its in-house, certified GOTS printing facility. At the Trend event, Peter Backes explained another idea for bringing promotional messages to the world sustainably: 'Our new type of motif embossing gives cotton bags an attention-grabbing 3-D effect, which turns each logo into a haptic experience. The embossing on the cotton bags wins people over with its unique charm and very high quality. The business cards for bags are just as well-liked as this elegant finishing option. Each Mister Bags model comes with a card that includes the product's most important data. Anyone who wants to know more can use the QR code for more precise information. Summary: The modern and sustainable alternative to catalogues. And typical Mister Bags. <

<https://gww-trend.de>



The German Promotional Products Association (GWW) gathered for its annual general meeting. Due to complicated German taxation laws, political activity remains an important topic. The planned new statutes will not come about for the time being. Further talks with PSI are planned in this regard.

## Focussing political work on record requirements

# GWW without new statutes



The current GWW board of directors held its first annual general meeting in Wiesbaden: Ralf Uwe Schneider, Dirk Winterhoff, Elke Bobek, Ralf Hesse, managing directors Ralf Samuel and Frank Jansen (from the left).

The vote on the association's new statutes was indeed eagerly awaited at the annual general meeting in the RheinMain CongressCenter in Wiesbaden. The various sections had already met in the morning for consultations after an introduction by attorney Kai Koschorreck. The current statutes were drawn up by previous associations from the industry during the unification process to form an overall association (2015) and have seldom been subject of critique ever since.

### A focus on the sections and PSI

A reform had already been considered under the chairmanship of Steven Baumgaertner. The main reasons were the experiences with digital formats during the pandemic, which were not yet taken into account in the statutes at that time. Members also wanted to open up a discus-

sion whether the GWW board of directors always has to consist of speakers of the sections and the PSI. For example, it was argued that the sections are no longer entirely in keeping with the times because the industry needs to think more as a whole and not in terms of sections. According to one additional argument, the general meeting does not have full democratic rights if it can only vote the speakers

of the sections into the board of directors. It was explained that this is also the case in the new statutes, which was doubted by a few people. As for the vote on the new statutes, during which there were organizational shortcomings once again, the sections voted for them, while the PSI voted against them.

### Statutes without a chance

As a result, the new statutes were off the table, because not only three-quarters of the votes of the participants in the meeting were necessary, but also the approval of all sections and the PSI. However, the PSI had already made it clear in advance that it could not approve of the new statutes, because it did not see its rights as being protected. After all, it had two representatives in the board of directors for years – which was also very much to the benefit of the industry – and now not even one position is secured, as it is currently on the outside. This was clearly communicated to some members of the board of directors during talks in Düsseldorf just a few days before the

annual general meeting in Wiesbaden. The fact that it was suddenly argued at the annual general meeting that the new regulation had been formulated specifically to protect the rights of the PSI did not result in any new findings, at least in the affected industry network, and is also viewed differently by their legal advisors

### PSI and GWW again holding discussions

Quite a few members therefore found it incomprehensible that the vote on the statutes was held during the meeting in Wiesbaden at all, because the lack of support was inevitable. These members argued that disagreements could have been discussed and resolved by means of negotiations. Ultimately, the “old” framework provided a framework without any difficulties for years. Thus, what could have been done beforehand will have to be done now. Both parties – the PSI and GWW – agreed in Wiesbaden to approach each other on this issue and search for a solution. Therefore, the bottom line is that this is not an urgent problem, which puts a strain on the association's work.

### A change regarding board activity

Otherwise, there were hardly any major issues on the agenda in Wiesbaden – probably also because the new board of directors has not been in office that long. After the annual report by the chairman Frank Jansen, the economic report, and auditor's report, the board of directors and management were discharged. One change was presented: in the future, all members of the GWW board of directors will receive an expense allowance. Accordingly, 10 work hours per month and per board member are considered volunteer work. All work hours beyond this will be compensated with 70 Euros and every hour of traveling with 40 Euros. This is also a decision which is viewed critically by some members and raised questions towards the GWW during the evening already. It had been consensus for some time that the chairman is “compensated” for his extra effort. It was also decided by member vote that the trading company Giffits GmbH would not be excluded from the association (36:128). Disagreements arose because Giffits had initiated warnings to a large number of competitors for competitive reasons. Giffits would also have filed an appeal against its exclusion.

### Taxation discussion: critical remarks

Chairman Frank Jansen very critically commented the fiscal policy discussion. The following assessment in the Ministry of Finance's response to inquiries from the GWW is



The chairman Frank Jansen emphasised the importance of political work and called on members to take advantage of and expand their existing networks at the regional political level.

particularly a thorn in his side. It states: “Promotional products are generally objects of low value ...”. Even though it is subsequently delineated in the letter that promotional products are not gifts, rather a promotional measure with no value limit, this is overshadowed by the introduction for Jansen. He and the board of directors also criticise that, in the past, too much focus was placed on increasing the upper limit of 35 Euros, as an increase of the limit from 10 Euros (labelling obligations) is much more urgent. Frank Dangmann strongly contradicted this and

argued that there are enough documents and minutes of meetings, in which precisely this was high on the list of demands. This is supported by our information from the Berlin “grapevine” that there are definitely considerations to increase this limit to 15 Euros in the autumn or early winter already. After all, inflation cannot be overlooked.

### Additional plans

Jansen emphasised that they want to make every effort in the coming weeks to clarify this issue once again and to push for an increase as soon as possible. To support the political activity, they also wish to intensively initiate contacts with universities to integrate promotional products as advertising tools into teaching subjects. They also wish to increase contacts with associations abroad. As announced at the meeting, Ralf Uwe Schneider also attended the international GXN conference of Michael Freter in Barcelona and they also wish to participate in the EAC initiative of European associations.

### Three trade shows in the spring

The GWW also announced that the Spring Trend Show (Frühjahrsrend) will take place on 27 February in Frankfurt. The location and time were changed after talks with other organisers in order to balance out the trade show landscape. However, Till Barth, a colleague from the WA publishing house which also organises the Haptica trade show, disputed that talks took place on this. No agreement was reached with the PSI in this regard either. However, it is certain now that three trade shows, which can be reached in just over a one-hour train ride, will take place within only two and a half months. <



A successful new beginning: the NRW Promotional Product Show, an autumn event for industrial customers founded by S&P Werbeartikel and now established as a permanent fixture, took place on 7 September with great success, albeit in a new venue and with a new concept.

## NRW Promotional Product Show 2023

# Strong start in Essen



The venue for this world of innovative 'hapticals' was the Grugahalle in Essen, a location with a long history, and enough space for over 70 exhibitors and numerous visitors.



Show me your feet: CG Footwear promotion at every step.



Daniel Thywissen (centre) and customers in high spirits.



There were lots of interesting things for the little ones to discover.



The aisles were always well filled.



The ways of promotion also go through the nose!



Quality notes with a touch of glamour.



Brand ambassador for koziol was Uwe Thielsch.

Originally staged in Meerbusch, the headquarters of S&P, and most recently in the Rheinterrassen Düsseldorf, the venue for the Promotional Product Show North Rhine-Westphalia's versatile and exciting world of innovative 'hapticals' now shifted to the Grugahalle in Essen, a location with a long history and unmistakable character. The reason for this was S&P Werbeartikel's cooperation with two other promotional product specialists, vertriebskick GmbH from Oberhausen and Blue Chili Promotions from Mülheim a.d. Ruhr, who joined the successful concept of this event.

"For several years now, we have had a strong, trusting exchange on market developments and best-practice experiences with our new trade show partners. Together we have agreed to join forces in the future at the successful NRW Promotional Product Show in order to be more than just the sum of the individual parts for all participants," says S&P Managing Director Carsten Lenz, explaining the background to the new cooperation. In the search for a suitable location, the choice fell on the Grugahalle, as it is geographically and infrastructurally conveniently located between Oberhausen and Meerbusch, in the heart of the Ruhr region, and also now offers the logistically necessary, larger exhibition space.

More than 70 exhibitors awaited guests from the industrial customer sector at the "new edition" of the NRW Promotional Product Show. The organisers had more registrations than ever before. Daniel Thywissen, Managing Director of S&P alongside Lenz, was enthusiastic about the visitor response on the day of the show: "The rush exceeded all our expectations. At the beginning, the hall was literally stormed by customers, including many spontaneous interested parties. So far, we have also had very high quality enquiries. We are already clearly noticing that the event has gained greatly in value through this new constellation." All in all, a successful day for the new trio of organisers.

Interview with Daniel Thywissen

>>





Immediately after the show, we talked to S&P Managing Director **Daniel Thywissen** about the event's new concept and asked for a first summary.

**Essen, Grugahalle, the first: What are your spontaneous impressions so soon after the first trade show at this new location?**

After the years of permanent crisis with Corona, war and energy worries, there was a real sense of liberation at the show. Exhibitors and visitors alike were looking to the future with confidence and at the end of the show, the enquiry blocks were full of exciting projects.



**New concept, three hosts: How did the cooperation between the new partners work?**

The premiere of S&P Werbeartikel in partnership with Blue Chili and vertriebskick' can be seen as an absolute added value for all sides. Characterised by the partners' strong mutual trust, all three companies were able to benefit from the cooperation. Both knowledge transfer and pure economic efficiency are indeed the most decisive reasons for this partnership. But the bundled power towards the outside world also shows exhibitors and visitors alike how professionally each respective partner operates in the industry.

**Is it possible to draw any conclusions already?**

71 exhibitors and 508 visitors are an absolute record for this promotional product show. For the S&P, this was our 10th trade show. The next NRW Promotional Product Show will take place on 5 September 2024 (probably at the same location) – then again in cooperation with all three promotional product dealers.

**Are there points, topics and/or products that were particularly in demand among customers?**

The focus on sustainability has come to the foreground again after the crisis years. All manufacturers present positioned themselves with new product highlights in this area. Whether it was the uma aluminium bios made from drink cans, special soaps or sustainable nibbles – every stand visibly addressed the issue of sustainable and fair production of promotional products. In this respect, we were particularly pleased to welcome the FAIRTRADE label itself to the fair.

**Over 70 supplier partners: What was their feedback like?**

Not only the quantity of over 500 visitors is important to the exhibitors. All exhibitors were also visibly impressed by the quality of the enquiries. Here, all those responsible hope that the show will subsequently have positive economic effects and that all the preparation pays off. Well-known brands and global corporations have found their way to the Grugahalle in the heart of NRW. This is also a clear sign of how much the cooperation between the three dealers is appreciated by the customers.

**With Messe Essen, you also had a new large platform: How did the cooperation work here?**

The previous locations of the NRW Promotional Product Show were all professional venues. But with the cooperation at Messe Essen, we noticed a clear increase in performance. The proactive care and support was a sign from day one that we had chosen the right address. The professionalism more than does justice to the reputation of this hall, in which music legends such as the Beatles, Eric Clapton or the Scorpions have already performed. We can well imagine that this location will become the new permanent home of the NRW Promotional Product Show.

<http://werbeartikelmesse-nrw.de>

On 13 September, the 17th WerbeWiesn trade show took place in the Zenith Hall in Munich. Nine sponsoring agencies (admixx, AmedeA, dkpromotion, EIDEX, Hagemann, ipm, kicks-promotion, products & more and w+i) welcomed 128 exhibitors and 836 trade visitors and praised the 'great and successful' event.

## 17th WerbeWiesn Trade Show

# Haptic Advertising with an Oktoberfest Flair

The WerbeWiesn Trade Show, held in the Zenith Hall in Munich, is an Oktoberfest-inspired

event for the promotional product industry. Its one-of-a-kind ambience led to a great turnout with numerous registrations – from both exhibitors and visitors alike. In the 5,000 m<sup>2</sup> hall, 128 exhibitors presented their products to 836 trade visitors, including multiple major and popular brand manufacturers in the industry. The quality and keen interest of the visitors was particularly praised. An initial survey showed that supplier partners were able to generate approximately 35 specific enquiries per employee at their stand on average during the eight-hour-long trade show. The event organiser initially concluded that the producer with the most enquiries was a producer with three representatives at their stand, which received almost 150 leads (contact with an interested prospective client). According to the nine sponsoring agencies, when all exhibitors were taken into account, around 15,000 enquiries in total were received with 5,831 scanned customer contacts, which does not include the requests submitted on paper that still have to be digitalised.

### Traditional tapping of the beer keg

The WerbeWiesn would not be an Oktoberfest-inspired event if Bavarian culinary delights and jovial atmosphere did not play a major role. Two special stands offered deli-



cious Bavarian food and beverages. Everyone enjoyed the great food and drinks in the relaxed atmosphere in front of the half-open Alpine Hut food & drinks bar. At precisely noon, Thomas Gottschall, the Managing Director of EIDEX GmbH and 'inventor' of the WerbeWiesn trade show, sounded the bell in proper Oktoberfest style for the festive part of the event: the tapping of the beer keg.

### BobAwards for PSI members

PSI members dominated the award ceremony for the traditional Best of Bestsellers Awards. For example, Troika won an award in the Giveaway category for its pencil called 'Construction Endless'. Kaldenbach was honoured for its 'camarc ecoCharger' product in the Medium Range category. The Reeves Amlino lamp from Reflects was successful in the VIP Gifts category.

Munich's Zenith Hall resembled an Oktoberfest tent with the character of an alpine hut.

[www.eidex.de](http://www.eidex.de)



It celebrated its premiere at PSI 2023: the Ladies' Lunch. PSI's intention: to offer women in the promotional products industry a forum to network even more. At this point, we introduce female personalities who set an example with their commitment in their company. We started with Silke Eckstein, Managing Director of SND PorzellanManufaktur. In this issue, Marion Quast, Head of Corporate Business at Victorinox, and Sarina Förster, Head of Marketing and Communication at elasto, have the floor. They comment on equality, responsibility, work-life balance and flexible working models.

**Sarina Förster, Marion Quast on Day-to-Day Leadership**

# Capability is Not Down to Gender

**A**t PSI 2023, for the first time, Ladies' Lunch was held, in order to consolidate and connect women in the promotional products industry in particular. What was your impression?

**MARION QUAST:** I was thrilled to get the invitation. Traditionally, the promotional products sector is a business with a rather low proportion of women in leadership roles and so it makes sense to connect and share experiences. The PSI team, with Petra Lassahn and her – predominantly female – team is ideal for building up a network. So the Ladies' Lunch was a good first opportunity to meet women who have a similar area of responsibility, similar interests.

**How did you arrive at the role you work in today?**

**MARION QUAST:** My current role and span of control is very similar to my role at my previous employer. Con-



Marion Quast



Sarina Förster

cerning my success factors in earning the management role, I can name the following. Firstly: a broad commercial background in a major company in the areas of sales, marketing and corporate strategy. Secondly: communication skills and team capability. Thirdly: regular participation in training measures.

**SARINA FÖRSTER:** elasto has long been my favoured employer, since there are many fascinating aspects surrounding the company when it comes to communication. From the proprietary Made in Germany production through climate positivity to sponsoring and the impressive product diversity – there are so many exciting things to tell people about. Being responsible for and co-ordinating the communication measures for this is simply fun.

**What's the biggest challenge in your job?**

**MARION QUAST:** Aligning our customers' interests with the interests of the company, aiming for a win-win situation. One example would be making the continued development of the digital infrastructure at Victorinox accessible and utilisable for the promotional products industry as well.

**SARINA FÖRSTER:** The biggest challenge is co-ordinating all online and offline communication measures effectively. These run alongside product launches and sales

activities, in order ideally to achieve the greatest possible sales success.

**There are still not many women in management roles in the promotional products sector. What's behind that, in your view?**

**MARION QUAST:** Essentially, the promotional products industry consists of small and medium-sized companies that are able to react to customers' desires flexibly and individually. Traditionally, these tend to be led by men rather than by women – with the possible exception of married couples when they're involved in the business. In big companies, the message has got through that diverse, mixed teams are more successful. Women are quite naturally a part of that.

**SARINA FÖRSTER:** I believe that applies for women in management roles in all sectors, not only in the promotional products sector. Often, compatibility with family intentions and career turns out to be a challenge, and it is difficult, for example, to reconcile career and children. On that point, I'm very grateful that it's possible at elasto. However, it is also vital that policymakers create incentives, for example via improved childcare facilities, in order to alleviate this situation.

**Let's talk about the new way of working: digital and remote, job sharing, mentoring and work-life balance.**

**SARINA FÖRSTER:** "That is very much dependent on the role at hand – a detailed explanation on all aspects would probably fill up multiple pages. For colleagues in production, working at home is virtually impossible but other incentives could be created there instead, such as attractive rates of pay and appreciation in the workplace. Personally, I value direct dialogue with my colleagues in the office, but for certain activities such as writing texts or similar it is advantageous to be able to give your full concentration to the task while working at home. In my opinion, job sharing can work well when there is a high sense of responsibility, along with clear structures and a team mentality."

**MARION QUAST:** A healthy work-life balance is important, so that employees are able to perform at their best every day. To that end, there are also special offerings at Victorinox, like yoga during the midday break or Lunch & Learns, so interesting courses on work topics or culture.

>>





From your experience: are there certain instances or skills in business life where women are superior to men or which women find harder than men?

**MARION QUAST:** Empathy and good communication skills are more attributed to women. Ultimately, though, it's a matter of personality, in my view.

**SARINA FÖRSTER:** I see less of a clear gender divide here than, rather, individual character as the crucial factor. It may happen that women are quicker to doubt their capabilities or men are less capable of multitasking – but I wouldn't generalise.

What would you say are the most important capabilities required in your job?

**MARION QUAST:** Developing visions, leadership qualities, being able to listen to customers and employees and drawing the necessary conclusions from that.

**SARINA FÖRSTER:** Efficiency, multitasking or task switching, empathy and punctuality.

What is the best professional advice you've ever been given?

**SARINA FÖRSTER:** Watch the "pecking order": employees should express their views openly and be assertive about them. Nevertheless, the ultimate decision lies with the

manager, since they are responsible for them and the team. A shout out to my former boss/role model Felizia.

**MARION QUAST:** Being patient and waiting out the moment is sometimes more important than swift, active dealing – that was the advice of my boss, who I remember fondly.

What was the most recent thing you learned?

**MARION QUAST:** Details about the different composition of the steel used in Victorinox knife production.

**SARINA FÖRSTER:** The way the new elasto multicolour screen printing machine works, which is capable of printing on more than 2,000 bottles per hour. Really impressive.

What motivates you daily?

**SARINA FÖRSTER:** Being better than the day before and so hopefully a role model for my son.

**MARION QUAST:** Every day, I look forward to hearing about the very different needs of our European customers – it is absolutely wonderful to see the opportunities that open up as a result.



9–11  
JAN  
24

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

Exhibition Centre Düsseldorf

Who's driving  
business in  
2024 and  
staying on top  
of the market.

The industry  
meet-up.

Save the  
date.

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

The leading European trade show for  
the promotional products industry

PSI

Built by  
RX  
In the business of  
building businesses



The themes of these product groups are closely intertwined with each other and have a significant influence on **our daily lives**. The right promotional products open up a wide range of possibilities.



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

**Effective ice remover**

Those who own a car have to think about many things, but somehow one tool is always missing. The ice scraper from Shubo can be a driver's best friend in the winter, as it offers a very practical brush along with the ice scraper head. Its bamboo handle already makes it a prominent member of the environmentally friendly Go Green product collection from the Anda Present Group, which is also demonstrated by its head made of recycled ABS and bearing a recycling logo. Even thick ice can be removed with the scraper, as can the rest using the side of the brush. The Shubo handle can be refined by pad printing and engraving techniques.



**Ergonomic comfort**

Whether it is a long flight, road trip or train ride, traveling can be very tiring, in particular for our neck. However, with the TravelFix® travel pillow from Sandini this problem is a thing of the past. The innovative travel pillow was developed to provide ergonomic support and simultaneously the highest level of comfort. The unique support function guarantees that the neck and head remain in a comfortable position even during many hours of travel. The premium product with patented Outlast® fabric technology ensures temperature balance and heat regulation on the go and also offers a large advertising space for a logo.



PSI 49768 • Sandini GmbH  
Tel +49 7307 5074310 • office@sandini.de  
www.sandini.de





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



### One wears cross

The trendy bags are carried across the back or waist using the removable and adjustable shoulder strap with a lockable clip and are ideal companions on bike tours or while strolling or shopping. The practical Crossbody Bag from the Business Bags series is made of durable polyester. It has a large main compartment with plenty of space for this and that, two slip pockets and pen holders for everything that you need on the go. The anthracite and black promotional product, which also has a loop for attaching it to a trolley, is rounded off by an additional secret compartment close to the body.

### Multifunctional bandana

Ted Gifted offers high-quality tubular bandanas and snoods with very fast production processes in Europe. This multifunctional product with customised all-over printing is a bestseller during the current autumn and winter season. It offers an additional layer of warmth for the neck, face and head during outdoor activities or while cycling. An additional reflective band provides for a new level of safety on autumn or winter evenings. Thanks to its universal size, it is suitable for people of any age. The product is made in Poland. A standard production duration of 48 hours is possible at any time. We guarantee the use of certified materials in European quality with full colour printing at attractive prices.

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



### Visible heroes

Traffic safety is ensured, above all, by the visibility of road users. mbw® offers a wide range of functional quality products, which increase the visibility of road users. The small reflex animals such as elephants, dogs or bears are popular as are the products from the RexflexMonsta series, which can be easily attached to backpacks, school bags or buggies thanks to a practical cord. They are indispensable for everyone who is on the go as well as for businesses, as individual promotional messages in the form of a slogan or company name can be applied directly to the article or on a little advertising flag. In addition, mbw® also has reflective tapes, warning vests and reflectors in its range of products that make life more colourful, happier and safer.



PSI 42020 • MBW Vertriebsges. mbH  
Tel +49 4606 9402-0 • info@mbw.sh  
www.mbw.sh

## SONDERAKTION aloga®

**KFZ-SCEINHÜLLEN AB LAGER  
5-10 TAGE LIEFERZEIT MIT DEKORATION**



- Kfz-Sceinhüllen in PU-Lederimitation schwarz
- diverse Modelle in TOP Qualität
- ab Lager, sofort verfügbar
- Blindprägung, Foliendruck oder Folientiefenprägung
- NEU auch in Lederimitat mit RPET Anteil**



▶ ▶ ▶ **ODER INDIVIDUELL GESTALTET  
NACH KUNDENWUNSCH**

## MAKE IT YOURS

Individuell gestaltbare Kleinlederwaren in hochwertiger PU-Lederimitation.  
by aloga®



- über 40 Farben in unterschiedlichen Oberflächen
- individuelle Nahtfarbe
- freie Gestaltung, Materialmix
- Lieferzeit circa 4-6 Wochen
- Blindprägung, Foliendruck, Folientiefenprägung, Digitaldruck



**NEU auch in Lederimitat mit RPET Anteil**

**aloga gmbh**  
Wasserturmstraße 32 a - 66954 Pirmasens  
Telefon 06331-2190084  
aloga@aloga-europe.de - www.makeityours.me





PSI 45590 • aloga gmbh  
Tel +49 6331-2190084  
aloga@aloga-europe.de  
www.aloga-europe.de



## Sustainable, durable and high quality

The holder for motor vehicle registration certificates from Aloga called STARTER combines proven quality with functional minimalistic design, excellent workmanship and a high-quality material that is partially made of RPET as a response to the demands of our time. Minimising the use of materials and not using individual components is what the idea of sustainability and reducing carbon dioxide are all about. The holder features a minimalistic, understated and contemporary design, although the functionality and high quality remain a given. The holder can be used sustainably because the materials are durable and the holder is reusable. Different versions of the STARTER holder for car registration certificates are available: the classic imitation leather version LUGANO with a soft nappa leather character or PORTO, which is partially made of RPET, features high-quality imitation leather and has a matt finish. The registration certificate holder can be finished with blind or foil embossing, which makes it a visual and haptic eye-catcher. With STARTER, customers get a sustainable, durable and high-quality product. As a special promotion, aloga offers delivery within 5-10 days.

## Effective weather protection

The various Fare® Skylight umbrella models are ideal companions during the dark time of year. An integrated LED light at the upper end of the pole automatically switches on when the umbrella is opened. This way the umbrellas provide for better orientation at dusk and light up uneven paths, puddles and dog droppings. The light can even help during your search for the house key in your handbag. In addition, other road users can see the user better. In addition to the lighting, Fare® Skylight family impresses with its flexible fibreglass rails and high-quality windproof system, which can also withstand stronger gusts of wind. Thanks to the lighting, the printing on the wedges can generate special effects. Thus, the umbrella is a real eye-catcher from the outside. This innovative promotional product is the ideal messenger for future-oriented companies, whether they are active in branches dealing with light and safety, or companies that want to "bring light into the darkness" or have a bright idea.



PSI 43144  
Fare – Guenther Fassbender GmbH  
Tel +49 2191 60915-0 • info@fare.de  
www.fare.de



PSI 41462 • Spranz GmbH  
Tel +49 261 98488-0 • info@spranz.de  
www.spranz.de



## Illuminating companion

The Metmaxx® ISportPowerFrontLight and Metmaxx® ISportPowerBackLight are two products from Spranz and a must for every cyclist: the professional front and back light for bicycles and scooters are approved in accordance with the German Road Safety Act. The front light shines with powerful 80 lumens and the large 2600 mAh battery is rechargeable. The practical handlebar attachment or seat post attachment for the back light, which has a 200 mAh battery, a micro-USB charging socket and a cable in a robust IPX5 ABS plastic case are supplied with the product, which is packaged in a designer box. The power light shines for four to almost five hours and a charging cycle is complete after around three to four hours. The packaging unit is 50 pieces.

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



## First aid for on the go

A reliable companion that can provide first aid in an emergency is indispensable when traveling. The First Aid Kit from Römer Wellness is perfectly suitable in this regard as a practical and light-weight promotional product for on the go. The set with German branded goods contains a sterile bandage cloth, a fixation bandage, a plaster, as well as an emergency bandage, one gauze bandage, bandage spool without a ring and small scissors, along with two vinyl gloves, safety pints and alcohol swabs. The set is essential for first aid and ideal for on the go thanks to the compact packaging. Promotional printing on the box makes this product a useful giveaway. The First Aid Kit is available with a case in red, grey or blue and with a standard printed "first aid" motif on one side. The other side can be refined with a 1c screen-printed logo on request.





PSI Journal 11/2023

www.psi-network.de

PSI 45899  
micx-media in concept gmbh & co. kg  
Tel +49 5205 99-100 • info@micx.media  
www.micx.media

## Practical additional lighting

To go along with the dark time of year, micx media offers a versatile gadget for cyclists: the new splash-proof Power Bike Holder, which serves as a practical additional light on bicycles. The product does not replace the bicycle light, but produces 400 lumens, provides three adjustable lighting modes and keeps the smartphone securely in its place during the ride. Since most of the functions such as navigation or Bluetooth® require a lot of battery, a power bank is practically integrated into this smart promotional product. The Power Bike Holder also has an electric horn with five adjustable signal tones, which can be activated at the push of a button. It is the perfect tool for your next bicycle tour with your family or friends. It also comes with a space on the front for effective advertising messages via 1C printing.

## For your favourite cyclist

The Troika Bike Multitool is characterised by its cool design and 18 tools and functions to specially match the bicycle. These include screwdrivers with hexagons and cross-slots, hexalobular and hexagon sockets, spoke tools, open-end wrenches and other practical tools. Another practical feature is the perforated metal plate for attaching to a key chain. It is made of stainless steel, shiny, and particularly trendy thanks to the iridescent rainbow surface.



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



www.psi-network.de

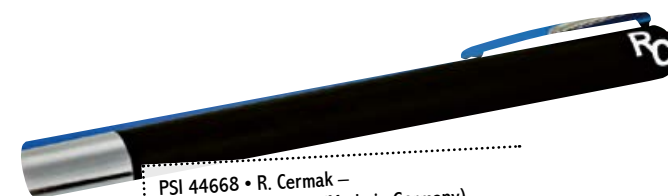
PSI Journal 11/2023



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

## A pleasant atmosphere

Invame is a new brand for car fragrances. Due to their the current trendiness and popularity, DreamPen – Invame's car fragrance maker – has expanded its production: scented sticks are new in the product portfolio and available now. Invame is harmoniously integrating this new elegant product with the existing line of products.



PSI 44668 • R. Cermak –  
Mini-Taschenlampen (Made in Germany)  
Tel +49 7231 106105 • info@penlights.de  
www.penlights.de

## Shining messenger

The pocket lamp from Richard Cermak's range of products is very small and can even fit into a trouser pocket. Nevertheless, it has an extremely bright, focussed light. Made in Germany, the Spotlight functions as a high-quality diagnostic light. In addition to the extremely bright luminosity, the features of the light are its focussed lens for bundled light and the use of innovative chip technology. The elegantly finished product has a pressure switch with an integrated steel ball and can be designed in an eye-catching manner.

CONDOM MESSAGE .com

**PROMOTIONAL  
CUSTOMIZED  
PERSONALIZED  
CONDOMS**

**THE BEST WAY  
TO PROMOTE  
YOUR BUSINESS**

9-11 January 2024  
Messegelände Düsseldorf



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



## Foldable box organiser

The foldable box organiser from Global Innovations Germany is designed to be used in the car and offers comfortable storage space for everyday and for travelling. The grey colour is timeless. The label can be customised and a logo can be printed on the box to round off its individual character. The folding function enables space-saving practical storage in the car and the advertising message presented on this durable and practical promotional product can be subtly highlighted by means of high-quality finishing. The minimum order quantity is 500.



PSI 49482 • i4 d.o.o.  
Tel +386 40 436480  
grega@inventedfor.com  
www.inventedfor.com



## Ecologically sustainable multi-tool

The ReScrapper is a patented, multifunctional car tool from i4, which is made of plastic recovered from the sea. The tool can be used to scrape ice, shovel snow and check the tyre tread. The ReScrapper also functions as a funnel to pour out liquids if needed. Thanks to its light weight and foldable design, the product can be stored almost everywhere. Its unique feature of sliding effortlessly into envelopes, magazines or insurance folders makes the ReScrapper an ideal promotional gift for a broad target group. Its material is obtained and recycled in a responsible manner from the renowned Swiss company #tide and is a proud testament of its commitment to the environment. Due to the local production in Slovenia, the manufacturer i4 is able to offer custom plastic colours for relatively small orders.



PSI 43999 • Adoma GmbH  
Tel +49 7522 9716-37 • pm@adoma.de  
www.adoma.de

## Tool box and bottle in one

It is light, flexible and extra break-resistant: the toolbox from Adoma, designed in the shape of a bicycle bottle. It is equipped with a closed lid and fits into every EU standard bicycle bottle holder. The practical product offers plenty of space for tools and wrenches as well as a small towel and much more – all practically packaged and stored directly on the bicycle. And when you don't want to put tools in the tool box, it can also be used as a drinking bottle. Thanks to the large opening, it can be very thoroughly cleaned. A matching designer bicycle bottle holder is available upon request.



## Relaxing bicycle tour

Bag expert Halfar® offers cyclists the new bicycle bag series Cycle for transporting anything from shopping bags to bathing towels. With three different types of bags, it literally equips every bike from front to back. The series includes a handlebar bag, a frame bag and a bicycle bag for the luggage rack. The Cycle bags are splash-proof, have welded seams and roll closures or water-repellent zippers that can also withstand any weather. The bicycle bag with plenty of storage space for the luggage rack can be safely fastened in just a few steps with the KLICKfix® mounting system. The handlebar bag is for everyone wishing to take along light luggage, such as a rain cape, wallet or a snack. It can be attached to any handlebar using a webbing system. The frame bag becomes a control centre for navigation or music while cycling: the mobile phone display can be operated directly through the transparent foil in the compartment on top. It also can be used to store small items such as keys or sunglasses. The transport support trio from the Cycle series can be individually finished as a prize or mobile advertising messenger.



PSI 45666 • Halfar System GmbH  
Tel +49 521 98244-0 • info@halfar.com  
www.halfar.com

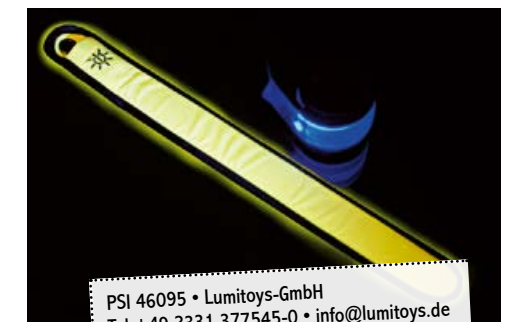




PSI 49729 • Condedi GmbH  
Tel +49 2942 2160 • info@condedi.de  
www.condedi.de

## Safe promotional messengers

The Stop & Go multifunctional tool from Condedi can help when your bicycle breaks down: the all-round tool is ready for use with just a few movements of the hand. The 16-part multifunctional tool is not only designed for smaller repairs of bicycles, but can be used for other purposes as well. It has Phillips and slotted screwdrivers, three sockets in sizes 8, 9 and 10, an adapter for the sockets, six Allen wrenches in sizes 2 and 2.5 as well as 3, 4, 5 and 6 and a spoke wrench. The tool, which can be refined by printing, is delivered in a black gift box. The Happy Pen is also a compact high-quality advertising bit pen. The aluminium multi-tool has eight bits, is also packaged in a black gift and can be refined by printing or engraving. And the Bike, a metal card that can be used as a multi-tool, is also sure to win over many fans. It is a handy card-shaped helper with various functions, beautifully packaged in a black cover. The products and packaging can of course also be refined. The products are stable and rust-proof and impress with their elegant and harmonious design. They are in stock and can be delivered in smaller quantities.



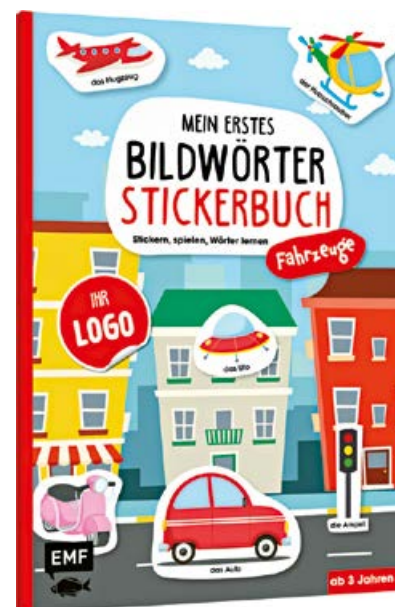
PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 377545-0 • info@lumitoys.de  
www.lumitoys.de

## Strong advertising eye-catchers

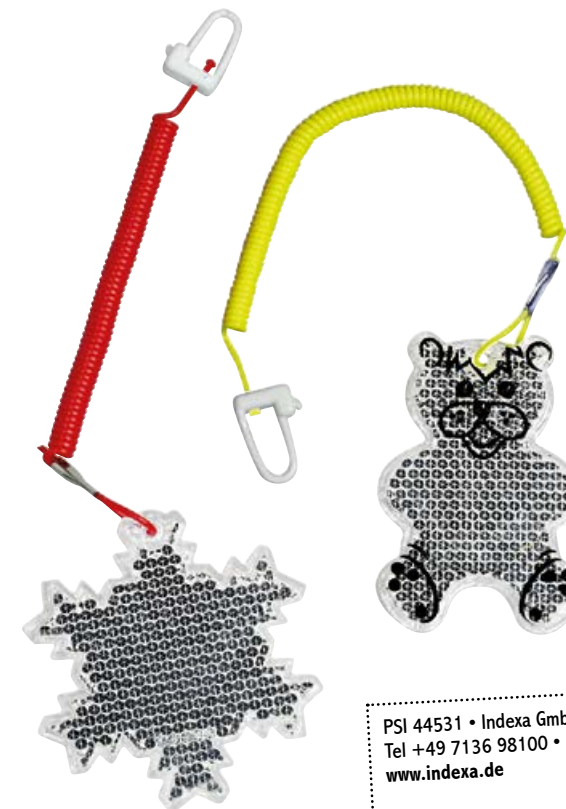
For everyone traveling in traffic in particular in the dark, light specialist Lumitoys offers a large range of products, including safety lights for children, athletes and pedestrians as pendants, clips or bracelets as well as lighting extras for bicycles such as bike lights and spoke lights or breakdown lights for cars. It is also perfect for making your four-legged companions visible. Thanks to items such as glowing collars or pendants, they are safe when on the go. Besides the LEDs, many products also have a reflecting surface as an additional safety plus. Regardless where and for what purpose, they can be quickly, easily and practically attached, for example using Velcro, magnets or clippers. Many of the promotional products are also equipped with a battery and can be charged by USB, so that it is not necessary to change the battery. Custom-made editions and individual printing are possible for all items.

## Sticker fun with vehicles

Whether it is a construction site, farm, country road or big city, there are different vehicles to be discovered at all these places. The diverse background pages in this book, published by Edition Michael Fischer, can be brought to life by children aged three and over with colourful stickers. This promotes their fine motor skills and coordination, while they also learn new words in an easy and playful way. The EMF Publishing House, Edition Michael Fischer, adapts the number of pages, format, content and design to the customer's ideas and wishes. A logo can be placed on the cover and the corporate design of the advertising company will of course also be taken into account. The EMF Publishing House creates custom-made books with an all-inclusive guarantee from the concept to delivery.



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



PSI 44531 • Indexa GmbH  
Tel +49 7136 98100 • info@indexa.de  
www.indexa.de

## Companion for schoolchildren

RX01 – the neat hanging reflectors from the promotional products specialist Indexa – provide for safety in road traffic. Equipped with a reflector, a pedestrian can be clearly seen by a driver from a distance of 150 meters, but without a reflector only from a distance of around 30 meters. The reflectors can be attached to a school bag to safely accompany children on the way to school. Two different motives are available: a bear or snowflake. Both reflectors can be individually printed on request. The products are made in Germany.



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



## Stylish and safe

The articles from the Genuine Recycled Safeguard Line from Result Clothing are made of a special fabric consisting of recycled plastic. Result® Safe-Guard stands for the production of ecologically sustainable and ethically responsible safety clothing, whose production causes less emissions and uses less energy and water than traditional threads. The padded, recycled safety jacket R500X, available in sizes S to 4XL and in high-visibility orange, high-visibility yellow and navy blue, consists of the 100 per cent recycled polyester Ribstop with a TPU membrane. The jacket is certified according to EN ISO 20471:2013+A1:2016 Class 2. Among the additional features are a full-length YKK zipper in the front, with a chin guard and removable zipper pull, a lined, attached hood, an interior pocket, side zipper pockets, elastic bound cuffs, a seam and hood. The jacket has an extended back, is PFOA-free, printable and recyclable at the end of its life.



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

## Favourite place for two-wheelers

Equipping bicycle parking spaces at your business, shop or at home with foot mats from emco Building Technologies protects the ground and in particular people's beloved bicycles. Company logos, image marks or slogans can be custom-printed on the logo mats. Dirt and grime on the mat can be easily removed by cleaning in the wash machine. Other benefits of the mats made in Germany are the printing with bright consistent colours, the realisation of individual dimensions and special shapes as well as the use of ecologically sustainable, regenerated Econyl® threads. Ideas can also be implemented on short notice. Available in quantities of one or more.

PSI 42706  
Kalfany Süße Werbung GmbH & Co KG  
Tel +49 7643 801-0 • info@ksw24.com  
www.ksw24.com



## Refreshing and delicious

Practical, ecologically sustainable and full of goodies, this can from Kalfany Süße Werbung (Sweet Advertising) will be a promotional highlight. This kraft paper container has a compostable plastic lid and can be personalised using the advertising label, which runs all around. To open it, the original closure is simply pressed under the sliding re-sealable lid. A large selection of filling options are also available to customers: in addition to Cool Ice sugar-free peppermint pastilles, XS-Bear Company fruit candies and sugar-free chewing gum or peppermint pastilles, the can also can be filled with stevia peppermint pastilles as well as Pulmoll pastilles. Mulled wine candies with filling are now available for Christmas too. This ecologically sustainable paper advertising can with a long-term promotional effect is only available from Kalfany Süße Werbung – the IFS-certified manufacturer of “sweet advertisements”.



PSI 48301 • Vasad (By SL Bags)  
Tel +31 6 42239818 • info@slbags.com  
www.vasad.eu • www.slbags.com



## Guaranteed to keep you dry

If you are looking for a waterproof bicycle bag for your daily commute to work or school, you will find it at Vasad: the large, robust bicycle bag is the perfect transport helper. Thanks to the taped seams and practical roll-top closure, your luggage will always stay dry. The bag is easily attached to the luggage rack. The bag can be carried comfortably over the shoulder with the removable shoulder strap. The large opening allows for quick access to books, clothing and much more. A laptop or tablet also securely fits into the padded case, which comes with an extra zippered compartment. The large reflective prints make cyclists very visible, in particular at night.



## High-quality care products

Hepp offers particularly modern products for cleaning and maintenance of cars and bicycles, which are also perfectly suitable for custom-made advertising: the range of products includes environmentally friendly towels made of natural materials such as high-quality window car leather. Individually printed according to customer requirements, the cleaning products can be delivered in quantities of 120 or more. Environmentally friendly natural packaging can also be ordered in diverse individual layouts. If you have any questions about other interesting products made from natural materials, Hepp is your competent point of contact for questions regarding additional interesting products made of natural materials.



PSI 40800 • Heinz Hepp GmbH  
Tel +49 6321 35703  
heinz.hepp@t-online.de  
www.heinz-hepp.de

## Protection in the dark

More and more people are on the road with bicycles, buggies, wheelchairs and walkers as well as with public transport. Particularly during the cold and dark time of year, they risk being overseen by other road users. However, the use of the high-quality reflective products such as click bands, jogging bands, tags and stickers, available from reflAktive and all made in Germany, will increase your likelihood of being seen many times over. This sales argument is impressively demonstrated by a video of the Austrian Automobile, Motorcycle and Touring Club.



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



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

## On the safe side

With the helmet brush from Frank Bürsten (Frank Brushes), advertising companies can play it safe and at the same time help give their target group a clean appearance. The colourful and eye-catching promotional product in the shape of a construction and safety helmet ensures clean clothes and combines practicality with an original look thanks to its clothes brush with synthetic bristles. With the combination of a brush and helmet, the user associates positive characteristics such as safety and reliability with the advertising company as well. The helmet brush is available in white, black, yellow, orange, red and blue. Frank Bürsten offers a gift box for the helmet brushes to perfectly round off a professional appearance. On request, the helmet and present box can be refined with individual advertising messages or logos.



## Unmistakable hang-on products

Visibility in traffic is a top priority. Therefore an advertising logo should be an unmistakable part of an eye-catching promotional product. The individually printed key rings and ribbons from happyRoss, with reflective seams or reflective screen-printing, are definitely a good choice in this regard. They provide for more safety in the dark. The larger the printing surface, the better the effect. The yarn for the hang-on products is dyed according to the customer's desired Pantone colour. Even neon colours are possible. There is a wide range of different accessories to choose from.

PSI 44954 • happyROSS GmbH  
Tel +49 4532 28050 • info@happyross.de  
www.happyross.de

## Perfect branding

With the beginning of the autumn season and decreased visibility due to fog and early darkness, it is again particularly important to be seen outside in order to prevent accidents. Klam offers high-quality and durable work clothing and accessories, which are finished in first-class quality according to customer requirements with matching and robust bright yarns from Germany. This not only increases work safety, but also enables skilful brand presentations. The experienced Klam design and service team is available for advice free of charge and looks forward to creating ideal solutions together with customers.



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



What kind of concept is necessary for reusability at a major event? OMR and koziol tested it together at the last OMR Festival in Hamburg and equipped the food halls completely with reusable tableware and cutlery. More than 90,000 individual items were used. Uwe Thielsch and Dominique Breuer provide an insight into the project.

### Successful cooperation of OMR and koziol

# Reusable format also ideal for large events



At the highly publicised OMR Festival in Hamburg, the implementation was tested with reusable products for crockery and cutlery.

**W**hat sparked off the Cooperation Reusable@OMR23?  
DOMINIQUE BREUER: We are aware that an event on the scale of the OMR Festival is not sustainable. But we have set ourselves the goal of taking measures now and in the future to make it more so. Switching from disposable materials to environmentally friendly reusable al-

ternatives in our food halls is one way. This may sound banal at first to many people outside the event industry. But for an event with 70,000 participants, this kind of undertaking presents both us as organisers and reusable service providers with major challenges in the areas of logistics and dishwashing. Nevertheless, we decided to implement a pilot project at the OMR Festival 2023 to test the use of reusa-



ble products for crockery and cutlery. For this, two things were needed in essence: a strong product and a competent partner for the logistical implementation. Through our market research, we finally came across the reusable tableware from koziol, who have already established themselves with their products in this area.

#### Which factor caused koziol to take part in this pilot project?

UWE THIELSCH: Festivals and reusable packaging have not gone together in the past. Too complicated, too expensive, nobody wants it – that's how many organisers waved it off. But the legal framework is changing and visitors are now taking a closer look. Against this background, it was very attractive for us to participate in this lighthouse project and prove that reusable packaging is feasible – with the right partners.

**Waste is one of the hottest fields of action at major events when it comes to higher sustainability. What made the search for suitable partners for products and implementation so difficult?**



Dominique Breuer (l.) and Uwe Thielsch give an insight into the cooperation between OMR and koziol.



DOMINIQUE BREUER: First of all, reusable food products have to meet the requirements of a large event. In concrete terms, this means that they should be stackable and available in large quantities, i.e. several thousand pieces. In addition, we want to offer our visitors a reusable product that appeals to them visually and haptically and does not have any disadvantages compared to conventional tableware. All this is easier said than done: To be honest, there weren't many products we found appealing, especially in their handling. All this does not make the search for a strong product partner easy. In the end, however, we were able to find a variety of products at koziol that suited us and were produced sustainably. For our implementation partner, Mehrwegkonzepte, the search was similarly challenging. There, it was important for us to find a partner who, above all, has specific expertise and experience in the area of reusable packaging at events.

Thanks to sustainable development, there are already many companies trying to expand into reusable goods, but experience in the field of large events is still rare, partly due to the Corona pandemic. reusable concepts has an impressive know-how in logistics and dishwashing at events and can access a strong partner network throughout Germany.

#### Which products did you use? Which criteria were decisive?

UWE THIELSCH: A variety of bowls, plates and reusable cutlery were used. The criteria for this kind of festival are obvious. Perfect functionality such as easy handling, good stackability because there is little space, robustness and good washability are important. >>



>> But of course it also has to look appetising and tasty at this kind of high-class event, which is where the sophisticated design comes in. You notice immediately that the high-quality basic materials we use not only look good, they also feel good, because koziol products always have a great feel.



There was a lot of enthusiastic feedback for the use of the reusable tableware.

**Keyword design: What role did it play in the OMR's reusable concept?**

**UWE THIELSCH:** The temptation to take something home is high with koziol products. However, reusable products thrive on participation, as the users at the OMR Festival understood, because only when the goods circulate and are used long and often do we all make the world a little bit better together. That's why all tableware remained consistently unbranded.

**What were the biggest challenges in implementing the concept?**

**DOMINIQUE BREUER:** Working together with koziol and Mehrwegkonzepte, we prepared the implementation of our reusable pilot for the OMR Festival 2023. The biggest challenge was to ensure a smooth flow of reusable products. So from their distribution at the food stands with the applicable deposit to their return by the visitors. For the planning, assumptions and forecasts can be made, but in the end it is always a kind of black box for a first-time implementation and you cannot know exactly whether everything will work as smoothly as planned. Even if we have taken as many eventualities into account as possible, practice always manages to come up with surprises.

**UWE THIELSCH:** In addition to the very dedicated just-in-time delivery concept, good dishwashing logistics must be guaranteed. We have very experienced partners at our side, without whom such a festival would not be possible.

**What did you learn from this experience?**

**DOMINIQUE BREUER:** You naturally always learn something new with a pilot project. Not everything runs smoothly and there are occasional snags in the implementation. But our visitors didn't notice any of that. We were able to solve most of the little surprises that this pilot project had in store for us subtly, during the event. As expected, there were somewhat longer return times at peak times. Given the number of people,

we will not be able to solve these completely, but we still want to work on shortening the waiting times.

**UWE THIELSCH:** In the run-up to his kind of event, professional advanced planning is required. It starts with the combination of the meals in and on the right tableware and ends with smooth logistics on site. Easy handling and a small footprint also play a major role. Besides the right products, you also need the right partners to manage such a project. Since we had these, we were able to perfectly map out the various scenarios in Hamburg.

**What conclusion do you draw with regard to your cooperation?**

**DOMINIQUE BREUER:** Over 70,000 visitors to the OMR Festival 2023 were able to experience our reusable concept in Food Hall B6. Food and drinks were served, consumed and returned in reusable dishes. At no point was this flow interrupted, and that was our main goal.

**UWE THIELSCH:** There was only enthusiastic feedback, both from the organiser, who was pleased with the greatly reduced amount of waste, and from the users, who enjoyed eating high-quality food from the "great dishes" and were excited about the sustainability approach. We are sure that the OMR will hereby become a benchmark. If koziol is mentioned and recognised as a competent partner in the same sentence, this is more than just the beginning of a new sustainable distribution channel for our company.

**What's next: Will major events follow the OMR's reusable concept?**

**UWE THIELSCH:** Oh yes, it went straight on. At the beginning of June this year, for example, we made the Women's Champions League Final in Eindhoven virtually waste-free with our universal Move Oval serving bowl. Fair play was not only on the pitch at this finale: although no deposit was charged for the bowls in the stadium, visitors were happy to participate in the new reusable concept and returned the bowls without complaint. This is a great benchmark and further projects are already being planned. <

# Events 2023/ 2024

## RX Austria & Germany

**RX Wien GmbH**  
Messeplatz 1  
1020 Wien, Austria  
[infoAT@rxglobal.com](mailto:infoAT@rxglobal.com)

**RX Salzburg GmbH**  
Am Messezentrum 6  
5021 Salzburg, Austria  
[infoAT@rxglobal.com](mailto:infoAT@rxglobal.com)

**RX Deutschland GmbH**  
Völklinger Straße 4  
40219 Düsseldorf, Germany  
[infoDE@rxglobal.com](mailto:infoDE@rxglobal.com)

[rxglobal.com](http://rxglobal.com)

**RX** In the business of  
building businesses

<b>Bauen+Wohnen Wien</b> <sup>1</sup> Die internationale Messe für Bauen, Wohnen und Energiesparen	<b>10.11. – 12.11.2023</b> Messe Wien <a href="http://bauenwohnenwien.at">bauenwohnenwien.at</a>
<b>Alles für den Gast</b> Internationale Fachmesse für die gesamte Gastronomie und Hotellerie	<b>11.11. – 15.11.2023</b> Messezentrum Salzburg <a href="http://gastmesse.at">gastmesse.at</a>
<b>PSI</b> Die europäische Leitmesse der Werbearbeitwirtschaft	<b>09.01. – 11.01.2024</b> Messegelände Düsseldorf <a href="http://psi-messe.com">psi-messe.com</a>
<b>Bauen+Wohnen Salzburg</b> <sup>1</sup> Internationale Messe für Bauen, Wohnen und Energiesparen	<b>08.02. – 11.02.2024</b> Messezentrum Salzburg <a href="http://bauen-wohnen.co.at">bauen-wohnen.co.at</a>
<b>Die Hohe Jagd und Fischerei</b> <sup>1</sup> Internationale Messe für Jagd, Fischerei, Abenteuer, Natur & Reisen	<b>22.02. – 25.02.2024</b> Messezentrum Salzburg <a href="http://hohejagd.at">hohejagd.at</a> <i>zeitgleich mit der Absolut Allrad</i>
<b>absolut allrad</b> <sup>1</sup> Sonderschau von Allrad- und Geländefahrzeugen	<b>22.02. – 25.02.2024</b> Messezentrum Salzburg <a href="http://absolut-allrad.at">absolut-allrad.at</a> <i>zeitgleich mit der Hohe Jagd</i>
<b>Wohnen &amp; Interieur</b> <sup>1</sup> Österreichs größte Messe für Wohntrends, Möbel, Garten & Design	<b>13.03. – 17.03.2024</b> Messe Wien <a href="http://wohnen-interieur.at">wohnen-interieur.at</a> <i>zeitgleich mit Ferien Messe Wien</i>
<b>Ferien Messe Wien</b> <sup>1</sup> Die internationale Messe für Urlaub, Reisen und Freizeit	<b>14.03. – 17.03.2024</b> Messe Wien <a href="http://ferien-messe.at">ferien-messe.at</a> <i>zeitgleich mit Wohnen &amp; Interieur</i>
<b>Wiener Immobilien Messe</b> <sup>1</sup> Der Marktplatz für Wohnimmobilien	<b>16.03. – 17.03.2024</b> Messe Wien <a href="http://immobilien-messe.at">immobilien-messe.at</a> <i>zeitgleich mit Wohnen &amp; Interieur und Ferien Messe Wien</i>
<b>FIBO</b> <sup>1</sup> International Leitmesse für Fitness, Wellness und Gesundheit	<b>11.04. – 14.04.2024</b> Messegelände Köln <a href="http://fibo.com">fibo.com</a>
<b>INTERTOOL</b> Internationale Fachmesse für Fertigungstechnik	<b>23.04. – 26.04.2024</b> Messe Wels <a href="http://intertool.at">intertool.at</a>
<b>SCHWEISSEN</b> Österreichs Fachmesse für Füge-, Trenn- und Beschichtungstechnik	<b>23.04. – 26.04.2024</b> Messe Wels <a href="http://schweissen.at">schweissen.at</a>

Alle Events 2024: [www.rxglobal.com](http://www.rxglobal.com)

<sup>1</sup> Publikumsoffene Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.





## Christmas symbols as ambassadors

The absolute Christmas symbol, the "jingle bells" from the well-known Christmas song, is the centrepiece of the Bell biscuit-cutter with recipe booklet, the latest promotional product from the emotion factory in the Black Forest. The **biscuit-cutter and its recipe booklet** – both in the shape of a bell – are made in Germany and promise festive joy and moments of pleasure. The recipe booklet contains four heavenly baking recipes that not only pamper the palate but also the soul – from fragrant cinnamon biscuits to crispy butter biscuits. The booklet cover is fully customisable so that a personal message or logo can be presented in style.

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

## Cool designs for hot drinks

REFLECTS® presents the new double-walled Retumbler-Colesso thermo mug, under the Retumbler® – Best of Drinkware brand. This thermo mug with a transparent lid is a **REFLECTS® in-house development**, boasting an impressively stylish and trendy design. It has a capacity of 400 ml and is available in black or white powder coating. Warm drinks maintain their heat for five hours. Custom promotion is available in laser engraving, pad or UV printing.

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



## Sustainable office organiser

Even in everyday office life, there are numerous ways to make sustainable choices and use environmentally friendly alternatives. An impressive example of this is the round Office Organiser 05 by Karl Knauer. It **is made of 100 per cent sustainable cardboard** and offers enough space for pens, rulers, etc. Its clever design and integrated compartments ensure order at a glance. At the same time, it can – if desired – also present itself from a playful and creative side. The outer cover can be custom printed according to the customer's wishes, and thus lighten the office mood, for example as a stack of tyres, a panoramic view of a landscape or a refreshing drink.

PSI 41794 • Karl Knauer KG  
Tel +49 7835 7820 • werbemittel@karlknauer.de  
www.karlknauer.de



## One pen in two varieties

The beautifully shaped and high-quality metal Snooker softtouch Ms pen from Klio-Eterna is available both as a traditional ballpoint pen and as a smooth-running and pleasantly gliding rollerball pen. **Visually perfectly coordinated**, both versions have an impressive, slim silhouette and an uncommonly shaped, yet discreetly held metal clip. The special soft-touch surface lacquering puts a haptic finish to the design. Both the ballpoint and the rollerball can be chosen from a total of seven colours and customised by screen or pad printing or laser engraving.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG  
Tel +49 7834 9730 • klio@klio.com  
www.klio.com

**IHRE WERBEBOTSCHAFT Unterwegs**

**Einkaufswagenlöser TRIGGI® Carbon**  
federleicht & robust  
ab 500 Stück

**Mikrofaser Multifunktions Tuch**  
ab 50 Stück

**Smartphone Joggingtasche**  
ab 500 Stück

**I LOVE MY BIKE**

**Pins**  
GmbH & Co. KG

QR Code

Tel.: +49 (0)8233 - 79312-0  
info@pinsundmehr.de  
pinsundmehr.de



## Taste conveyed by aroma

Elasto is now the only company in the promotional product market to sell the innovative air up® bottle with a capacity of 480ml. Elasto offers customers high-quality and custom laser engraving **for an unmistakable brand presence**. Made of stainless steel and finished in elegant black, the bottle has impressive aesthetics and functionality. It is suitable for carbonated and non-carbonated water and keeps cold for up to 14 hours. air up® is the world's first refillable drinking system that gives water flavour through scent alone. In contrast to infused water, for example, with air up® the taste is separate from the water. The basis for this is the physiological phenomenon of retronasal smelling. A pod\* filled with natural aromas (e.g. cherry or apple) is placed on the mouthpiece and when you drink through the straw, you draw aromatised air into the throat along with the water. The fragrance molecules are then perceived as a taste when you exhale. With the Steel Bottle, air up® introduced a more mature version of the iconic Tritan bottle for the first time in August 2022. Find out more about this refreshingly cool drinking experience, which has no sugar added and focusses on both health and ecological factors, on the company's homepage at: <https://company.elasto.de/de-de/airup>.

PSI 41369 • elasto GmbH & Co. KG  
Tel +49 9661 890-0 • [info@elasto.de](mailto:info@elasto.de)  
[www.elasto.de](http://www.elasto.de)



## Wearable efficiency and style

Goldstar introduces its new Bag Collection. It showcases over 15 distinctive bag styles, including premium travel bags and backpacks, cotton and jute totes, coolers, and shoppers. Each bag offers ample space for branding opportunities, through customization and decoration. In line with a commitment to growth, this new collection presents premium features that enhance both efficiency and style. There is attention to durable materials, to ensure these bags are designed to withstand daily use, providing long-lasting value for users. Additionally, earth-friendly options are available, such as bags made from recycled materials or sustainable fabrics, aligning with a mission to promote environmentally friendly practices. Goldstar's Bags Collection sets the stage for effective brand promotion, offering functional and fashionable solutions that resonate with diverse audiences.

PSI 45829 • Goldstar – Europe  
Tel +353 42 9320331 • [vertrieb@simplygoldstar.com](mailto:vertrieb@simplygoldstar.com)  
[www.simplygoldstar.com](http://www.simplygoldstar.com)



## Plant-wood Christmas tree

The emotion factory's proven bestsellers "Plant-wood" are delivered for Christmas **in high-quality packaging** with an Advent star closure. It contains the plant-woods in different versions, such as the Classic Plant-wood, the maxi version with a side length of 6 cm, or the office version with integrated pen holder and magnet. The products come with spruce seeds for easy growing of your own Christmas tree and a substrate soil tablet, just in time for Christmas. By the time it has grown into a Christmas spruce, the mini spruce in the wooden box has long been a sustainably effective promotional messenger.

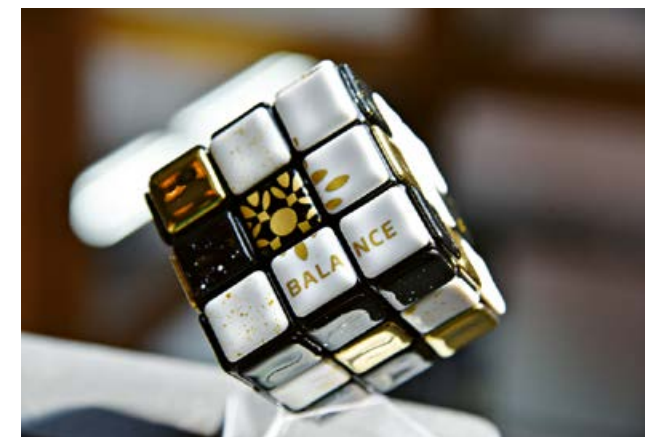
PSI 41016 • Heri-Rigoni GmbH  
Tel +49 7725-93930 • [armin.rigoni@heri.de](mailto:armin.rigoni@heri.de)  
[www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)



## Fascination Rubik's Cube

The original Rubik's Cube® has been inspiring people all over the world for almost 50 years. Mahlwerck Porzellan now presents this gem, fully functional and exclusively **made of the finest porcelain**, Made in Germany. Custom designs allow for different levels of difficulty. From easy (colours only) to advanced (text), the manufacturer provides the right brainteaser for every skill level.

PSI 44833 • Mahlwerck Porzellan GmbH  
Tel +49 8031 274724 • [martin.hauer@mahlwerck.de](mailto:martin.hauer@mahlwerck.de)  
[www.mahlwerck.de](http://www.mahlwerck.de)



RUBIK'S TM & © 2023 Spin Master Toys UK Limited, used under license. All rights reserved.

Zeckenkarten

Ein idealer Mailingverstärker

leicht und dünn - schnelle Lieferzeit

**Zeckenkarten safeCard**

Vertrieb D/A/CH

**lupenmaxx**

...Zeckenalarm!

[lupenmaxx.de](http://lupenmaxx.de) • [info@lupenmaxx.de](mailto:info@lupenmaxx.de)

Tel. 07661 9099880 • [zeckenkarten.de](http://zeckenkarten.de)





## The perfect travel companion

The new passport-sized notebook from Swiss writing instrument specialist Prodir is the perfect complement to the innovative Mini Pen. Both were launched on the market this year. The elegant and compact MM01 Small Notebook measures just 90 mm × 140 mm and thus fits easily into any pocket or hand. With its cover made of **environmentally friendly Fedrigoni Materica paper** (250 g/m²), exposed Singer stitching and 72 blank inner pages, it is perfect for capturing thoughts and everything life has to offer in a flash. The DS6 S twist action biro is a pleasant 24.4 mm shorter than comparable models. Its fully replaceable Prodir Floating Ball® refill with lead-free tip guarantees a long service life. Its body is made of an innovative recyclate whose production generates 40% less CO<sub>2</sub> emissions than standard ABS. Both products offer a range of standard as well as optional customisation possibilities for the desired corporate promotion – in fresh colours and with a variety of logo placement options. More about the MM01 Small Notebook and the DS6 S now on [prodir.com](http://prodir.com).

PSI 42332 • PRODİR  
Tel +41 91 935 5555 • [sales@prodir.de](mailto:sales@prodir.de) • [sales@prodir.ch](mailto:sales@prodir.ch)  
[www.prodir.com](http://www.prodir.com)

## Sustainable throughout the Christmas season

Products that people often deny themselves for reasons of economy are particularly appreciated promotional media during the Christmas season and have a lasting effect. New **high-quality cotton fabrics** such as cosy flannel, trendy corduroy, the pleasant waffle structure of a pique fabric, and carefully selected natural fillers are characteristic of the ASB Herbalind product range. These cushions can be custom finished from 250 pieces. The cushions are handmade in an inclusive company in Westmünsterland. As a non-profit company, ASB Herbalind GmbH offers many people with special needs appropriate and meaningful employment.

PSI 46706 • ASB Herbalind gGmbH  
Tel +49 2872 92760 • [info@herbalind.de](mailto:info@herbalind.de)  
[www.herbalind.com](http://www.herbalind.com)



## Sustainable style with comfort

For years, sustainability has been intensively practised in the catering industry, and has also been a special way of life for many restaurateurs. Everyday workwear is just one example of this. The chef jackets in Karlowsky Fashion's Green Generation® collection for men and women focus strongly on sustainability. The polyester used in the cotton/polyester blend consists of 100 percent recycled plastic. The products have been awarded both the state Green Button seal and the international GRS (Global Recycled Standard) product seal. Thanks to the **high-quality and durable material**, all items in the collection are also ideal for finishing of any kind. The sophisticated back made of jersey pique enables optimal wearing comfort and offers outstanding breathability. With their colour selection, the chef jackets shine at every event with warm natural tones like aubergine, moss green and sage, classics like white and black or cool modern colours like steel blue, platinum grey and fuchsia.

47464 • Karlowsky Fashion GmbH  
Tel +49 3 92 04 - 9 12 80 • [info@karlowsky.de](mailto:info@karlowsky.de)  
[www.karlowsky.de](http://www.karlowsky.de)

## Sweet surprises

The Christmas experts at CD-LUX are once again delighting customers this year with distinctive products that combine premium quality with the **finest brand-name chocolate** from Lindt, Milka, Ritter SPORT, Ferrero and Toblerone, among others. The classic chocolate Father Christmas should not be missing from any desk. The sweet Advent messengers can be found at CD-LUX in all possible variations and sizes. Ideal as a mailing at Christmas: delicious chocolate bars from Lindt or RETTERGUT. The new Ritter SPORT "Father Christmas" chocolate bar is the perfect eye-catcher thanks to its compact shape and fold-out Christmas hat.

PSI 45452 • CD-LUX GmbH  
Tel +49 9971 85710 • [info@cd-lux.de](mailto:info@cd-lux.de)  
[www.cd-lux.de](http://www.cd-lux.de)







## An Original 3D Eye-Catcher

The Polish manufacturer DreamPen is presenting its brand: the 3D clip on versatile, colourful writing instruments. The **clip can be made in any shape**, making it an original eye-catcher and versatile advertising tool. For Christmas time, they can, of course, come with Christmas sweets. The pens from the Eastern European specialists are thus the perfect choice if a company or any campaign wants to promote themselves in a one-of-a-kind way.

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

## On course for expansion

In just under 20 seconds, the six-litre Go Urban Expandable laptop bag from Troika grows into a 14-litre XL rucksack via a simple pull of the additional zip. The transport companion is therefore also suitable for the spontaneous after-work purchase, samples and catalogues from the trade-show visit and for anything left off the morning's transport planning. The features include **two large main compartments**, one of which is padded for perfect protection of laptops up to 16 inches, along with several inner and two front pockets. In addition, two net pockets for bottle and umbrella are comprised in rucksack mode. The bag's outer material is 100% produced out of recycled PET, is robust while resource-saving, and has an IPX4 water resistance rating. Also practical is the integrated loop for securing on a wheeled suitcase. The stowable shoulder-straps guarantee comfortable wearing.

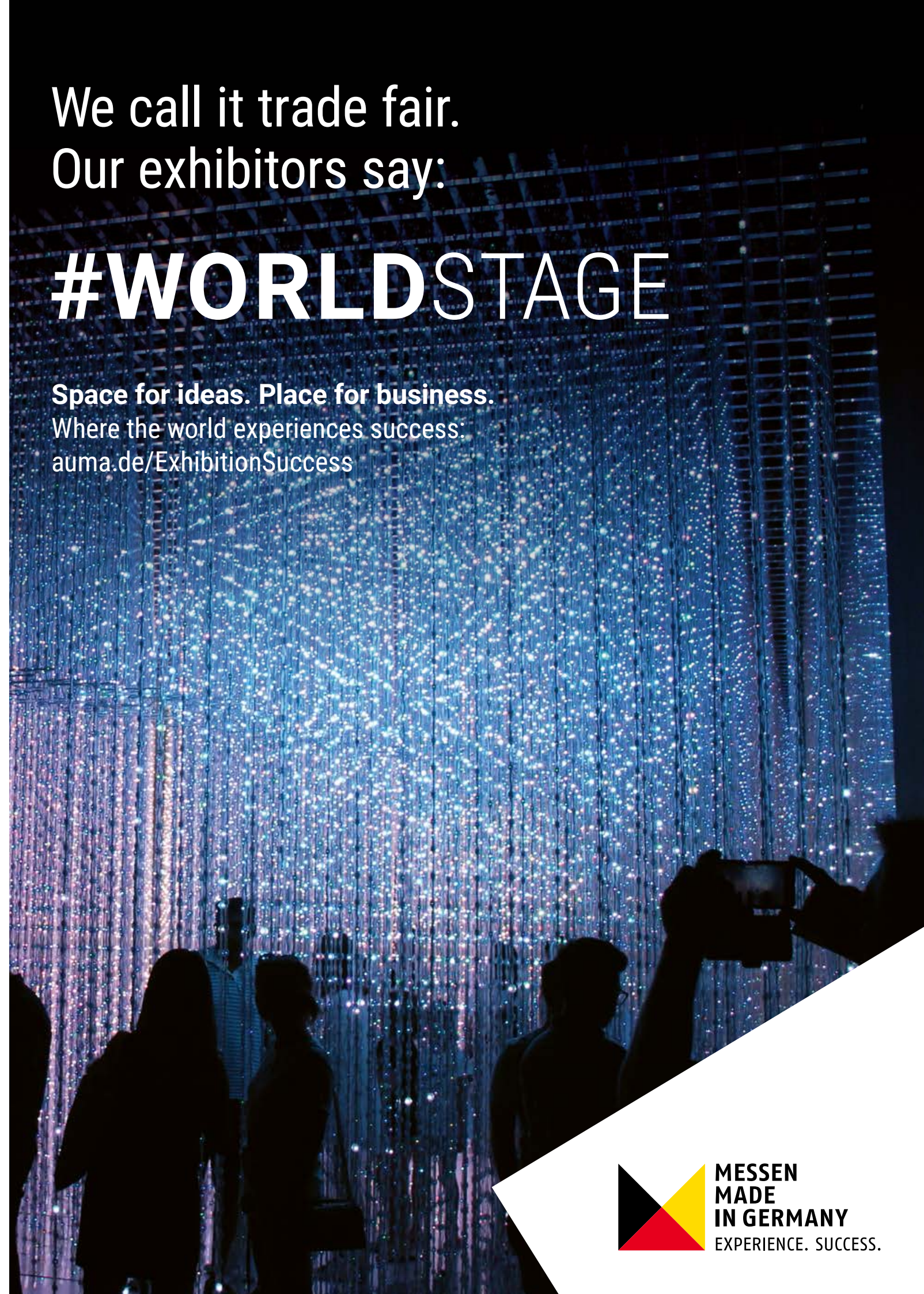


PSI 46311 • Troika Germany GmbH  
Tel +49 2662 95110 • d.geimer@troika.de  
business.troika.de

We call it trade fair.  
Our exhibitors say:

# #WORLDSTAGE

Space for ideas. Place for business.  
Where the world experiences success:  
[auma.de/ExhibitionSuccess](http://auma.de/ExhibitionSuccess)





PSI Journal

Internationales Magazin für Werbeatikel. Hier finden Sie profundes Know-How für Ihr Werbeatikelbusiness, 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	Messe Neuheiten PSI 2023	03.01.2023	09.11.2022	18.11.2022
02/2023	Ostern, Garten, Hobby und Handwerk	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Weihnachten, Präsentsets und Sonderanfertigungen	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ökologische und nachhaltige Produkte, Veganes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeug und Messer	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	01.11.2023	19.09.2023	06.10.2021
12/2023	Marken- und Designprodukte, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Messe Neuheiten PSI 2024	02.01.2024	11.11.2023	18.11.2023

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

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

Printing material (PDF, 300dpi) Submission by upload to <https://share.messe.at/filerdrop/anja.spaeher@rxglobal.com>



INSERENTENVERZEICHNIS | LIST OF ADVERTISERS

PSI No.	Inserent   Advertiser	Seite   Page	PSI No.	Inserent   Advertiser	Seite   Page
45590	aloga gmbh	067	42020	mbw Vertriebsges. mbH	037
	AUMA e.V.	091	43410	Mister Bags GmbH	002+003
47506	Condom Message	071	46925	Pins & mehr GmbH & Co. KG	085
42819	Gustav Daiber GmbH	005		PSI - RX Deutschland GmbH	001, 025,
41016	Heri-Rigoni GmbH	033			063, 083,
47464	Karlowsky Fashion GmbH	007			093, 095,
47814	Lupenmaxx GmbH	087			U3/IBC
49384	May Atki Market Etiket Dokuma		41848	uma Schreibgeräte	U4/OBC
	San Tic Ltd. Sti	U2/IFC	42955	WIL Langenberg GmbH	041



SCAN ME  
FOR DOWNLOAD



MEDIA GUIDE  
2023





## Good Vibrations!

**W**as lucky enough to attend three fantastic events last month – the industry event held by the PromoSwiss association, the De Leveranciersdagen in the Netherlands and the Promotion Gallery in the PWA Promotion House in Stockholm.

Anyone who continues to have stereotyped ideas of the Swiss as sedate people who tend to take things slowly is way out of date. I still can't get over how much positive energy was palpable there in Spreitenbach. The openness, mutual support within the association, suppliers and distributors cheerful both in the evening and the next day too, and an abundance of clients from industry who showed their interest in the latest promotional merchandise.

I experienced this same positive energy on my other trips, both to the Netherlands and also Stockholm. I am happy to take this energy and inspiration on board and view them as a benchmark for the upcoming PSI 2024.

I had many interesting discussions at these fantastic events, I saw a lot and learned many new things – but I also regard our strategy and our activities as validated, both in the PSI Network and in the German association: communications, networking and cooperation are our key tasks as PSI – on the national and global level, in all aspects, open but keeping our eyes on the prize. Let's make the most of our strengths and develop them.

Where PSI 2024 is concerned, we are approaching the critical phase slowly but steadily. I will be doing my utmost to ensure that the trade fair continues to evolve and that all of us – network, associations, guests, trade visitors and exhibitors from every country – are able to absorb the positive energy and then pass it on.

I hope to see you soon at PSI 2024!

Yours sincerely,



Petra Lassahn  
Director PSI



Exhibition Centre Düsseldorf

9–11  
JAN  
24

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

Where cool  
heads come  
together  
and hot  
deals happen

The industry  
meet-up.

Save the  
date.

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

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses





## Effective brand loyalty

Promotional products play a crucial role in the branded and designer products sector. Not only do they enhance the brand's visibility, they also help to strengthen the brand's image. High-quality promotional products that reflect the brand's design and values are able to attract customers and create an emotional tie. In addition, they function as practical reminders of the brand during customers' day-to-day business. At trade shows and events, they can appeal to potential customers and establish a lasting brand presence. In short, promotional products are an effective instrument for furthering the notoriety of branded and designer products and deepening brand loyalty. The topic of "Fair Trade" is associated with the first product group. Our second product rubric presents 'Hapticals' "Made in Europe / GSA (Germany, Switzerland, Austria)"

**Please begin giving some thought to the product presentations in the January 2024 simultaneously PSI trade show issue of the PSI Journal, which will be on "New featured products at PSI 2024", and send your proposed products (image and text) by 13 November at the latest to: Edit Line GmbH, PSI Journal Editorial Team, e-mail: hoechemer@edit-line.de**

## On-Trend textile accessories



In a world characterised by digital technology and short-lived trends, companies are again more often relying on traditional promotional strategies in order to produce a personal and lasting link to their customers. In this context, ties, handkerchiefs, and other textile accessories as promotional products are enjoying an impressive renaissance – and that is the case at Club Crafatte Crefeld, too.

## Community feeling created through corporate fashion



This year, in Lichtenstein at the foot of the Swabian Alb, the company Klam marks its 35th year of existence. At the heart of its offering is corporate fashion full service, with the areas embroidery, design, print products and sewing. Hand-in-hand with its customers, the company designs high-quality, custom clothing that generates a community feeling.

Imprint  
PSI

Built by  
RX In the business of building businesses

**Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,**  
RX Deutschland GmbH  
Völklinger Straße 4, D-40219 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: www.psi-network.de

**Publisher:** Petra Lassahn

**Management:** Benedikt Binder-Kriegelstein,  
Ivo Sklenitzka, Michael Köhler

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI Promotional Product Service Institute –  
RX Deutschland GmbH

**Editor-in-chief:** Manfred Schlösser

**Deputy Chief Editor:** Ursula Geppert

**Editors:** Martin Höchemer, Anke Zimmermann,  
Christian Jacob, Jutta Menzel, Christoph Zimmermann

**Duty Editor:** Martin Höchemer

**Director Media Solutions:** Anja Späker

**Advertising Sales Manager:** Michael Köhler

**Cross Media Sales**

**Senior Sales Manager:** Senija Menzel,  
senija.menzel@rxglobal.com

**Sales Manager:**  
Martin Metz,  
martin.metz@rxglobal.com

**Regional contacts**

**Belgium and France:** Reed Exhibitions  
ISG Belgien und Frankreich  
Bryan Piscou,  
bpiscou@reed-export.fr

**Italy:** Reed Exhibitions ISG Italy s.r.l.  
Erika Poleggi  
erika.poleggi@reedexpo.it

**Spain:** Reed Exhibitions Italia Srl  
Malvina Tralli  
malvina.tralli@reedexpo.it

**Turkey:** Istexpo  
Sevinc Abdullayeva,  
sevinc@istexpo.com

**UK:** Reed Exhibitions ISG UK  
Daniel Cordock,  
daniel.cordock@reedexpo.co.uk

**Design:** Edit Line GmbH, Mainz  
by order of PSI Promotional Product Service Institute,  
RX Deutschland GmbH

**Layout:** Stephan Weiß, Judy Frey, Hannah Schreck

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer,  
Anke Zimmermann. Title theme: Adobe Stock. The editorial content  
include the use of photos from Adobe Stock.

**Translations:** Translanguage, D-40885 Ratingen

**Printing:** MEO MEDIA – MEINDERS & ELSTERMANN GmbH & Co. KG,  
D-49191 Belm

Advertisement price list no. 55 of 1 January 2023 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume  
no liability for unsolicited manuscripts, photos and other documents. Return only  
if return postage has been paid (likewise no liability). For members of the PSI,  
the subscription price is included in the membership fee.

RELX produced according RELX Sustainable Paper Policy

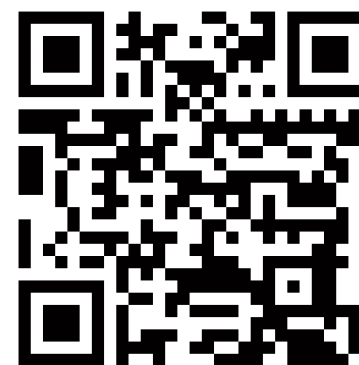
RX Austria & Germany

Exhibition Centre Düsseldorf

9–11  
JAN  
24

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

# NO IDEA FOR A BOOTH CONSTRUCTION?



**Vario – booth construction:**  
As flexible as your requirements.  
As strong as your brand.

**Discover the variety of possibilities offered by Vario!**  
Get in touch with our experts,  
to plan and realize your PSI trade show booth.

**Contact:**  
+49 211 90191-702 | psi.sales@rxglobal.com

Vario  
by STANDOUT  
be visible

Member of



The industry  
meet-up.

Sustainably  
aligned!

The leading European trade show for  
the promotional products industry

PSI

Built by  
RX

In the business of  
building businesses





## WEIHNACHTEN GUTES TUN.

Mit jedem bestellten TREECK-Pen oder TREECK-Schreibset wird die entsprechende Menge an Bäumen gepflanzt. **Getreu dem Motto ONE PEN – ONE TREE.**

Die beiden hochwertigen Schreibgeräte mit einem Schaft aus FSC®-zertifiziertem Walnussholz werden mit dem Logo „ONE PEN – ONE TREE“ auf dem Stopfen gelasert und in der schwarzen, illustrierten Geschenkbox geliefert.

## MACH MIT. FÜR UNSERE ZUKUNFT.



Weitere Informationen unter: [www.uma-pen.com/TREECK](http://www.uma-pen.com/TREECK)