

PSI

PSI Journal

International Magazine

For Promotional

Products

December 2023

Volume 62

including
PSI 2024
exhibitor list

JOURNAL

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Editorial

No more glitter?

The world, or at least the European one, is to become free of microplastics. Since mid-October, the first stage of this process was reached, with a ban on products containing added microplastics (comprehensive research documentary from page 28). This applies to glitter in make-up and cosmetics, decorations and toys: primarily loose glitter that can detach from products. The result: In some drugstores and craft shops, the shelves are empty of glittery products, and hoarding is once again the order of the day.

There is a huge uproar on social media. Influencers, as well as show dance groups and craft shops, are up in arms, while others are clarifying the situation. As is so often the case, the response is dismissive: "That won't help" and "It's always the weakest who suffer", or even more aggressively "European dictatorship". Pointing the finger at others who are even worse is a popular diversionary manoeuvre.

Around 21 million tonnes of microplastics are already floating around our oceans. Scientists have identified 7000 plastic particles per cubic metre of water. The amount of primary microplastics used, i.e. substances that are deliberately introduced into use, is 145,000 tonnes in the EU. Two thirds of this primary pollution is in the form of granulate on Europe's artificial turf pitches and is gradually being released into the environment. Even if some of the figures in this whole area are exaggerated or trivialised, depending on the institute and definition, the situation is a wake-up call for everyone who cares about sustainability and the environment. The world seems to have caught on: Representatives from 170 countries recently met in Nairobi to get a grip on the issue of plastic waste.

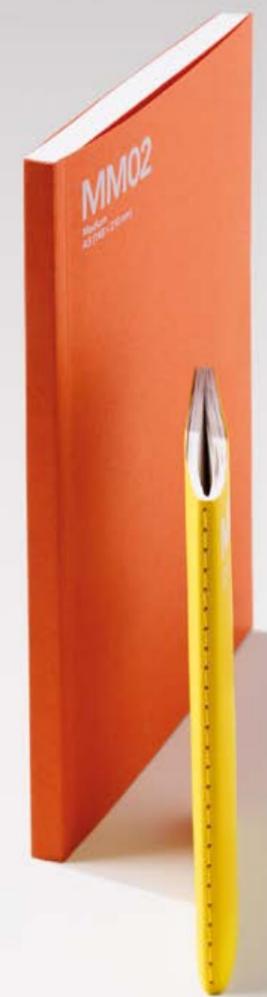
The promotional product industry, especially its manufacturers and importers, will also have to take a close look at which products, with which content, are included in their range, both now and increasingly in the coming years. The glitter ban is just the beginning of a series of restrictions that will follow in the coming years. Direct imports are likely to become increasingly risky for retailers if competent and professional testing is not guaranteed. In addition, industrial customers are likely to be increasingly scrupulous when it comes to the products in question. The positive effect of all these measures: There has never been so much research into alternative products as there is today.

In spite of all the responsibilities we bear, and also in view of the current major problems in the world – let us nevertheless enjoy the days leading up to Christmas and prepare ourselves for a happy festive season. I wish you many wonderful hours and days with your loved ones.

In this spirit – Merry Christmas to all

Manfred Schlösser | Editor-in-Chief PSI Journal
Your opinion: schloesser@edit-line.de

Every product tells a story.



Prodir is a brand of Paganini Pens SA.

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

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www.prodir.com
open.prodir.com

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Merry Christmas!

It is important to express our appreciation: That's why we want to say **THANK YOU**.

Thank you for the good cooperation and the pleasant, trusting partnership.

We wish you and your families a peaceful pre-Christmas season and a relaxing holiday season. May happiness, health and success accompany you into the new year. We are already looking forward to a good cooperation in 2024.

The entire team of Mister Bags wishes you a Merry Christmas and a Happy New Year.



www.misterbags.de



An inspiring offer 10

The PSI is approaching and exhibitors, visitors and organisers are now planning the days from 9 to 11 January 2024 in detail. Many special areas and activities, an attractive supporting programme and a great party night will offer inspiration and practical knowledge, but also networking and fun – in other words, everything that makes business easier and more successful.

We can do without microplastics 28

It is well known that microplastics are harmful to humans and the ecosystem, even if not all of the effects have been researched. Precautionary restrictions on these potentially hazardous substances therefore make sense. As a first step, the ban on loose glitter and microbeads came into force on 17 October.



Success in your own hands 58

Products right at the focus of attention, branded items that speak for themselves, facilitated new contacts and access to profitable sales channels – all this is made possible by the PSI Product Finder. Under the proviso that it is used correctly, that is. PSI supplier members hold the key to their sales success.



Sustainable novel material 82

Half of all plastic products end up in the rubbish after about four weeks. Yet we have to accept that the world can no longer do without this versatile and inherently excellent material. Precisely the promotional products industry is aware of this problem and is working to ensure that less plastic gets into the environment. A new solution is offered by Global Innovations – shown at PSI 2024.



Trends come – Trends go

Once again this year, some trends are here to stay. Others never really went away. Some have even proven to be timeless and crisis-resistant. We will first look back at the haptic advertising product segments, which were most frequently requested from PSI Product Sourcing in 2023. For each segment, we present one article as an example: brand name products, ballpoint pens, bags, sustainable products. Which trends will prevail? The year 2024 and the PSI Journal with its Trends & Brands will tell.



Brand name products



Porcelain made from elements
 Porcelain series TERRA
 (100 per cent 'Made in Germany')
 Porzellanfabriken Christian Seltmann GmbH
 www.seltmann.com
 PSI 49025

Fits comfortably in your hand
 Aluminium ballpoint pen
 with a bamboo grip
 Anda Present Ltd.
 www.andapresent.com
 PSI 45753

Ballpoint pens



Bags



Plenty of freedom for businesses
 Bag models, whose features,
 format and materials can be put
 together by the promotional
 products distributors themselves
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 www.nihao-bags.com
 PSI 46356

Supreme vegan delight
 NTX-chocolate (certified by the Cocoa
 Horizons foundations, ecologically
 sustainable cocoa farming, chocolate
 packaged in entirely compostable foil
 and FSC-certified paper boxes)
 Slodkie Upominki Spolka z o.o. Sp. k.
 www.slodkie.eu
 PSI 46325

Sustainable products



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Find out here
how things are
going for Max:



Matter of the heart

Organza bag with a candle, sheep's milk heart with a pomegranate apple scent and chocolate heart
 Multiflower GmbH
www.multiflower.de
 PSI 45974



Aromatic time-out for wellness

Little lavender basket set (wicker basket with shower gel, bathing salt and a mesh sponge in white)
 Römer Wellness Kundenpflege
 Wellness & Care GmbH & Co. KG
www.roemer-wellness.de
 PSI 46887



Ritual versus Trend

Admittedly, trends enrich the pages of this section. Its name already says so. During the course of the year, we present many trends and show how they relate to the promotional products industry. This time, however, we will let trends be trends and take up the opposite aspect: rituals, thus consistent, regular and repetitive procedures that are subject to a fixed order. The selected examples, which can accompany personal rituals in an eye-catching and flattering manner, show that the promotional products industry not only can excellently pick up trends, but also knows how to use promotional and attractive products for everyday rituals in its very own way.



Ideal for the to-go ritual

Compostable coffee-to-go cups
 (without micro-plastic residues, core made of sunflower seed shells, covered in organic PBS made from maize starch)
 Global Innovations GmbH & Co. KG
www.globalinnovations.de
 PSI 46626

Chocolate dream in a bottle

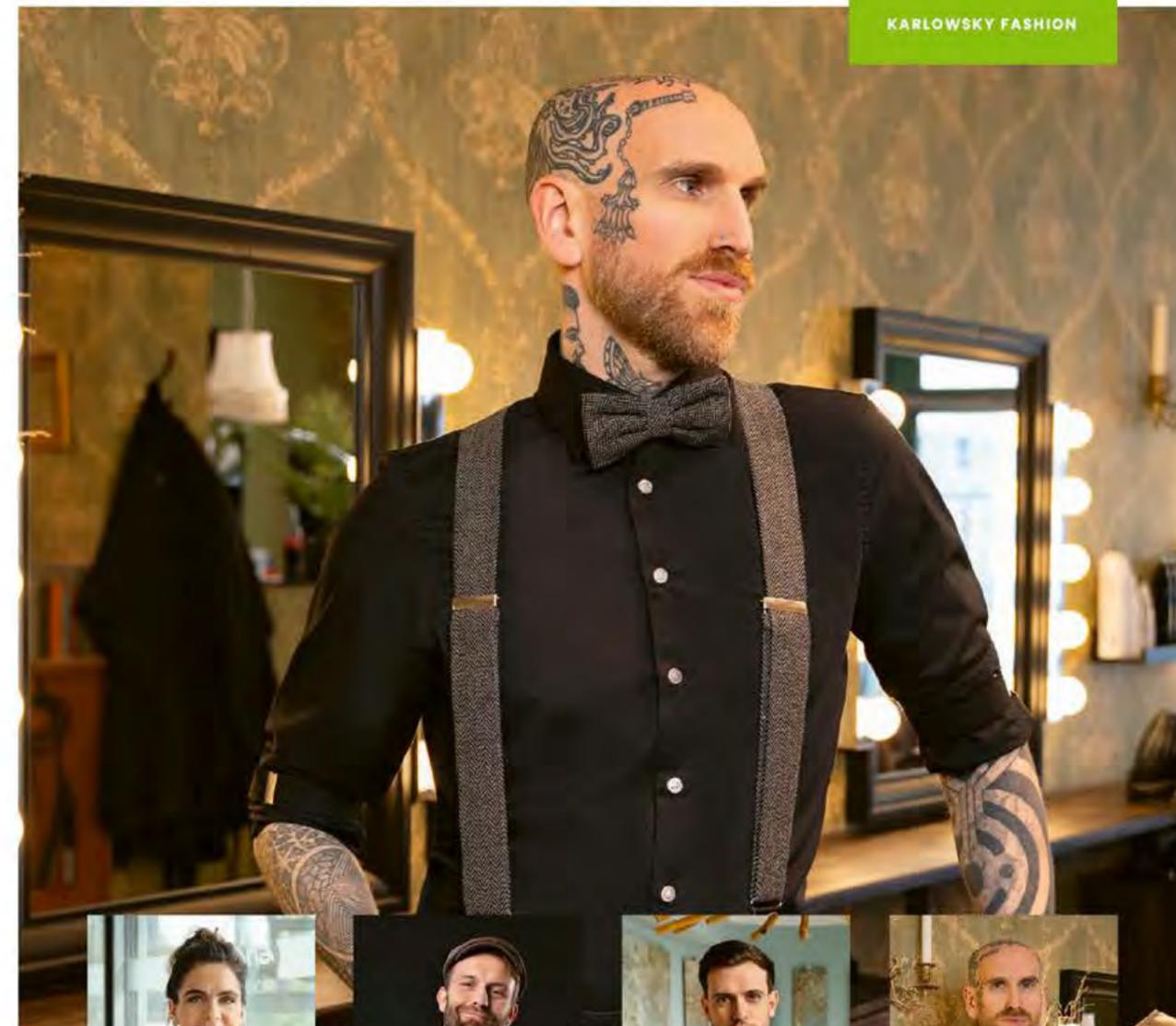
Do-it-yourself "hot chocolate" bottle
 (dark chocolate drops, mini sugar cane, marshmallows)
 Der Zuckerbäcker GmbH
www.suesses-schenken.de
 PSI 48449



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 MODERN CHOICE OF COLOURS AND PATTERNS | SUITABLE FOR FINISHING



WWW.KARLOWSKY.DE

Market research



Is audio advertising the most effective?

Audio advertising receives more attention than other forms of media. This is the conclusion of a recent study that utilises neuroscience and cognitive research. According to the study, when audio advertising is used correctly, it surpasses many other media channels in terms of increasing consumer engagement, brand penetration and brand recognition. The media agency Mindshare, the streaming service Spotify and the Re-

search firm Neuro-Insight participated in the analysis. According to the study, the increase in emotional intensity through audio advertising is 12% higher than the global all-media benchmarks.

www.presetext.com, "Audiowerbung ist effektivstes Marketing-Tool"

Is 'after' e-commerce before social commerce?

Direct purchases via social media platforms like those undertaken on the Chinese giant WeChat are also coming into focus with Westernised platforms. The idea behind social commerce is to integrate shops directly into the platforms, including the payment and delivery process, so that the purchasing process is simplified and quicker. Unlike traditional media, in which there is a strict differentiation between content and advertising, the boundaries in social media are less rigid. According to Accenture, social shopping in China, India and Brazil already plays a significant

role in these countries: In 2021, eight out of ten users indicated they made purchases on social media. In Western Europe and the USA, social commerce currently lags behind BIC nations in this respect. Social commerce is still in its infancy, particularly in Germany. www.horizont.de, „Wann kommt der Durchbruch von Social Commerce in Deutschland?“

Europeans have approximately **12.1 trillion euros**

available for the year 2023, which they can spend on food, living expenses, services, energy costs, private pension funds, insurance, holidays, mobility or consumer wishes.

That is the equivalent of an average purchasing power of

17,688 euros

per person, which represents a nominal growth of 5.8% compared to the previous year's revised figure. This trend was

shown in the new GfK's study on purchasing power in Europe titled 'GfK Kaufkraft Europe 2023'. However, the 42 countries in Europe have significant differences. The amount that consumers actually have available for their expenses and savings differs considerably from country to country, and it also depends on how consumer prices develop in 2023. The biggest winner of the year is Ireland, which has moved four spots forward in a pan-European comparison. www.gfk.com/de



Consumers or companies? Is that the question here?

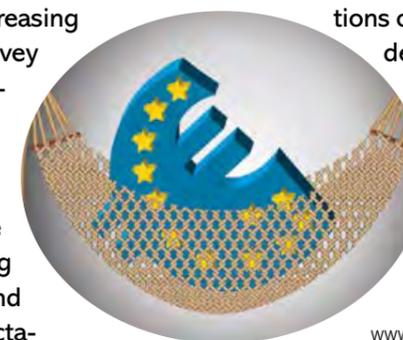


The vast majority of consumers in Germany, France, Italy, Spain, Great Britain and the USA think their respective country uses too much single-use plastic. This opinion was held by British (85%) and Spanish (81%) respondents who selected this response the most frequently (compared to Germany: 71%). 53% of Germans are convinced that individual consumers should be responsible for reducing the use of single-use plastic in their own country. 52% think companies that produce single-use plastic have a duty. Notably, respondents in Great Britain and Spain think the responsibility for reducing the use of single-use plastic lies most with companies (GB: 69%, ESP: 63%), but they also think it lies with the people who buy the products (GB: 70%, ESP: 61%).

www.yougov.de, Latest YouGov-Report "Plastikfrei(er) leben"

A MORE RELAXED SITUATION

Economic sentiment for Germany is increasing significantly, according to the latest survey of the Leibniz Centre for European Economic Research (ZEW) from October 2023. It lies at minus 1.1 points, which is 10.3 points higher than the figure in September. People's assessment of the present economic situation is stabilising as well. It fell minimally by 0.5 points and currently lies at -79.9 points. The expecta-



tions of financial market experts for economic development in the Eurozone increased by 11.2 points in October. Therefore, they currently lie in the positive sphere at +2.3 points. On the other hand, the situation indicator fell considerably by 9.8 points to -52.4 points, which should be considered when assessing the improved outlook.

www.zew.de

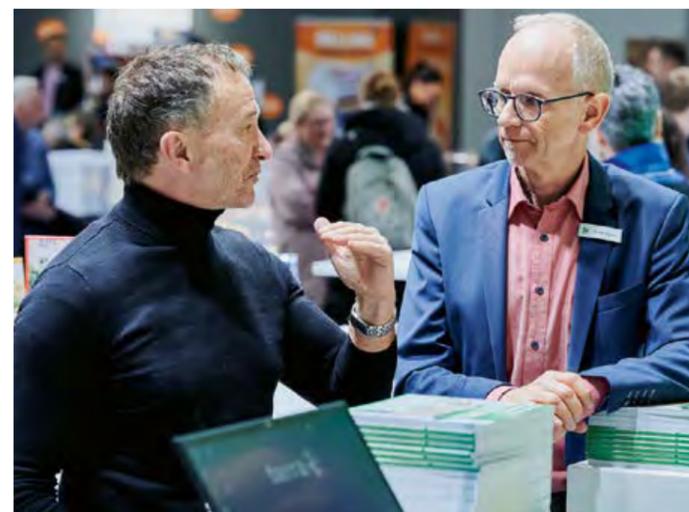
India's economy is projected to grow by 6.3% in the upcoming fiscal year. The record holder will be the service section, which is expected to grow by 7.3%. The industrial sector is expecting a plus of 5.6%. These findings are from Ficci, the non-governmental Indian Economic Association. The association anticipates the base rate will remain unchanged until the end of the current financial year. Therefore, at the end of March 2024, it should be as high as it is now, namely 6.5%. Indian economists believe one can expect the base rate to be lowered sometime at the end of the first or second quarter of the financial year, 2024/2025. www.presetext.com, „Indiens Wirtschaft wächst 2024 um 6,3 Prozent“

A plus of
6.3%

The PSI is approaching and exhibitors, visitors and organisers are now planning the days from 9 to 11 January 2024 in detail. Many special areas and activities, an attractive supporting programme and a great party night will offer inspiration and practical knowledge, but also networking and fun – in other words, everything that makes business easier and more successful.

PSI 2024 with an inspiring offer

Everything for successful business



The PSI is the first choice in Europe for internationally oriented businesses as a platform for innovations, contacts and industry knowledge. How much the industry appreciates and needs this trade fair platform becomes clear time and time again in discussions with exhibitors. Long-standing exhibitors know exactly what they get out of the PSI and what they can expect from their participation in the trade show. This also applies to those who have taken a break and then returned, only to be won over again. Newcomers first slowly feel their way into the event to familiarise themselves with the market and explore the opportunities for their products. Here are two examples, which show what is important to exhibitors.

PSI as an international stage for exhibitors

Cosmetics manufacturer KHK is one of the companies that can be found at the PSI time and again – for good reasons, as Antje Ney explains: “After the long slump, the promotional products market has been picking up strongly again since last year. As a manufacturer, we focussed on our cosmetics production during the corona phase, which now benefits our promotional products customers thanks to various new and further developed products. These new products were already very well received at the PSI in January 2023. Thus, we will be there again in 2024.” The internationality of the PSI is also an important criterion for KHK. “We hope that more foreign distribu-

tors will visit the PSI and we can make new contacts there. In addition, a trade show of course also serves to promote dialogue and deepen existing business relationships,” says Ney. With its high-quality (natural) cosmetics products, the KNK team will be offering many new and interestingly priced articles at the PSI.

The PSI as an opportunity for newcomers

Luba Hergert from Beefree makes it clear that young companies with new, creative products also have a clear idea of the importance of the PSI as a door opener to the promotional products market. “The PSI trade show offers us the ideal platform to present our innovative products and creative solutions to an interested professional audience.

We are convinced that the PSI 2024 will offer us the opportunity to make valuable contacts, explore potential partnerships and further expand our business.” The range of products from Beefree includes kitchen utensils and accessories, such as reusable beeswax cloths as a foil substitute or biodegradable sponges – all made from environmentally friendly materials in southern Germany. All products are designed to minimise their environmental impact without compromising on functionality and aesthetics. This confidence in the quality of the PSI is shared by many additional newcomers and inventors, who will be presenting their innovative products and ideas in the already fully booked Newcomer Lounge. Those curious about something unusual should therefore look around the Newcomer Lounge in Hall 9A83. Yet that is not everything in this area. >>

>> Marketing innovations and inventions correctly

The PSI wishes to support innovative, creative businesses by providing information, establishing contacts and showing ways to promote the marketing of new products. For this reason, the cooperation between PSI and the magazine Innovations-Forum and Tepac Technology & Patent-Consulting began a few years ago. There will also be a special area of the Innovations-Forum at the PSI 2024 in Hall 9/E83. Here visitors can meet experts on new products, protection, research and marketing. Approach-

es for collaboration with creative minds can be developed in dialogue here. The Innovations-Forums team enable PSI participants access to their ideas and offer free consulting. It is a win-win situation as many inventors do not realise how broad the needs of the promotional products industry are and where their creative contributions are in demand. It is an important theme because advertisements and the promotional products industry thrive on new impulses, ideas and inventions.

From the product to the promotional article

What do a shirt, a pen, a stuffed animal and box of chocolates have in common? They can only fulfil their function as appealing, effective advertising media with a suitable, creative and technically perfect finish. Promotional labelling is therefore a core competence which producers and importers rely on to transform their products into means of communication. Various exhibitors will be demonstrating how the different techniques work in practice and what they are suitable for in the special "Finishing" display area in Hall 10. Printing, laser labelling and engraving will be demonstrated on promotional products from the PSI world. What can visitors expect there?

Finishing techniques: nothing is impossible

Cameo Laser brings laser systems to the trade show and demonstrates how promotional products can be labelled by means of laser technology. Epson Germany focusses on the two processes of sublimation and textile printing using DTF and DTG. Polyester-coated products can be easily and digitally refined with sublimation printing. With the hybrid printing system SureColor F2200 from Epson, the two printing processes DTG (Direct to Garment) and DTF (Direct to Film) can be carried out on textiles. The Dutch company Maegis will also be showcasing DTF printing and has a new solution for so-called UV DTF printing on hand as well. This process enables the printing of hard substrates. X-tec Systems will be demonstrating DTF textile printing in conjunction with further processing using the transfer press. Gravotech, by contrast, is completely textile-free. The global company demonstrates the engraving of logos, lettering and motifs on solid materials. In addition, PSI exhibitor modico will be demonstrating various technologies for decorating and labelling promotional products at its stand in Hall 9. Inkcup is a manufacturer of digital printing machines for cups and bottles and will be demonstrating practical applications at its stand in Hall 100. At Gustav Daiber's stand, the two embroidery experts Reiner Knochel from Textile Experience and Massimo Baezzato from ConStitch will be demonstrating how to creatively apply logos to textiles. With support from the embroidery machine manufacturer ZSK

continued on page 14 >>

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 Unbeatable trade show addition

Exhibitors 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 just 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 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.spaeker@rxglobal.com suffices. <



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



Glamorous highlight: the PSI Night

The party full of networking opportunities with industry experts and the PSI team will take place on 9 January in the Düsseldorf Event Residenz. It begins with the Dinner Ticket at 7pm. From then on, guests can share their many impressions of the first day of the trade show in good conversations over champagne and canapés before the buffet invites them on a culinary journey around the world. Those who just want to dance and celebrate can join the event with the Party Ticket after 10pm, when the party night begins with live music and a DJ. It is the perfect opportunity to wind down the day in the unique atmosphere of the former Residenz Theatre from 1910 with customers, partners and co-workers. Tickets for the PSI Night have been on sale since 1 November.

• Dinner ticket – admission from 7.00 pm

The price includes: Champagne reception, canapés, buffet, long drinks, wine, beer, soft drinks, hot drinks, live music and DJ.

1st ticket EUR 68.00 incl. VAT.

Partner ticket EUR 52.00 incl. VAT.

• Party ticket – admission from 10.00 pm

The price includes: Long drinks, wine, beer, soft drinks, hot drinks, live music and DJ.

1st ticket EUR 35.00 incl. VAT.

Partner ticket EUR 26.60 incl. VAT.



continued from
page 12 >>

from Krefeld, the logos will be embroidered on clothing from the brand James & Nicholson.

Hands-on fun with a learning effect

What sounds a bit technical and dry here, really comes to life when you become active yourself. The PSI special display "Ready for the Museum" in Hall 10/L71 is the right place for those wishing to try out various finishing techniques themselves. Here they can design and take home personal merchandise articles made under expert guidance. The hands-on area is lovingly designed as a production site for a museum shop. Exhibitors make various products available, which can be customised with famous Van Gogh motives by means of UV printing, embroidery, laser engraving and various textile printing procedures. It is a fun way to learn a lot about finishing techniques – and about advising customers competently and professionally.

PSI Gusto: Tasting welcome

PSI Gusto is a presentation format that has delighted PSI visitors at many trade shows. In this tasting area, you will find exhibitors side by side, offering specialties and fine culinary products for tasting. Everything you can see, taste and smell here of course also has the potential to become a welcome promotional product through customised finishing. Whether sweet or savoury, especially when tasting food at the Gusto area you experience the multisensory power, which gives all culinary products their enormous effect.

Outstanding design from the very beginning

The PSI Design Forum, a group of successful product designers, has been present at the PSI for years and will be back again in January, this time in a special area with the very telling name "The Lab". All designers have made a name for themselves as developers of promotional products and therefore combine exclusive know-how and extensive experience in advertising with objects. The competent team consisting of Manfred Makedonski, Joerg Langkop and Lutz Gathmann is happy to provide information and answers not only to questions regarding design, but also product safety, product labelling and other issues relevant to exhibitors. Of course, there will also be a whole range of design classics and new products at the stand in Hall 9/A50, which will demonstrate what is important in the development process of a product. Right next door at The Lab, visitors can meet the Düsseldorf-based packaging designer Kira Hädrich with her agency 18Quadrat, who will use her in-depth knowledge to explain the legal requirements for packaging, among other things. The test and quantity management company QUIIMA and the Berlin-based upcycling start-up Moot will also be offering new perspectives here. <

For the first time, PSI has selected a partner country for 2024 to bring the players in the European promotional product industry even closer together: From 9–11 January, the Netherlands will determine the character of the trade show. The Dutch industry association PPP will also be present at the PSI event. This year, PPP published a reference book for promotional products.

NL Dutch Association publishes industry reference book

All about promotional products

The partner country will focus on providing a service-oriented program with valuable know-how on haptic advertising in the Netherlands. Plans include a country pavilion, country-specific specialist presentations and a variety of product and service presentations from all sectors of the Dutch promotional product industry. The promotional product reference book published by PPP is an example of these types of presentations.

160 pages of condensed promotional product power

The 160-page book was published by the Dutch industry association, Promotional Products Professionals (PPP), which will also be present at the PSI 2024 with a stand (9A49). According to PPP, the reference book is a compilation of knowledge for everyone who works in the promotional product industry. PPP says the catalyst for the book was 'the new challenges being faced by manufacturers, importers, distributors, consultants and agencies every day'. It addresses the roles and significance of promotional products within the context of marketing campaigns. Moreover, it illuminates the value-added chain and the roles and responsibilities that the different players have within the chain.

Relevant topics and haptic examples

The book deals with important topics, such as product conformity, sustainability and corporate social responsibility, and relevant aspects concerning the supply and transport of products, insurance, financing, terms and conditions, and (tax) regulations. A section of the book is also dedicated to the different steps in the printing process, such as prepress and printing methods. To underscore the haptic aspect of the book, it contains physical samples of all conventional printing methods, including screen printing, doming and foil embossing.

A comprehensive range of applications

PPP describes the promotional product reference book as 'an ideal means for conveying knowledge to new employees during their onboarding process. It is also a practical and useful reference book for experienced colleagues already working in the industry because it can help them answer complex questions. Moreover, the book is also excellent teaching material for educational institutions as it can help educators explain the field better and give it more attention'. What is more, 'The reference book is perfect for promoting the professionalisation of our association. One of its important components is our members' accreditation, which they need so they can use PPP's quality seal. PPP members must be verifiably professional and meet certain conditions, such as demonstrating their knowledge and skills and their commitment to the industry, sustainability and social causes', reaffirms the PPP Chair Joop van Veelen.

Contact with European associations

PPP has already been in contact with several industry associations in Europe to discuss adapting the reference book for specific countries. <



www.ppp-online.nl

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
24

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

Exhibition Centre Düsseldorf

12-BA

PRELIMINARY EXHIBITOR LIST OF THE PSI 2024

We are happy to welcome the following exhibitors:

PSI No.	Exhibitor	Web	Booth
49009	12M, Poland	12m.eu	9A38
n/a	A T PROMOTIONS SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ, Poland		9G38
44655	Abanicos Aparisi, S.L., Spain	www.abanicosaparisi.es	9C22
49799	ABC-N Plus Przemyslaw Plaskacz, Poland		9G81
60572	ABERO Sp. z o.o., Poland	www.abero.pl	9D44
60707	ACME United Europe GmbH, Germany		9C72
60674	ACT Card & Promotion GmbH, Germany	www.actcard.de	9B67
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SIRKETI, Turkey	www.adaseramikcupa.com	9E36
44329	aditan GmbH, Germany	www.aditan.de	10L38
60629	Adivin Beach Flag SA, Spain	www.adivin.com	9C55
43999	ADOMA GmbH, Germany	www.adoma.de	9F81
49601	Adore s.r.o., Czechia	www.adorepen.eu/en	10C56
47307	AdPen	www.adpen.de	9B35
20571	Advertising Specialty Institute - ASI, United States		10G10
45448	Aetzkunst GmbH & Co. KG, Germany	www.trophies-germany.de	9B32
60661	agood company (A Good Group AB), Sweden	agood.com	9F65
PSI Partner	aimfap, Spain		10G10
60722	Airpaq GmbH, Germany	www.airpaq.de/pages/individuelle-firmenrucksaecke	9E73
60441	AKROH INDUSTRIES BV, The Netherlands	akroh.com	10E19
60606	Aldef Global Ana Luisa de Sousa Francisco, Poland	www.aldefglobal.com	9E70
60515	Alfa Beta Tekstil Is Kiyafetleri San. Ve Dis Ticaret A.S., Turkey		9F07, 9E08, 9G18, 9G14
60540	Allpromoted Inc., United Kingdom	allpromoted.espwebsite.com	10C40
45590	aloga gmbh, Germany	www.makeityours.me	10D27
49719	AMGS GROUP JERZ I GIGOLLO SPÓŁKA KOMANDYTOWA, Poland	www.amgsgroup.com	10A13
45753	Anda Present Ltd., Hungary	andapresent.com	10A50
60639	Apres Allstars GbR, Germany	apres-allstars.com/en	9D42
60787	APS Print Sp. z o.o. Sp. k., Poland		9G40
45194	ARA NV, Belgium	www.ara-transferprint.com/en	9E32
46726	Ari International Trading GmbH, Germany		10B24
60763	ARMACAO Design SARL CAP 5-12, France	armacao.fr	10B05
60730	ARTSAN TEKSTIL TRANSFER KAGITLARI SAN. VE TIC.LTD.STI., Turkey		9G22
60761	Aseli Trade GmbH, Germany	aseli.de	9H46
PSI Partner	ASSOPROM, Italy	www.assoprom.it	10G10
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, Turkey	www.asyapromosyon.com.tr	9E30
60207	ATACA TEKSTIL SANAYI VE TICARET LTD STI, Turkey	www.atacatekstil.com	10A40
46148	ATUT & PRIMAR s.c, Poland	www.atutwood.pl	9B58
49413	AVANT Fabryka Porcelitu, Poland	www.avant.pl	9B56
60726	AWIH Zbigniew Zielinski, Poland	awih.pl	9C78
46204	Axpol Trading Sp. z o.o, Poland	axpol.com.pl	9C32
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey	aysoytextile.com.tr	9F37
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9D04
n/a	Bags2GO, Germany		10G26-08
44197	Bambook B.V., The Netherlands		9G70
PSI Partner	BAPP - Belgian Association of Promotional Products, Belgium		10G10
45434	Bartl GmbH, Germany		10C66
43602	Bauer GmbH Bandweberei, Germany		9E65

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PSI No.	Exhibitor	Web	Booth
60708	Beefree - Plastikfreies Leben, Germany	www.beefree-plastikfrei.de	9G74
60666	BEEPACK SP. Z O.O., Poland		9D63
60668	BEMAG Sascha Behrendt, Germany		9H64
48159	Beutler Packaging GmbH, Germany	beutler-packaging.de	9E67
41859	BIC GRAPHIC EUROPE S.A., Spain	www.bicgraphic.com	10A18
60709	Billboard PLC, Bulgaria	billboard.bg/en/about-us.html	9E49
60491	BILLY the Clip Verwertungs GmbH, Austria	billytheclip.com	9A36
60642	Bilsan Bayrak imalat San. ve Tic. Ltd. Sti, Turkey		9F07, 9E08, 9G18, 9G14
60237	Black + Blum Ltd, United Kingdom	www.black-blum.com	10D58
60738	BLOOM your message V.O.F., The Netherlands	bloom-yourmessage.nl	9H75
60754	BLUNT Umbrellas, Germany	www.bluntumbrellas.de	9G78
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
60727	Born Originals GmbH, Germany		9C63
44755	Bosscher International B.V., The Netherlands	www.bosscher-international.com	9A46
PSI Partner	BPMA - British Promotional Merchandise Association Ltd., United Kingdom		10G10
60685	Brand New Lab - Peppery Sound, Lda, Portugal	brandnewlab.com	9C73
46432	brandbook, Germany	www.brandbook.de	10B03
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
60734	Butik Tekstil Ithalat Ihracat Sanayi ve Ticaret Ltd. Sti., Turkey		9G20
41446	Buttonboss Group, The Netherlands		10D06
47952	Büyüksöy Bayrak Ve Semsiyi San. Tic. A.S., Turkey	heb.com.tr	10F26
78096	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	carson.com	10C67
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic Ltd Sti, Turkey	caspijgroup.com	10D28
43811	CDH Computer Division Heinemann GmbH, Germany	www.cdh.info	10F65
60770	Celer Piotr Lasecki, Poland	celpro.pl	9H73
60717	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
60772	Cognio Promosyon ve Reklam Hizmetleri Sanayi Ticaret Limited Sirketi, Turkey	www.p-h-l.com	10E06
47506	Condom Message, The Netherlands	www.condommessage.com	9F03
60181	Confiserie Möhlenkamp OHG, Germany		9F69
41421	Coolike-Regnery GmbH, Germany	www.coolike.de	9C15
45939	Corthogreen bv, The Netherlands	www.corthogreen.com	9H43
60715	Cosmetique SA, Switzerland	cosmeticcreator.com	9B74
47376	CosmoShop GmbH, Germany	www.werbemittelshop.de	9C68
47675	Cotton Classics Handels GmbH, Austria	www.cottonclassics.com	10G26-02
48968	CP-Team GmbH, Germany		9A68
60723	Creative AirQ'be BV, The Netherlands		9B75
43581	Croatian umbrella Ltd, Croatia	croatianumbrella.com	10B32
43968	CRUX Sp.j., Poland	greenplanet365.eu	10B61
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

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PSI No.	Exhibitor	Web	Booth
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
PSI Partner	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
60783	Druckplanet24, Germany		10F11
60788	Drukarnia Bomba sp.j., Poland		9H84
60569	Durable Hunke & Jochheim GmbH & Co. KG, Germany	www.durable.de/de_DE	10G58
n/a	EA Bilisim Reklamcilik, Turkey		9F07, 9E08, 9G18, 9G14
47300	Easy Gifts GmbH, Germany	www.easygifts.de	10F35
60236	ecobrands respectful distribution gmbh, Austria		10H57
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	10F55
60503	eFanshop.com JOANNA KUŁAKOWSKA, Poland		10E07
60767	EFE Design GmbH, Germany		9C80
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 Srl, Italy	www.elite-it.com	10D09
47403	Ender Tekstil, Turkey		9E21
80309	EPSON Germany GmbH, Germany		10L71-08
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, Turkey	www.erenkadife.com.tr	9A60
60689	Espa srl, Italy	www.espaitalia.it	10C44
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
60721	Expandesign International Pty Ltd, South Africa	expandesigneurope.com	10D10
47094	Extrapack OOD, Bulgaria		10G19
60716	F.B. AKSESUAR ÇANTA TEKSTİL İNŞ. SAN. TİC. LTD. ŞTİ., Turkey	www.fbaksesuar.com	10G28-10
60771	FabRap, Germany		9A69
49205	Fabryka Zabawek Pluszowych „Kolor Plusz”, Poland	www.kolor-plusz.pl	10F08
n/a	Fair Towel, Germany	fairtowel.eu/de	10G26-06
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
60678	G. Benedikt Karlový Vary s.r.o., Czechia	gbenediktgroup.com/en	10B30
40807	Gabriele Bühning, Germany	www.buehring-shop.com	10L57
48691	GC Footwear GmbH, Germany	gcfootwear.com	10B39
46270	GEFU GmbH, Germany	www.gefu.com	9H66
41615	Geiger-Notes AG, Germany	geiger-notes.ag	10G61
47324	Get Impressed srl, Italy		9E07
47052	GIFT STAR, Poland	www.giftstar.pl/en	9A67
43492	Gifts with Impact B.V., The Netherlands	www.shopgiftswithimpact.com	9D76
60418	Gimel Hediyelik Esya ve Büro Gereçleri Paz ve Tic Ltd. Sti., Turkey		9F07, 9E08, 9G18, 9G14
41734	giuseppe di natale spa, Italy	www.dinatalestyle.com	10B18
45737	Giving Europe GmbH, Germany		10D52
PSI Partner	GJC International Sp. z o.o., Poland	joomp.eu	10D11
45192	Glasmark Sp. z o.o., Poland	glasmark.pl	9E22
46626	Global Innovations Germany GmbH & Co. KG, Germany	www.globalinnovations.de	9D78
60620	GOBILAB SAS, France	en.gobilab.com	10D07

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PSI No.	Exhibitor	Web	Booth
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
49095	GPS BAGS SPA, Italy	www.gpsbags.com	10F68
47265	GRASPO CZ, a.s., Czechia	www.graspo.com	9F25
60793	GravoTech GmbH, Germany		10L71-06
48277	Green Earth Products, The Netherlands	greenearthproducts.de	10E18
60720	Green MNKY GmbH, Germany	greenmnky.de	9H74
60755	Greenprint S.C. / Ecotorby.pl, Poland	ecotorby.pl/en	9H79
60602	GRNPACK AMBALAJ VE CANTA IMALATI, Turkey	grnpack.com	9C70
48623	GSE gGmbH, Germany	werkstatt.gse-essen.de	9C39
60759	Gündogdu Makina San. Ve Tic. Ltd. Sti., Turkey		9F07, 9E08, 9G18, 9G14
42819	Gustav Daiber GmbH, Germany	www.daiber.de	10G37-02
46944	Gutting Pfalz nudel GmbH, Germany	www.pfalznudel.de	9C03
45666	Halfar System GmbH, Germany	de.halfar.com	10G37-03
43749	HALM Straws GmbH, Germany	www.halm.co/pages/firmengeschenk-werbemittel	9B71
60517	HalmBrüder GmbH, Germany	halmbrueder.de	9H61
44954	happyROSS GmbH, Germany	www.happyross.de/wm	10A21
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J, Poland	headwear.pl/de	9G28
47574	HEGA PROMOTIONS, Spain	www.hegahogor.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.emotion-factory.com	9C48
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
60714	Hot Screen AB - Transferdruckerei, Schweden	hotscreen.de	9F56
46994	Hubbes Verkstad AB, Schweden	www.ecokeyrings.se	EN02
60663	Hugo Frosch GmbH, Germany	www.hugo-frosch.de/promotion-werbemittel-waermflasche.php	9H67
47595	Huhtamaki Cup Print Ltd. Trading as Cup Print, Germany	cupprint.com/de	9H81
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	www.idsneakers.com	9C44
20574	IFEMA Feria de Madrid, Spain	www.ifema.es/en/promogift	10G10
n/a	Igel Werbemittel GmbH, Germany		9A53
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
60470	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
16034	IP Adelt GmbH, Germany	www.ip-adelt.de	9B65
46848	Ipeknur Textile Clothing Co. Ltd., Turkey	www.ipeknur.com	9C11
20594	IPPAG Cooperative, Switzerland	www.ippag.world	10G10
60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr/en	9F07, 9E08, 9G18, 9G14
60596	ISTANBUL NETWORK YURTDIŞI ÜRÜN.PAZ.TİC.LTD.ŞTİ., Turkey	istanbul-network.com	9F07, 9E08, 9G18, 9G14
49767	J.S. Fashion GmbH, Germany	www.js-fashion-gmbh.de	9D70
41990	Joytex GmbH & Co. KG, Germany	www.joytex.de	10A62
41545	JUNG since 1828 GmbH & Co. KG, Germany	www.jung-europe.de	10G49

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60200	Jungfleisch GmbH, Germany	www.jungfleisch.de	9H65
48245	JUTEKO GmbH, Germany		10B44
60747	K9-Tierbedarf GmbH, Germany		9B70
42706	Kalfany Süße Werbung GmbH & Co. KG, Germany	www.suesse-werbung.de/en	10E20, 10A05
60703	KAPLAN OFSET MATBAACILIK SAN. TIC. LTD. STI., Turkey	www.kaplanofset.com.tr	9A71
60686	keeper GmbH, Germany	www.keeper.com	10C50
46131	KHK GmbH, Germany	lipcare-werbemittel.de	10H56
60092	Kilavuz Görsel Çözümleri Ve Reklamcılık San. Tic. A.S., Turkey	www.kilavuzgorsel.com.tr	10A08
48320	Kim Kranholdt GmbH, Germany	www.kranholdt.de	9A65
60768	Kingly Ltd., Bulgaria		9F80
60471	Kingstar Technologie GmbH, Germany	ikingstar.com	9D45
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	www.kleen-tex.eu	10D26
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany		10L23
60712	Kloster Kitchen, Germany	www.klosterkitchen.de	9H34
44929	KNOW HOW INTERNATIONAL, Germany		10G03
60591	Koksal Canta Ve Saraciye SAN TIC LTD STI, Turkey		9F07, 9E08, 9G18, 9G14
44071	KÖNITZ PORZELLAN GMBH, Germany	www.koenitz.com	9H27
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
60773	LagerPlus GmbH, Germany	lagerplus.de	9H53
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 İSTANBUL ENERJİ PROMOSYON SAN. VE TIC. A.Ş., Turkey	www.lark-international.com	9E58
60581	LASIT Sistemi e Technologie Elettrotiche S.p.A., Italy	www.lasitlaser.de	9E63
14047	Lautus Werbemittel GmbH, Germany	lautus-shop.de	9B66
60665	Lema3D Sp. z o.o., Poland		10B58
60407	Lenora Tekstil San. ve Tic AS, Turkey		9F07, 9E08, 9G18, 9G14
49644	LEONARDO, Germany		10D49
60737	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
60728	Ligatexx - Alles mit Druck Hillbrecht/ Griese GbR, Germany	www.ligatexx.com	9F23
48956	LimeBOX, Poland		9G42
47225	LIP Handelsgesellschaft GmbH, Austria	hirschideas.com	9G57
43208	Logolf Line B.V., The Netherlands		10E03
46104	logolini Präsente, Germany	www.logolini.com	9B22
40909	MACMA Werbeartikel OHG, Germany	www.macmaworld.com	10L47, 10K49
n/a	Maegis B.V., The Netherlands		10L71-04
60700	MAGMA Heimtex Erich Hargesheimer e.K., Germany	www.thepromobag.de	9B69
41617	MAGNA sweets GmbH, Germany	www.magna-sweets.de	10C50
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
PSI Partner	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
60645	Matrix Frame BV, The Netherlands	www.Mobilelightbox.eu	10H62
60626	Matuya Makina Sanayi Tic. Ltd. Sti., Turkey	matuya.com.tr	9A40
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	mayatki.com.tr	9A14

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PSI No.	Exhibitor	Web	Booth
60643	MAYYANA TEKSTIL GIDA DERICILIK IC VE DIS TIC. SAN. LTD. STI., Turkey		9F07, 9E08, 9G18, 9G14
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
PSI Partner	Meisenbach Verlag GmbH, Germany		Hall 9 - Media Lounge
43927	memo AG, Germany	www.memo-promotion.de	10E25
41836	metorex, Germany	www.metorex.com	10D34
41680	METRICA SPA, Italy	www.metrica.it	9A33
60521	Micro Mobility Systems D GmbH, Germany	www.microscooter-shop.de	9H70
42042	midocean Germany GmbH, Germany	www.midocean.com	10A02
43439	Miiego A/S, Denmark	miiego.com	9C26
60746	Millibags Przemyslaw Dabrowski, Poland		9B73
PSI Partner	MIM Marken Institut München GmbH, Germany		Hall 9 - Media Lounge
n/a	Miners Mate, Germany	minersmate.eu	10C26-07
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	mnitextile.com	9E46
48784	Modal BRG Örgü Dokuma Tekstil, Turkey	www.modaltextile.com	9C31
49044	modico GmbH & Co KG, Germany	www.modico-graphics.de	9C08
	MoPA Area		10L18, 10L17
	MoPA Café & Shop		10L09
48393	MORE KAGIT SAN. VE TIC.LTD.STI, Turkey	morekagit.com.tr	9B16
60454	Mousepad24.eu, Poland	www.mousepad24.eu	9C72
60492	MOUTH Propaganda GmbH, Germany	www.mouthpropaganda.com	10D08
60439	MOYU BV, The Netherlands	www.moyu-notebooks.com/de	9E68
47776	MSW Lasertechnik GmbH, Germany		9E52
47774	Müller Werbemittel GmbH & Co. KG, Germany		10B66
45974	Multiflower GmbH, Germany	multiflower.de	10C35
n/a	Mutoh Germany GmbH, Germany	mutoh.eu/de	10L71-05
60704	mymuesli AG, Germany	www.mymuesli.com/firmen/firmenkunden	9H32
49948	Myrix GmbH, Germany	www.myrix.de	10L38
60762	naschlabor GmbH, Germany	www.naschlabor.de	9H36
60748	Nature Cosmetique GmbH, Germany	nc-manufaktur.de	9G77
41816	Nestler-matho GmbH, Germany		10L25
60751	Net Aksesuar Bilisim Urunleri San. ve TIC. A.S., Turkey	www.bagseurope.com	9F07, 9E08, 9G18, 9G14
45411	Neutral.com, Denmark		10D36, EN01
60775	Nevestanbul Tekstil Promosyon San.Tic.Ltd.Sti - Cottonworks, Turkey	nevestanbul.com.tr	10A20
60757	NEW DRINK SYSTEM SAS, France		9H72
60551	New Idea Crafts GmbH, Germany	newideacrafts.de	9C36
60719	Nibey Tekstil Dis Ticaret Ltd. Sti., Turkey	www.nibey.com.tr	9E40
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	noex.com.pl	9A35
60530	Nomenta Industries International B. V., The Netherlands	www.kooduu.com	10F54
60534	NOON CONCEPT MOBILYA SANAYI VE TICARET LIMITED SIRKETI, Turkey	www.noonconcept.com	10A30
46403	NOTEDECO Spółka z ograniczoną, Poland		10C43
60697	Novaton DOOEL Skopje, Northern Macedonia	www.novatonegroup.com	9E77
60752	NutsBox, Germany	www.nuts-box.de	9H40
45033	Octogone GmbH, Germany		10G01
80075	Offene Systeme Software!, Germany	www.ks1.de	10B48
PSI Partner	onderdeel van Virtümedia B.V, The Netherlands	stitchprint.eu	Hall 9 - Media Lounge
60745	One World Trade GmbH, Germany		9C76
48842	Openvision Lda., Portugal		10G21
49663	ORAKEL, Belgium		9B36
47101	Orcas Customized Products GmbH & Co. KG, Germany		10H37

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44057	P.P.H.U LEZAKOWO, Poland	lezakowo.com	10E28
60566	P.W. DOMAR Dominik Markocki - WHITEBOX, Poland	whitebox.pl	9D64
60713	P.W."R.Majewski", Poland	r-majewski.eu	9C74
60765	Pamir Havlu Pazarlama San Ve Tic LTD Sti, Turkey		9F07, 9E08, 9G18, 9G14
47378	Paper + Design GmbH, Germany	www.paper-design.de	10G60
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	9H15
48836	Papermints S. A., Belgium	papermints.eu/logo-products	9F74
n/a	Pasin Tekstil San Ve Tic Ltd. Sti, Turkey	pasintekstil.com	9A23
45999	PASSATGUMMI, Germany	www.passatgummi.de	9H16
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com/de	10G22
60777	PERFECT GIVINGS GmbH, Germany		10C06
60741	Persona Tekstil San. Ve Dis Tic. Ltd. Sti, Turkey		9D61
60613	Peter BODUM® GmbH, Germany	www.bodum.com/de/de	9D66
40660	PF Concept Germany GmbH, Germany		9H59
41690	Philipp Holle KG, Germany	www.holle-werbeartikel.de	10G65
49467	PiNkey AG, Germany		9E71
46925	Pins & mehr GmbH & Co. KG, Germany	www.pinsundmehr.de	9D41
60758	PLAS-DREW SP. Z.O.O., Poland		9F78
60009	Plastdiversity, Lda, Portugal	plastdiversity.com	9E79
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	10D16
49402	Polskie Karty sp. z.o.o., Poland	plasticcards.zone	9E44
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	10C49
43755	PopSockets EMEA Oy, Finland		9B43
41838	Porzellanmanufaktur Kahla/Thüringen GmbH, Germany	www.kahlaporzellan.com	10B12
60512	Pottkorn GmbH, Germany	www.pottkorn.de	9H51
42713	POUL WILLUMSEN P/S, The Netherlands	www.poul-willumsen.com	9C21
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60086	Premium Square Europe B.V.,The Netherlands	www.premium-square.com	10D25
49286	Print Tattoo by Stainer (STAINER Schriften & Siebdruck GmbH & Co KG), Austria	www.print-tattoo.com	10B27
60688	Printer.BG EOOD, Bulgaria	printer.bg	9C71
n/a	Printwear, Germany	www.printwear.eu	10G26-10
42332	Prodir, Switzerland	www.prodir.com	10L36
60496	Product Media Group BV, Belgium	www.thecottonbag.company	9H07
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. Ith./Ihr. Ltd. Sti., Turkey	promedyatanitim.com/en	9B30
46355	Promidata GmbH, Germany	www.promidata.com	10K41
60608	Promix Clean GmbH, Germany	www.promixclean.com	9C65
60219	Promocollection Limited, United Kingdom	www.promocollection.uk	9E76-04
41446	Promocorp BV, The Netherlands	www.promocorp.com	10F01
48943	PROMODA TEKSTIL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9A30
45471	Promodoro Fashion GmbH, Germany		10G26-01
46124	PromoNotes Sp. z o.o., Poland	promonotes.eu	10D42
60693	Promoself srl, Italy	arkdisplay.it	9C38
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	PSI Community Café	www.psi-messe.com	9B48, 10G18
	PSI Forum		10G04
	PSI Innovationsforum		9E83
	PSI International Lounge, Germany		10G10
	PSI Newcomer Lounge		9A83
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	PSI Services & Info		9A05, 9A04
	PSI TV Studio		10L05
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48954	Pusula Cizgi Alti Basim San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	10A14
43956	Quality Punch, Inc, United States	www.qualitypunch.com	9C20
60750	Red Bird GmbH, Germany		10B10
42487	REFLECTS GMBH, Germany	www.reflects.com	10L38
60235	REFLOACTIVE Sp. z o.o., Poland	refloactive.com	10B28
79050	Regatta Ltd., United Kingdom	www.regattaprofessional.com	10G26-03
42130	Regine IQtrim GmbH, Germany	www.regineiqpromo.com	9C73
47182	Reisenthal Accessoires GmbH & Co. KG, Germany	reisenthal.com	10C36
60774	rekman - Reklam Ve Tanitim Malu. San. Tic. Ltd. Sti, Turkey	rekman.com.tr	10E09
60578	Relaxound GmbH, Germany	www.relaxound.com/corporate-branding	9F22
		www.retap.com	9B26
48273	Retap ApS, Denmark		10E04
60792	Rex Corp LLC, Pakistan		10D56
40884	Richartz GmbH, Germany		9C30
44940	RICOLOR MK-Haushaltswaren, Germany	www.ricolor.de	10D12
60451	RINAMA GmbH, Austria	rinama-giveaway.at	9H49
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	9F72
60599	Rogac d.o.o., Slovenien		10B23
49585	Rolleat, Spain	rolleat.com/corporate-gift	10F60
60609	Rollink, Germany	www.rollink-koffer.de	9B62
60622	Rominox GmbH, Germany	www.rominox.de	9E45
60448	Rommelsbacher ElektroHausgeräte GmbH, Germany	www.rommelsbacher.de	9B40
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	www.rokeholders.com	10B13
60084	SACKit ApS, Denmark	sackitshop.de	9C25
43809	Sahinler Tic Ltd. Sti., Turkey	www.verte.ist	9F79
44782	Sahm GmbH & Co. KG, Germany		9D37
60536	Salzmann GmbH, Germany	www.salzmann.eu	10G50
46551	Sanders Imagetools GmbH & Co. KG, Germany	www.imagetools.com	10B56
49516	SANDEX.PL SP. Z O.O., Poland		10G48
46525	Sanjuan Hermanos, S.A., Spain		9G51
60779	Sanko Tekstil Isletmeleri San.Ve Tic. A.S. Organize Sanayi Subesi, Turkey	www.sankotowel.com	10C62
46903	Schäfer Promotion GmbH, Germany	www.schaefer-global.com	9H47
43416	Schneider Schreibgeräte GmbH, Germany	schneiderpen-promotion.com	9H60
60631	Schöffel PRO GmbH, Germany	www.schoeffel-pro.com/de/de	10D43
45297	SDX Group sp. z.o.o., Poland	sdxgroup.pl/en/home-eng	10G17
46097	Secaneta - José Albero Puerto, Spain	www.secaneta.com	10D66
60702	Secrid B.V., The Netherlands	secrid.com	10B12
41838	SENATOR GmbH, Germany	www.senator.com	9G45
47022	SI POS GmbH & Co. KG, Germany	www.si-pos.de	10F18
49099	SIGG Switzerland Bottles AG, Switzerland	www.sigg.com/cobranding	9A66
60588	sigikid H. Scharrer & Koch GmbH & Co. KG, Germany	sigikid.de	10A06
60718	Signnovation International Dinxperlo B.V., The Netherlands		9C55
48123	Silverspot Trading GmbH, Germany	www.silverspottrading.com	10H58
43527	Simply Best GmbH, Germany	www.simplybest-gmbh.de	10B50
43807	SIPEC S.P.A., Italy	www.sipec.com	10G55
49550	SKARPETA GmbH, Germany	skarpeta.eu	10G62
48301	SL Lederwaren B.V. - SL Bags, The Netherlands	slbags.com	10B26
46325	SLODKIE Ltd., Poland	slodkie.eu	9G75
60749	Smettly GmbH, Austria	www.getfinn.com	9C60
60203	snagger GmbH, Germany	www.snagger-germany.com/b2b	10G37-05
45567	SND Porzellanmanufaktur GmbH, Germany		9F71
47752	SOCCER FIRST, Germany	www.soccerfirst.de	10D41
47104	Softreflector LLC, Estland		9A51
46518	SOLARES Ith. ve Ihr. San. Tic. A.S., Turkey		9F67
60673	Songze Europe B.V., The Netherlands		

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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
45341	Stereo Holland-Gebäck GmbH & Co. KG, Germany	www.schokotaler.de	9A58
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	www.contento.com	9E26
60784	Stocks NV, Belgium		10D04
60701	Strax GmbH, Germany	www.strax.com	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
60648	SUWI Werbetextilien Import GmbH, Germany		9A76
48816	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	www.tapobit.link	9B68
49090	TDJ Stadtgärtner GmbH, Germany	www.diestadtgaertner.de	9C59
60681	Teabag, Poland	teabag.pl/pl	9B64
60742	team-d Import-Export Warenvertriebs GmbH, Germany		10H39
43817	TechnoTrade, Germany	www.technoline-berlin.de	9H28
48418	Ted Gifted, Poland	www.tedgifted.com	9D03
45668	TEE JAYS A/S, Denmark	www.teejays.com	10G26-05
47879	Teko Tryck AB, Sweden	www.tekotryck.se	10B29
60684	TexAd GmbH, Austria		9B63
60489	TEXmarket GmbH, Italy	www.texmarket.it + www.texmarketsports.com	10B59
43720	Texpro Solutions Sp. Z o.o., Poland	www.dtbeu.com	10E12
41875	TFA Dostmann GmbH & Co KG, Germany	www.tfa-dostmann.de	10A17
49412	TH CLOTHES, Portugal	thclothes.com	10L33
60735	The Branding Club B.V., 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	www.brickpromotions.com	9E62
60739	the markeTEARs BV, The Netherlands	www.themarketeARs.com	9G79
90104	The Ocean Bottle Ltd, United Kingdom	oceanbottle.co	10G69
90036	The Outdoors Company Ltd., United Kingdom	theoutdoorscompany.co.uk	10D55
44176	The Peppermint Company, The Netherlands		10F10
60531	Therabody, Ireland	www.therabody.com	9E76-05
48780	Tiflo B. V., The Netherlands		9B45
16713	Tiger Concept B.V., The Netherlands	promosneakers.nl/de	9C64
60729	TIPU, Poland	tipu.pl/en	9B77
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	www.toppoint.com/nl/home	10L56, 10L72
60664	TOPQ Bucior Bukowski Sp. J., Poland	www.topq.pl	9E55
60732	TOWELMED FRANCE SASU, France	towelmed.com/en	9C76
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E66
60574	Treebytree BV, The Netherlands	www.treebytree.earth	10L55
49563	Trendy Sport GmbH & Co.KG, Germany	trendy-sport.eu	9A29
44970	Trigon Germany GmbH, Germany	www.semo.de	9D36
46311	TROIKA Germany GmbH, Germany	business.troika.de	10A35
47804	Trotec Laser Germany GmbH, Germany	www.troteclaser.com	9A26
43722	TÜRMAK, Turkey	turmak.com/en/home	9D35
48813	Tuva Home Textile Ltd., Turkey	www.tuvahome.com	9A22
60125	UBG, The Netherlands	ubgcompany.com	10C57

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49994	UMBRA design d.o.o., Croatia		10B09
60486	Unilens Lenticular Promosyon Matbaa Hiz. Ith. Ihr. Ltd. Sti., Turkey		9F07, 9E08, 9G18, 9G14
60764	Uniontex Industries GmbH, Germany		10L63
60558	Universe Print Mariusz Baranowski, Poland	www.universeproduction.com	9H23
49211	USB System Sp. z o.o. Sp.k., Poland	usbssystem.eu	10D62
60469	UTAL sp. z o.o., Poland	www.atal.pl	10E08
60184	Valenta International B.V., The Netherlands	www.valenta.com	9A70
47056	Varliker Tekstil AS, Turkey		9B57
PSI Partner	Verlagshaus Gruber, Germany		Hall 9 - Media Lounge
44281	VICTORINOX AG, Switzerland	www.victorinox.com	10G35
46622	Viva-Plus II Firma Handlowa, Poland	www.vivaplus.pl/pl/aktualnosci.html	9F63
60785	Vizyon Kaucuk ve Kaplama San Tic Ltd Sti, Turkey	vizyonkaucuk.com	9A21
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	www.vogtektstil.com	9B15
60554	VOITED Adventure GmbH, Germany	voited.eu	9E35
60497	Vonmählen GmbH, Germany	b2b.vonmaehlen.com	10C27
44685	WAGUS GmbH, Germany	www.wagus.de	9G03
41594	Walz GmbH & Co.KG, Germany	www.walz-gruppe-ulm.de	9E48
60690	Wellkar Imex ic ve dis tic as, Turkey	www.wellkarimex.com	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	en.wickedwoodgames.com	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
60766	Wooden Boomerangs, MB, Lithuania	woodenboomerangs.com	9A73
60452	Wooden World sp. z o.o., Poland	www.woodenworld.eu	9C43
60525	WOSMANN SPIRAL AMBALAJ VE OFSET MATBAACILIK A.S., Turkey		9F07, 9E08, 9G18, 9G14
49918	Xapron B.V., The Netherlands	xapron.nl	9A64
42772	xd connects, The Netherlands	www.xdconnects.com	10A61
60744	X-tec Systems GmbH, Germany		10L71-07
60676	Yang GmbH, Germany	www.yangspatch.com	9H71
60740	YANOSKYY Marta Janowska, Poland		9H77
60710	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 Lynn Koczy, Germany	www.yourbujo.com	9C71
60630	Zebratex Fashion&Merch GmbH, Germany	www.zebratexfashion-merch.de	10E43
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It is well known that microplastics are harmful to humans and the ecosystem, even if not all of the effects have been researched. Precautionary restrictions on these potentially hazardous substances therefore make sense. As a first step, the ban on loose glitter and microbeads came into force on 17 October.

Glitter and microbeads already prohibited

We can do without microplastics



Secondary microplastics are created by abrasion or the decomposition of plastic waste, among other things. They are not degradable and remain in the environment.



Glitter also falls under the ban – but thanks to degradable, microplastic-free organic glitter, there are still “shiny” possibilities and great promotional and decorative items with a glittery effect.



as potentially hazardous substances. To help companies assess the significance of the current restrictions (Restriction Entry no. 78 in Annex XVII of the REACH Regulations) for the sector, we are providing some basic information on the subject of microplastics.

Primary microplastics are added

A basic distinction is made between primary and secondary microplastics. The term primary microplastics refers to particles that are produced intentionally. They are then further processed or added to products in order to fulfil a specific function. Microplastics are deliberately used, for example, in agriculture and horticulture, as abrasive particles in facial and body scrubs, in cosmetics, detergents and cleaning agents, paints and varnishes, in-vitro diagnostics, medical products, human and veterinary medicines, food additives and in the oil and gas industry. They are used as fillers, binders, film formers, abrasive particles, carriers, stabilisers, filters, opacifiers, for the targeted release of active ingredients, for the encapsulation of fragrances, as anti-foaming agents or as blasting agents for industrial surface treatment. There are also microplastics that are used directly in their particle form, for example as infill material for artificial turf pitches. One example of further processing is the use of thermoplastic pellets in the manufacture of films or moulded components. The annual amount of primary microplastics used in the >>

It is hard to imagine the world of consumers, industry and the promotional product sector without plastics. They make our lives easier, safer and more colourful in many ways, and are often lighter and cheaper than other materials. However, if they are not properly disposed of or recycled, they can end up in the environment, where they remain for centuries, breaking down into smaller and smaller particles. As a rule, plastic particles measuring less than 5 millimetres are called microplastics. These fall within the scope of the current restrictions of REACH. Plastic-coated particles of this size, as well as fibrous particles with a length of up to 15 millimetres are also defined as microplastics. These particles have been the subject of controversial discussions for several years

>> EU is estimated at around 145,000 tonnes. This information from the European Chemicals Agency ECHA alone makes it clear that microplastics are produced on a large scale and used in many areas where they fulfil certain functions. In the EU, a comprehensive ban on intentionally added microplastic particles was adopted this year as part of the REACH chemicals regulation. Secondary microplastics are not covered by the current restriction. Nonetheless, here are a few facts to help differentiate.

Secondary microplastics are produced during decomposition

Secondary microplastics are not produced industrially, but are created through the physical, biological and chemical decomposition of larger plastic parts or particles, for example through tyre abrasion, fibre abrasion in private households (for example when washing synthetic textiles) and during the weathering of geotextiles (films, fleeces and building materials in civil engineering, waterways, traffic routes or horticulture). Anyone talking about microplastics in general is more likely to be referring to the final stage of weathering of carelessly discarded plastic items and PET bottles, i.e. the particles that remain when plastic waste decomposes. However, the fact that (primary) microplastics are also intentionally released into the environment is less well known.

Restriction as part of the EU plastics strategy

It is therefore understandable that the EU's restrictions are initially aimed at areas where the environmental impact can be reduced comparatively easily by avoiding primary microplastics. Eliminating intentionally added microplastics eliminates their entering ecosystems or bodies. As a first step, the EU Commission has therefore adopted measures that prohibit the sale of microplastics as such, as well as products to which microplastics have been deliberately added and which release these particles during use. Based on the scientific findings presented by the European Chemicals Agency (ECHA), the EU Commission drew up a restriction proposal within the framework of the European Chemicals Regulation (REACH). This was approved by the EU member states. Before being adopted, it was successfully scrutinised by the European Parliament and the Council. However, the ban will take effect gradually for the various applications in order to give manufacturers sufficient time to develop alternatives and switch production. The transitional period is up to twelve years, i.e. until 2035.

First bans since October

The adopted restriction is based on a broad definition of microplastics: It includes all synthetic polymer particles under 5 millimetres that are organic, insoluble and difficult to break down. The aim is to reduce emissions of intentionally used microplastics from as many products as possible. The microplastics restriction is part of the EU plastics strategy. Our overview shows some examples of common products that fall under this restriction.

What is covered by the restriction?

- ▶ The granular material used on artificial sports surfaces, the largest source of intentionally used microplastics in the environment.
- ▶ Cosmetics in which microplastics are used for a variety of purposes, e.g. for skin exfoliation (microbeads) or to achieve a specific texture, fragrance or colour; glitter particles in decorative cosmetics.
- ▶ Detergents, plasticisers, glitter, fertilisers, pesticides, toys, medicines and medical products.
- ▶ Products used on industrial sites or which do not release microplastics during use are exempt from the sales ban. However, manufacturers must provide instructions on how to use and dispose of the product.
- ▶ The ban on loose glitter and microbeads was one of the first measures to come into force on 17 October.

! Effects of microplastics on the environment and health

- ▶ Microplastics can enter the food chain when animals ingest them.
- ▶ Microplastics are very resistant and do not biodegrade. Once released, the particles remain permanently in the environment: According to current knowledge, microplastics can not be removed from the environment.
- ▶ Microplastics can therefore accumulate in water and soil and have long-term effects on ecosystems.
- ▶ Over time, microplastics break down into smaller and smaller particles, which tend to be even more dangerous as they are more easily ingested by animals.
- ▶ There is evidence that microplastics can cause inflammation in the body and damage cells and tissue.
- ▶ Chemicals can adhere to microplastic particles and, in this way, toxic substances can enter the body.

Relevance for the sector

To what extent is the promotional product industry affected by this ban? Current examples include any microfibre particles that glitter colourfully on decorative and hobby articles, on Christmas decorations or paper products. Anyone selling products for events, parties, dance sports, carnival, or similar occasions will also have to check whether any banned particles are included and then rethink accordingly. Glitter particles on and in many costumes and accessories ensure a glamorous appearance and a great show. Children love it colourful and glittery, which is why there are traditionally many toys on the market with sparkling surfaces sprinkled with glitter dust. What is already there may be resold, but nothing of this kind may be placed on the market for the first time. A huge area using microplastic additives is the cosmetics industry. Here it is important to check the formulations and demand credible and meaningful certificates from producers. In any case, particularly strict rules apply to cosmetics and personal care products, which is why absolute conformity must be ensured in this area in particular. >>



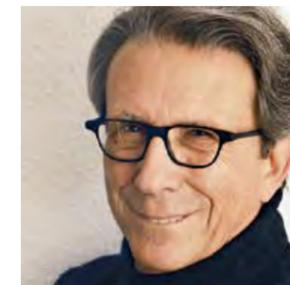
Primary microplastics are added to a variety of products in many different formulations to give them certain properties.



“Goods that are still outside the EU can no longer be placed on the market.”

Lutz Gathmann,
Designer and Safety Technician

The ban on loose glitter has been in force since 17 October 2023. “Loose glitter” is anything that detaches or can detach during the handling of a product, such as Christmas cards, Christmas tree baubles, New Year's Eve rockets, costumes, confetti and the like. Goods that have already been imported into the EU and cleared through customs by this date (17 October) can still be sold. Anything that is still outside the EU, for example in shipping containers, can no longer legally be landed and placed on the market. This is just another example of the many new regulations and bans that companies are facing. I can only advise you to keep up to date so that you can react in good time.



“Microplastics are a huge issue in the cosmetic industry.”

Stefan Fleischmann,
Sanders Imagetools

Microplastics have long been a huge issue in the cosmetics industry. This is because they are found in many formulations, not only in the form of the now banned microbeads, but also in liquid form. We followed developments closely and were therefore quick to ensure that all our products are microplastic-free. For example, we have been using ground walnut shells in our hand-wash paste, and these fulfil the same function. The cosmetics sector is very sensitive and imported products run a high risk of containing substances that are banned in the EU – especially as the documents are often not conclusive. Experienced producers with the necessary expertise are always the best choice. From my own experience, I can only recommend preparing for new regulations in the long term. This is time-consuming, but feasible, as legislative procedures usually have a long lead time and there are always transitional phases. We are also not afraid of the upcoming EU legislation on “greenwashing”, as we have always kept our communication on the topics of sustainability, recycling and responsibility open and transparent and have refrained from using euphemistic or misleading claims. We very much welcome this offensive by the EU and hope that it will ultimately lead to a deeper understanding among retailers and consumers of this extremely complex issue.



>> **First ban sends a clear signal**

The first stage of the ban on microplastics is receiving mixed judgement. Compared to secondary microplastics (see above), which are mainly caused by abrasion from synthetic fibres and tyres, the amount of deliberately added microplastics is relatively small, meaning that the effects of the ban are manageable. It is therefore more important to promote recycling and generally produce less plastic waste, which may then decompose in nature. Nevertheless, the current ban is considered to send a clear signal, as cosmetic products that everyone needs and uses are attracting a lot of attention. The fact that effective, natural alternatives such as sand and minerals, as well as ground shells and seeds, can be used here is an important message that raises awareness of ecological issues. In practice, the ban has already led to a drop in the price of glitter products, which are used in nail design and make-up, for example. Here, too, there are already substitutes in the form of “organic glitter”, which does not contain any microplastics but is more expensive. A new market is opening up, and further alternatives are sure to be developed in the near future. The promotional product industry has also shown that it is inventive and adapts to the circumstances. Keywords here are recycled, recyclable and even compostable plastics (see also page 82ff), the use of “apple leather”, recycled paper, cork, wool felt, cellulose and many other sustainable materials. <



Microbeads were contained in many scrubs, wash pastes, lotions and toothpastes until the ban on 17 October. However, there are equally effective, environmentally friendly alternatives.

“Bio glitter is plastic-free, environmentally friendly and biodegradable.”

Mona Handke, LOOP GmbH & Co. KG

Whe glitter in our LOOP Shop is free from micro plastic – which means it can continue to be sold. Normally, glitter is produced out of small particles of plastic, a layer of aluminium, and often eco-hazardous dyes. Glitter gets into our environment extremely quickly: when you wash plastic glitter off your face using soap and water, it gets into the wastewater and subsequently the groundwater. Water treatment works are ineffective at filtering out microplastic. At open-air



events, too, the plastic particles drop to the ground unnoticed, are blown away and thus pollute our environment. By contrast, the glitter in the Loop Shop is 100 percent plastic-free, environmentally friendly, and biodegradable – and still exactly as pretty! For the bio glitter made in Germany, three natural biodegradable materials are used: cellulose, minerals, and shellac. We sell the glitter as a promotional product, for instance in the form of printable business

cards made out of grass paper with a sachet of bio glitter attached – and those are total eye-catchers and ice-breakers for any first-time meeting. We also offer cork-lidded jars filled with glitter, which can be finished with a customised grass paper label. Unbelievably, glitter is still one of our underestimated promotional items – yet it is able to convey so many ideas and messages and, what is more, it guarantees a good feeling that generates lots of attention. Glitter is ideal as a promotional item at festivals, for example, but also at many other events or promotional campaigns. One thing is vital, in my view: the promotional industry should take care that microplastic-free glitter products are also sustainable in other respects. In this context, a crucial role is played by the origin of its ingredients, the material used for its packaging, and its biodegradability, for example.

<https://www.reach-clp-biozid-helpdesk.de>

<https://environment.ec.europa.eu>

<https://echa.europa.eu>

<https://ec.europa.eu>

www.umweltbundesamt.de

www.produktsicherheit.org

www.imagetools.com

<https://nachhaltigwerben.de>

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Sustainable lip care

Lipcare Recycled Plastic from specialist KHK GmbH is a sustainable alternative to the classic lip balm: The casing of the lip balm is made of 80 percent recycled plastic. The high-quality LipNature Fair formula is produced in the company's own laboratory in accordance with the high requirements of the NATRUE natural cosmetics seal. It is 100 percent vegetable or vegan. Lipcare Recycled Plastic can be ordered from 300 pieces in the colours white, sand and black, with Fairtrade formula, from 1,000 pieces.

Sophisticated writing moments

Everyday writing tasks become moments of sophistication with the Stripo pen set from ANDA Present Group. Whether it's putting the perfect signature on important documents or capturing inspiring thoughts, Stripo gives you an unparalleled writing experience. This pen duo consists of an aluminium biro and a precision rollerball pen, providing the perfect promotional surface. Packaged in an elegant black gift box and equipped with a reliable blue refill, Stripo leaves a lasting impression.



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PSI 43518 • WER GmbH
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www.presit.de



Hands are smiling

More than 40 years ago, kinetic artist and engineer Richard Zawitz invented the original fidget toy, the Tangle. He was inspired by the ways snakes move, and imitated this with the Tangle's intertwined shape. WER GmbH's Touchmore brand is now offering this universal symbol for creativity, flexibility and innovation as a promotional article. The velvety soft movement of the Tangle is meditative and promotes fine motor skills. The process activates brain regions associated with relaxation and focus. Once in the hand, it likes to stay there, when talking on the phone, discussing or musing. It's good for the head and good for the brands that promote with it.

Nature creates order

Troika's wooden pen stand is a real eye-catcher on any desk. Solid and shapely, warm, authentic and high quality, it also keeps things tidy. Eight holes for pens, slots and grooves for business cards, papers and mobile phones as well as a concealed magnetic surface for paper clips are the distinguishing features of this piece. The solid FSC-certified oak wood comes from sustainable EU forestry in Lithuania. The recipient can appreciate this meticulous artisanship with its natural finish.



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PSI 44057 • PPH.U LEZAKOWO
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www.lezakowo.pl

Comfortable maxi promotional space

With their BIG promotional deckchair, Lezakowo introduces a solution that not only offers exceptional comfort, but also creates an extended brand promotion opportunity. The deck chair offers plenty of space to relax and clearly displays the promotional message. Made of environmentally friendly materials, it is the perfect choice for companies looking to promote their brand in a responsible and extremely comfortable way.

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Practical, fashionable and useful

The practical Media belt bag with its attractive print is not only a fashionable accessory, but also an attractive promotional item that sports the company logo. There are three materials to choose from, including RPET material. Full-surface sublimation and a personalised zip complete the picture. The fanny pack is made of high quality polyester fabric from top manufacturers that ensures both robustness and a modern look. The wide strap allows it to be worn around the waist as well as over the shoulder. Thanks to its universal design, the printed waist bag goes with both sporty and elegant outfits.

waist bag
greenverta



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info@recyclebags.eu • info@slbags.com
www.recyclebags.eu • www.slbags.com

Shopper with a good story

If you're looking for a stylish, versatile and practical shopper with a good story to tell, look no further than the ECO Cotton Tote Bag from Recycle Bags / SL Bags. Made from high quality recycled cotton, this bag is manufactured in a certified factory. The spacious and sturdy model, which closes with a drawstring, has an additional zipped pocket to keep your wallet, phone or keys safe. Recycled pre-consumer cotton is made from scraps and waste produced during the manufacturing of cotton. This waste was simply destroyed in the past and can now be used for cotton bags.



PSI 43714
Römer Lifestyle - ROMINOX GmbH
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www.roemer-lifestyle.de

A ray of hope during the cold season

The modern ROMINOX® tea light holder Sacral by Römer Lifestyle conveys peace, security and harmony. Values that are very much appreciated in our fast-moving times! It casts a warm, golden light and is available in two different sizes. It also looks harmonious as a set, because the large version with a height of 18 cm is harmoniously matched to the small version with a height of 12 cm. Robust metal, a satin brown lacquered exterior and a gold foil lining on the inside give the tea light holders a very special look. The tea light holder can be refined with a laser engraving on request.



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PSI 41836
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 Tel +49 2173 9988690
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 www.meterex.com



Professional cutting

With the "Sharp" quality cutter, meterex offers a new top product for handicraft and technology. This professional cutter in a 2-component casing is made of impact-resistant ABS plastic and rubber-like TPR material. The latter ensures an excellent grip at all times. The black SK2H snap-off blade measuring 18 x 0.5 mm is made of high-quality carbon steel and has a blade hardness of 63-65 Rockwell. This corresponds to a premium quality that is very suitable for cutting cardboard boxes, carpets and even insulation material. At the same time, this blade always stands out for its excellent cutting sharpness and durability. The blade always locks precisely in any position in the black 430 stainless steel rail with backstop. The blade can be pushed out to a max. extension of 80 mm. The slot in the pull-out end cap on the cutter is used to break off the 8 blade segments. When these are used up, there are 2 replacement blades located in the integrated blade depot in the end cap. This ensures a long period of use. The cutter has an eyelet for attachment to lanyards. In addition to its high quality, this professional cutter impresses with its excellent price-performance ratio. Special colours are available from 5,000 pieces.

Design with taste guarantee

The stylish WMF LONO raclette from the Lehoff import and export range is made of high-quality Cromargan® and is an eye-catcher on any table. The temperature is variably adjustable. The reversible cast iron plate is used for grilling or baking delicate crêpes. These are a special treat when filled with melted cheese or with baked fruit for dessert. The eight pans are non-stick coated and therefore easy to clean. When not in use, the pans can be safely stored on the raclette shelf.



PSI 41259 • Lehoff Im- und Export GmbH
 Tel +49 40 5296070 • info@lehoff.de
 www.lehoff.de

Chocolatey delicious logos

Rhombus, triangle or circle? No matter what shape the logo has: it has certainly never reached the recipient in such a chocolatey and delicious way. The original chocolate logos from Kalfany Süße Werbung create promotional impact with a taste guarantee. Almost anything is possible here, promises the manufacturer. Fine Gubor milk chocolate made from 100 % Fairtrade cocoa gives excellent pouring results, showing originality at its best. The unique chocolate, weighing about 8.5 grams, is packed in a 90 x 50 mm personalised flowpack and guarantees image promotion for the eyes and the palate. If you prefer to have the logo on a small chocolate bar, you can choose the Midi chocolate special shapes, which are available from 5000 pieces.

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



xoopar®



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PSI 42938 • Reidinger GmbH
Tel +49 9732 91050 • info@reidinger.de
www.reidinger.de



Stylish pencils with gemstones

Reidinger's crystal pencils show that promotional impact does not have to be expensive: They offer Preciosa® gemstones as a finish for promotional products, in a fascinating range of colours. Even more pencil colours can now be chosen, to match the 21 sparkling shades. Custom printed, Reidinger's crystal pencil with Preciosa® Crystal Components becomes an elegant promotional ambassador, which can also be configured online at <https://www.reidinger.de/kristall-bleistifte/>. Reidinger pencils are made from FSC® certified wood and are climate-neutral.



Create colour harmonies

Just five minutes of time out can work wonders in stressful everyday life. Colouring in abstract and figurative motifs is yoga for the brain and the ideal way to clear your head easily. All you need are a few colourful pens and imaginative motifs, which the team at EMF-Verlag (Edition Michael Fischer) adapts to promotional companies and their target groups. The basics of colour theory are explained in the introductory chapter of the book. This way, anyone can succeed in creating beautiful colour harmonies. The scope, format, equipment and design are customised. In addition, a logo can be placed on the cover of the book.

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

Paper fans with branding

Paper Fantasies in Lithuania present fun and colourful paper fans with various branding options. The WOW effect is guaranteed, say the suppliers. Both standard and customised versions are available. The fans are delivered flat-packed, making them ideal for mailing. The company has almost 100 years of experience in the production of honeycomb articles.



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www.diestadtgaertner.de



Where wishes come true

Once a year, "Die Stadtgärtner" hand-picks dandelions in the meadows of Nordhorn and uses them to conjure up their signature product: wish-fulfillers. The real dandelions in a jar are a unique gift for valuable customers, good partners and loyal employees. They are produced in Germany in cooperation with the local Lebenshilfe special needs association. They are available in two sizes. The large wish fulfiller is a whole dandelion in a high-quality glass jar with a cork, while the small wish fulfiller contains a single dandelion in a small cork bottle.

Fragrances with an elegant outfit

The elegant look of Dreampen's Invame Car perfume diffusers makes them a perfect addition to any space, be it home, office or studio. In addition, the company offers the option of customising the diffusers with the customer's own unique design, making them a long-lasting promotional tool. The entire production process is carried out in the company's factory in Poland.



PSI 45720
Invame Car perfumes producer c/o Dreampen
Tel +48 68 4772232 • invame@invame.eu
www.invame.eu



Sustainably good for your back

Troika's Holzweg laptop stand positions your laptop ideally for permanently fatigue-free working. Welcome side effect: The heat of the device is dissipated downwards. The solid FSC-certified oak wood from sustainable EU forestry in Lithuania is sustainably good for the environment and for our nature. These unique pieces are elaborately handcrafted, with clean surfaces and precisely glued and mortised corners. The laptop stand can be used universally for laptops and tablets from 10 to 17 inches, enabling a back-friendly working posture.



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https://business.troika.de

Cooling with sound and light

Le Zen beverage coolers can be used to spice up the ambience anytime and anywhere, according to supplier premium square. The multifunctional wonder combines glowing LED lights, an integrated Bluetooth speaker and an integrated (wine) cooler. With seven LED colour modes to choose from, Le Zen offers an unparalleled combination of style and functionality. Customers choose from a variety of sizes and finishing options. For an extra personal touch, the vegan leather handle can be personalised with engraving.



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Cast from concrete

Writing instrument specialist STAEDTLER has German engineering at its fingertips: According to the company, STAEDTLER Concrete bios are the first writing instrument made of high-performance concrete. The shaft and the head of the pusher unit are hand-cast in Germany. The concrete was specially developed for these writing instruments and is extremely unbreakable and light. The bubbles in the concrete created during casting make each model unique. In addition to its appealing look, the unusual hexagonal shape of the pen, which is shipped individually packaged in a case, ensures writing comfort. The barrel can be laser engraved with logos and names.



PSI 46626
Global Innovations Germany GmbH & Co. KG
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Multifunctional lunchbox

This lunchbox by Global Innovations Germany made of the innovative and robust material (sPS – syndiotactic polystyrene) sets new standards for the transport and storage of meals. It has impressive properties such as oven suitability, excellent microwave conductivity and thus energy efficiency, fat resistance and dimensional stability. The microwave conductivity and oven suitability makes it possible to heat food directly in the box, which saves time and minimises energy waste. Products made of this material are not susceptible to discolouration, deformation or material breakage, even when exposed to heat. The box is sold under the GI Home & Design brand.

PSI 40940
IGRO Import- und Großhandels GmbH
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www.igro.com



Sustainably stylish companions

When sustainability and environmental awareness are on everyone's lips, bags made from IGRO papelin are a great choice. They are made of a special paper that consists of 90 percent cellulose and a sustainable binder. This makes them tear-resistant, water-repellent and recyclable. Bags made of papelin are robust and durable, so they can be reused many times. They are available in different colours and designs. In addition, these bags can be customised with promotional prints.

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PSI 46149
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 www.camarc.de • www.kaldenbach.com



Quality meets elegance

Kaldenbach's camarc® ECOjuego mini writing set combines a fountain pen and a rollerball made of wood and brass. The caps can be screwed on as elegant extensions. There is room for a logo or lettering on an area of max. 3.5 x 0.6 cm. The set, which demonstrates style and environmental awareness at the same time, is delivered in an environmentally friendly cardboard box that perfectly matches the sustainable philosophy of the camarc® ECOjuego pen set.



Accessories for extra style

Karlowsky® has long been committed to the motto "Workwear as Fashion". With a selection of cool accessories and suspenders, the manufacturer is expanding its existing area of expertise. Their simple classic models include suspenders, a tie and a bow tie, as well as a light chiffon neck scarf. The new Urban models are more striking. On the suspenders, the connecting piece on the back and the three end pieces are made of colour-coordinated genuine leather. The metal on the clips and buckles is in a cool modern brass look or matching zinc alloy. In addition to the Urban-Classic version in black, light brown and aubergine, the two other models feature a fancy herringbone pattern or a unique check pattern. Matching bow ties are also available to complete each respective outfit.



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PSI 42020 • MBW Vertriebsges. mbH
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 www.mbw.sh

Iconic promotional figurines

The mission of the northern German company mbw® is to make people smile with its cheeky, detailed articles. Among others, the Schnabels® rubber duck and the anti-stress Mr. Bert® succeed in this. The yellow duck attracts attention and remains memorable, while Mr. Bert® with his little belly and his happy nature is guaranteed to produce a lot of smiling faces. Both articles are available in a wide range of professional varieties. The promotion can be placed on the belly or back or, in the case of the duck, on the chest or rump.



retumbler.

BY REFLECTS

Innovation meets Sustainability:

Discover the elegant VIVERO-STEEL thermo mug



Based on the foundation of our Red Dot award-winning myVivero, we present the RETUMBLER Vivero-Steel - a symbol of innovation made from recycled stainless steel. This product embodies our vision of responsible development and impresses with its design and quality. Whether in black, white or with a mirror finish - it not only offers a visual highlight, but also long-lasting enjoyment thanks to vacuum insulation. Its unmistakable design also makes it the ideal stage for your advertising message. Choose quality and responsible use of resources.



Eye-catcher on a key ring

With their 2in1 Tau key ring, Ants and Friends presents a novel eye-catcher in a modern design. Light, robust and durable, the key ring comes with a practical bottle opener for crown caps. A high-quality laser engraving on the metal bottle opener is possible, and the polyester string can also be made of sustainable material at the customer's request. Close to Pantone colouring is possible for the string.



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www.antsandfriends.com

Snacking as a question of meaning

People are eating increasingly consciously these days. Römer Präsente has just the right highlight for these conscious gourmets and anyone with a sweet tooth. A motivating fortune cookie, because chocolate makes you happy. Inspiring moments and thoughts are both conveyed by this fortune cookie at the same time: The cookie is lovingly made with Fairtrade cocoa and comes to the recipient in a pretty box with motif print. The box can also be customised on request. Alternatively, there is the box of chocolate fortune cookies for children, which contain particularly relevant facts about our environment.



PSI 43892
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info@roemer-praesente.de
www.roemer-praesente.de

Megastrong work light

With the Metmaxx® "WorklightProRecharge", Spranz introduces an XXL professional work light for users who value stability, sustainability and high light output. Thanks to the rechargeable integrated battery, the lamp delivers mega-strong 500 lumens, is focusable and practical with the COB floodlight on the side and a strong magnet for all work situations. It has three light modes (100% / 50% / flashing) as well as COB light in white, red or flashing red. It is supplied in an attractive design box.



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The mini pocket umbrella FiligRain Only95 successful again

Weighing just 95 grams, the light-weight product FiligRain Only95 from the umbrella specialist FARE – Guenther Fassbender GmbH from Remscheid already convinced the jury of the Red Dot Design Awards in 2019 and won in the category Product Design 2019. The small technical wonder once again impressed at the PromoSwiss Award Ceremony of the Swiss promotional products association PromoSwiss and was voted “Promotional Product of the Year 2023”. The development of the product was a challenge: reducing to the essentials and at the same time achieving the best possible flexibility and wind resistance as well as the minimum weight with an attractive look. The result is a pocket umbrella that weighs only 95g (without the case) and has a length of approx. 20.3 cm. It fits into both the inside pocket of a jacket as well as a standard women’s handbag. Despite its small size and weight, this model is not lacking FARE’s usual quality. This makes the umbrella the perfect companion for any weather and location, which reliably protects you from a surprise shower or provides a little shade during extreme heat. In addition to refining the umbrella wedges and the case, it is possible to put advertisements on the handle with high-quality doming. www.fare.de



FARE

The FiligRain Only95 fits into the smallest handbag or the inside pocket of a jacket.

Goldstar with new Global Head of Merchandising

Heather Smartt joins Goldstar as the new Global Head of Merchandising. With 17 years of experience in the promotional product industry, she has previously worked at Polyconcept in various locations around the world. She currently resides in Lisbon, Portugal, and supports Goldstar’s global reach from there. Heather Smartt is known and recognized in the industry in no small part for her innovative product designs, which have been featured on the ASI Counselor Hot List. Goldstar sees her talent for connecting the North American and European markets as a key driver for its global product expansion. The Irish provider of promotional products and branding solutions promises to deliver a product palette that both resonates with a broad global customer base and is tailored to the needs of niche markets. In her new role, Heather Smartt’s key responsibilities include driving the company’s commitment to alternative manufacturing methods, expanding product categories and enhancing global product design. “I am honoured to lead global product development at Goldstar. My goal is to leverage my experience in both North America and Europe to create products that meet the needs of our diverse customer base and align with our commitment to sustainability,” said the new merchandising leader. “Under Heather’s leadership, the company will introduce a ground-breaking four-piece ‘Coastal Threads™ bag collection’ designed in Europe and made from special ‘REPREVE® Our Ocean™’ recycled plastic”, Goldstar says with conviction and confidence. www.simplygoldstar.com



Goldstar

Heather Smartt

Barcelona: Meeting of international CEOs

The GXN Conference took place in Barcelona from 27 to 29 September. The event brought together over 60 CEOs from Europe and the USA. The future of the industry, the current market situation and various innovative accompanying topics were on the agenda. Top speakers included: Steven van Belleghem, author and expert on customer orientation, Fran Chuan, advocate of the “Culture of Innovation”, with a new study and Thierry Zouzou, trend researcher and marketing expert in the fashion and textile industry. In addition to the presentations, the conference offered platforms for discussion rounds in the areas of technology, sustainability and the market. The latest edition of the “GXN Promotional Industry Business Climate Index” was also presented. Michael Freter, conference organiser, summed up the conference as follows: “Our gathering once again demonstrated the importance of promoting innovation, sustainability and collaboration in an ever-changing world”.

GXN stands for Global Executive Network, an international network of the promotional products industry. It was founded and is led by Michael Freter.



New sales force at the bag professional

SL Lederwaren B.V. based in Zutphen in the Netherlands and specialised in design and production of stylish bags under “SL BAGS”, has brought in team reinforcement with Jeroen Offereins as Account Manager for the DACH region. According to the company’s own indications, it intends to grow its market presence as well as boost sales in those markets with the new arrival.

Offereins has more than 25 years’ experience in international sales at renowned industry companies such as Mid-oceanbrands and Premium Square Europe (formerly PSL Europe). , he was active as an independent entrepreneur for six years in Hong Kong.

The sales professional will look after customers in field sales right across the DACH region and will work closely with his two in-house colleagues Dion de Groot and Lindsay Vliege. “As a native Zutphener I am delighted to be deploying my skills and experience on behalf of the local bags specialist SL Lederwaren B. V. and thus helping to increase its sales performance,” reports Offereins.

SL CEO Peter van der Sandt comments: “I am certain that Jeroen will contribute to our company’s continued success and growth. His passion for unique and innovative products and his experience in sales will no doubt strengthen our position on the market.”

SL Lederwaren B. V. based in Zutphen, the Netherlands, is a proprietor-managed company that celebrates its 50th anniversary this year. The company carries the brands “VASAD” and “Recycle bags” and, due to its longstanding experience and competence, has acquired a reputation for being a highly trusted supplier of customer-specific and high-quality bags.

www.slbags.com



Jeroen Offereins

30 years of quality and product durability

Hega, a Spanish maker of thermoplastic household products, recently celebrated its 30-year jubilee with a look back on its development. Today, the Spanish company has a site in Seville with a production area of 35,000 square metres, is represented in more than 30 countries, and employs around 140 specialists.

"In these 30 years, we have achieved our goals of social integration, equality, and reconciling career and family life. We are proud of our longstanding corporate culture, which attracts, and retains, talented, committed and entrepreneurially minded employees and offers them opportunities to develop. The Hega philosophy has never changed: 'Progress through Diversity'", runs a press release from the company.



Hega

Die Hega-Belegschaft in Feierlaune. © Hega

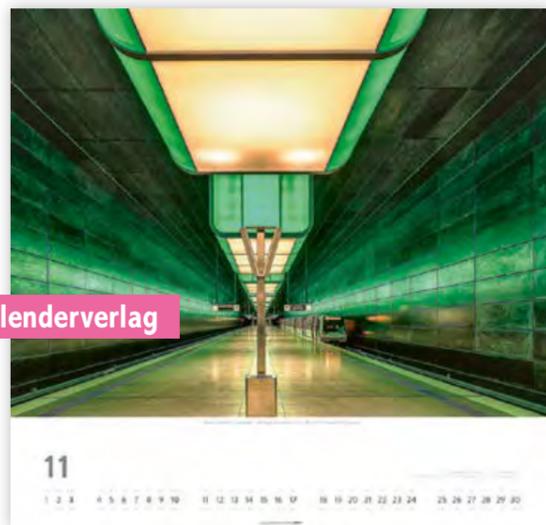
From the beginning, HEGA has insisted on business transparency and has been awarded multiple certifications, such as ISO 9001, ISO 14001, ISO 45001 (TÜV), TCCC (4P-Audit). What is more, the company reports, it is making efforts to reduce its environment impacts and rely on renewable energy. Alongside quality and product durability, continuous optimisation of its own standards plus sustainable measures are at the company's focus. These include an in-house photovoltaic system, which covers 20% of the energy requirements on site, as well as a waste-free production system. More details on the company at: www.hegahogar.com

"Underground Stations" receives the calendar prize of the German Book Trade

The Calendar Interest Group of the German Publishers and Booksellers Association has been awarding the Calendar Prize of the German Book Trade at the Frankfurt Book Fair every year since 2017. The award honours sales calendars submitted by publishers from Germany, Austria and Switzerland at their own discretion. The ten best calendars for 2024 will also be honoured this year. Athesia Kalenderverlag, also a member of the PSI network, once again impressed the jury with a new publication, which placed the photo calendar "Underground Stations" by Weingarten on the best list.

The reasoning: "Sometimes the most beautiful things are hidden deep within, as this calendar shows very impressively. Outstanding photographs, some from refreshingly different perspectives, paired with a simple calendar make it something special." The large wall calendar "Underground Stations" by Weingarten from Athesia Kalenderverlag shows hidden architectural gems from the underground. Special underground stations, from ultra-modern to opulently decorated, are shown from a new perspective and put the masterpieces of metro architecture in the spotlight.

With the brands Harenberg, Heye, Weingarten, Eiland, Athesia Tappeiner and Calendaria, Athesia Kalenderverlag offers the largest selection of calendars in the German-speaking world. Further information at: www.athesia-verlag.de



Athesia Kalenderverlag

© Athesia Verlag



© Athesia Verlag

A matter of honour: Karl Knauer promotes the commitment to social causes

At a ceremony on 26 October 2023, Thomas Strobl, Deputy Prime Minister and Minister of the Interior, Digitalisation and Municipalities of Baden-Württemberg, distinguished Karl Knauer – a specialist for innovative packaging, promotional products and present packages made of cardboard, corrugated cardboard and paper – as a "volunteer-friendly employer for civil protection." With this prize, which is awarded for five years, the state of Baden-Württemberg recognises the commitment of the Biberach-based family business, which supports its employees in carrying out voluntary work, for example for the DLRG (German Water Rescue Association), the DRK (German Red Cross), THW (Technical Assistance Organisation) and volunteer fire departments. Karl Knauer was nominated for the award by the Volunteer Fire Department of the town of Biberach/Baden, in which eight colleagues from the Karl Knauer team are committed to good causes. "This distinction fills us with great joy and encourages us to continue to support our employees with their volunteer work", says Stefanie Wieckenberg, managing director of Karl Knauer KG. "Those who have team members who are committed to good causes on a voluntary basis can count themselves lucky, because they make a valuable contribution to social cohesion both inside and outside a company. And that is more important than ever nowadays."

www.karlknauer.de



Karl Knauer

At the award ceremony (from left): Jonas Breig (Mayor of Biberach/Baden), Stefanie Wieckenberg (Managing Director of Karl Knauer KG), Thomas Strobl (Deputy Prime Minister and Minister of the Interior, Digitalisation and Municipalities) as well as a member of the fire department of Biberach/Baden.. © Leif Piechowski

uma trainee wins State Best

At the end of October, all of this year's vocational training graduates celebrated their success together with the IHK Südlicher Oberrhein (Chamber of Commerce) at the Conferainment Center in the Europapark. uma Schreibgeräte Ullmann GmbH from Fischerbach was represented by its six trainees, Head of the Trainee Programme Anne Duffner and Managing Director Jochen Ullmann. In addition to celebrating the trainees' special achievements, the programme showcased impressive side acts.

"Our family business is proud of all its trainees, who have not only completed their training with distinction, but will also all remain an integral part of the uma family," said Jochen Ullmann. The company is particularly pleased about Tamara Brüstle, who trained as a media technologist and was not only named the best in her profession, but also the best in the state. This is the second time in a row that a trainee from uma Schreibgeräte Ullmann GmbH has received this honour. Jochen Ullmann: "This award fills us with pride, pride in the results of the trainees but also in the uma team that stands behind the training."

www.uma-pen.com



uma Schreibgeräte Ullmann

Successful trainees (from left): Zoe Schmider, Tabea Isenmann, Patrick Bier, Laura Weber, Lara Beha and Tamara Brüstle.

Schneider Schreibgeräte GmbH has been awarded Europe's largest, best-known and most coveted prize for outstanding ecological and social sustainability efforts: The writing instrument specialist – a member of the PSI Network and exhibitor at the PSI Trade Fair 2024 – was elected the winner of the 16th German Sustainability Award on 31 October 2023.

Winner of the 16th German Sustainability Award

Brand Sustainability Work "Excellent"

Industry



Corporate philosophy has been honoured

The sponsors of the award are the Stiftung Deutscher Nachhaltigkeitspreis e. V. (German Sustainability Award Foundation) in cooperation with the Federal Government, municipal umbrella organisations, business associations, civil society organisations, research institutions and media houses. The winners will be published in a special supplement of the Frankfurter Allgemeine Zeitung (FAZ) and the information will be available on the DNP website and social media from 31 October 2023. The award will honour „Schneider's future-oriented corporate philosophy“. According to Schneider, it will „also be an incentive to continue making this a strong priority“.

Sustainability as leitmotif since 1998

„Think sustainably. Act responsibly. Step by step.“ This leitmotif guides every Schneider decision like a compass: conservation of resources, climate protection, waste avoidance, energy efficiency, exclusive use of renewable energies, etc. Schneider is still the only writing implement manufacturer that is certified at all its production sites according to the globally renowned European Union Environmental Management System (EMAS) – and has been since 1998. EMAS is a premium standard that also includes the requirements of the international environmental management standard ISO 14001, but goes far beyond it. EMAS is performance-oriented and demands continuous improvements from the companies, which are then verified by independent, state-approved environmental verifiers. In addition, an environmental statement publishing the performance to the public is mandatory. Schneider also sees the honour of the German Sustainability Award 2024 as confirmation of its many years of successful sustainability work.. <

According to a company statement, „Throughout Schneider, there is noticeable joy and justified pride“ about this award. This time, the company has not „only“ made it to the finals, but has won the internationally renowned 16th German Sustainability Award (DNP) in the Office Supplies / Promotional Products Category 2024. Schneider thus joins the 100 pioneering companies in Germany that are driving transformation in the German economy. The official presentation of the German Sustainability Award 2024 takes place on 23 November 2023 in Düsseldorf. Furthermore, Schneider „can use the German Sustainability Award seal to document its leading position in the trade and in the field of Sustainability Towards Customers, Media and Stakeholders“. The seal attracts a great deal of attention abroad, where „Made in Germany“ also stands for honest sustainability and „Green Economy“.

https://schneiderpen.com/de_de/nachhaltigkeit • www.nachhaltigkeitspreis.de



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Products right at the focus of attention, branded items that speak for themselves, facilitated new contacts and access to profitable sales channels – all this is made possible by the PSI Product Finder. Under the proviso that it is used correctly in all its facets, that is. PSI supplier members hold the key to their sales success.

PSI Product Finder ideal for suppliers

Sales success in your hands



plies for the ensuing check on the product details in the “My Products” section – the ultimate proof that the import has been successful. The improved data import means that the system is prevented from cancelling imports.

Obtain custom advice today

To make sure that even new users quickly and effortlessly find their way in the PSI Product Finder, lots of information, hints and tips on completing and importing the data table, as well as on product data upkeep in general, can be found in the **Helpcenter** (<https://psiproductfinder.de/helpcenter/supplier>). “We want to meet our members exactly where they stand,” says Martina Lipp, explaining

the essential thing for promotional products suppliers is to enter their product details and keep them constantly up to date. The PSI helps them with this, by continuously developing the PSI Product Finder and simplifying it wherever possible. The permanent goal behind this is to offer PSI members optimum benefit at all times.

Improved data import

The easy-to-follow data import is also part of this. In this context, PSI members are guided step by step through the whole procedure, which thus becomes clearer and more vivid. They are explicitly and highly visibly notified to confirm the data import prior to transmission. This also ap-

this service offering from PSI. Suppliers who have not yet transmitted any details to the PSI Product Finder are given a relevant introduction to the system. “In doing so, we can readily respond to the customer’s individual needs and questions; for instance, how to fill in the online form or how data import via table works,” indicates Martina Lipp, naming the two most prominent possibilities for PSI Product Finder beginners. Those seeking support in updating details can, of course, also obtain this. Suppliers who are looking to optimise their data quality and hence boost their products’ sales potential and, not least, the benefit for distributors, are also welcome to **make an appointment** with Martina Lipp. Just send an **e-mail to importe-productfinder@reedexpo.de** or **call us on: +49 211 90191-721.**

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The Swiss double event comprising PromoSwissForum (PSF) and Touch once again met with great interest this year. The venue for numerous sustainable “hapticals” was once again the “Umweltarena”, which points the way to an ecologically future. While the first day was reserved purely for distributors, the second day was dedicated entirely to “Touch”.

PSF and Touch 2023 attracted numerous visitors

Swiss trade show duo succeeds

Industry



Now the traditional venue for PSF and Touch: the Umweltarena Spreitenbach near Zurich, an architectural gem and prime example of sustainability.

PromoSwissForum (PSF) and Touch, the two-day Swiss trade fair event dedicated to promotional products, were once again successful in their latest edition and, according to the organisers, set a new visitor record. This is a sign that haptic advertising also enjoys an increased reputation in the Alpine republic and trust in its unbeatable effectiveness compared to other forms of advertising. The organisers were not only pleased with the lively response, but also with the “noticeably good atmosphere” in the hall.

PSF with a long tradition

The PSF, the annual event organised by PromoSwiss, the association of the Swiss promotional products industry, has a long tradition as a trade-only trade fair that kicked off the double trade fair. Over 100 people from a good 45 companies took part in the PSF. The “good vibes” that could already be felt on the first day led to the traditional convivial aperitif, which took place outdoors in the best sunshine weather and was followed by the “Gala Night” with the presentation of the PromoSwiss Awards. Pro-



Beaming PromoSwiss Awards winners (from left): Victor Cyrus Ghasempoor, Head of Global Co-Branding at SIGG Switzerland; Martina Pospich, Sales Consultant, FARE - Guenther Fassbender GmbH; Roman Hasler, Head of Purchasing at bb-trading werbeartikel ag; Reto Lauper, Head of Sales/ Partner at Pandinavia AG; Ina Klingele, PromoSwiss Board of Directors/ Head of Awards.

moSwiss President Urs Germann welcomed around 170 invited guests. Ina Klingele from the PromoSwiss Board of Directors charmingly hosted the evening and opened the PromoSwiss Awards. A competent jury of experts voted on the submitted products in the run-up to the event.

PromoSwiss Awards with proud winners

This year, the PromoFritz trophy in the “Sustainability ‘Made in Europe’” category went to SIGG AG for its bottle made from recycled aluminium with a cellulose lid. The “Fili-gree hand-opening pocket umbrella, ultra-light” from FARE - Guenther Fassbender GmbH was named “Promotional product of the year”. Pandinavia AG impressed in the category “Collection of the Year, at least five products” with the “Zermatt Bergbahnen Collection”. bb trading werbeartikel ag won the “Special production of the year/unique product” category for its “Raclette scraper set”.

“Lots of good feedback”

After this festive opening, the stage was set on the second day of the fair for “Touch”, to which eleven federal sponsoring agencies had already invited industry customers in advance. A total of 860 visitors found their way to the conveniently located Umweltarena in Spreitenbach, where around 70 exhibitors awaited them on the 3,000 square metre area with their new products, innovations and trends. Urs Germann was therefore also “overwhelmed by all the positive feedback. We are already looking forward to the 2024 trade fair”. This will take place again at the same location on 24 and 25 September 2024. <



PromoSwiss President Urs Germann welcomed the guests to the gala evening with the presentation of the PromoSwiss Awards.



Singer and songwriter “Elle” entertained the guests with vocal interludes between the awards ceremony.

www.promoswiss.ch

The EU Commission's 'Made in EU' slogan has become well-established since its conception in 2003 and has increasingly stood for orientating purchases to production facilities **based in European countries.** Just like products made in Germany, Austria and Switzerland, products made in the rest of the continent win people over in many ways.

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



In harmony with nature

The shoe care set number 491 from Frank Bürsten is an ecologically sustainable set of products made in Germany that is second to none. This special shoe care set consists of a high-quality shoe wax as well as two beautiful horsehair shine brushes, handy horsehair crucible brushes and Oeko-TEX cotton polishing cloths. The set is packaged in an appealing presentation box made of environmentally friendly cardboard. The wood in the brushes comes exclusively from the Black Forest and the purchased parts from German suppliers. The included care instructions guarantee a shiny appearance and long-lasting enjoyment with good shoes. During production, Frank Bürsten relies on regenerative energies in order to ensure that the products are manufactured in an environmentally friendly manner. The manufacturer can put individual company or advertising logos on the banderole or brush.

Natural thirst-quencher

Water is the most reliable and most natural thirst-quencher there is. The mineral water from the Hunsrück-Hochwald national park is a quencher that can be ordered from Römer Drinks by Römer Wein und Sekt. The high-quality, low-sodium mineral water from the drinks specialist ensures that business partners, customers or colleagues are refreshed and impressed in the most natural possible way: the water originates from a source in the Hunsrück-Hochwald national park. Drinks specialist Römer Drinks offers the 0.33 and 0.5 litre variants from 264 bottles with a film label: a free choice can be made between a white or transparent film in glossy or matte. The bottles are easy on the environment thanks to the 0.25 Euro single-use bottle deposit in Germany. Römer Drinks is a member of the Römer Family and offers a wide range of promotional drinks, from natural mineral water through modern drinks cans and bottles of sparkling wines to the globally patented promotional tea and coffee.

PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-drinks.de
www.roemer-drinks.de



“
German Sustainability Award 2024:
We are number 1.

*We are the winner in the „Office supplies/advertising materials“ category in Europe's biggest award for ecological and social commitment.



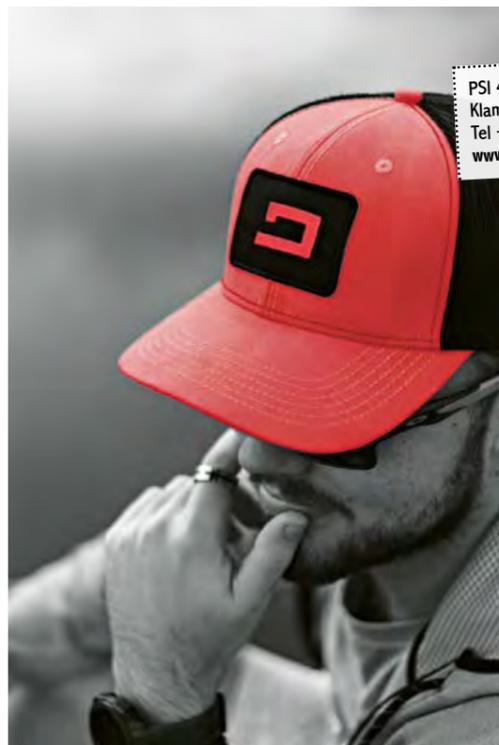
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Write it

“
Thinking sustainably.
Acting responsibly.
Step by step.





PSI 49110
Klam Textiles Marketing & Stickerei
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www.klam.de

Well-protected heads

When it comes to high-quality headwear, customers will find what they are looking for from Klam Corporate Fashion. The textile specialist offers a broad selection of caps, beanies and bucket hats, which are made entirely in Central Europe. The desired logo or statement is showcased in the best possible way according to the customer's wishes during the finishing process at the company headquarters in Baden-Württemberg. Only the finest yarns made in Germany are used. The experienced Klam design and service team offer competent advice in order to surely create the perfect solution for a first-class textile promotional product together.



Suspenseful promotion

thanxx® is a practical suitcase tag from the wide range offered by promotional product supplier Spranz. This suitcase tag features a see-through compartment made out of quality matte transparent and standard film. A paper insert can be optionally supplied in addition. The packaging unit comprises 1,200 pieces. Shrink-wrapping is performed at the Koblenz company site in Rhineland-Palatinate. Similar designer products with no design surcharge, along these or other lines, can be found in the current Spranz collection catalogue.



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

A clever eye-catcher

e!xact is offering the Paper Pop-up Cube, a jumping cube made in Germany, which will surely attract a lot of attention. The Paper Pop-Up Cube is made from cardboard. Using the rubber band as a "spring", the product has a surprise effect for its recipient because it jumps straight out of the packaging. With an edge length of 90 millimetres, the Pop-up Cube offers space for your own creative design. The cube is delivered in a shipping bag with printed paper and is thus ready to be sent out to the end customer. Other sizes and shapes are also available on request.



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www.e-xact.de



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Customised footwear

The customised sports shoes made in Spain by ID-Sneakers are aimed exclusively at sales in the promotional products industry. The system is unique, since the sneakers are manufactured to order using the materials and colours desired by the customer and not produced and warehoused in advance. The customisation techniques are applied before the parts are assembled, exactly in line with the customer's ideas. Customised sneakers are the ideal clothing item for teams, suitable for appearances in uniforms, sales meetings, trade shows, marketing campaigns, loyalty programmes, and as a traditional promotional gift. A new addition: the model Clay, with its versatile style. It represents a blend of tennis and leisure shoes, but can also be made out of textile materials and with a touch of additional elegance. Clay ensures a fashionable and elegant look and is ideal for giveaways at events as well as a corporate gift.

Travelling individually

Suitcases and other pieces of luggage can be individually designed with the suitcase cover from the Polish advertising material manufacturer Lanyard.Pro. The suitcase cover is easy to create, as it was adjusted to different luggage sizes by companies from Eastern Europe. The three class options based on the standard sizes S, M and L offer customers a large surface to advertise for their company. The manufacturer guarantees the highest quality for the products, which are 100% made in Poland.



PSI 49171
Lanyard.pro Allers Grupa sp. z o.o.
Tel +48 533921418 • sales@lanyard.pro
www.lanyard.pro

Upcycling from the sea

Every year, more than eight million tonnes of plastic are flushed into the ocean. As a small gesture against environmental pollution, brandbook has developed the Eco Ocean A5 notebook made out of innovative materials. These are linen notebooks made out of recycled ocean plastic: to manufacture the cover material, plastic waste is collected from the sea and processed into a weave. Even the 90 gram paper used for the 160 inside pages is a special upcycled material: it is sourced from algae in Venice's lagoon. Under the use of ecological printing dyes, a subtle dot pattern is printed on it. The cover can be embossed or printed with the customer logo. To match the theme, the book is available in Ocean Blue and Seaweed Green. brandbook insists 100% on Made in Germany.

PSI 2024: Stand 10B03



PSI 46432 • brandbook
Tel +49 69 4080900 • info@brandbook.de
www.brandbook.de

PSI 41421 • Coolike-Regnery GmbH
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www.coolike.de



Anti-virus protection

The ready-to-use Vibasept® disinfectant wipes for hands and surfaces from the range by Coolike-Regnery are now also available in a customisable multipack: 15 disinfectant wipes, hygienically packaged. The wipe consists of 100 percent fleece, dispenses with the use of plastic, and is biodegradable. It offers reliable, swift protection against bacteria and specific viruses such as corona and flu viruses. Dermatologically tested for excellent skin compatibility, the wipe is additionally a winner with a pleasant scent. The branded promotional product for the cold season also offers plenty of space for terrific promotional messages. Users are asked to take notice of the label and product information at all times before use. Made in Germany.

PSI 2024: Stand 9C15

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The hand-layered bake mixes from Der Zuckerbäcker are now firmly anchored in customers' memories as a unique promotional product. High-quality, diverse, and Made in Germany with lots of attention to detail. Der Zuckerbäcker offers everything from one source, from recipe development and optimisation through packaging to finishing touches on glass bottles. Colleagues thus get to accept cookies at their desks, not just on their browsers. The range of bake mixes undergoes constant expansion and, on customer request, customised recipes can even be developed and cookie-cutters can also be made. As a result, the customer receives an incomparable product adapted specifically to individual requirements, which is sure to be a hit and guarantee delight and moments of enjoyment. After baking, the bottle can be reused for storing spices or as a decoration, thus ensuring that the promotional message stays remembered for a long time.



Creative ideas-gatherer

The new versatile Monaco combi-set from Geiger-Notes consists of sticky note blocks in various sizes, which can be designed according to custom requirements. Both the envelope and the individual sticky notes offer generous surfaces for all conceivable promotional ideas and can be effortlessly personalised with a promotional message of one's choosing. Thanks to 4c printing, the promotional message can be depicted in vibrant colours, thus guaranteeing a place in the customer's memory. Moreover, at the same time, the first-class quality of Geiger-Notes can be relied on. Made in Germany.



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Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag

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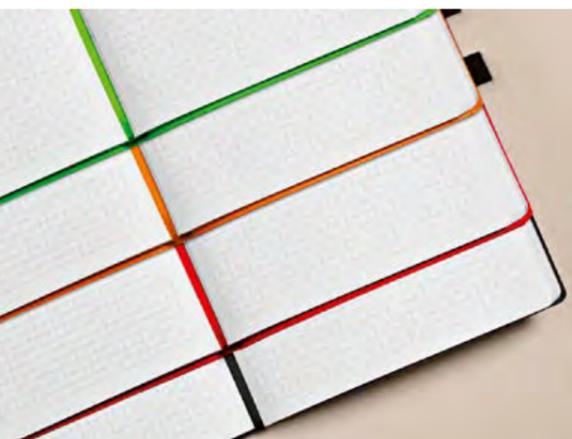


Natural glass carafes

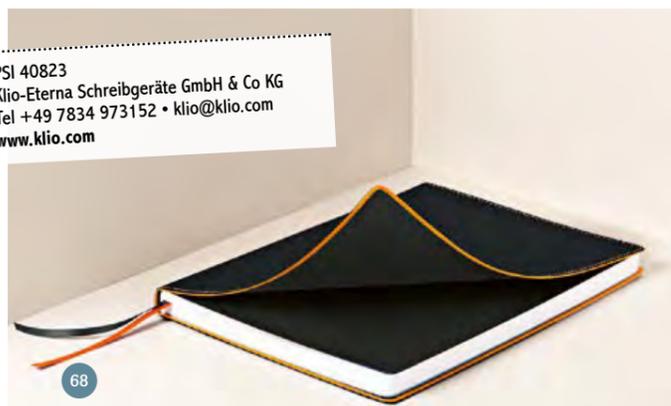
The trend towards natural, environmentally friendly and regional products in haptic advertising is growing in sync with consumer behaviour. Therefore, Zirbenfamilie® (arolla pine family) products from team-d Import-Export are winning people over as fragrant treats and a true pleasure for the senses from Austria. Due to its frugality in terms of soil and climate, the arolla pine tree is found at lofty heights and considered a particularly resilient wood. Its characteristic resin scent immediately makes us think of vacation. The arolla pinewood comes directly from trees growing in ecologically sustainable forests in Tyrol and is processed untreated. The glass carafe is made by the glass manufacturer Spiegelau in the Bavarian forest. The carafes for the water bar are made in glass huts in Austria.

Handy notes

The chic and thoroughly ecologically sustainable notebook Filoflex from Klio-Eterna ideally meets the demands for a valuable promotional gift and is available with a custom logo print in quantities of 25 or more. The elegant Filoflex comes with 192 pages in a handy A5 format. All used materials as well as the book itself are entirely made in Europe. The black cover is made of double-processed apple leather, which is obtained from the waste of apple juice production. The chic notebook is available in five colour variations. The chequered 80 gram paper for the inside pages is perforated, made entirely of recycled fibres and bears the seal "Blauer Engel" (Blue Angel), the Austrian environmental seal as well as the Nordic Swan. A contrasting coloured decorative stitching on the outside and the matching coloured frame on the inside give a pleasant colour accent to the simple black cover. Two bookmarks ensure that important entries can be found quickly. On the back cover, there is a practical frog pocket, which is also made from recycled paper. It provides space for both an optional calendar as well as pages that have been removed. The appropriate writing utensil is always close at hand in the elastic pen loop on the side of the cover. In quantities of 500 or more, the Filoflex can be adapted to nearly all wishes and needs. From the material for the cover, the colour, the type of paper, the lining, the header and trailer labels, the finishing and the extras, the entire book can be designed and adapted depending on your budget.



PSI 40823
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www.klio.com



Environmentally conscious travels

In an increasingly sustainable world, the high-quality bag Thilo from Mister Bags is opening up new prospects. As a symbol of responsible behaviour, Thilo represents maximum quality and sustainability. With origins in Europe, 100 percent cotton, and a grammage of 220 g/m², this bag sets standards in matters of environmental friendliness and robustness. Due to production in Europe, the ecological footprint is minimised and supply times are curtailed. Cotton as the main material underscores sustainability; biodegradable and recyclable. Thilo is hardwearing, durable, perfect for daily use. In addition, the transport companion is certified according to Oeko-Tex 100. A customised promotional message can be printed or embroidered onto the bag according to individual requirements. A choice can be made from the colour spectrum Natural, Black, and Grey.



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

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



Emotional winter wear

Herbalind offers ecologically sustainable pillows for warming up, cooling off or with aromas for emotional Christmas sales pitches. Its range of products is characterised by new high-quality cotton fabrics such as cuddly flannel, trendy corduroy, the pleasant feel of the waffle structure of a pique fabric and carefully selected natural fillers. In quantities of 250 or more, the customer's logo or slogan can be individually refined. The cushions are lovingly hand-crafted in our own company, which promotes social inclusion, in the western Münsterland region of Germany. As a non-profit company, the Workers' Samaritan Organisation (ASB) Herbalind gGmbH offers many people with a handicap an appropriate and meaningful activity.



ERFRISCHEND. INNOVATIV.

TUCH AUS 100% VISKOSE, BIOLOGISCH ABBAUBAR
VERPACKUNG AUS EINSTOFF-VERBUNDFOLIE OHNE ALUMINIUM, DARF IN DIE GELBE TONNE
HOHE FARBRILLANZ IM DRUCK, FÜR WERBUNG DIE AUFFÄLLT

ERFRISCHUNGSTUCH VOM TUCHEXPERTEN
COOLIKE



PSI 41421 • Coolike-Regnery GmbH
Tel +49 6251 845050 • info@coolike.de
www.coolike.de

Cool and refreshing

There is something new from the cloth-maker Coolike-Regnery, which the environment will certainly like: a plastic-free, biodegradable and vegan cloth made of 100 percent delicate viscose fleece. It is the perfect advertising medium for those wishing to combine their promotional message with a useful and timely product. Made in Germany. The packaging film is vegan, does not contain aluminium and is more than 95 per cent recyclable. The fresh product can also be customised for a creative and sophisticated advertising summer in 2024 for all business sectors. PSI 2024: Stand 9C15

Wearable in multiple ways

European-quality tube bandanas are a brand-new component of a special promotional campaign at Ted Gifted. The manufacturer from Poland guarantees European quality, certified materials, and all-over full-colour printing at a fantastic price. The multifunctional tube bandana, also available made from rPET, is a product with customised printing and is on the way to become the bestseller of the current winter season. It offers an additional layer of warmth for throat, face and head during all outdoor activities. Its universal size means it is suitable for people of all ages. Visualisation is performed entirely free of charge, and subsequent delivery is guaranteed to be super-fast: production time is indicated as two days. Free set-up is available online at tedgifted.com. Setting up is free of charge during the special campaign, which applies to online orders for any quantity submitted up to 31 December 2023. The current shipping date is continuously updated in the e-shop; the offer does not cover transport costs, which are paid for additionally. The system displays capacities in real time.



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

A clear conscience

The Ludwig premium bag from Mister Bags is Made in Germany and unites sustainability, quality and inclusion. Originating from German factories, this bag is made out of environmentally friendly cotton with precision and attention to detail. Each bag meets the highest standards in matters of quality and durability. Production in inclusive workshops allows people with disabilities to actively play a part in working life. Purchase supports the local economy and these people's integration. Ludwig is not only aesthetic and functional, but also environmentally friendly. Due to the use of sustainable materials and a focus on a responsible supply chain, the manufacturer reduces resource consumption and CO2 emissions. The bag offers sufficient stowing capacity and is pleasant to carry. With a grammage of 220 g/m², Ludwig is a perfect everyday companion, a symbol of sustainability and inclusion. Environmentally conscious, quality-focused and with an easy conscience.

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



Companion for schoolchildren

The neat reflective tags RX01 from Indexa provide for safety in road traffic. A pedestrian with a reflector can already be clearly seen by a driver from a 150-meter distance, but without a reflector only from around 30 meters. The reflectors can easily be attached to school bags, for example, and safely accompany children on the way to school. Two different motifs are available: a bear or snowflake. Both can be custom-printed on request. Made in Germany.

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



Bottle Promotions

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

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



Practical cover for a child examination record

“Care“, the practical protective cover from Gabriele Bühring, is your loyal companion for all medical check-ups for new-borns and children. The felt cover is lovingly handcrafted in Germany, either from recycled PET felt, 96 percent of which is made from PET bottles, or from merino wool felt, which is certified according to OekoTex100®. There is also space for a health insurance card and vaccination certificate next to the child examination record. A rubber band or optionally a locking tab holds the contents tightly. Thanks to on-demand production, the colour of all individual components can be adapted to customers’ wishes. In addition to blind embossing, printing or embroidery are also available as finishing options. The felt cover is particularly popular as an advertising medium, because it is used for many years and often later preserved as a memory together with the child’s medical examination record. It is perfect for particularly emotionally touching advertisements. The product is loosely packaged in cardboard. Hand made in Germany.

Plastic-free packaging

The beeswax cloths from Beefree Plastikfreies Leben (Plastic-Free Life) from Bavaria are the best alternative to conventional plastic or aluminium foil. They serve to cover up bowls in an ecologically sustainable and plastic-free manner. Food can also be wrapped in them in order to avoid further disposable packaging. The cloths are anti-bacterial, easy to clean and will last up to several years if taken care of well. High-quality beeswax and the purest pine resin from Southern Germany ensure the highest quality product. For more than six years, the Beefree beeswax cloths have been produced by hand with a lot of love and in a socially responsible and fair manner in the Ebersberg workshops in Germany, which is a recognised institution for the support of mentally ill people.



PSI 60708 • Beefree Plastikfreies Leben
Tel +49 176 34560828
info@beefree-plastikfrei.de
www.beefree-plastikfrei.de

Hot drink and snacking pleasure

Drinking a glass of tea with customers and thrilling them with the unique fruit gum indulgence with the exquisitely sweet flavours of lemon & ginger, orange & cinnamon, peppermint, or raspberry & vanilla – available from Kalfany Süße Werbung – is a boost to customer relations. New in the range: the Fig & Pomegranate X-mas Edition. The Tee-Bären® from Kalfany Süße Werbung are unique on the international market. These innovative gummy bears dissolve in hot water in the shortest of times, resulting in an aromatically sweet hot drink. A real treat on cold days, or simply on breaks where coffee is not the first choice. “Tea while you wait”: a suitable motto in the waiting room, at the hairdresser, in the office, at trade shows or perhaps even at home. Naturally, the Tee-Bären®, with 10 percent fruit content comprised of fruit juice concentrate and tea extract from proprietary IFS-certified production, can also be quite traditionally eaten. Packaged in conventional or compostable promotional sachets, the Tee-Bären® open up access to an infinite number of target groups.



PSI 42706
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Tel +49 7643 801-0 • info@ksw24.com
www.ksw24.com • www.suesse-werbung.de

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

Resource-saving doormats

The printed doormats made out of regenerated Econyl® Brand yarn, manufactured in Germany at emco Bautechnik, are real eye-catchers. When sourcing this special yarn, savings in resources are made compared with conventional nylon yarn production, by economising on crude oil and reducing CO2 emissions. The doormats are deployed as customer gifts in the real estate sector, for example, and also as floor protection in entrances, for presenting products at the PoS, as tool mats for motorbikes, doormats in caravans, or as a special kind of way-marker or eye-catcher. The permanent presence of the promotional message is the crucial factor. The benefits are printing with vibrant, permanent dyes, the realisation of customised measurements and the customised prints. Made in Germany and supplyable from just one piece.



Versatile treat dispenser

The FairTeamBoxx from FamousFood® is an absolute pro when it comes to customisation. Its versatility is primarily made possible by its well-made slipcase with photoprint. Furthermore, the FairTeamBoxx consists of a colourful frosted tray, which is available in the colours Red, Blue, Green and Transparent with translucent base. The Boxx is filled with a choice of Werthers Echte, Nimm2, Hellma Kaffeebohne or Hellma Schokonuss. 1c printing on the tray is included in addition. The FairTeamBoxx is Made in Germany.



PSI 46149 • FamousFood® Glanz voller
Genuss c/o Kaldenbach GmbH
Tel +49 9151 817850 • info@famousfood.de
www.famousfood.de • www.kaldenbach.com



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PSI 46149
camarc® design group c/o Kaldenbach GmbH
Tel +49 9151 817850 • info@camarc.de
www.camarc.de • www.kaldenbach.com



Interdisciplinary recall

With the camarc® ProBook shine USB from Kaldenbach, users save their thoughts both analogously and digitally. The ProBook is the conjunction of tradition and modernity, performed by a modern USB stick: via a drawer system, this stick is integrated into a high-quality notebook with 192 ruled pages made out of Ivory Offset paper. Rounded corners and a smooth, haptic SoftTouch surface make this USB book a genuine favourite item. Simply simpatico. The ProBook is suppliable in Black, Dark Blue, Royal Blue, Red, Bright Green, Orange, and Grey. The ProBook measures approximately 14.4 by 21.4 centimetres and is Made in Europe.

Quality and ecological sustainability

BIC Graphic distinguishes itself as one of the leading providers on the market for promotional products made in Europe and ecological sustainability. The product lines BIC® 4 Colours®, BIC® Super Clip Origin and BIC® & DJEEP® lighters particularly stand out among the diverse range of high-quality products. The BIC® 4 Colours® family offers four tint colours in one iconic ballpoint pen, with numerous colour and finishing options, which can be tailored to your individual needs. BIC® Super Clip Origin is a ballpoint pen made from biodegradable materials and free of petroleum or fossil fuels, which underscores the writing utensil's commitment to environmental protection. The BIC® & DJEEP® lighters are iconic promotional products available in four models and different colour combinations. DJEEP® lighters offer a modern and sophisticated design with an incredible number of decorative possibilities and up to 3,500 ignitions.



BIC® Lighters



DJEEP®



BIC® 4 Colours®



BIC® Super Clip Origin

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

A happy harvest from the vegetable bed

The EMF Publishing House (Edition Michael Fischer) succeeds in ideally using the vegetable bed all year long with this book. Everything is clearly explained, from building and setting up the raised vegetable bed, to sowing and care and on to special treatment in the off-season. The book presents various planting plans, which provide for fresh products all year long. This way, fresh vegetables can be harvested every month. Partially providing for yourself from your own garden is not only environmentally friendly, but also extremely delicious. This book will surprise customers and employees with ideas for ecologically sustainable delights from their own vegetable bed. The EMF Publishing House adapts the size, content and design of the book to the company and customer wishes. It is also possible to integrate your own products into the introductory texts.

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



PSI 41016
emotion factory Heri-Rigoni GmbH
Tel +49 7725 93930
info@emotion-factory.com
www.emotion-factory.com

Fanning for fans

No event presents quite such a fantastic opportunity to convey promotional messages as a football World Cup. For next summer's big event, emotion factory presents a versatile promotional fan which is opened by means of a simple insertion system. This fan not only ensures cooling when the mood at the fan fest really heats up, but it also offers ample room for a customised promotional imprint. Companies thus stay remembered with their brand message. This promotional product is additionally characterised by its flat folding measurement, ideal for cost-efficient mailings. Production starts from a quantity of just twenty pieces, but can also be performed in large piece numbers at the site in Fischbach, Baden-Württemberg.

Presentation with public impact

The street promotion table along with director's chair with cup-holder from Lezakowo is guaranteed to ensure unforgettable promotional presentations: a promotional table with UV printing is an effective and stylish feature for corporate promotion. The table combines functionality with unique customisation, thanks to which a brand gets noticed and will stay remembered at various events and locations. The director's chair with drinks holder is ideal for use in the home cinema, garden, on a picnic or when relaxing on the terrace. It offers its user comfort and functionality and additionally ensures that the drink is always within reach without any need to get up. A promotional table and a promotional director's chair are a set that combines comfort with promotion. It creates a unique corner, in which customers, partners or visitors can relax and simultaneously get to know the brand. Additionally optimal as a solution for corporate events, trade shows, exhibitions or as furniture for a company showroom.

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Tel +48 515 266643 • biuro@lezakowo.pl
www.lezakowo.pl



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



The perfect travel companions

The new notebook in passport format from the Swiss writing utensils specialist Prodir is the perfect addition to the innovative Mini Pen. Both were put on the market this year. The elegant and compact notebook MM01 Small is only 90 mm x 140 mm and therefore easily fits into every pocket or hand. With its eco-friendly Fedrigoni Materica paper cover (250 g/m²), exposed Singer binding and 72 blank inside pages, it is perfectly suited for quickly capturing thoughts and everything life has to offer. The DS6 S twist ballpoint pen is pleasantly 24.4 mm shorter than comparable models. Its full-featured, replaceable Prodir Floating Ball® refill with a lead-free tip guarantees a long service life. Its case consists of an innovative recyclate, the production of which causes 40 % fewer CO₂ emissions than Standard ABS. For both products, there is a wide range of standard as well as optional adaptations to the desired corporate advertising pitch – in fresh colours and with diverse logo placement options. More information on the MM01 Small notebook and the DS6 S ballpoint pen is now available at prodir.com

Nicely scented refreshment

Made in Germany: All cans and packages with fruit tea from the promotional tea specialist Henosa-Plantanas are exclusively made in Germany. The labels offer plenty of space for individually designing a strong promotional campaign. Starting at a minimum order quantity of 100, these promotional products are delivered to the customer with an individual 4c label and content of your choice.

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



Key on the ribbon

European quality at the same price as from the Far East: the key ribbons from happyROSS are well-known in the industry. Among the diverse range of customised ribbons, models can also be found that are produced in Europe, while being able to compete in price with the products from the Far East. In contrast to common practice, where ribbon and accessories are produced in the Far East and then assembled in Europe, the entire production takes place in Europe. This guarantees not only first-class quality, but also shorter transport routes and a reduced environmental impact. The customer's design is applied to the ribbon at the desired points, on both sides using sublimation printing. Event armbands are also available from this production line. More information at www.happyross.de/wm

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



greenverta
shopper bag

PSI 60161 • Media Sp. z o.o.
Tel +48 509 037400 • monika@media.net.pl
www.media.net.pl

Shopping aid with impact

On the search for a promotional product that is practical and convenient for daily use, a promotional bag made out of polyester can be found at Media from Poland. It is the perfect choice for modern companies wanting to stand out from the crowd and gain additional space for their logo. Thanks to its durability and attractive colours, a bag with logo is often used when making both large and small purchases. In addition, it serves as an environmentally friendly alternative to single-use plastic bags. The transport assistant, 600 by 450 millimetres, can be optionally customised by means of sublimation printing: all over, on the label, or on the elastic band. A shopper represents a tried-and-trusted method for raising a brand's visibility and recognition value. A clear and permanent printed logo on the reusable, robust bag takes care of sustainable promotion.

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Colourful combinations

No end of potential colour combinations are possible with the new Made in Germany ecotaste drinking straw sets. Here, manufacturer ecobrand presents a set of four drinking straws and a brush in reusable packaging made of washable paper. All products are manufactured either in Germany or in Europe. The combination of 23 glass straws and one straw made of stainless steel with 18 rubber securing rings and 5 packaging colours, along with diverse finishing options, ensures that the ecotaste drinking straw sets pack a communicative punch when it comes to promotion. More than just giveaways, the straws are stylish, durable and sustainable. A customer gift from here and not just anywhere. The product can be customised in a variety of ways, by means of laser engraving on the straws, screenprinting on the packaging, blind or foil embossing on the packaging, or in the form of a woven label on the packaging's side.



PSI 42020 • MBW Vertriebsges. mbH
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www.mbw.sh



Standing out all over

The range of products from mbw offers countless possibilities to put promotional messages, no matter how large or small, on triangular scarves or mini-shirts. In combination with the stuffed animals from MiniFeet®, they are great way to put businesses, clubs or municipalities in the spotlight. Both the all-over print shirts as well as the triangular scarves are hand-made in Germany based on the highest standards. The accessories for the plush toys can be printed photo-realistically using the all-over print process, borderless, from seam to seam. Not only the logo will be an eye-catcher with this printing technology. There are almost no limits to creativity, starting with a minimum purchase quantity of 50. The accessories consist of 100 per cent Seaqual® yarn, a high-tech yarn obtained from sea waste.

Office classics ready for printing

The printed pads from IMTC Manufacturing & Trade GmbH have been traditionally made in Germany for over 30 years. The development, production and quality control all take place under one roof. All pads are made at the business locations in Huglfing and Murnau. Besides classic mousepads, desk pads and counter tops, the extensive range of products also includes cushions, bowl coasters, footrests for medical and massage practices as well as pads with NFC technology.



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Refreshing energy supplier

Ulla Ocean Edition is an intelligent gadget made of recycled sea plastic, which improves drinking habits. It is a perfect gift for co-workers and business partners, because it increases well-being and energy. The Ulla Ocean Edition was designed and manufactured in Slovenia using recycled materials acquired from the prize-winning firm #tide based in Switzerland. It can be easily attached to any bottle or glass shape and discretely blinks to remind people to drink water. The blinking interval is adjusted every time a sip is taken. This fully automatic and user-friendly device does not require any apps or cables and does not make any disturbing noises, thus making it perfect for office use.

Something for everyone

Whether fly-swatters, bottle-openers or table-tennis balls: at Promowolsch – The customer factory Wolfgang Schmidt, those looking for practical promotional products made out of plastic are guaranteed to find the right product – to match any time of the year. The company with its base in Geseke, Westphalia, offers a wide selection of Made in Germany and Made in EU scatter articles for all occasions; special productions are also possible. Common to all products are extensive promotional surfaces, which instantly catch everyone's eye; attractive trendy colours, which also do not stop at translucently frosted design; and short supply times due to the local production. Equally, the majority of the versatile promotional message-bearers consists of robust and durable plastic – a long duration of use and hence a long-term promotional effect are therefore guaranteed. From ice-scrappers through parking discs, seat cushions, waving hands, swimming items, fan products to office items, the Westphalian ideas foundry offers a wide range of useful products for many different industries, sectors and service operations.



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www.foamworld.promowolsch.de



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www.axopad.de



PSI 46596 • Polyclean International GmbH
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www.polyclean.com

Sparkling clean displays

HFX®-DisplaySprayer from Polyclean proves to be doubly useful. It not only cleans display surfaces, but also makes them dry afterwards. The combination of a P-9000® micro fibre cloth and integrated spray bottle make the product an everyday companion for cleaning touchscreens and displays. It removes fingerprints from sensitive display surfaces – only with water and without chemicals. One filling suffices for around 80 sprays. Then the display cleaner can be easily refilled. The HFX®-DisplaySprayer is popular due to its ergonomic design as well as finishing options. Individual motifs can be applied by means of full-surface, high-resolution digital printing. As Europe's leading manufacturer of highly efficient cleaning products made from P-9000® microfibre, Polyclean International GmbH has been relying on pioneering and clean solutions since 2001. Developed at the production site in the Westphalian city of Ahaus, Polyclean produces and delivers an extensive range of cleaning tools for professional applications.

High-quality diagnostics

Magic, the high-quality diagnostic light with a hygienic metal case from Richard Cermak, is made exclusively in Germany, which ensures high quality, stability and durability. The manufacturer also uses high-quality alkaline batteries from the brand Varta, which are also made in Germany. All production process are also carried out according to environmentally friendly standards and all stages of manufacturing are subject to strict quality controls. The white or warm-white LED is tested with regard to photobiological safety in accordance with DIN EN 62471:2009-03. The diagnostic light Magic is also suited for eye or other diagnostics. The quality product is available in many colours, has a quick pressure switch and additionally impresses with its good fit in a doctor's coat.



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

Quality reflective products

The products made by reflAktive consist almost exclusively of components manufactured in Europe: in use are steel from Germany, velour from Italy, and films from Germany and Spain, meaning that the statutory provisions on working conditions and material quality are met, in line with EU stipulations. The reflAktive quality promise applies across the product portfolio: all reflective products share the distinguishing feature of being finished to a high standard, durable, easy to affix and versatilely usable in a range of different circumstances. The team from reflAktive is also on hand to provide advice and support to all those who insist on products entirely Made in Germany.



PSI 46970
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www.reflaktive.de

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49753	BOTT sp. z o.o.	073		RX Deutschland GmbH
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PSI JOURNAL TOPIC PLAN 2024

Month	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2024	Trade show innovations PSI 2024		11.11.23	18.11.2023
February 2024	Soccer EM Special: Sport, Fitness, Health	Easter, garden, hobby and crafting	15.12.23	19.01.2024
March 2024	Beverages, drinking vessels, table culture, household	Office supplies, writing instruments, calendars	24.01.24	09.02.2024
April 2024	Green, ecological and sustainable products	Bags, luggage and leather goods	19.02.24	08.03.2024
May 2024	Fashion, workwear, caps and accessories	Express and last minute products, Giveaways	18.03.24	10.04.2024
June 2024	Wellness, cosmetics and beauty	Protective and hygienic articles, work safety	19.04.24	10.05.2024
July 2024	Christmas, gift sets and custom-made products	Toys and plush products	22.05.24	10.06.2024
Aug./Sept. 2024	Ecological and sustainable products, Vegan	Chocolate and sweets	24.06.24	09.08.2024
October 2024	Camping, outdoor, umbrellas, tools and knives	Products for employee incentives, onboarding gifts	19.08.24	10.09.2024
November 2024	Electronics, Digital and Smartphone Accessories	Travel, car, bicycle, transport and safety	20.09.24	10.10.2024
December 2024	Brands, classics and vintage	Made in Europe/GSA (Germany, Switzerland, Austria)	18.10.24	08.11.2024
January 2025	Trade show innovations PSI 2025		11.11.24	18.11.2024

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Half of all plastic products end up in the rubbish after about four weeks. Yet we have to accept that the world can no longer do without this versatile and inherently excellent material. Precisely the promotional products industry is aware of this problem and is working to ensure that less plastic gets into the environment. A new solution is offered by Global Innovations.

A novel material from Global Innovations

From dishwasher to compost heap



Colourful, sustainable, promotionally effective: cutlery, bread boxes, coffee mugs and lunchboxes. The product range is getting bigger by the day.

Custom productions, dedicated patented products, and sustainable materials and concepts – those are the specialisms of the internationally active developer and importer Global Innovations Germany. We spoke with CEO Torsten Münich about the company's latest innovation, which takes its sustainability strategy to a new level. The concept surrounding the patented home-compostable material offers manufacturers and distributors an astonishingly large number of new possibilities.

Global Innovations is playing a considerable role in developing a new kind of biodegradable material that is setting new standards in composting. How did this come about and what is the special thing about it?

Our distribution customers expressed a desire for a new material that can be composted at home and also used in the household. To do it, we had to adapt the existing home-compostable materials we already distribute in the horticultural sector in order to make them food safe and suitable for dishwashers. Jointly with the patent holder, we

altered the material so that we obtained TÜV certification for food safety and dishwasher suitability. According to our information, this is the world's only material with these properties. Moreover, it sends out a signal towards sustainability, since it biodegrades with no microplastic residues. In addition, it was important to us to make the material usable in injection moulds without adapting the mould. After more than a year of development, we reached that goal, and have already been able to realise a host of household products in our Asian partner factory.

What is the material suitable for and what products do you have in your range?

In the household segment, we have now developed seven different materials, which exhibit variables such as flexibility, for instance. Since August, we have been able to realise products like thermal mugs, festival mugs, cutlery and other products that can be made in injection moulding machines. We are now also able to produce our successful patented product, the cookie stamp, in the new material. That was a challenge on account of the built-in film hinge, which is designed to function at least 500 times in succession. With this innovation, we hope to be able to considerably raise the figure of more than 20 million sales so far. Due to the material adjustment, we are now able to manufacture bread boxes or other items with a film hinge. In the horticultural sector, the material is usable for highly flexible plant clips, for example. It is now possible to realise virtually all products made in injection moulding machines. Together with major A-brands or importers, we are developing further products with custom requirements: chopping boards with a particular hardness, for instance.

Where is the material manufactured?

In order to avoid long transport routes, we have a production site in Europe for the European suppliers and a production site in Asia for the Asian suppliers. New materials and products are developed in Germany.

What areas of use are conceivable in the promotional products market?

Our food-safe and dishwasher-suitable material can be



Torsten Münich, Managing Director of Global Innovations: "We are hoping to be able to win the enthusiasm of many companies for our new material at the PSI trade show and are looking for partners in the PSI network."

used wherever products are manufactured using the injection moulding method, which already yields a very wide range of products. However, we are currently in the process of having material variants developed that can be subsequently used in blow moulds or deep drawing moulds as well. In the horticultural sector, we are already able to realise deep drawing and other production methods too. We are also happy to supply horticultural products in the promotional products sector.

Now, you not only develop and sell products like these yourselves, but also offer the material to manufacturers that can process it in their own facilities. How popular is this offer in the market?

After the successful tests in our Chinese partner factory, we have now supplied test material to many European plastic manufacturers – including some

PSI suppliers. That's going down very well and we are certain that products made out of the new material will not only be found at our own stand, but also at other PSI suppliers. That is because it has another big advantage: since processing is possible at low temperatures, manufacturers additionally benefit from an energy saving compared with conventional plastics.

Do you supply manufacturers globally?

We have global exclusivity for this patented material, in the household, promotional and gift sectors, among other areas. We are therefore able to supply any manufacturer, but are currently focusing on market leaders in various segments. We provide manufacturers with information on processing and support them during the transition stage. European manufacturers can procure material from us for tests, and prospects in Asia can get it via our partner factory. We enable short delivery routes this way.

You are currently building up a global manufacturer network...

Yes, and we are grateful for any support for this. We'd love to see distributors passing on our contact details to their current manufacturers so that we can offer our material to them in the future.

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>> In January, you will also be introducing your concept at the PSI trade show. What advantages does it offer for distributors?

Distributors benefit in many respects, since they are potentially able to procure home-compostable products from their supplier with total ease. In addition, with products made out of home-compostable material, distributors present their customers with a unique feature and an innovation that is entirely in the spirit of sustainability. We always tell manufacturers that we are happy to play a part in marketing their products. Thus, distributors can also order many products directly from us. The major advantage of Global Innovations is that we have an extensive supplier network in both Germany and Asia and are able to realise virtually any product in the form of a custom production.

You mentioned something very special that distributors can benefit from in addition. What do you mean by that?

Promotional products advisors will not only be able to offer their customers promotional products, but also industrial products that may be still getting made out of plastic at the moment and can be realised in home-compostable form in the future. This can be in virtually any area: outdoor, winegrowing, forestry, industry, logistics, and much more. The background to that is, the industrial sector is a huge market. In it, there are a number of products that are currently under production or development, such as, for example, game bite protection for plants, golf tees, clothes hangers, etc. Virtually any sector can be served – which also provides the promotional products business with additional options.

What are the options in terms of colours and promotional messages?

At the moment, 12 different colours are possible. Finishing is also realisable, as with customary promotional products. We are currently developing home-compostable in-mould labels.

How sustainable and non-hazardous is the new material? Are there certifications?

Equipment items and products from the home-compostable product range have already been certified by TÜV Austria multiple times and already possess the “OK. Compost Home” certifications for various equipment items in the horticultural or industrial sector. Certification of home-compostability is only possible if the product has really thin walls. The coffee capsule currently exclusively distributed by our equipment supplier and patent holder is already “OK. Compost Home” certified. Products from the household and promotional sector will not yet be given this certificate, since the necessary wall thicknesses are too high for home-compostability. That is regulated by law, but adjustments can be anticipated. Until then, we are talking about soil-degradable products in the house-



This is what makes the material so special: Compared with industrial composting, where temperatures of about 60 °C are required, the material breaks down in normal soil or home compost



hold sector. We are currently applying for certification for those. We are anticipating that most products from the promotional sector will be degradable within three years of contact with micro-organisms in the soil. Our material developed for the household and promotional products sector has been TÜV certified as food safe according to the German Food and Feed Code (LFGB) and are dishwasher-suitable. Naturally, confirmations of compliance have also been issued.

In our conversation, you have used the terms industrially compostable, home-compostable, and soil-degradable. What is the difference?

PLA is one of the well-known materials in the promotional products sector. It is labelled industrially compostable and only breaks down at temperatures of approximately 60°C. Disposal is hence problematic. Home-compostable or soil-degradable products break down on contact with soil or compost and then start the degrading process. Hence, their disposal is considerably easier and more cost-effective.

When does the decaying process begin? Do people need to worry about goods that stay in the warehouse a bit longer?

No, of course not! Breakdown only begins when the prod-

uct comes into contact with micro-organisms in the soil or home compost. Our products can be used for many years. In particular, our material is very dimensionally stable, and even in contact with water or liquids there is no risk that it will soften or degrade prematurely.

Can items made out of the new material also be recycled?

If the degrading process has not begun yet, products made out of our innovative material can be recycled without any problems. There are also plans to create collection points for this in the future, where products can be given back. For big promotional campaigns, customers will also be able to set up one of these stations themselves and, when new products are made, we will compensate them for material they return to us.

Do you also offer exclusivities?

We are not currently planning to award exclusivities, unless it is with countries we are either not planning to go into at the moment or where we do not have active partners. However, what we are awarding are launch exclusivities for certain product areas, specific countries or individual sectors. In addition, we are also offering customer cover for custom developments. That is not realisable for standard products, since promoters can also procure these, via us, from other PSI distributors.

What arguments are you using to support the industry in marketing measures?

We have drawn up detailed FAQs, make all certificates available, and recently also commissioned a marketing agency to draw up the full concept and communication paths. Naturally, we will make these documents available to all prospects. We support manufacturers with specific processing information, gladly by telephone too if required or during a Teams conference with our technical developers and specialists. In Europe, this service is looked after by the patent holder, which has granted us exclusivity. In Asia, support can also come from our partner factory in China. A useful pointer: in the 2023 winter semester, we are co-operating with a German university as part of a semester project. Students will be developing innovative products made out of home-compostable materials on our behalf in this context. We will be happy to pass on these findings within the promotional products industry as well.

Are you still looking for distribution partners in the PSI network?

We would like to continue to focus on product development and the realisation of major projects in Asia and are looking for distribution partners in the PSI network; we are reliant on them, as well. We therefore very much hope that we will be able to win the enthusiasm of many companies for our material at the PSI trade show. PSI will be the first major promotional products trade show where our products and the versatile material are presented. We were solely represented at specialist sustainability trade shows in 2023.

What are your outlooks for 2024?

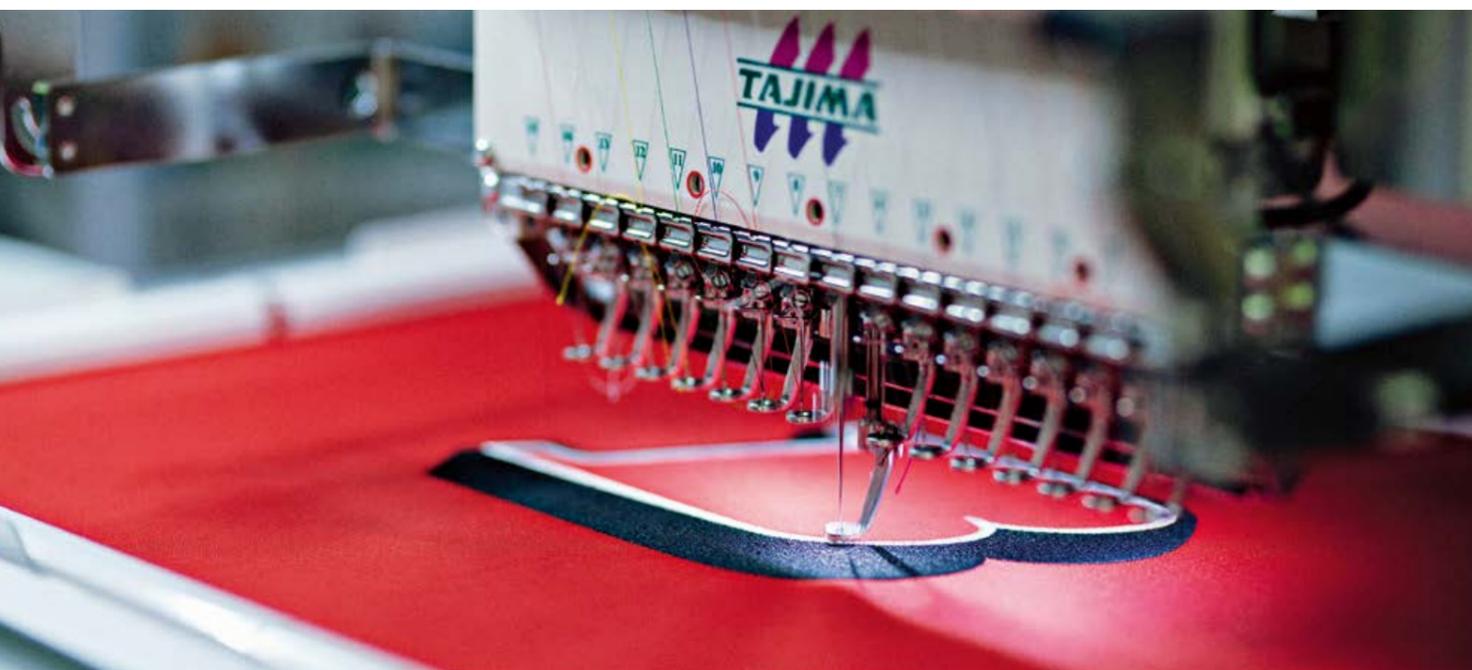
Among other plans, we are intending to introduce our patented material to other forms of production in 2024, and we are hoping to be able to realise products in the packaging area by the end of 2024; initial tests with suppliers start in early 2024. Our capacity goal is to be able to distribute up to 1,000 tonnes of this material by the end of 2024. Compared with other sustainable products, the raw commodities are available in sufficient quantities for this material, which enables us to achieve a high production capacity.

We would be delighted to be able to get the PSI, its producers, importers and distributors on board as strong partners in building up our global network. We are giving our all to winning the industry's enthusiasm on a regular basis with innovations, patents and materials. PSI 2024, stand 9D78 <

The company Klam, which is based in Lichtenstein, is celebrating its 35th anniversary this year. The main focus of the company established by Maic Klam is corporate fashion with the segments embroidery, design, printing and sewing. Hand and hand with its customers, it designs high-quality, custom-made clothing, which creates a sense of community.

35 years dedicated to sophisticated embroidery

Creating community through clothing



KLAM stands for sophisticated embroidery thanks to high-quality yarns, state-of-the-art machines and many years of expertise.

Whether in today's fast-paced business world, innovation is a key to success. Maic Klam, founder, managing director and owner of Klam Textiles Marketing & Embroidery, is an entrepreneur, who embodies this philosophy. Klam is firmly convinced that innovation is not only necessary to survive in a highly competitive market, but also to seize new opportunities and secure long-term growth. Based on these values, he and his team of many creative minds in Lichtenstein at the foot of the Swabian Alb have set up an up-and-coming company in

the past three and a half decades, which has dedicated itself and its energy entirely to corporate fashion. "Thanks to our many years of experience in finishing premium work wear and designing corporate fashion special productions, we know what our customers expect from us and our passion is to offer everyone the best service. Our values and standards therefore have been to guarantee the highest quality in individual textiles based on our established traditions and thus to ensure the satisfaction of our customers", says Maic Klam with regard to his company's credo.



The company creates individual corporate fashion solutions at its headquarters in Lichtenstein at the foot of the Swabian Alb.

Founder, managing director and owner Maic Klam: "Innovation is not an optional extra for us, rather the lifeblood of our company".



During quality control and talks regarding the best possible implementation of a motif.

Corporate fashion that speaks the customer's language

Klam's aim is to create corporate fashion, which truly speaks the customer's language and represents him or her individually and with high quality. Therefore, it has placed strong emphasis on "achieving the highest possible quality standards regarding textiles and finishing". Klam is particularly well known for its finest detailed embroidery made in Germany. The company additionally offers high-quality special productions (made in Europe among other places), which are also available in small quantities and thus offer small- and mid-sized companies based in the premium segment the same quality and individuality with regard to work wear and corporate fashion, which would otherwise be reserved for global players and large companies due to the extremely high minimum order quantities. "To achieve all of this, the design and service team at Klam places particular emphasis on friendly and helpful communication with customers regarding all textile matters", says Maic Klam.

Passion, responsibility, aesthetics

Embroideries from Klam are characterised by passion and dedication. Every embroidery reflects the love of detail, which the company is driven by. "We love what we do and we love embroideries. This is reflected in each and every one of our embroideries", emphasises the managing director and adds: "A good corporate identity is essential in today's corporate communications. We create the perfect setting for logos and mission statements and support customers with selected ecologically sustainable

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A current highlight from Klam: embroidered shoes with a company logo.

>> textiles as well, e.g. in organic quality or fair trade". Outward appearance can also make a difference. For example, appealing aesthetics are decisive for a positive impact of embroideries. "We can only achieve this through the optimum scaling, positioning and embroidering of the motif", Klam continues.



A broad range of products made in Germany

Whether it is 3D embroideries, embroidered QR codes, recycling and high-tech yarns made in Germany or creative textures and colours, Klam continuously aims to keep pace with current trends and bring corporate fashion to the next level. Its range of products includes the finest embroideries, textile printing, high-quality promotional items and refined premium work wear. The production takes place in Lichtenstein, directly in one of Germany's largest textile hubs. The offer also includes special corporate fashion products in cooperation with experienced partners in Europe. A current highlight from Klam: embroidered shoes with a company logo. The company offers full service for premium promotional products, work wear and corporate fashion for the promotional products industry. Klam develops individual solutions together with customers. According to Maic Klam: "Individuality and service are important to us and our customers. Regardless whether it is promotional products or clothing, we will definitely find a suitable solution together with our customers."

Confidently heading towards the future

Klam is confidently heading towards the future with the slogans "corporate fashion that speaks your language" and "we create a sense of togetherness with clothing". The company remains true to its mission of always operating at the cutting edge and raising corporate fashion to the next level. "With our know-how, individuality, efficiency, creativity and short delivery routes with transparent and ecologically sustainable supply chains, we wish to attractively develop and expand Germany as a production location in the years to come", says Maic Klam with regard to the company's plans for the coming years.

Inspiration through innovation

The Klam success story is a prime example of how innovation paves the path to growth, adaptability and long-term success. Klam's passion for customer satisfaction, continuous improvements and shaping the future through innovation not only characterise the company, but also can inspire other entrepreneurs to face changing times with open-mindedness and courage. <

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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

For a long time, the company Gustav Daiber GmbH was only known by its own brands JAMES & NICHOLSON and myrtle beach, at least in public and among most customers. This is changing now: after a more than 100-year success story in the textile industry, the tradition-rich company from Albstadt on the Swabian Alb is moving into the spotlight with this corporate name.

The traditional company has a new brand image

From a hidden champion to the spotlight

With the “Daiber does it” and “Lifetime Partner” campaigns, which have been visible on the website, in advertisements and other places for some time now, the company is showcasing its core competencies and values.



In the future, Gustav Daiber GmbH wishes to more distinctly showcase itself and its core competencies as a holistic corporate fashion platform. During a conversation, both managing directors Kai Gminder and Christof Kunze provide information on the motivations for this new orientation – and what it means for the future of the company.

A lot has happened at Daiber in the past few months, for example on the website. And the product ads look entirely different. What were the reasons for this?

KAI GMINDER: In the past few months, we have worked more on our corporate image, or to be more exact, we have rebranded Daiber. What you currently already see is the result: there is a stronger focus on Daiber and its corporate name. With the “Daiber does it” and “Lifetime Partner” campaigns, which have been visible on the website, in advertisements and other places for a few weeks, we highlight our core competencies and thereby emphasise what the name Daiber stands for.

Why did you decide to work on the Daiber brand? What do you hope to achieve with this?



The managing directors of Daiber present the new rebranding concept to their employees at an internal launch event, the Daiber Day. Afterwards, there was a big celebration.

CHRISTOF KUNZE: Many people know the products from our own brands JAMES & NICHOLSON and myrtle beach, but do know the company behind them. In particular new customers or applicants were often not aware of the connection to Daiber. We would like to change this. With our rebranding campaign, we want to strengthen the Daiber corporate brand and make it clear what and, above all, who is behind our products. To do so, we refocus on what has essentially always distinguished Daiber: we connect brands with people. After all, our corporate fashion not only looks good, but also creates identity and a feeling of togetherness between those wearing it and companies.

KAI GMINDER: We would like to show that our company stands for so much more than the product itself. Daiber combines more than 100 years of expertise in the textile industry with a full-service offer spanning from consulting to finishing. The long-term respectful partnerships with our customers and business partners are an integral part of this. In order for us to maintain this and build on our success together, the name Daiber and the values it stands for must be known. Our customers and partners should know that they can rely on us.

You would therefore like to place a stronger emphasis on Daiber. How do you implement this? What are the core elements of the rebranding?

CHRISTOF KUNZE: Together with our communication agency follow red, we first developed an identity image, which puts our values and core themes in focus during a multi-level process. During this process, we defined who we are, what defines our activities and what makes us unique. And that is one thing, above all: we connect brands with people – our products create identities. A simple sentence with a lot of impact, which we have always lived by to its



Daiber's main location in Albstadt: a tradition-rich company with an innovative impetus, which is now moving ahead as a holistic corporate fashion platform.



The interview partners: Daiber managing directors Kai Gminder and Christof Kunze

“Daiber: Strong, distinct and versatile.”

core and have now specifically elaborated on. **KAI GMINDER:** And that is not everything yet: based on our own sharpened identity, we also have redesigned our visual appearance. Our new corporate design with adapted typography and fresh corporate colours gives Daiber a uniform, modern appearance. This same holds for our logo, which we have recently redesigned. During all of this, it was and still is important for us to preserve our heritage and traditions, while at the same time also confidently looking towards the future. And we believe we have succeeded in doing so. >>

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“Connecting brands with people”: a personal approach and personalities are the main focus of Daiber’s “Lifetime Partner” campaign.

You mentioned that the Daiber logo has been redesigned, for example. In what areas has Daiber’s appearance changed and where is the rebranding noticeable?

CHRISTOF KUNZE: Our rebranding will be particularly visible and noticeable in the new advertisement motifs for our image campaigns “Daiber does it” and “Lifetime Partner”. We now come out with a confident and versatile new look – and make it clear what the Daiber brand stands for. In addition, we are focussing on more direct communication between distributors and us as representatives of our own brands. For once, it’s not about the individual product, rather who stands behind our corporate fashion products. To do so, we added “by Daiber” to our own brand JAMES & NICHOLSON, for example, and thus clearly aligned it with Daiber as a corporate brand.

How would you describe the new brand identity of Daiber?

KAI GMINDER: Three, or rather four, words immediately come to mind: strong, distinct and versatile.

CHRISTOF KUNZE: Our new brand identity captures who we are and ultimately expresses what Daiber has always stood for and stands for now even more. This distinguishes us from others and shows that Daiber is aware of its own strengths.

You describe Daiber as a corporate fashion platform. How did this new emphasis come about? What do you mean by this?

CHRISTOF KUNZE: We at Daiber not only offer production and distribution, but also many additional services such as comprehensive consulting and in-house finishing from

“Our new brand identity captures who we are and what we stand for.”

“We view ourselves as a corporate fashion platform, which combines product design, production, consulting, e-commerce, finishing and shipping for our customers”.

one source. Another particular advantage that our customers benefit from is our large international network of distributors. This full-service orientation has accompanied us since the beginning of our company history and is part of our DNA. Thus, we serve our customers with much more than just corporate fashion. We view ourselves as a corporate fashion platform, which combines product design, production, consulting, e-commerce, finishing and shipping for our customers.

What has changed in your daily work with regard to the reorientation?

KAI GMINDER: Such a rebranding of course affects many interfaces of a company: from the participation of our employees to the adaptation of the business equipment to the new logo, new colours and new typography on to the relabelling of our products. If you are so successful for so many years, it is not easy to deviate from the familiar path. However, we at Daiber have always enjoyed trying out new things and we can feel this future-oriented perspective during the current process as well. We are convinced that the reorientation towards Daiber is exactly the right decision for our company and are looking forward to approaching the resulting changes together. Hands-on just like us Swabians.

How did your employees feed about this?

CHRISTOF KUNZE: Our employees not only responded positively to the rebranding with our new corporate identity. In fact, they were thrilled with the final results when we presented them to them at our internal launch event, the Daiber Day, which was combined with a big celebration.

Above all, it was well received that we as Daiber more directly present ourselves to the outside world. This also holds for the design-related adjustments of the logo and colours, which are visible in both of our campaigns “Daiber does it” and “Lifetime Partner”. Since the campaigns should particularly convey our values and core competencies, the exchange with our employees was very important. Reflecting together on what makes us who we are and what values we live out in the company definitely enriched us while developing our new corporate image.

KAI GMINDER: Basically, we attached great importance to transparently informing and integrating our employees during the entire process. We did not want to impose anything on them from above, rather let them actively participate. Ultimately, our employees are the heart of our company and should feel good about the reorientation of Daiber. This seems to be the case, because we see many of them walking through the hallways with our new corporate shirts that say “Daiber does it” and are proud of what we developed together.

Have you already received a response from your customers and business partners? How do they perceive the changes?

KAI GMINDER: The reactions are as heterogeneous as our customers themselves. The feedback is generally very positive. Nevertheless, several customers have also expressed the fear that we might want to address the industry directly with the stronger appearance of the Daiber brand. This is not the case though. With this new image, we wish to cultivate our partnerships even more intensely and comprehensively support our customers with our services. Af-

“With this strong new appearance, we wish to even more closely cultivate our partnerships and holistically support our customers with our services.”

ter all, some regular customers do not know that JAMES & NICHOLSON is Daiber’s own brand.

CHRISTOF KUNZE: We are also receiving feedback on our rebranding at the regional level and already seeing initial success. Our participation in the Visions Education Fair was a great opportunity to present ourselves as an important employer in the region and excite young talents for our industry. Our corporate fashion company was present there as “Daiber” for the first time and we are proud of the positive feedback, which we received from many future career beginners. We will also benefit significantly from the much more distinct and more professional appearance beyond the region.

And how about you: what conclusions do you as managing directors draw from this process?

KAI GMINDER: Whether in business or privately, it indeed makes sense to constantly question yourself whether you are on the right path and how you wish to appear. After more than 100 years of business history, it was also time for Daiber to engage in this process, thus to reflect once again on what issues concern us, what makes us unique and above all what is the meaning of our actions.

CHRISTOF KUNZE: This is a wide-ranging process and not always easy. Therefore, we took a sufficient amount of time to do so and developed a result that we are very proud of: a distinct image with an expressive brand identity, which provides a concrete direction to each of our employees and makes it clear to our customers and business partners who Daiber is.

Thank you very much for the informative interview! <

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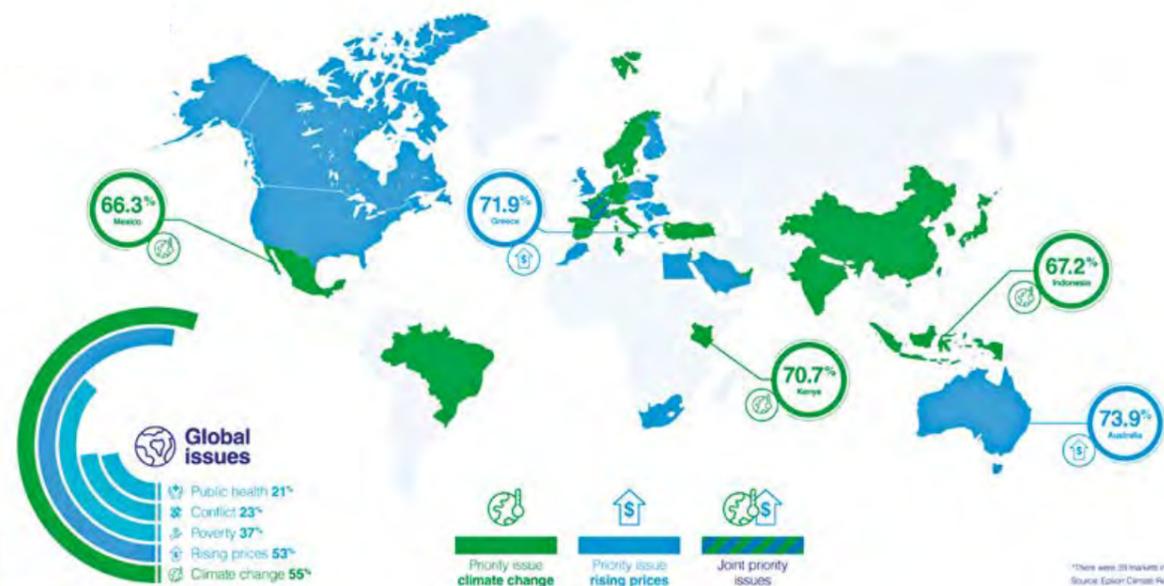
Epson is synonymous with high-quality printers, scanners and projectors. In its latest, globally compiled Climate Reality Barometer, the company unearthed astonishing findings which absolutely deliver grounds for optimism.

Epson Survey: The Critical Challenge of Climate Change

Technology as Part of the Solution

Climate change and rising prices top global issues

Climate Reality Barometer 2023



© Epson Climate Reality Barometer 2023

Epson, a global provider of printers, scanners and projectors, has conducted its Climate Reality Barometer for this year with around 30,000 survey respondents from 39 countries. Particular attention was paid to “Generation COP”, which was born close to date of the first climate conference in 1995 and grew up with the consequences of climate change.

Climate change a central global problem

The survey reveals that climate change is regarded as the world’s central problem across all generations and national borders. The survey participants anticipate that technology will play a decisive role in its solution. In Germany, 55 percent view climate change as the biggest problem, ahead of inflation (51 percent) and poverty (41 per-

cent). The survey took place in July 2023, with more than 1,000 respondents in Germany.

Optimism among “Generation COP”

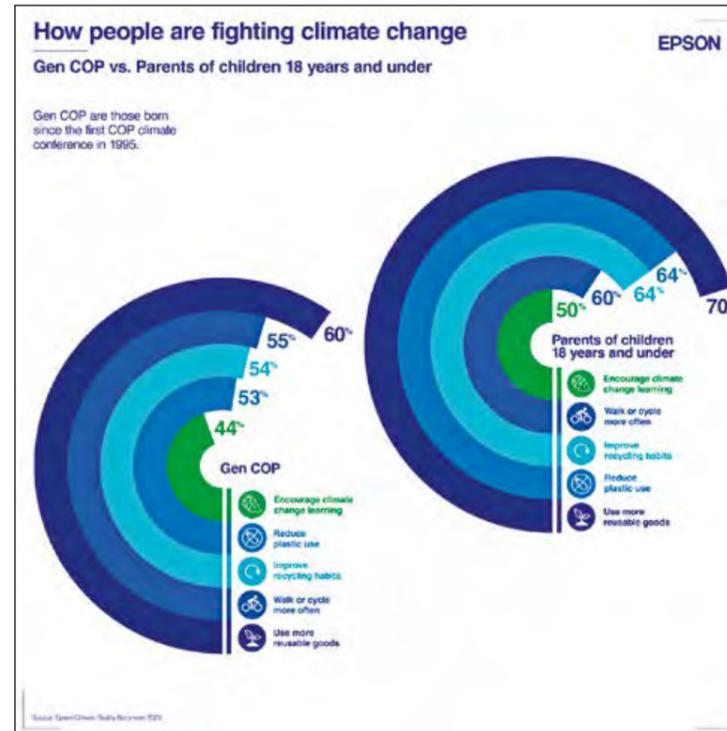
Viewed globally, and despite certain regional differences, the Climate Reality Barometer makes it clear that “Gen COP” is the generation which is looking to the future with the greatest optimism overall. Almost half (49 percent) believe that the climate problems can be solved in their lifetime. In contrast to that, the age group of 45 to 54 year-olds (42 percent), as well as persons aged from 55, are looking to times to come with the least optimism, at 32 percent. In Germany, the older generations are less optimistic. Only 32 percent of under 30s anticipate that the climate problems will be solved in their lifetime, while that figure stands at just 26 percent among the over-45s.

Differences between the generations

There are also differences between the generations in reference to climate protection measures and activities. On the global average, in nine of fourteen categories, “Gen COP” is demonstrably less active in climate protection in comparison to the global average. In twelve of fourteen categories, they are also less active than older generations. The global president of Epson, Yasunori Ogawa, says on the subject: “Since the negative impacts of climate change are revealing themselves ever more intensively, today more than ever, we must understand people’s attitudes towards climate change. Epson lends its full backing to SDG 13, the UN target for sustainable development, which, through appropriate measures, is intended to help deliver solutions that enrich people’s lives and create a better world.”

Activity and inactivity in climate protection

Epson emphasises the importance of deepening people’s understanding of climate change and supporting measures to solve this problem. Globally, 38 percent of the respondents indicate already having reduced foreign travel for business or private reasons, while 30 percent are planning to do so. However, the “inactive” are in the minority, and indicate reasons such as geographic, cultural and economic factors as well as confidence in humanity’s capacity to solve the problem without individual measures.



© Epson Climate Reality Barometer 2023

Technology as enabler

Technology is considered to be a key factor in combating the effects of climate change. In response to the question regarding the most important measures companies can take to help solve the climate problem, investments (48 percent) are top of the list. Recycling and re-use (45 percent), lower consumption of resources (28 percent), employee mobilisation in favour of environment protection measures (21 percent) and compensation of the impacts of CO2 and plastic (21 percent) are likewise of major importance. Epson regards technology as a decisive factor for combating climate change, and insists on resource-saving, durable, repairable and recyclable products. The survey emphasises the importance of listening, especially to “Generation COP”, in order to create solutions together and mitigate the damaging effects of climate change. <

Method

The survey was conducted by Censuswide. 30,294 participants out of a general sample aged 16 years and upwards (weighted according to age) in 39 countries were surveyed. The data were collected between 13.07.2023 and 25.07.2023. Censuswide relies on and employs colleagues from the Market Research Society (MRS) and follows the latter’s code of conduct. This code is based on the ESOMAR principles.

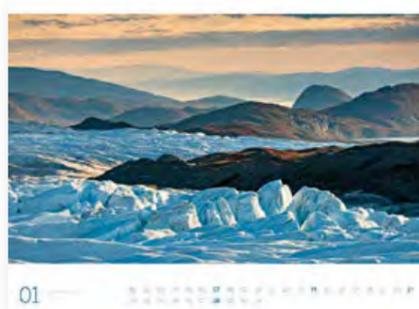
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The most beautiful places on earth

The publishing house Ackermann Kunstverlag presents the Planet Earth 2024 calendar, a **high-quality panorama calendar** that opens the window to the most beautiful places on Earth. Rays of sunshine that illuminate stunning landscapes like spotlights or that take advantage of the magnificent interplay of mother nature's vast array of colours: these are the two ingredients for turning unforgettable rock formations, coastlines, deserts or valleys into absolutely spectacular photographs of nature. The top-notch photos from Stefan Forster, Tom Mackie, Isabel Synnatschke, etc. demonstrate this. Like all Ackermann calendars, this one is also made in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional impressions are possible for a minimum order of 50 pieces.

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Promotional jewellery

For the past 30 years, the company Uschi Wunsch, a promotional jewellery specialist, has been well established in the city of Idar-Oberstein, a centre for the German jewellery industry. With its experience and know-how, the innovative company can also fulfil customer's individual wishes and custom-made products. The pieces of jewellery are gold-plated and silver-plated, and some are adorned with different coloured rhinestones. Upon request, the accessories can come in **elegant packaging** and placed inside organza or velvet sachets. All products can be customised and adapted in terms of material and size.

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www.wuensch-io.com



Finishing with embossing

The embossing method that Mister Bags uses for finishing bags differs significantly from conventional methods. Instead of finishing bags with screen printing or embroidery, Mister Bags uses an embossing stamp and presses the logo onto the bag using heat and pressure. Depending on the desired effect, the motif can be placed on the bag in a raised or recessed position. This process makes it possible to accentuate the **finest details** like thinly drawn lines in a high-quality and clear manner. Embossing is possible on nearly all bag models and grammage values for a minimum run of 3,000 units.

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





The sustainable history continues

The sustainable history of uma's RECYCLED PET PEN PRO series is being systematically continued as the family-run business is setting new standards for sustainable writing with its innovative ink flow system. The unique idea that an empty plastic bottle can have a new life has been nominated for and has won several awards. Uma turns a 0.5 litre PET bottle into a RECYCLED PET PEN PRO, which is stable and climate-neutral and has a long use life. The series was equipped with an **innovative liquid ink flow system** so that the highlighter, fine-liner and roller ball models are immediately ready for use without having to pump or tap them. The liquid writing systems are replaceable and can be reordered. This is yet another way the series ensures a long-lasting and sustainable promotional campaign. The details lie in the colourful stoppers, which can be selected to match the writing colour or the customer's CI.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH
Tel +49 7832 7070 • info@uma-pen.com
www.uma-pen.com

Baking with stainless steel

The tradition of using small stainless steel baking pans as promotional products is experiencing a remarkable renaissance. They are **very versatile**, as Emotion Factory can attest to. Another advantage of using small stainless steel baking pans for promotional purposes is that they can be personalised. Companies can place logos, slogans or messages on the baking tins, creating a one-of-a-kind brand experience. They are reusable and contribute to reducing single-use plastic. Companies that rely on these types of environmentally friendly products demonstrate their commitment to the environment.

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



Turn on the light with a swipe

It is easy to do even with wet and dirty hands or while wearing gloves, thanks to the headlamp from the company 'team-d Import-Export'. To activate the light, you only have to move your hand at the height of the sensor next to your head. The headlamp is made of ABS and silicone and can be **recharged** with a USB-C cable (cable comes included). It features bright COB LEDs to light up your way and has a spotlight XPE LED on the side. Both lighting devices can be turned on and off by moving your hand in front of a movement sensor. The light is splash-proof protected in accordance with protection class IPX4, and the elastic headband's size can be adjusted.

PSI 44186 • team-d Import Export Warenvertriebs-GmbH
Tel +49 7181 989600 • info@team-d.de
www.team-d.de



New and sustainable accents for 2024

For Russell Europe, the focus of the development and production of its new products has been on sustainability for many years; its approach includes using sustainable materials, ensuring short transport routes and maintaining full control over production. In 2024, the brand expanded its product range by adding two sustainable newcomers: With the Authentic Eco polo shirt, the brand is launching a polo shirt for the first time that is produced in its own production facility in Morocco and is made out of 65 percent recycled polyester. The functional Essential Softshell jacket made of 94 percent recycled polyester lives up to the claim of being high-quality and long-lasting team wear. What is more, it is the **perfect companion for cooler weather**. The polo shirt is a timeless all-rounder and has always been an integral part of corporate fashion. The sustainable newcomer with a grammage of 180 g/m2 is available in the colours white, black, French navy, convoy grey, bright royal, classic red, bottle green, sky and petrol blue; the sizes range from XS to 3XL. Wearing the right (functional) apparel increases your well-being and offers an extra portion of comfort – whether you are in the office or on holiday. Functional and modern jackets are a real glimmer of hope, especially when the weather is unsettled. The Essential Softshell jacket is very easy to clean and is machine-washable up to 40 °C. It comes in three classic colours (white, French navy, iron grey), and the classic fit for men is available in sizes XS to 3XL.

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



Eye-catcher for a whole year

Promotional calendars are one of the absolute classics among haptic promotional messengers and are very popular year after year. With the **high-quality brand-name calendar** from Athesia, companies promoting themselves will remain in their customers' line of vision 365 days a year. Athesia Kalenderverlag has added products with renowned partnerships and licences to its publishing programme, such as Star Wars, Bundesliga, Lorient, Die Zeit, Duden and many more. For the sake of the environment, Athesia uses FSC-certified paper and offers customers the option of having their calendars produced climate-neutrally. Advertising logos or slogans are possible for a minimum order of 50 pieces.

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



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PSI Product Sourcing | Close proximity to members

The PSI Product Sourcing Team offers supplier members the option of paying them a visit to their companies to get informed about their latest products and further developments. But of course, PSI suppliers can also come to PSI in Düsseldorf with their exciting and trendy products. Several PSI members have already made use of the 'Sourcing on Tour' offer. Most recently, this was Doppler H. Würflingsdobler GmbH and POLYCLEAN International GmbH.



Diversified collections

Markus Nawrotzky, Sales Director of Individual Umbrellas, and Michael Tax, Key Account Manager, came to Düsseldorf with the newest doppler products. They presented promotional, garden and gastronomy umbrellas, as well as the 'Mia' rain umbrella series, which is made in Austria. The company doppler, which has the sales rights for Knirps products in Germany and Austria, sells the Knirps models 'Vision' and 'Horizon', which are PFC-free, made out of rPET and feature Trifilon® biodegradable bio-plastic. Their assortment also includes the Nature Collection, featuring an umbrella handle made of FSC®-certified, biodegradable wood, a canopy material made of rPET and PFC-free waterproofing of the canopy.

Michael Tax (l.) and Markus Nawrotzky brought many doppler umbrellas with them. On the right: Sabine Möller from the PSI Sourcing Team.

Resource- and environmentally friendly

Sales Director Andre Trahe from Polyclean showcased their resource- and environmentally friendly rPET eyeglass cleaning cloths made of recycled P-9000® microfibre in Düsseldorf: the rPET CarKoser® Premium and the rPET GripCleaner®. Polyclean de-

velops and produces its innovative cleaning solutions themselves. Over 80% of the products are made in Ahaus, Germany, in an environmentally friendly manner. The company's photovoltaic system covers up to 40% of its average power consumption. Since 1 January 2022, Polyclean has also been using green electricity.



The products from Polyclean provided a better view. Andre Trahe presented a series of environmentally friendly products.

The connection to PSI product sourcing

PSI suppliers who have acquired a taste for PSI product sourcing and have attended an event or who want to be invited to one should **send an email to astrid.langenstein@rxglobal.com or contact the team at +49 211 90191-333.**



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MEDIA GUIDE 2023/2024



The value of continuity

Whese days, we are already looking ahead to two big events, which have more to do with one another than you might think: Christmas obviously, and of course for many decades already the PSI, which my team and I have been working on so intensively. Both have their fixed place during the year. While Christmas gives us the opportunity to pause, reflect and look back on what we have achieved, the PSI stands for new beginnings, new insights, new products and new opportunities.

As the leading trade show for the promotional products industry, the PSI not only provides orientation for the future, but also stands for consistency and stability. Despite all the dynamics and necessary changes, continuity is after all the value, which ultimately creates the space for something new. In the rush of progress, we should not forget that true innovation often rests on a stable foundation – like the PSI as well as the FIBO, EQUITANA, ALUMINIUM trade shows and the Bar Convent in Berlin, all successful trade shows organised by RX in Germany. As leading trade shows, they have been providing orientation to industries for decades and offering them platforms for presenting themselves and creating networks.

Maybe you have heard in recent days that RX is looking for possibilities to withdraw from the Austrian trade show market. The reason for this decision is that the Austrian market is recovering much more slowly than expected after corona. Preparations are currently underway for a sales process in Austria. However, this exclusively applies to business activities in Austria.

With our great trade shows, Germany remains a key strategic market for our business! Therefore the changes at RX do not have an impact on the PSI, which of course will still be organised by RX – with all the professionalism, passion and opportunities that you expect of us and the PSI.

I am very much looking forward to seeing you again in a few weeks in Düsseldorf.

Yours,



Petra Lassahn
Director PSI



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Discount
=
24%

9-11
JAN
24

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

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

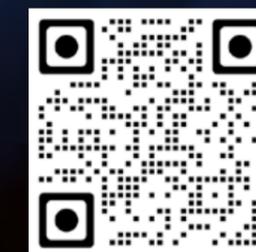
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Ticket for exhibitors



Ticket for visitors



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The stage is set for advertising power

Traditionally, the focus of our product presentations in our January – trade show – issue lies on the novelties making their big appearance at the ideal venue for that purpose, the PSI trade show. The second edition of the European presentation platform, now bigger after the pandemic break, is once again pointing the way and exhibiting the latest trends and innovations for effective marketing with 3D items in a diverse array of sectors. With an eye to our planet's most pressing problem, the sustainability of "hapticals" will be the central theme on this occasion too. In this PSI Journal, we show you a small but exquisite pre-selection from the inexhaustible supply of brand-new and tangible promotional power.

Please start giving some thought to the product presentations in the February 2024 issue of the PSI, which will devoted to the thematic groups "European Championship Special – Sport, Fitness, Health" along with "Easter, Garden, Hobbies and Arts and Crafts" and send your proposed products (image and text) by 15 December 2023 at the latest to: Edit Line GmbH, PSI Journal Editorial Team, e-mail: hoecheimer@edit-line.de

Welcome to PSI 2024



The second edition of the promotional products industry's biggest and most significant European trade show event is really gathering pace with the second edition following the forced Covid break. In our trade show special, we supply you with the most important information about PSI 2024, which in addition to the host of brand-new products also offers numerous services for exhibitors and visitors, to turn the trade show into the best possible meeting-point for a flourishing new industry year. In other words: Networking at its best!

100% Made in Holland

For the first time in history, the PSI trade show is kicking off the promotional products year with a partner country, the Netherlands. Fittingly,

our companies section features an exhibitor from that country: SECRID – the dutch Wallet makers. Since its establishment, SECRID has grown into a leading player in the wallet segment. Its tailored products offer an ideal opportunity to conduct sustainable promotion with pocket-sized products that are as high-end as they are functional.





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