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For Promotional
Products

February 2024

Volume 63

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Compact and intensive

Until a few days before the PSI Trade Show, things were still all right in the world. Then, the farmers proclaimed their week-long, Germany-wide demonstrations, and the announcement of the rail strike on the second and third trade show day followed hot on their heels. Anticipation turned into concern. Blocked motorway accesses on the final construction day. The start of the rail strike on the busiest, second PSI day and ongoing farmers' demos from north to south. God knows that didn't bode well.

But when can a trade show, when can exhibitors and visitors, prove that they are cut from an entirely different cloth? Can the trade show prove that it is indispensable as a leading European trade show, can exhibitors, small and large, prove that they are well-organised and high-performing, and visitors prove that they are taking an undaunted, courageous and creative approach to things and finding their way? Everyone who was invited was already in attendance at the opening of the MoPA, on the evening before the trade show. The senior mayor of Düsseldorf, Dr. Stephan Keller (CDU), opened the "Museum of Promotional Articles" (MoPA) to a packed audience. And rarely have we heard so many laudatory words in matters of promotional products from such a qualified speaker (page 18).

From then on, the PSI trade show impressively seemed to be running itself – although it mustn't be forgotten how much work is behind it. However, the opening of the trade show itself, a round of debate with politicians and entrepreneurs, also demonstrated that the industry still has plenty work ahead of it in the area of cutting red tape and recognising the promotional product as a fully-fledged promotional form. Markus Herbrand (FDP), member of the Bundestag and chairman of his party in the finance committee, demonstrated that he is well versed in the topic but was unable, however, to make any big promises. The round had one good outcome: the intention is to play a greater role in the conversation and Herbrand provided assurance that he would take the industry's topics and very specific wishes back to Berlin and raise them in the right circles.

The days in Düsseldorf in summary: it was compact and intensive. Not as big as before covid but, in some respects, considerably better, because more informative, more communicative, focused on quality and sustainability and borne by a genuinely collegial spirit. Collaboration and co-operation are the building blocks of the future. And on a final note: quality wins in the end. That also, and especially, applies to exhibitors, to all that they exhibited, to visitors and organisers too. Thank you.

With that in mind

h. Schösser

Manfred Schlösser | Editor-in-Chief PSI Journal
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Arnie - Sustainable, high-quality, and environmentally conscious:

Meet our new Gymbag Arnie - made from 100% Fairtrade cotton, in a classy look with functional versatility. Thanks to the extra thick cords in the same color as the bag, Arnie is easy to wear on your shoulders and offers a perfect fit. With a comfortable size of 40 x 47 / 7 cm, it provides plenty of storage for sports equipment, daily necessities or shopping - ideal for environmentally conscious everyday life and as a unique promotional item.

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Convincing start to the Trade Show year

12

Packed trade show halls, a renewed rise in visitors, more than satisfied exhibitors, and an optimistic mood: The PSI 2024 has shown that Europe's leading trade show for the promotional industry is again in the ascendant. The PSI has proven that it provides suitable offerings and workable solutions for meeting its members' needs – when it comes to the trade show itself or events such as the PSI Night. In addition, the MoPA that has been initiated by the Cybergroup successfully premiered at the PSI. We will take a look back at the PSI 2024 in this and the following issue of the PSI Journal.

Advertising with sportsmanship

30

Summer is already approaching – and that means that Germany will be hosting the European Football Championships. A great time for the industry and its products. We will introduce a sporty and "healthy" selection. After all, the awakening of spring is also about to invite to both indoor and outdoor activities. And, of course, they can be advertised in an active and haptical way.



To get to know markets

62

PSI, ASI and Sourcing City are stepping up their collaboration and strategic partnership. The aim of the "PromoAlliance" is to offer distributors, suppliers and finishers a platform for getting to know and understand international markets as well as for serving intercontinental customers.



TRENDS & BRANDS ALL IN ONE

In keeping with tradition, the PSI has heralded the promotional products year and impressively shown how creative and innovative the industry is. Fresh ideas always make the leading European Trade Show for the promotional products industry a trendsetter. Thus, the PSI means trends & brands in one event. It is an original that has shaped an industry for over six decades – and is continuously setting trends.

Market place of possibilities

A feast for the senses with a diverse offer of trendy, effective advertising products from all segments. A colourful market place of countless possibilities. The repertoire at the PSI 2024 spanned the whole range from cheeky-cheerful-colourful to classic and sustainable to stylish in a wide variety of materials. A firework of trends and innovations.



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KARLOWSKY FASHION



He who writes, will remain

Writing utensils and notebooks are among the absolute golden oldies and thus some of the most popular promotional products – and they were showcased in all their diversity at this year's PSI. Ballpoint pens, fountain pens, coloured pencils or regular pencils, classic or with a digital gimmick, to name just a few. Notebooks for handwritten notes or appointments are also very popular and not being replaced by digital alternatives. Smart writing is also possible without digital technology. The industry demonstrated what these favourites among promotional products are capable of at the PSI.



A feast for the eyes, spirit and soul

Mindful eating, thus consciously appreciating and enjoying meals, is a trend that has asserted itself and is becoming ever more important. Culinary delights do not just melt on our tongue – it is about the interplay of several factors, hence what we eat and what we eat it from: with the appropriate utensils, it is possible to advertise in a culinarily appealing and sophisticated manner. Once again here, the industry proved that it has good taste at the PSI.



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Market research

DESPITE RECESSION: 61 PER CENT OF MARKETERS ARE OPTIMISTIC

For 'The Voice of the Marketer 2024' study, the British advertising research institution WARC surveyed more than 1,400 marketing decision-makers world-wide. 64 per cent of respondents said that the recession would impact their marketing activities the most. Nevertheless, a majority of respondents (61 per cent) reckon that business will be better in 2024 than it was in the previous year. This will also affect media budgets. 41 per cent of marketing decision-makers think that marketing budgets will increase. Expectations are somewhat lower in Europe (37 per cent) and North America (35 per cent). On the other hand, confidence in the APAC region (Asia, Australia, Oceania) is higher. In this region, every second respondent thinks advertising expenses will increase.

horizont.net, „Mit diesen Erwartungen gehen Marketer weltweit ins Jahr 2024“



Advertising expenses
4.6 increase by
per cent to
752.8 billion
dollars

In the latest 'Ad Spend Forecast', Dentsu forecasts that advertising expenses will increase in 2024. The agency network projects worldwide growth will reach 4.6 per cent with a net investment sum of presumably 752.8 billion US dollars. According to the survey, the American continent will likely take over the Asian-Pacific area as the most dynamic region. For the German advertising market, growth in advertising investment is expected to reach 1.8 per cent. The total volume will amount to EUR

26 billion. The upcoming European football championship in Germany could have a considerable positive impact. adzine.de, „Agenturwelt blickt optimistisch auf den deutschen Werbemarkt 2024“



Demand for sustainable products is increasing, and thus, an increasing number of companies are relying more on 'sustainable' advertising statements. The Empowering Consumers Directive (ECD) passed by the European Parliament on 17 January 2024 marks a decisive turning point in companies' communication on sustainability. This directive prohibits greenwashing tactics, restricts vague environmental certificates, and reinforces sustainability seals reviewed by third parties. The new law envisages an implementation period of 24 months from now, which means the ECD will very likely be implemented in Germany in 2026.

wuv.de, eeb.org

Turning point in "sustainable" advertising statements

Brand management

77 per cent of CMOs
talk of higher stress level

According to a study from the brand management platform Frontify, 77 per cent of CMOs in Germany, Austria and Switzerland think that the second half of 2023 was even more stressful for brand management than it was during the height of Corona. Despite difficult economic conditions, CMOs are sticking to their plans for investing in brands. According to the survey, it is crucial for success to incorporate knowledge about the target group into product development (42 per cent), followed by a strong USP (40 per cent) and an efficient team (37 per cent).

absatzwirtschaft.de, „Wirtschaftliche Krise stellt CMOs vor Herausforderungen“

The share of women on boards in the private sector increased slightly last year: As of late autumn 2023, women made up around 18 per cent of boards in the 200 top companies (Top 200) in Germany – approximately two percentage points higher than in the previous year. In the 40 largest listed companies (DAX-40), the share of women on the boards was somewhat higher, at 23 per cent. The female manager



barometer of the German Institute for Economic Research (Deutsches Institut für Wirtschaftsforschung) came to this conclusion. An additional study shows that the gender pay gap declines in a company if there are more women in management positions. diw.de

1 of 5
board members
is female

AI for cyber security?

Artificial intelligence will have noticeably changed society in just a few years – this is the expectation of a clear majority of people living in Germany. A little more than a fourth (28 per cent) says that AI has already led to noticeable changes, and another 8 per cent expect this to happen over the course of the year. Germans are open to the use of AI in a variety of areas of daily life. For example, 8 out of 10 (79 per cent) want AI to be used for cyber security. 70 per cent want AI to be used in the healthcare sector. Two-thirds (66 per cent) want AI to be used in the area of the environment and sustainability. 56 per cent of people want to see AI in online retail. These are the findings of a survey conducted by the digital association Bitkom. bitkom.org

79 per cent
say

Yes



In the second year following its comeback, PSI 2024 again successfully showed itself to be a versatile platform for the international promotional products business.

PSI in the Ascendant

PSI 2024: A convincing start to the trade show year

The PSI, which was staged in Düsseldorf between 9 and 11 January, provided impressive evidence of its market significance with packed trade show halls, a renewed rise in visitor members and an optimistic mood. As Europe's leading trade show for the promotional products industry, it represents a dynamic, innovative sector that has always met the market's challenges cleverly, vigorously and creatively.



What had been implied the year before was now apparent: the PSI has secured its prominent position in the European promotional products market and again proven its significance as a marketplace, international industry meeting-point, and knowledge platform. The three busy PSI days, which have been kicking off trade show events for more than 60 years, were once again packed with appointments, brand-new ideas and well-founded knowledge for exhibitors and visitors, but also with many encounters and enjoyable moments that are equally a part of successful business.

Positive feedback and excellent mood

The tenor of our many encounters and conversations was clearly positive: We encountered many optimistic, cheerful and dynamic exhibitors and visitors who expressed consistent satisfaction with the organisation, hall layout and support from the trade show directors. In this and, in particular, the subsequent issue, we hear first-hand from a whole array of trade show participants, as they supply authentic information on how they appraise the trade show, trends and innovations. All in all, the trade show made it clear that PSI listens attentively to its member companies and successively provides suitable offerings and workable solutions for meeting their needs. The well-attended opening round with many international guests, the exuberant mood at the fully booked PSI Night, lively debates between entrepreneurs and politicians – those are just some of the topics that demonstrate that the PSI trade-show is on the right path. And that path is quite clearly leading upwards.

Shaping the industry together

With 567 exhibitors (previous year: 463) from 29 nations, which meant full surface area occupancy in Halls 9 and 10, and 11,003 visitors from 69 countries (previous year: 10,509), PSI made a convincing start to the new trade show year. "I am completely overwhelmed by the >>

PSI industry barometer: Industry is optimistic

With regard to the ongoing financial year, the European industry is optimistic. This is revealed by the findings of the PSI industry barometer, which was republished for PSI 2024. According to the international survey within the PSI network, participants across Europe anticipate a development in sales of +4.5 on average for 2024. On the other hand, the industry barometer also covers the biggest tasks that need to be solved. For example, 70 percent of respondents indicated customers' price sensitivity as their biggest challenge, followed by excessively high auxiliary costs (61 percent), competition (49 percent) and difficulties in supply routes and logistics (42 percent).



Innovative, inspiring, and communicative: the start-of-the-year industry event is simply an essential date on the calendar.



positive feedback from our exhibitors and visitors. It demonstrates that we are on the right path with our vision of repositioning promotional products," PSI Director Petra Lassahn is delighted to report, adding: "That is only possible with such an extraordinary network of PSI partners and friends." Again and again, the global PSI network and the trade show demonstrate the industry's readiness to overcome crises together. "The PSI has caught on in times when it's not always about higher, faster, further, but about authenticity, innovation and unity," summarises Michael Köhler, CEO of RX Deutschland, organisers of the PSI trade show. He says his primary concern is to plan and shape the future jointly in reasoned dialogue and to tackle new challenges together.

www.psi-messe.com



PSI's education mandate: advancement through knowledge

Onboarding and discussing knowledge and information is the best armoury for being able to react to changes and make meaningful decisions. Supporting and accompanying its members on the path into the future is what PSI regards as its "education mandate", the realisation of which could be experienced at the trade show in high-quality, tailored education formats. There were thirty-minute presentations on all three trade show days, many in English, on topics such as Artificial Intelligence, cybersecurity, plagiarism prevention, the new EU product safety directive, the EU toy safety directive and the digital product pass. In addition, Petra Lassahn announced the founding of the "PSI Sustainability Academy". Lassahn: "The topic of sustainability will continue to co-determine the future of the promotional products business. We will support the industry along the way." The plan is for PSI to provide exclusive master classes and workshops for members, featuring international speakers from across Europe. "As a next step, the intention is also to have the PSI Sustainability Awards return with a new look in the coming year," said Petra Lassahn.

Focus on international partnerships

One visible expression of international collaboration was partner country the Netherlands, which traditionally has a prominent exhibiting presence at the PSI trade show. The first country partnership of the PSI, which was visible at the trade show in the Dutch Pavillion, among other features, was a pilot concept which, in the view of Joop van Veelen, association chairman of the Dutch PPP (Promotional Products Professionals), went off successfully. His summary: "The broad international diversity was an enormous advantage for us. Precisely with regard to topics such as sustainability along with legal principles and regulations at the European level, we need to be constantly up to date in order to stay competitive. International partnerships and conversations here at the trade show are immensely important for this."

<

Industry meets politics

Traditional tour of the trade show

Every year, after the opening of the PSI, which is also a press conference, a small group of politicians, press and trade show organisers take a tour of the show, with a few stops at exhibiting companies.

elasto: Bureaucratic obstacles identified

At "elasto", Marcus Sperber informed the two FDP members of parliament Markus Herbrand and Manfred Todtenhausen about this Bavarian family business, which has been producing, importing and distributing promotional products since 1980, i.e. for over 40 years. The company employs 350 people worldwide and has 1,400 items in its shop, of which well over 600 are manufactured in Germany. Marcus Sperber had already emphasised at the PSI opening how much the sector suffers from bureaucratic obstacles and demonstrated this using the example of the products at his stand.

Fare: Finally recognising the importance of promotional products

Volker Griesel, Managing Partner at Fare, had already hosted Manfred Todtenhausen at his company. This political activity is exemplary. At the PSI, Griesel once again emphasised his request that promotional products finally be given the same priority politically that they have long had in the promotional industry.

uma: Impressive insight into practice

The politicians were able to see the importance of promotional items and technical progress for themselves at Uma, a renowned manufacturer of writing instruments since 1949. Much to their amazement, Uma was able to brand writing instruments with the names of these two members of parliament in a very short space of time. "We will take home what we have experienced and seen here," said Manfred Todtenhausen, not without visible appreciation, as he let his gaze wander over the PSI stands.

MoPA: Fascinating documentation of the triumph of the promotional product

The politicians were also impressed by the MoPA. It is not common knowledge that promotional products have a history going back to the 18th century, but which only really took off in the second half of the 19th century with the growth of industrialisation. This history more than clearly emphasises that promotional products arose as an important promotional tool and have since undertaken a tri-



During the traditional tour of the trade show on the first day, Markus Herbrand and Manfred Todtenhausen visited the elasto, uma and Fare stands and were given a guided tour of the MoPA by Steven Baumgaertner. Visibly impressed by the information and demonstrations, Todtenhausen promised: "We will take home what we have experienced and seen here." We all hope so.



umphal march around the world. Almost no company, whether traditional or highly technical and digitalised, operates on the market without this promotional tool. It would be nice if the majority of German politicians in Berlin recognised this, said trade show director Petra Lassahn during the tour of the MoPA.

<

Pro-Industry Lobbying Business and Politics: PSI acts as Intermediary

Restrictive, unjust tax legislation and the complex interdependencies between promotional expenditure and economic environment have always pushed the promotional products industry into talks with politicians. The PSI founder, Walter Jung, already laid the foundation for lobbying, as he joined industry colleagues in championing the needs of PSI's corporate members towards politicians. Since then, with its trade show, PSI has also been offering a platform on which PSI entrepreneurs can meet with politicians and explain their problems to them. Today, PSI has valuable contacts in political circles and is going to continue to expand its engagement in lobbying.

PSI 2024



The trade show was opened by Michael Köhler, CEO RX Deutschland, and PSI Director Petra Lassahn.

With the two German MPs Markus Herbrand and Manfred Todtenhausen (both FDP), two politicians were in attendance at PSI 2024 who were eager to hear the industry's viewpoint. Markus Herbrand, the finance policy party spokesman for the FDP in the Bundestag, had already been at the third PSI, which meant that some arguments were not entirely new to him. At the PSI Opening – moderated by journalist Emily Whigham – he discussed with PSI-Director Petra Lassahn, Marcus Sperber, CEO elasto, and Steven Baumgaertner, CEO

Cyber-Wear. Following the discussion, the MPs toured the trade show and spoke with further promotional products companies, and were thus able to gain a detailed picture of the industry situation. Both of them affirmed their commitment to the demanded improvement in framework conditions.

Long drawn-out processes

In response to the justified and absolutely critically intended question by the moderator regarding what exactly has been achieved in the course of the year, Markus Herbrand invoked the two draft laws, to ease the bureaucratic burden and to provide growth opportunities, which had, he said, begun making their lengthy way through the democratic process but were repeatedly getting held up. Herbrand said politicians were in dialogue with the industry and were aware that, like many others, it suffers under a massive amount of red tape. However, the problems had been building up over a long period, he explained, and were now being amplified by inflation, supply

chain problems and the energy crisis, and therefore there were no quick and easy solutions.

No easing evident yet

It was plain to see from the reaction of Marcus Sperber and Steven Baumgaertner that this reply was unconvincing. Sperber pointed out that, when it comes to growth, Germany is one of the lowest-ranking of the G20 states, even if the industry has achieved an upturn in sales again. Baumgaertner reasserted that, emphasising that Germa-



The opening of the Trade Show is a traditional opportunity for PSI to bring industry and politics together. This year, Markus Herbrand, financial policy spokesman for the FDP parliamentary group (right) discussed with Steven Baumgaertner, CEO of Cyber-Wear, Marcus Sperber, Managing Director of elasto and PSI Director Petra Lassahn about improving the framework conditions to relieve the burden on the industry.



The PSI opening was already well attended. Many guests from abroad were also present.



ny the "bureaucracy monster" places many obstacles in the path of manufacturing. It is all the more of a strain to ensure that the industry keeps growing, in defiance of rising staff and energy costs. SMEs in distribution in particular, which are unable to build on international business but work regionally, are especially impacted, since their small and medium-sized customers are now increasingly economising on promotion. "We need growth and to that end, we need to get a handle on problems like energy costs, high auxiliary costs for warehousing and logistics, supply chains and workforce shortages. There are limits to how far we can compensate for those burdens," said Baumgaertner in respect of the politicians, emphasising that no easing of these burdens is evident at companies yet.

Clear demands from the industry

What is the industry calling for? "We have to get out of the duty to document, the upper thresholds need to fall, the fiscal disadvantaging of promotional products needs to stop. I don't get it that things aren't moving forward politically – I'd like to see more entrepreneurial spirit and more understanding for our situation on that front," Baumgaertner appositely summed up – now somewhat impa-

tiently, just like Sperber, who emphasised the industry's challenges and demanded an improvement in framework conditions.

Growth necessary

"I share the appraisal that we need more growth and will have to do our homework on the topics of energy, workforce and breaking down bureaucracy," said Markus Herbrand. He conceded that more could be done, but pleaded the case that many projects simply take time to implement politically. With regard to the coming trade show days, Baumgaertner said: "I am pleased that we're all coming together here, entering into dialogue, discussing problems and identifying solutions. There is extensive cohesion within the industry – internationally as well. This spirit of togetherness and partnership gives me confidence for the future." Confirmation that the industry can count on the PSI as a partner comes from Petra Lassahn: "The PSI will continue to monitor and encourage debate and dialogue with politicians." <

Impressive Premiere

Museum of Promotional Articles solemnly opened

Good art is timeless. And every special kind of art has its time. Contemporary art, as it is called, is the specialism of the globally renowned MoMA, the Museum of Modern Art in New York. Now, the PSI Trade Show 2024 is preparing the right ground for an impressive premiere of the MoPA, the Museum of Promotional Articles.

PSI 2024



Steven Baumgärtner, Michael Köhler and Petra Lassahn welcomed the guests.

Un a way, the Museum of Promotional Articles honours and burnishes products that serve a promotional purpose as an art form of their own, not only providing the haptic promotional form with a profound historical basis by extensively documenting its development, but also dealing with icons of the promotional article and merchandising industry of the future and the present day.

A work of the Cybergroup

The ceremonial opening of the Museum of Promotional Articles, an opus by the team from Cybergroup International, on the eve of the trade show near the PSI Forum in Hall 10, was performed by Düsseldorf's Lord Mayor Dr. Stephan Keller. He and the many guests were welcomed by PSI Director Petra Lassahn, CEO RX Deutschland Michael Köhler, and Cybergroup CEO Steven Baumgaertner. The fact that the Lord Mayor attended the festive opening of the MoPA emphasised the importance of this



Düsseldorf's Lord Mayor Dr. Stephan Keller praised the exhibition as "a testimony to the development of marketing and the lasting impact of promotional items on our culture".

unique exhibition. In his speech, he thanked Cybergroup International and PSI for realising this ambitious project, which takes visitors on a journey through the fascinating history of promotional articles and even offers a glimpse into the future. "MoPA is more than just an exhibition, it is a testimony to the development of marketing and the lasting impact of promotional products on our culture," said Dr Keller. He did not miss the opportunity to embark on a voyage of discovery into the exciting world of promotional products during the first guided tour of the museum by MoPA initiator Steven Baumgaertner. Dr Keller praised the PSI trade fair, which has been held in the Düsseldorf exhibition halls for decades, as a pioneering innovation platform and meeting place for a dynamic industry.

PSI Trade Show as a suitable framework

Petra Lassahn was also pleased to be providing a backdrop that is cut out for this unique presentation, with the PSI trade show: "We are delighted that this fantastic exhibition is being premiered at the PSI. The history of pro-



Düsseldorf's Lord Mayor Dr. Stephan Keller (left) was also impressed by the exhibits.

Love for detail

With lots of attention to detail, a team of six employees at Cybergroup spent 12 months meticulously fine-tuning a way to explore the promotional product's history and bring it to life. Across the world, research was conducted, unique items were looked out for, and contacts were made to other museums, in order to create an exhibition that is globally unique.

Unique collection worldwide

From Antiquity and into the future, it all revolves around haptic products, which – ultimately provided with advertising messages – leave an impression. "It's about synthesising the most important contemporary testimonies from the beginning, which have always been regarded as proofs of a period in civilisation: sacrificial offerings, election campaign, promotion, brand formation or, precisely, employee development and loyalty are included as art forms in applied art and all types of handicrafts. Our aim is to curate a globally unique collection of contemporary testimonies that shows appreciation to the industry's history and the complexity in equal measure," says Steven Baumgaertner, adding: "The exhibition's premiere at PSI 2024 is intended to be a kick-off to a tour. In partnership with the leading European associations, we want the exhibits, and the history of the promotional product, to draw crowds right across Europe." That is something that has certainly succeeded already, with the numerous visitors to the MoPA premiere including many promotional products manufacturers, suppliers, and promotional products users, who consistently had laudatory words for this first exposition of its kind.

Following the opening, guests from all parts of the promotional products world came together for a communicative get-together.

motional products and the historically accrued importance of promotional products in the marketing mix are an exciting topic that has been occupying humanity for many centuries. We are honoured to prepare the stage for this wonderful museum of promotional products at PSI."

History, present and future of promotional products

Over 170 square metres, divided into six rooms along with a MoPA Museums Shop, the pop-up exhibition documents, in detail, the history of promotion and the development of "classic" product groups. Each room represents the development of individual product worlds, from their general creation through to first deployment in the world of promotion. And, naturally, there is a look into the future as well: Where are promotional products and merchandising going, and how are they getting there? What influence are modern technologies having and how can they be integrated with the future of haptic promotion? By posing these questions, the pop-up exhibition also takes up hot topics that are occupying the promotional products industry.



PSI Night reloaded

The industry celebrates and dances

PSI Night is back. On the evening of the first trade show day, PSI continued its popular Trade Show tradition and invited participants to a party in the hip Düsseldorf event venue called Eventresidenz.



The Düsseldorf event location was an impressive setting for PSI Night.



Many attendees danced the night away..

The Trade Show's glamorous highlight event has already been held at the same location in the 2010s. In 2000, Eventresidenz opened its doors in the former location of the Residenz Theatre, built in 1910, and turned it into an ideal venue for parties with its elegant art-deco surroundings.

Culinary world tour

The party began at 7 pm sharp with sparkling wine and finger food. PSI Director Petra Lassahn and the Managing Director of RX Germany, Michael Köhler, welcomed the guests and invited them to the dinner tables. The buffet



Participants met up and chatted with each other in a relaxed atmosphere.



The four-piece band heated things up with their great sound.



Several buffets offered a tasty culinary world tour.

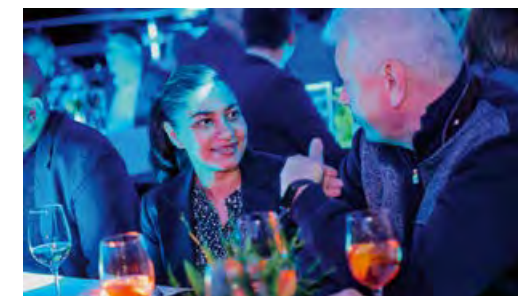
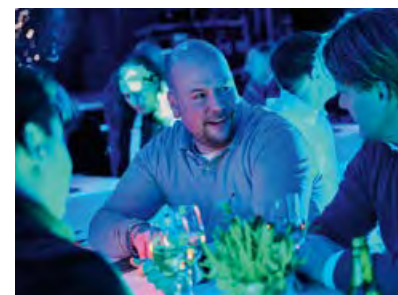
buffet tables in different locations offered different dishes from around the world.

Lively party atmosphere

Starting at 10 pm, the attendees who wanted to dance and have a good time had their chance. A four-piece band and two singers supplied adequate live beats and a cool atmosphere with their phenomenal sound, luring participants onto the dance floor. A DJ then continued with cool tunes that got everyone moving. The event location was packed, and you could literally feel how ecstatic everyone from the industry was to let loose after passionately pursuing their profession during the day.

PSI Night: simply an integral part of the Trade Show

It became evident again that events like these reinforce the sense of community as they give industry players a chance to meet up and chat in person while having some fun. At the end of the long evening, all the guests at the party agreed that PSI Night was simply an integral part of the PSI Trade Show event! It got everyone in the right mood and momentum for the next day of the trade show.



These are the **exhibitors** of the PSI 2024. They have their say here and in the next issue of the PSI Journal: first-hand **impressions, opinions and information.**



Marion Quast, Head of Corporate Business Victorinox

“The PSI is the only trade show for promotional products where we exhibit our entire product range. We're therefore very positive about the high number of international visitors and international exhibitors at the PSI 2024. It's the perfect place to present our new “Made to be prepared” campaign to all our partners in the promotional product industry. The pocket knife is naturally still our visitors' focus, but our range of luggage is also attracting a lot of interest. It's great to be back at the PSI. It's simply a fabulous get-together for this industry, where we can make or renew friendships and celebrate together. Speaking of which, I'd like to extend a huge compliment to the initiators of the Museum of Promotional Articles. What they have organised here is fantastic.



Marc Rugi, Vice President & General Manager Europe & MEA BIC Graphic

“BIC has not exhibited at the PSI since 2017 – in part clearly due to the pandemic. We are now all the happier to be on board at the PSI 2024. In the meantime, we have done a lot of homework and developed as a company, be it in the areas of IT, sustainability or service for our customers. That's why we were eager to see the reaction of trade visitors in the run-up to the PSI 2024. Although we can't yet draw a definitive conclusion, the number of visitors to our stand and the numerous conversations we had make us optimistic. Our sector is visibly on the path towards normality. For us as a global company that is active in 160 countries, the internationality of the visitors at the PSI is naturally important. What impresses me is the consistently successful presentation of all the exhibitors. This is a good environment. Equally impressive: Sustainability is omnipresent at the PSI. As a family business, we have been working on sustainability for 30 years. And it's great to see that the trend towards sustainable business is becoming more and more firmly established. This may mean less quantity, but high-quality, long-lasting promotional products are more in demand than ever. That's something we're fully on board with.

Alexander Ullmann, CEO
uma Schreibgeräte Ullmann GmbH

“Our expectations were fulfilled! Our aim at the PSI is to meet as many existing customers as possible, hold annual meetings, present new models and develop projects for the coming financial year. We reached more than half of our annual sales in persona at the trade show, and can therefore say that we more than achieved our goal! Target more than met! We were actually surprised that we were also able to talk to new customers this year, all of whom were from abroad. The PSI is not an order show, but offers us a platform for dialogue, communication and long-term customer loyalty. After we were honoured this year for 60 years of PSI membership, the importance of the PSI as the leading trade show both for us and for the sector is clear. The PSI is once again becoming the mouthpiece for haptic promotion. Now that many important manufacturers have found their way back, as have retailers, we can once again demonstrate that this is a sector that can and must stand up to other forms of promotion. We rate the communication with politicians and the Industry Day accordingly positively. Of course, there is still room for improvement here and there, but I believe that the PSI is back and is a must for everyone in the sector. As far as the products on show are concerned, we remained true to our understanding of genuine innovation and were therefore able to present our customers with true novelties, which they responded to positively and with a correspondingly high level of interest. We had a very strong year with uma in 2023 and landed well above our forecast; we're looking forward to a similar experience in 2024. I think that the sector



Lorrene Jalina, Managing Director Giving Europe

“We had a great trade show! We were overwhelmed by the visitors and the great conversations taking place right from day one. It was a good start to the new year 2024 and we will definitely be back next year – bigger! The PSI 2024 has shown us just how important it is to have direct contact and dialogue with our customers. The discussions focussed in particular on the topic of sustainability. However, service and finishing options were also central.

and we with it can grow healthily in 2024. Our success is based on close and service-oriented cooperation with retailers, and our wish and our goal is to stick to this concept with a motivated team. We also provide the market with innovative products, sales arguments and communication ideas, which all in all gives us a USP in the highly competitive writing instrument market. The general conditions are still unpredictable and remain difficult to a certain extent, which is why it is important to concentrate on our own strengths and act in a customer- and market-oriented manner with quick and quick decisions. We have managed to do this very well so far, which is why I am positive about the challenges we face in 2024.

Newcomers at the PSI Trade Show

A platform for successful growth

The pulsating world of start-ups and up-and-coming companies in the promotional products market benefits from the trade show as a strategic instrument for building up business. Encouragingly, the significance of attending in person is growing considerably, as many of the “Newcomers 2024” in Düsseldorf confirmed to us.

PSI 2024



For newly established companies, the PSI is far more than a mere presentation platform, said one exhibitor who was here in Düsseldorf for the first time: it also functions as a catalyst for brand formation, networking, product demonstrations and strategic partnerships.

Boosting market notoriety

Appearing at the trade show enables new companies to increase their market notoriety and present themselves to a wide audience. By creating a physical brand experience,

they can set themselves apart from the digital masses. The opportunity for in-person interaction with potential customers is, for the majority of them, of inestimable value. Precisely the PSI trade show offers plenty of scope for one-to-one conversations, live demonstrations, and the opportunity to answer individual questions. This personal touch allows for instant feedback, which can be used in order to optimise products and services.

Making contacts, sounding out partnerships

Establishing relationships is a key aspect of any trade show participation, precisely for new companies who have dis-

covered the promotional products market for themselves. Trade shows offer a unique opportunity to enter into contact with representatives from other companies, suppliers, and potential investors. Once made, the contacts may lead not only to new business opportunities, but also to long-term strategic partnerships.

Detecting trends, finding investors

However, trade shows attract not only potential customers but, more and more, investors as well, who are on the search for promising start-ups. The opportunity to introduce a business model in person is often a help in getting those investors on board and securing capital for future growth. Ultimately, taking part in the PSI trade show also

provides the opportunity to analyse not only oneself, but the competition as well. Observing industry trends on location creates a knowledge advantage and assists in adjusting flexibly to changes on the market.

Most exhibitors intend to come back

In the course of the trade show, we spoke with some of the new exhibitors and heard what motivated them to come to Düsseldorf and what hopes they brought with them. To cut to the chase: most of them have already decided to exhibit again in 2025. That is not least the result of the comprehensive advice provided in the run-up to the trade show by the PSI team. <

“We are amazed by the enormous visitor interest”

Sascha Vater, STRAX GmbH: mobile communications accessories

For Sascha Vater, the sales director of STRAX GmbH in the DACH region, the PSI trade show is primarily a place where he and his team find disseminators for their products for a broad mass of users. The company focuses on mobile communications accessories with a maximally broad user spectrum.

Particular highlights are charging cables in all variants, and cases for mobile telephones which can be custom designed individually or as a package. “These products have earned themselves a firm place in the field of promotional items,” he explains. The company was represented in Düsseldorf for the first time and was amazed by the enormous interest from the visitors, especially on the second trade show day. Numerous new contacts were made, “which ideally will turn into firm customer relationships,” hopes the sales director.



“High number of visitors, many great conversations and new contacts”

Sabrina Göbel, BLUNT Umbrellas: stylish, innovative umbrellas from New Zealand

We were at PSI for the first time and booked for next year right on the second morning – that probably speaks for itself.” Sabrina Göbel from BLUNT Umbrellas Deutschland used these words to summarise something that also applies for many other newcomers in Düsseldorf. The high number of visitors and many great conversations and new contacts, in particular, led to this decision. “We were also very satisfied organisation-wise – communications, the scan app, building and dismantling, everything went smoothly and our contact partners were reachable at all times,” Sabrina Göbel sums up. BLUNT is, so to speak, the “non-prickly pipsqueak from New Zealand” and has been the market leader in high-quality umbrellas there for years. It has now achieved that position in Australia and the USA as well. The Europe team, based in Germany, has been building itself up since August 2022. The stable and stylish umbrellas are characterised by innovative design with striking, stylish form, with no sharp edges and corners. The striking feature is the unique design of BLUNT umbrellas with the patented rounded tips, which considerably reduce the “risk of injury” on the street.



“We provide protective films for more than 19,000 devices”

Alpay Özkan, Green MNKY: protective films for any display

The basic idea for Green MNKY came about at home in the kitchen, where the three founders Ziya Orhan, Oliver Klingenbrunn und Björn Salg gathered their first ideas, tested huge quantities of samples, and later even made acquisitions. “In order to produce the first visualisations, the founders used a shoe-box as an aid and put together their first designs out of it,” grins project head Alpay Özkan. Investor participation via the TV show “Höhle der Löwen” in 2020 resulted in an almost limitless product diversity today, courtesy of innovative cutting technology. Thus, a protective film can be produced for every display on the market. Green MNKY protective films are available for more than 19,000 devices – for ALL smartphones, tablets and smartwatches, notebooks, AirPods and many headphones, gaming consoles, navigation displays, digital cameras and many more small electronic devices. However, not only displays stay free from scratches: the back of the device can also optimally protected with style skins. Partner shops expanded rapidly and around 3000 Green MNKY shops have been deployed locally and internationally since August 2022.



“Visitors were amazed to see how plants are made into new products.”

Christhl Scharing, Agood Company: sustainably produced products made out of renewable raw materials and recycled material



Agood Company, from Sweden, has high aspirations regarding sustainability: as Christhl Scharing, Head of Business Development, reports, the intention is to produce everyday objects – in particular – sustainably, to substitute plants for plastic and to localise supply chains. At its first trade show appearance on the Rhine, the company exhibited shirts, shoes, sports clothing and smartphone cases made out of recycled material and renewable raw materials. Those include, among others, paper and packaging made out of stone, bamboo, grass or recycled cotton. Partnerships with charities around the globe are likewise a component of the corporate concept, which resonated particularly well with visitors to the trade show. There were astonished faces too, as Christhl Scharing tells the PSI Journal, when visitors were shown how plant fibres or grasses are turned into stable and customisable smartphone cases.

“PSI’s reputation and reach convinced us.”

Luba Hergert, Beefree: beeswax cloths

For Luba Hergert from Beefree from Kolbermoor in Bavaria, especially the reputation and reach of the PSI trade show was reason enough to introduce the company to a wide specialist audience. The company’s beeswax cloths, in particular, made a name for themselves: the sustainable variant of conventional cling film can be used for up to a year and then lands in the biodegradable waste bin – without causing any plastic rubbish. The film can be supplied in sizes from 20×20 and 40×50 centimetres and can be custom printed even from small print runs. “It thus conveys the promoting company’s message. to the user with a genuine burst of freshness!” Luba Hergert is delighted to report. A further sales argument: for five years, production of the films has been taking place at the Ebersberger Werkstätten, an institution for the mentally ill. The young company’s range is now being expanded by biodegradable (kitchen) sponges made out of cotton and sisal.



PSI 2024 Product Presentations these are the winners:

Exhibition Centre Düsseldorf

9-11
JAN
24

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

Category: Bestseller
Product: Lotus Grill



PSI No. 43527 **Simply Best GmbH**

Category: Sonderanfertigung
Product: ROMINOX® Key Tool



PSI No. 43892 **Römer Wein und Sekt GmbH**

Category: Lower Impact
Product: Traveller MyPlanet



PSI No. 49099 **SIGG Switzerland Bottles AG**

Category: Newcomer/Start-up
Product: Micro Ride On Luggage Eazy



PSI No. 60521 **Micro Mobility Systems D GmbH**

Congratulations!

All participants and
products at a glance:



SCAN ME

The leading European trade show for
the promotional products industry





Although the year is still in its early stages, summer is already approaching – and that means that Germany will be hosting the European Football Championships. **A great time** for the industry and its products. The following pages present a “healthy” selection.



PSI 44457
e!xact Internationale Werbemittel GmbH
Tel +49 6126 9511-75 • service@e-xact.de
www.e-xact.de

Eye-catching support

The banners and silicone wristbands from elxact are the ultimate eye-catchers during the upcoming European Football Championship. The banners are simply torn open for immediate use – and users immediately have an eye-catching opportunity to show the colours of their country’s team, with two handles to hold the desired advertising message. The silicone wristbands also offer the same effect in the colours of one’s favourite team. Advertising messages are applied by either printing, embossing or a combination of these two finishing techniques.



GO GREEN



GO BASKET

Verpackungsfreies Einkaufen spart Abfall und schont Ressourcen: der BASKET ist lebensmittelecht, hat viel Stauraum und wird in Flieder zum Hingucker. Nicht nur zu Ostern!



Shopper BASKET



HALFAR

Starke Taschen.

Vertrieb über den Werbemittelhandel
Halfar System GmbH D-33719 Bielefeld | Germany
Telefon: +49 (0) 521 / 98 244-0
www.halfar.com

PSI 43714
Römer Lifestyle - ROMINOX GmbH
Tel +49 654 181290
info@roemer-lifestyle.de
www.roemer-lifestyle.de

New player on the team

The ROMINOX® Key Tools from Römer Lifestyle are practical multi-tools for your key ring. These versatile mini-tools are ideal mailing boosters and trade show giveaways due to their size, weight and broad target group. The Key Tool Football made of hardened tool steel is the perfect companion for the upcoming European Championships and remains a welcome reminder of the company logo afterwards. It has 18 practical functions including a bottle opener, screwdriver and shopping trolley chip. Römer Lifestyle offers folding cards in a custom design from a quantity of just 100 units.



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

Smart companion

The Metmaxx® Fitnesstracker SmartEco from Spranz is ideal for those who engage in intensive sports and want to be at the peak of their performance at all times. This best-buy fitness tracker has various useful health functions such as a healthy heart rate, blood oxygen and blue pressure measurement as well as four adjustable sport modes. It also displays calls and messages. The product is splash-proof and its high-quality lithium-polymer battery can be easily recharged within 45 minutes, providing an average of five days of battery time. One packaging unit contains 100 fitness trackers in design boxes.

Massage set for active people

Massaging your muscles makes you feel better. A set consisting of three fascia balls in different sizes (Ø 10 cm, 6 cm and 4.5 cm) from Römer Wellness can help! With this set, users are ideally equipped to relax their muscles and fascia. The three different sizes offer the right solution for any part of the body, regardless whether it's the back, neck or thighs that need a massage. The balls are made of environmentally friendly, antibacterial cork, are robust and stable and come packed in a practical transport bag with a cord. The large ball can be custom engraved on request.



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



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

First aid

With the 2024 European Football Championship quickly approaching, the plaster card from Medical promotion by Gramm medical healthcare GmbH is ideal as a unique thank you for loyal fans or as a sophisticated giveaway. The flat and lightweight accessory proves to be the perfect extra for football fans, games and live public broadcasts as well as a postage-optimised addition to ticket dispatch. The plaster card contains high-quality, water-repellant Actiomedic® plaster strips, which equip users for any cheering gesture during the football season, no matter how stormy. The EURO 2024 plaster card is the ultimate accessory for football fans that can be printed in 4c. It extremely effectively showcases customer logos or even complete campaign motifs. A plaster card consists of four plasters with a Germany motif as well as four additional custom-printed motifs. The minimum order quantity for the motif with the flag of Germany on the plaster strips is 2500. Individual versions can be provided in quantities of 12500 or more. Both the plaster itself as well as the plaster card can be custom-printed. The company Gramm medical is certified according to DIN ISO EN 13 485:2016. All products additionally comply with the standards required by the European Medical Devices Regulation.

Summer fairy tale revisited

Just in time for the European Football Championship in Germany, reflAktive is supplying the business sector with reflective jerseys, footballs, snap wraps and jogging bands in black, red and gold or other country colours for fans to support their team. If required, the articles can be combined with a carrier card to emphasise the effect desired by the customer or supplemented with messages independent of the product. Just like the football championship, the products are made in Germany.



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

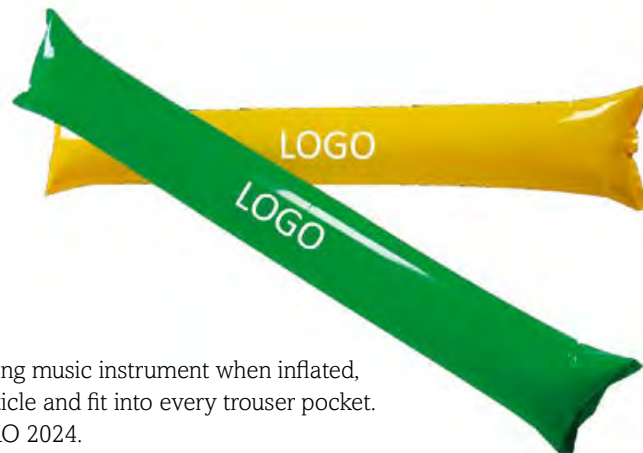




PSI 44546 • Athesia Kalenderverlag GmbH
Tel +49 89 693378251
katharina.ader@athesia-verlag.de
www.athesia-werbekalender.de

Healthy throughout the year

Promotional calendars are among the absolute classics when it comes to haptic advertising messengers and continue to enjoy great popularity year after year. With a high-quality brand calendar from Athesia, advertisers are sure to grab the attention of their customers 365 days a year. The exclusive calendar for the successful NDR TV programme aims to promote a healthy lifestyle, in line with the programme format "Die Ernährungs-Docs – Gesund durch das Jahr Tagesabreißkalender". Illnesses can be prevented, alleviated or even cured with proper nutrition: day in and day out, the Ernährungs-Docs reveal helpful tips and special recipes for healthy meals. The table calendar is available in the format 12.5 × 16 centimetres. Advertising messages are applied in order quantities of 50 or more. The calendars are delivered in individual packaging and customised, and worldwide shipping is also available.



PSI 44457
elxact Internationale Werbemittel GmbH
Tel +49 6126 9511-75 • service@e-xact.de
www.e-xact.de

Atmospheric background music

The Bang-Bang-Sticks from elxact, which become an attention-grabbing music instrument when inflated, are a must at every football tournament. They are an ideal mailing article and fit into every trouser pocket. The Bang-Bang-Sticks will immediately be a super hit during the EURO 2024.

Vitamin-rich EURO 2024 advertising

The LOGOFruit apples from 'my logo on food' are printed with food-safe, edible dyes and come in even three colours – black, red and gold – in the EURO 2024 edition. The LOGOFruit EURO 2024 apple is ecologically sustainable and rich in vitamins. It is a highly recognisable promotional product, which also can be customised on the backside with a logo and advertising message. The apples are finished using a gentle printing process and high-quality food colouring, which preserves their natural shelf life. The minimum order quantity is 1000 apples, which are delivered from calendar week 20 in fresh and handy cardboard crates of 39 apples. Healthy advertising for the European Football Championship in Germany: the EURO 2024 promotional apple is a true eye-catcher for every event.



PSI 45384 • my logo on food GmbH
Tel +49 2861 9588888
f.fischer@mylogoonfood.de
www.mylogoonfood.de



Drinking cup „Vital“.

The perfect choice for sustainable event marketing.



Discover the new thin-walled „Vital“ drinking cup - perfect for festivals, sporting events or in the stadium. The cup not only impresses with its versatility, but also offers the option of a large all-round print.

✓ Sustainable and reusable alternative to disposable cups.

✓ Food-safe and flavourless plastic.

✓ BPA-free and without harmful plasticisers.

✓ Easy handling: Stackable and with integrated filling markings.

✓ Visible Advertising Effect through large all-round print.

✓ Sustainable production Made in Germany.

✓ 100% recyclable.

Available filling quantities:
0.2 l, 0.3 l, 0.4 l and 0.5 l



elasto.de/en/drinkingcupvital



PSI 41615 • Geiger-Notes AG
Tel +49 6134 188-360
nicola.siwiek@geiger-notes.ag
www.geiger-notes.ag



Informative EURO 2024 Card

The EURO 2024 provides a unique opportunity to turn emotions into effective advertising. The EURO 2024 Card, a paper advertising product from Geiger-Notes' range of EURO 2024 products, offers customers one such effective advertising medium. The product in a handy cheque card format can be folded up effortlessly and is perfectly suited for stowing away in your trouser pocket. The EURO 2024 Card not only enables users to stay updated on matches and results, but also embeds advertising messages in a sustainable manner. And all of this comes in time-tested "Made in Germany" quality. Football fans will be delighted and your brand will be in the spotlight during the EURO 2024.



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

Game fun for all football fans

With this exciting fan edition of the classic "City, Country, River" game from Edition Michael Fischer (EMF-Publishing House), both big and small football fans can put their knowledge of the popular sport to the test. From simple questions to tricky categories, it is guaranteed to offer something for everyone. This way, companies can make customers aware of their brand in time for the EURO 2024. EMF individually adapts the content, design and features to the ideas and wishes of customers. It is also possible to put a logo on the cover. This results in a product that is perfectly tailored to the target group, with an all-inclusive guarantee from concept to delivery.

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



Long-term support

Likor East-West Promotion manufactures various promotional wall clocks in Poland, including many clocks for sports teams throughout Europe. The most popular sports products are colourful plastic clocks, whose case colour can be adapted to teams' colours. A colourful advertising clock is a great gadget for any fan. A PVC model is also available: the manufacturer uses this material to design unique, freely shaped products. Clocks can also be made in the shape of a logo. An aluminium watch in various diameters is additionally available.



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

Sporty and comfortable

Whether in cool or warm temperatures, indoors or outdoors, the Authentic Sweat Collection by Russel Europe from Fruit of the Loom's wide range of products consists of smart all-rounders for all seasons and are an absolute must-have in any wardrobe. The modern and timeless Authentic colours now provide for even more variety: with Indigo Blue, Mineral Blue, Mocha, Urban Grey, Sport Heather and Olive, stylish outfits can be created in no time at all. Made from 100 per cent cotton, the Authentic Hooded Sweat featuring a double-layer hood with a draw-string and kangaroo pockets and the classic Authentic Sweat with set-in sleeves and a contemporary design will win you over. For trendy tone-on-tone outfits, the Authentic Sweat and the Authentic Hooded Sweat can be perfectly combined with the Authentic Jog Pants, which are also available in the new colours. The garments for men and women are ideal for customised textile finishing and available in a wide range of sizes from XS to multiple XL.



Healthy fitness teas

The teas from the Wellness Magic Line from Plantanas gently bring new vitality and quality to life. Special herbal and fruit mixtures such as Magic Regulate, Magic Vitalis, Magic Energy and Magic Regulate stand for a fresh pleasure, which conveys not only a sense of life, but much more. In quantities of 100 or more, these promotional items are available with an individual 4c label and freely selectable content. The Magic Line teas are special mixtures of high-quality and selected teas, herbs and fruits. They include an incredible variety of nutrients required for a healthy body.

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





PSI 48593 • Smartklic GmbH
Tel +43 7229 930800
office@smartklic.com
www.smartklic.com

Shopping trolley by click

With its sports version in jersey form, Smartklic® is bringing a breath of fresh air to the promotional products market. The Smartklic® Sport is an ideal brand messenger for the year 2024 and ideally suited to reach customers emotionally. The small marketing tool is not only for sponsors, organisers and clubs, but also can be used as a fan article. With this ecologically sustainable, 100 per cent recyclable promotional product made in Austria, advertising messages can be conveyed to every target group. For promotional customisation, you can choose between single or double-sided 4c UV digital printing. Full-surface design can also be implemented effectively. The product is rounded off with individual packaging including a paper insert.



Clever fan mice

The fan mice from Aseli Trade are a fun and tasty promotional gift for the EURO 2024. The fluffy foam rubber giant mice are decorated with attention-grabbing, hand-decorated eyes. To go along with the European Football Championship, the Aseli fan mice come with four different numbers on their back. A customer label can be put on the packaging. Alternatively, the foil can also be customised according to your own wishes. The fan mice are an excellent way to celebrate during the upcoming European Championship.

PSI 60761 • Aseli Trade GmbH
Tel +49 30 49988990
werbemittel@aseli.de
www.aseli.de

Thirst-quenching fan articles

Whether it is 0.3 litres, 0.5 litres, 0.7 litres or even 1.0 litre, the various sizes and shapes of the sport bottles available from Adoma leave nothing to be desired. Individually printed, they are the perfect promotional product for the upcoming European Football Championship. In particular, the sport bottle in a ball design is a real eye-catcher. Even after the European Championship, the sports bottles remain practical companions for all occasions.

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



Foaming ideas for supporters

The summer is off-season for the football leagues, but the European Football Championship will excite all football fans. So go to the stadiums, to the fan miles for live public broadcasts, go to meet friends and family to watch the games. But don't miss the fan articles from "Foamworld" – the fan brand of 'Promowolsch the customer factory'. Made in Europe, they include, for example, cushions from the series Business Seat, Business Plus or Event, which are finished by screen or sublimation printing. Whether one or multiple colours, round or square, it's all no problem. The different shapes of the waving hands are also a real eye-catcher: Number One, Big Finger, Thumbs up – to mention just a few of the top sellers. The "Drink Holder Seat" cushions offer a mix of functions and can be used both as seat cushions or drink holders. They can also be customised by screen or sublimation printing. Moustaches made of fine-cell EVA foam, coasters with moustaches, fly swatters with various motifs and clapping sticks round off the repertoire of fan products. In addition to the classic version, the clapping sticks are also available in an ecologically sustainable, biodegradable and compostable version based on potato starch.

PSI 44724 • Promowolsch GmbH & Co. KG
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retumbler.
BY REFLECTS

Drinking mug myMezzo

Your mug for cool vibes



Configurable mug made from recycled stainless steel

Discover the RETUMBLER-myMEZZO, the stylish evolution of the RETUMBLER-myBAY-AMO series. **Ideal for cold drinks**, this single-walled tumbler made from recycled stainless steel combines functionality with sustainability. With a capacity of **450 ml** and a transparent, BPA-free lid with **straw opening**, it's perfect for summer. Customise it with a wide range of silicone colours and make it a real eye-catcher with individual finishing. **Stackable**, **dishwasher-safe** and available with or without a non-slip sleeve, the RETUMBLER-myMEZZO is the ideal companion for every day.



REFLECTS GmbH | Toyota-Allee 54 | 50858 Köln | Germany
T +49 2234 9900-0 | info@reflects.com
reflects.com

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

Health guardians

One of the highlights from Spranz's range of products is the FitnesstrackerSmartPro by Metmaxx® in a designer box: the deluxe fitness tracker has a full colour touch screen display which additionally enables you to take or refuse telephone calls or to control the music playlist without having to pick up your smartphone. In addition, calls can be made with the watch via the built-in hands-free kit in the form of the integrated loudspeaker and microphone. The product is a professional fitness tracker with health-related functions such as blood pressure, blood oxygen and heart rate measurement via the app – and all of this at a very good value for your money. A packaging unit contains 100 charging cases.



Contagiously different

Large sporting events excite people and attract plenty of attention. With the customisable and expressive pins from Pins & mehr, success with customers is guaranteed. It is no surprise that the pin from Pins & mehr was voted product of the year. Various manufacturing procedures allow for a wide range of design possibilities. Whether in hard or soft enamel, in screen or offset printing, injection moulding, in a sand grain look or even in soft rubber, the customer has the choice of design and can be advised by the pin specialists to make the most of the motif. A pin is the ideal promotional product to display the desired message in a discreet, yet highly effective manner.

PSI 46925 • Pins & mehr GmbH & Co. KG
Tel +49 8233 793120
info@pinsundmehr.de
www.pinsundmehr.de

EURO 2024 promotional cups

The promotional cups with lids and lockable drinking tubes from Adoma's wide range of products are ideal as fan merchandise or as serving cups at live public broadcasts, especially for the European Championship. Available in the sizes 0.3 litres, 0.4 litres, 0.5 litres or 1.0 litre, the custom-printed drinking vessels can be finished in up to five colours. All products from Adoma are created and made in Germany and are free of bisphenol-A. A matching belt clip is also available on request.

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



Sustainable sun protection

Sanders Imagetools is expanding its offer of innovative, customisable cosmetics products with handy 10 millilitre sachets of suntan lotion for one application. The fragrance-free sun lotion with sun protection factor 30 offers strong protection against UVA and UVB rays, while vitamin E and glycerine moisturise the skin for 24 hours. Waterproof and quickly absorbed, the product is free of octocrylene, parabens, mineral oils, silicones, nanoparticles and micro-plastics. The modern formula is vegan and coral-friendly in accordance with the Hawaii reef law. The sun lotion in the 10 ml sachet is ideal for mailings and outdoor events. The packaging is also environmentally friendly, as the sachets made from mono-PP meet the highest recycling standards and offer a pleasant feel in the hand with their matt surface and soft-touch finish. In order quantities of 2500 or more, the sachets can be custom-printed. Sanders Imagetools therefore combines ecological sustainability, quality and innovation into an attractive overall package.



PSI 46551
Sanders Imagetools GmbH & Co. KG
Tel +49 9401 607980
welcome@imagetools.com
www.imagetools.com

Large-size promotional carpet

As fans are increasingly focussing on the European Football Championship, what could be more natural than to draw attention to your own company with customised printed football mats as an advertising medium during this major event? The EURO 2024 is captivating young and old alike. Customised with your own design and customer logo and made to measure, football carpets can be used in a variety of ways. The football mats can be ideally showcased at the point of sale, during a live public broadcast, in restaurants, at a company event or as a football mat at home. Even more spontaneous ideas can be realised. Among the benefits of the mats made in Germany are the printing with bright, durable colours as well as the realisation of individual dimensions and the use of ecologically sustainable, regenerated Econyl® thread. Already available in quantities of one or more.



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



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

Sporty treats

Lollipops in jerseys from B&B Promotional Sweets are the perfect little gifts, and not just for football fans. They can also be used for other types of sports, fitness and sporting clubs as well as for health and lifestyle campaigns. The heart-shaped treats are individually packaged in a transparent foil bag and in a uniform-shaped box with full-colour printing in CMYK colours. The lollipops are available in a mixture of different fruit flavours as standard: lemon, orange, strawberry and apple. An exclusive flavour can be selected for large quantities. The minimum order quantity is 500.

High-quality textile finishing

Comfortable high-quality socks from Klam Textiles Marketing & Embroidery, which are made in Germany and personalised with premium embroidery, are the ideal promotional gift not only for the EURO 2024. Throughout the year, Klam offers a wide selection of sock models in the customer's desired colour scheme. The Klam design and service team provides free, expert advice on customised textile advertising solutions that are perfectly tailored to your needs.

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



PSI 41032
Suthor Papierverarbeitung GmbH & Co KG
Tel +49 2153 914712 • info@suthor.de
www.suthor.de

An advertising all-rounder

Suthor's range of products includes true all-rounders in terms of advertising impact at a wide variety of events. The 2024 UEFA European Football Championship is just around the corner and football fans from around the world are looking forward to exciting games, unforgettable moments and thrilling emotions. For those planning to celebrate the European Championship in style this year, the right decorations are the key to success. Whether for private football parties, live public broadcasts or as a shop decoration, organisers can create a great atmosphere with the extensive decoration set in a Germany design. The 38-part set includes various strings of flags, garlands, paper flags for decoration as well as horns for cheering and much more. All articles contained in the set are also available individually and, depending on the product, can also be custom-designed.

All-rounded products

Customised footballs are one of the specialties of the company Albene GmbH. In view of this year's European Football Championship, the company from Bavaria offers balls in various qualities with individual customer logos and also designs the entire football in the corporate colours of the customer based on Pantone. This way, the end customer can identify with the respective brand or logo and a definable quality. Each panel is screen-printed before the ball is sewn by hand, making every ball order unique. All materials, colours, sizes and prints can be selected individually. Albene provides competent advice as well as free design suggestions after the customer receives the logo and colour specifications based on Pantone. All balls are hand-stitched and finished with high standards. The range of products spans from footballs to beach balls, basketballs, volleyballs, handballs and mini-balls on to American footballs as well as tennis balls with individual logo printing.



PSI 44533 • Albene GmbH
Tel +49 89 47078600 • info@albene.de
www.lederballe.de



— Advert —





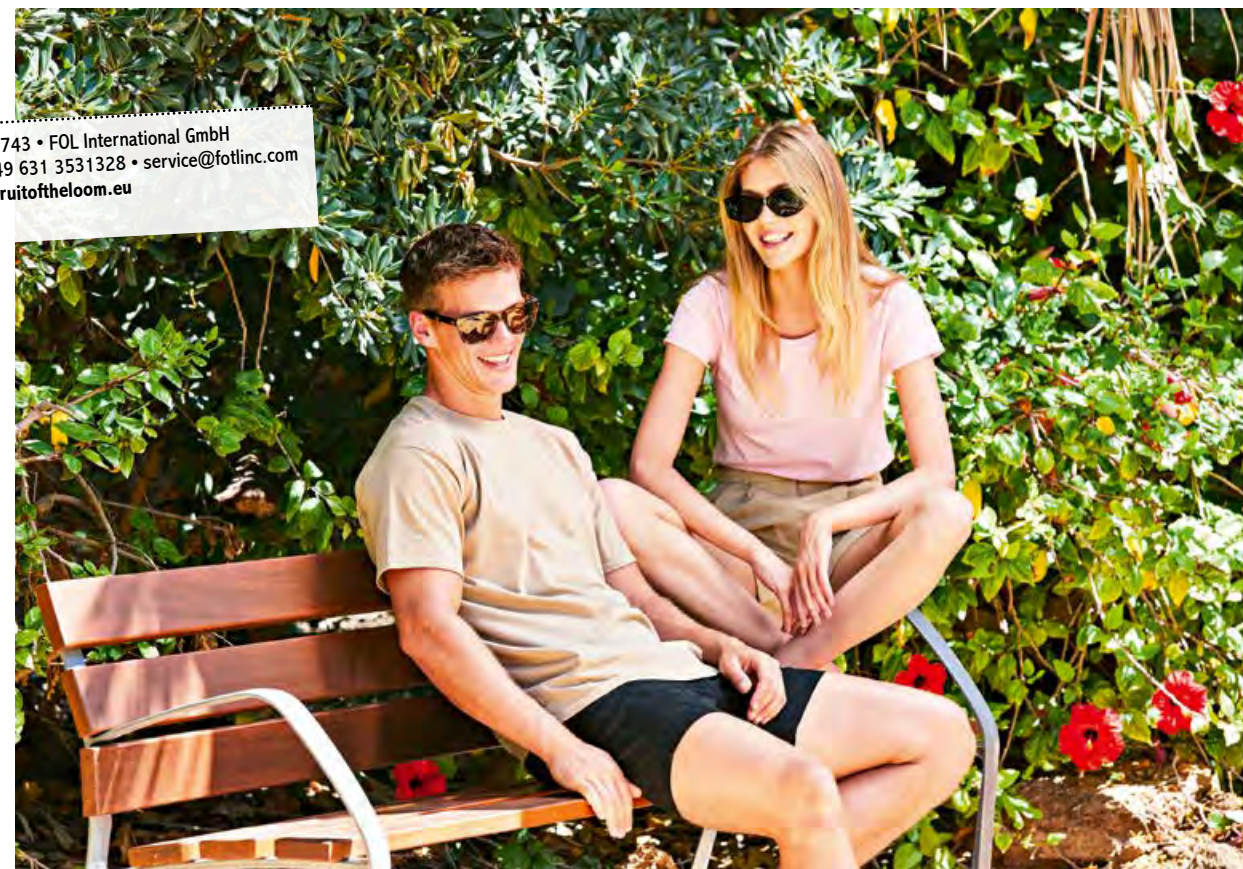
PSI 46897 • Dosenspezialist GmbH
Tel +49 3621 7338017
sara.ludwig@doseplus.de
www.doseplus.de

Black-red-gold lunch box

The taste of successful advertising lies in this exclusive tinplate lunch box, the perfect promotional item for the European Football Championship from the range of products of Dosenspezialisten (tin specialists). The lid in a black, red and gold EURO 2024 design not only makes a statement for team spirit, but also provides an ideal advertising space for a company logo. Every meal therefore becomes a message of corporate success. Practical, stylish and with a maximum advertising effect: the lunch box is more than just a food container. The enthusiasm for the European Championship puts businesses in the limelight and this product will turn breaks into a highlight.

A spring-like feel

In spring, the durable Valueweight T's from Fruit of the Loom should not be missing in any wardrobe. Whether for the entire family or as team wear, the popular all-rounder consisting of 100 per cent cotton is known for its diverse styles. It is available in more than 30 colours and provides the perfect canvas for individual textile finishing. With a fabric weight of 165 g/m², the Valueweight T offers spring-like lightness and a pleasant feel when worn on warmer days. The classic cut T-shirt features a round neckline and a neck tape in the same colour. Sizes range from S to 5XL. The Valueweight T is machine washable at 40°Celsius.



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



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

Thirst quencher for football fans

Beer is considered the German national drink: the refreshing, cool blonde beer from promotional drinks specialist Römer Drinks, in a modern 250ml can, offers a lively promotional opportunity for the 2024 European Football Championships. With their promotional message on the can, companies contribute to a successful football evening for employees, customers or business partners. The slimline cans can be customised with a company logo or special slogan from a quantity of just 264 units. This ensures that the promotion on the label is literally on everyone's lips.

Themed honeycomb decoration

With 100 years of experience in the production of paper decorations, Paper Fantasies – a company based in Europe – offers trendy and colourful paper products in the shape of honeycombs, which combine successful communication with a high degree of ecological sustainability. The decorations, which can be used as giveaways, promotional or POS items, are made entirely from paper and thus entirely recyclable. They can also be used many times. All items can be converted into personalised gifts for customers and partners or advertising gifts by printing a personal message or desired design on them. In addition, a custom CI brand colour may be selected and extra printed cardboard can be added. The decorative products made in Europe are delivered flat-packed and thus ideal for shipping.



PSI 43993 • Paper Fantasies
Tel +37 052 331111
zilvinas@paper-fantasies.com
www.paper-fantasies.com

Mix & match

Founded as a sporting brand for Result Clothing, Spiro is known for innovative products, which were designed to round off the team or sports look. Currently, the British company is presenting a sporty look for training. Whether it is tennis or dancing, Spiro has the matching outfit. The S268 Zero Gravity Jacket is available for women and men. This best-selling sports jacket is light and equipped with an integrated hood, concealed zip pockets on the sides and reflecting details on the back. This extremely light jacket available in three colours offers freedom of movement thanks to its ergonomically shaped sleeves and a padded, quilted body. By the way, the jacket can also be nicely combined with the S287X Aircool T-shirt. It is a breathable sports shirt made from quick-drying piqué fabric for perfect breathability. There is a large selection of colours and sizes. The T-shirt is comfortable to wear thanks to its casual cut and flat seams on the shoulders and armholes. The sports collection also includes accessories such as compression sleeves, which reduce stiffness, muscle cramps and micro-muscle injuries due to the technical material and are extremely easy to put on and take off.

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



PSI 40807 • Bühring GmbH
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www.buehring-shop.com



Indispensable companion for referees

The referee folder Game on from Gabriele Bühring & Team is an essential must-have for every referee. With the high-quality folder, everything needed for the pitch is compactly organised right there in one place. The folder consists of high-quality leather or a vegan leather imitate and provides sufficient storage space for game documents, game rules, note blocks, pens, cards and other important items required during the game. Thanks to the individual customisation options, the folder can be personalised according to the preferences and requirements of the sport. It is available in the standard colour black and other colours on request. Blind embossing or colour embossing is recommended for finishing.

Safety first

Aleide offers a reliable TTA thermometer for the safety and protection of animals in the car from extreme heat in the summer. Those who leave their car parked in the blazing sun thinking that nothing will happen to their dog or cat in the car during the "short" shopping trip are wrong. Animals perceive heat entirely differently than humans. Animals can reach their limits and collapse at temperatures as low as 36° Celsius – often with a fatal outcome. The TTA thermometer can ensure safety here, reliably displaying the current temperature in the vehicle and thus indicating when it is dangerous for animals. The TTA displays up to 52° Celsius, as the inside of the car can heat up very quickly. Designed to hang on rear-view mirrors or coat hooks, the driver can keep an eye on the temperature at all times. Other important information and warnings are printed on it. The TTA can be completely custom-designed and other formats are also possible. Available in quantities of 250 or more. The target group includes manufacturers of animal feed, online shops, veterinarians and insurance companies.

PSI 43604 • Aleide-Innovationen
Tel +49 5651 5135 • info@aleide.de
www.aleide.de



Tactic cups

Customers looking for the ultimate promotional item for the European Football Championship will find what they need at the SND PorzellanManufaktur. The tactic cups stir up enthusiasm among fans and fuel their coaching ambitions, because ideas for the ideal tactic can be sketched directly on the cup and discussed with friends. Customers are free to design the cups as they wish. Whether plain in black and white or colourful, the transparent, writable surface can be printed on and over anywhere, creating an ecologically sustainable and long-lasting advertising medium. This cup can then of course serve to provide tactics for the next game in the Bundesliga or at the local club. The SND Porcelain Manufacture supports interested customers with suitable ideas to implement their thematic suggestions.



PSI 45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 8008-0
info@snd-porzellan.de
www.snd-porzellan.de

Must-have for active people

The ActiveTowel® Sports from Polyclean International has been specially developed for fitness enthusiasts, outdoor adventurers and everyone who loves sport. Regardless whether it is used every day, at home or during outdoor activities, this handy and light micro-fibre towel is always there for you. An additional plus: the ActiveTowel® Sports can be individually designed with high-resolution photo printing. It sets a special tone with the possibility of individual personalisation with a name. The ultra-light sport towel consists of high-quality P-9000® micro-fibre and can already be delivered in low minimum order quantities of 25. By the way, a new version of the towel will be available from March. It is made of recycled P-9000® micro-fibre and comes with a cardboard gift box with a customisable slipcase instead of a mesh bag.



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



Picture (from left to right): Tim Tiede, Sven Scharr, Dominic Lessing.
Picture credits: Daniel Koebe

SUGGLE rounds off its management board

The company SUGGLE GmbH, a promotional product specialist based in Wermelskirchen, has rounded off its management board consisting of Tim Tiede and Dominic Lessing by adding Sven Scharr.

As the company announces, this is a “logical consequence of the rapid success story since 2017”. Firmly convinced of the effectiveness of “feel.good.products”, SUGGLE’s mission was clear: “We help businesses to convey a sense of appreciation towards their (new) employees”. Today, it is clear that it was the right decision for SUGGLE to bundle experiences from psychology, marketing and human resources.

The press release also states that “A strong management team needs a lot of potential – a result from one and a half years of intensive reflection on the company’s own structures. With the management consultancy “kleinkariert – Agentur für Struktur” at its

side, SUGGLE has developed optimised processes, questioned ideas and assumptions and more clearly defined its promise: SUGGLE makes employer brands tangible! We use haptic benefits to retain people. In a very concrete way.”

Sven Scharr will now further build on this promise and offer even stronger SUGGLE solutions. From consultancy to the idea, design, purchase, logistics and on to shop solutions – SUGGLE “will understand human resources tasks holistically and offer complete solutions”. “In Sven, we have gained an experienced manager and warm-hearted person who fits wonderfully into the team. He brings a great deal of expertise to the table. For 12 years, he worked for the agency touchmore, the renowned company for haptic brand communication. He was immediately impressed by our attitude, design standards, the diversity of product solutions and the consistent human resources orientation. Yet it would have been enough for us to be a perfect match in human terms, say Tim Tiede and Dominic Lessing. www.suggle.de

New features for customers

FARE, the umbrella specialist from Remscheid, has announced the introduction of two innovations in 2024 – in addition to new umbrella models – to make their customers’ work easier and finances simpler.

Innovation one: From 1 January 2024, all customers will benefit from reduced item prices and free delivery within Germany. In addition, most printing prices have become more favourable, and advance cost and minimum quantity surcharges will be reduced or completely eliminated.

Innovation two: The finishing prices have been simplified. Cases of additional prices will be cancelled, or the article will be offered at regular price. For example, doming or laser stickers of different sizes will have a standardised price and most surcharges for special orders will be eliminated. According to FARE, this will make the price list simpler and more transparent and make it easier for customers to calculate the prices for finishing.

The new price list will be available for download alongside the current catalogues in the FARE customer login area at www.fare.de. Customers who do not yet have access can simply request it by e-mail.



The clear design of the new finishing price list emphasises simplicity and transparency. Photo: Fare

Strategic partner on board

In order to be able to fulfil the company’s future growth and, above all, its responsibility towards its employees, customers, partners and suppliers, the two founders of cyber-Wear – Steven Baumgaertner and Roman Weiss – decided to bring Haspa Beteiligungsgesellschaft für den Mittelstand mbH, or Haspa BGM for short, on board as a strong and reliable partner, which will actively support the further growth and consistent expansion of the company with its investment in November 2023. The majority shares will remain in the hands of the two founders.

Founded in 1994 in their parents’ basement, Cyber-Wear Heidelberg GmbH is now one of the leading full-service providers of promotional products and merchandising in Europe. Driven by constant change, a healthy dose of innovation and, above all, solid, organic growth, Roman Weiss and Steven Baumgaertner have been driven out of the basement and into the big, wide world. According to Roman Weiss and Steven Baumgaertner, with Haspa BGM’s entry into the company, the corporate principle „Let’s make it happen, shock everyone“ applies once again, and in future with a new partner at their side who is actively pursuing precisely this goal.

„We are very pleased to have found a committed and competent partner in Haspa BGM, who shares our vision and wants to go further with us. A strong and reliable basis was and is our foundation and we want to guarantee this in the coming years. Growth needs new impetus and fresh ways of thinking. We will develop these together with our colleagues at Haspa BGM and thus consistently expand the company“ Roman Weiss, CFO cyber-Wear Heidelberg GmbH.

„Right from the start, we were and still are enthusiastic about how much innovative strength can be found in a supposedly simple market environment. The way in which the company has been focussing on new technologies for years, taking different paths and consistently facing up to challenges is impressive. We at Haspa BGM see great potential to continue this success story together with Mr Baumgaertner and Mr Weiss and to position cyber-Wear even more globally and even more successfully. We are delighted to be part of this great team and look forward to shaping the future together.“ Maximilian Schilling, Managing Director of Haspa Beteiligungsgesellschaft für den Mittelstand mbH. www.mycybergroup.com

cyber-Wear



MYRIX strengthens sales team

MYRIX GmbH, the specialist for high-quality, innovative notebooks and calendars, is continuing to expand and is announcing an addition to its team: Alexandra Alp will join the MYRIX team on 1 January 2024.

Alexandra Alp will be an additional contact person for the company’s customers in the back office and will be responsible for coordinating and processing orders. She will also provide customers with advice and support for joint project realisation.

„Her enthusiasm for our products and her motivation make Alexandra Alp a great addition to the team,“ says Patrick Döring, Managing Director of the company.

MYRIX GmbH, based in Pfinztal near Karlsruhe, offers a wide range of notebooks and calendars for the promotional products trade – „Made in EU“. More information at: www.myrix.de



MYRIX

Alexandra Alp

German Marketing Award for celebrity merchandise idea

The Amerang-based promotional products agency werbemax GmbH has been honoured with the „German Marketing Award“. The jury selected the winners from over 100 submissions. werbemax was able to impress in the „Promotional Products“ category: in addition to the special product, the focus here is also on the communication objective, the generation of ideas and the realisation of the campaign. A special edition item for the „Perspectives Birthday Tour“ by pop star Roland Kaiser was honoured.

The Roland Kaiser fan shop was looking for a special fan article for the 2023 anniversary tour. The core target group was women aged 25 and over. Thanks to the previous collaboration between werbemax and the fan shop operator, targeted articles had already been realised in the past. werbemax suggested the „CHEERS No.1“ champagne glass from the koziol brand. The favoured idea was tested in advance with the target group in the shop as a single item with a minimum print run before the start of the tour. The initial run of 500 sets was sold out within just 2 weeks.

With Roland Kaiser's new album „Perspektiven“, the popular song „Du, deine Freundin und ich“ was released. As the concerts are often attended by several girlfriends, it was therefore decided to offer a set of 3 and to print the glasses with the words „DU“, „DEINE FREUNDIN“, „UND ICH“ to match the title. The set was added to the shop in time for the start of the tour and sold directly at the concerts as a „special edition“ for this tour. With this set, nothing stands in the way of a perfect – shard-free – concert visit. The set quickly became a top seller and has thus established itself as a targeted fan article.

The CHEERS champagne glasses are made from „Superglas“ by koziol, an innovative material developed by the manufacturer. The high-quality material insulates and keeps drinks cool, while the tall shape ensures that the bubbles last longer. The glass is also virtually unbreakable, making it perfect for birthdays, garden parties, outings and anywhere where broken glass is less likely to bring good luck. The sustainability of the product has also been taken into consideration. The Cheers champagne glass is produced in Germany in a climate-neutral way. The material is 100% recyclable, durable and free from harmful substances.

The song lyrics were used for the advertising on the champagne glasses. Additional customised packaging rounds off the set. The CHEERS champagne glasses were printed with a 1-colour print on the surface of the champagne glass. For the „Roland Kaiser“ special edition, the print colour was varied for each glass and implemented in an exciting way with a change of motif.

The jury of the German Marketing Awards honoured werbemax for the targeted development. The product idea was a perfect fit for the target group, matched to a central song for the anniversary tour and was also a long-lasting, sustainable product that has now been placed 1,000 times in social media channels with selfies – according to the reasons for the award. For werbemax, the German Marketing Award is already the fifth international marketing award. More information about the company at: www.werbemax.de



werbemax Managing Director Christian Höfling is delighted to receive the German Marketing Award for his creative team in Amerang.

Company management expanded

The Meerbusch-based promotional products distributor S&P (Germany) is expanding its management team. In addition to the two owners Carsten Lenz and Daniel Thywissen, the long-standing sales manager Matthias Janßen joins the management team at the turn of the year.

„Mr Janßen started at S&P as a trainee under the management of my parents. After his training and initial professional experience in human resources, he has proven day in, day out how much his heart beats for promotional products and our company since his return to S&P eight years ago,“ explains Carsten Lenz. Two years ago, Matthias Janßen was given his first management responsibility by the owners as an authorised signatory. Following his further training at an entrepreneurship seminar, he has now been appointed to the management team.

Owner Daniel Thywissen is withdrawing from the operational business at S&P at his own request, leaving the day-to-day management of the company to the new duo of Lenz and Janßen. „I will continue to support the company's fortunes at a strategic level and in the background with organisational issues,“ says Thywissen. „In the current constellation, S&P is ideally positioned to shape the upcoming further growth and I look forward to being able to experience this development from a distance in the future.“

„I am very pleased about the promotion and the trust placed in me. Together with the team, I have many projects lined up for this year, which I will now responsibly lead to success in my new role,“ says Matthias Janßen. In addition to the continued success of the partner programme, S&P will drive forward the „Flex-Service“ range of warehouse logistics services and associated online solutions for customers. „The response from customers has been overwhelming and strengthens the growth ambitions of the S&P team,“ explains Carsten Lenz. „The content structures for this successful model were largely designed by Mr Janßen. For us, this is further proof that we have made the right personnel decision for the future of the company.“

S&P was developed in its current structure by Thywissen and Lenz in 2014. In addition to its headquarters in Meerbusch, the company currently has another permanent location in Bückeburg, managed by Katrin Hitzemann and supplemented by several creative consultants who have joined S&P's partner programme. www.sp-werbeartikel.de

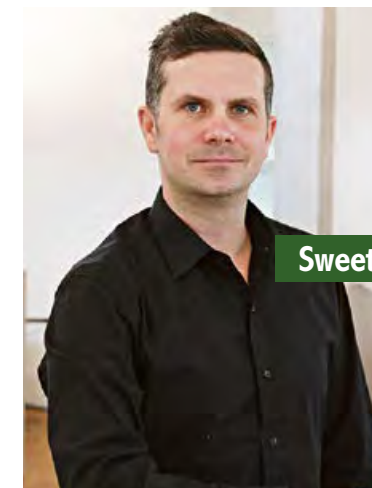


S&P Werbeartikel

The key three from S&P (from left): Daniel Thywissen, Matthias Janßen and Carsten Lenz pose in front of the koziol stand at PSI 2024.

New Commercial Director at Sweetware

Sandor Kiss, CEO of promotional confectionery specialist Sweetware, has bid farewell to his long-time colleague and Commercial Director, Michael Ruf, on his retirement. His words: „If you put as much effort into enjoying your retirement as you did into your work at Sweetware, it will definitely be a success! Your expertise and relaxed manner made you an important part of our team, and have had a decisive influence on Sweetware. We will miss your skill greatly! We wish you all the very best, happiness and health for the future. Thank you for the great 12 years at Sweetware!“



Sweetware GmbH & Co.KG

Bernd Weisenhorn was appointed as the new Commercial Director. „To ensure a smooth transition, Michael Ruf took the time for an intensive handover, to familiarise Bernd Weisenhorn with the position. He has the necessary qualifications and experience to fill this position successfully. Having worked in the medical technology and wine industries, he may be new to promotional media, but he is very much looking forward to this exciting challenge. We are particularly pleased that we have been able to recruit someone from the region,“ says Lars Göppert, Head of Marketing/Sales at Sweetware. www.sweetware.de

The outgoing and the new Commercial Director (from left): Michael Ruf and Bernd Weisenhorn.

**Gernet Printpack**

Volker Riedle takes over the management of Gernet Printpack.

Photo: ©GERNET Printpack

Volker Riedle takes over management of the company

With effect from 14 December 2023, Volker Riedle (55) has taken over the management of Gernet Printpack GmbH in Mannheim. The founder of the renowned paper bag maker Bags by Riedle, Langenbrettach, will contribute his almost 30 years of industry experience and his passion for paper to the further strategic expansion of the long-established company, according to a company statement.

Around two years ago, the established specialist printer for packaging, carrier bags and labels, which was founded in 1950, embarked on a new mission, sharpened its values and optimised its processes. As it goes on to say, „the aim was and is to focus more on the interests of customers and to focus on innovations with sustainability. Along the way, the company has listened carefully to its customers, worked on forward-looking offerings and driven forward the innovative combination of classic and digital printing technologies.“

Now the next stage of development is to be reached and further promises are to be fulfilled. The trained print and paper technician Riedle is sending out a clear signal: „We have taken the right path with the announced „sustainable GERNET“ and will now consistently realise this vision step by step“. This also means, for example, that customers will be offered sensible solutions for reducing packaging wherever it cannot be avoided.

The previous Managing Director Michael Bromberger had successfully driven forward the digital transformation of the company in recent years and developed it into a small, fine digital forge. He left Gernet Printpack on 13 December 2023 to take on new challenges. www.gernet.de

Sustainably excellent – uma wins German Design Award 2024

The family-run company uma Schreibgeräte Ullmann GmbH from Fischerbach in the Black Forest has been distinguished with the renowned German Design Award 2024 in the Excellent Product Design – Eco Design category for its uma RECYCLED PET PEN PRO ocean. The uma OCEAN writing instrument series is fully produced in Europe, 100% climate neutrally.

A partnership with Plastic Bank is behind the concept. Along the coastline and in estuaries, Plastic Bank collects plastic waste which has been either washed up or left behind on beaches. The particularity is that not only is plastic pollution reduced, but members of the collecting community are given a chance of a better life through appropriate remuneration. Besides the climate protection aspect, the uma RECYCLED PET PEN PRO ocean thereby also stimulates social sustainability.

“The award affirms our concept of not only investing in writing instrument design, but also convincing in terms of material use and processing. The uma OCEAN writing instrument series thus represents timeless design with a sustainable effect at multiple levels at once,” reports uma CEO Alexander Ullmann. For more information see: www.uma-pen.com/ocean

**uma Schreibgeräte Ullmann**

Picture: © uma Schreibgeräte Ullmann GmbH

Textile finishing: Gor Factory and PF Concept join forces

The European market for promotional products is developing rapidly. Conformity, price, speed, technology and service are the most important factors in the decision-making process of distributors. The ability of a supplier to offer a comprehensive product and print service at competitive prices is therefore crucial to improve its position in the market.

A good reason for Gor Factory and PF Concept to join forces in Europe. As part of this ambitious partnership, Gor Factory will offer a wide range of T-shirts, polo shirts, hoodies, cuffs and jackets under its renowned Roly brand, available directly from stock at PF Concept. According to the company, Roly's proven sourcing capabilities and buying power will ensure that this collection is „offered at the best prices on the market“. The statement goes on to say that „PF Concept, for its part, will organise a print turnaround from the first day after order confirmation, offering the fastest turnaround in the market. As an industry leader in digital transformation, PF Concept will provide all products for an ultra-easy online purchase, including visualisation and print pricing.“

According to PF Concept, „the partnership will create the widest range of textiles in the promotional products industry to date, from the affordable Roly T-shirt to the premium Elevate NXT recycled jacket, available printed across Europe.“ Gor Factory will continue to supply the plain garment market directly, while PF Concept will focus on developing the printed garment business. For more information visit:

www.pfconcept.com

**PF Concept**

Photo: © PF Concept

Packaging specialist kicks off year with new management team

To mark the turn of the year, packaging specialist Karl Knauer from Biberach/Baden instigated a change on the management floor: CEO Michael Deronja, who had previously led the company jointly with Stefanie Wieckenberg, granddaughter of the firm's founder Karl Knauer, left the company at the end of the year on personal grounds and returned to his home country. “I thank Michael Deronja sincerely for his dedication and wish him the best for his personal future,” commented executive partner Stefanie Wieckenberg on Deronja's departure.

Nicki Eberle and Marco Manna are the two colleagues to have been appointed to the now three-member management team in his place. Eberle has been at Karl Knauer since October 2022, holding the position of Production Manager. As CEO, he will be responsible for all the company's technical areas in future. Marco Manna has been employed at Karl Knauer since July 2020 as Head of Human Resources and Finances/Controlling and from now on, will be occupying the role of commercial director in the management trio.

“I am looking forward to working with Marco Manna and Nicki Eberle and am certain that we will continue to successfully lead our family-owned company as a hard-hitting trio,” report Wieckenberg.

About the Karl Knauer Group

The core competences of the Karl Knauer Group are innovative packaging, promotional products, and gift packaging made out of cardboard, corrugated cardboard and paper, as well as engineering. With two sites in Germany (Biberach) and Poland (Pniewy), the company is a leading packaging provider. Customers from the branded products and service provision industry throughout Europe benefit from the company's diverse skills and extensive production depth. In dialogue with its customers, the company develops constructions that meet all demands on a piece of packaging – from protection and safety through to attractive presentation at the PoS. Karl Knauer offers specialised programmes comprising state-of-the-art packaging technologies for seven industry fields of competence: cosmetics/care, pharma/health, environment/nature, food/ agriculture, beverages, home/industry, and blister cards. In addition, intense research is conducted into innovations for the packaging requirements of the future.

www.karlknauer.de

The new management trio: Stefanie Wieckenberg, Marco Manna and Niki Eberle.
Source: Karl Knauer KG

**Karl Knauer**

The Finnish textile brand Pure Waste is now represented with 13 products made from recycled materials supplied by Cotton Classics. The range includes basics such as T-shirts, polo shirts, long sleeves, jumpers or hoodies. Textile printers and embroiderers as well as distributors can use the articles to help reduce both water consumption and CO2 emissions.

Cotton Classics becomes sales partner for Pure Waste

Collection with natural chic



The clothing of Pure Waste is exclusively made up of recycled cotton and polyester fibres.

The company Pure Waste Textiles Oy from Helsinki has been producing its clothing exclusively from recycled cotton and polyester fibres since 2013. The textiles are not subsequently dyed. "99% less water is used and 50% less CO2 emissions are generated during the production of the garments than with products made from new materials. This makes our garments a more sustainable option," says Managing Director Anders Bengs of Pure Waste.

Towards a world without textile waste

The product range consists of ready-made clothing for promotional, professional and consumer use, as well as stock items and seasonal collections for wholesalers. Private labels for fashion labels and special productions according to customer requirements can also be realised. The European distribution of blank textiles for finishing with printing and embroidery is now handled by the textile wholesaler Cotton Classics. In addition to ecological-



ly and socially responsible production, the Pure Waste team also emphasises durability, quality and timeless design. Anders Bengs: "Our goal is a radical change in production and consumption habits – towards a world without textile waste".

Expansion of European sales

Pure Waste presented itself to the promotional products and finishing industry for the fourth time at PSI 2023 in Düsseldorf. Due to the market's great interest in sustainable recycled textiles, Pure Waste is now expanding the European distribution of blank textiles for textile finishing. "We are delighted to have found an international distribution partner for our products in Cotton Classics. At the

start of our cooperation, the wholesaler now has 13 products from the Pure Waste range in its stock programme," explains Anders Bengs.

Wide range

Classic T-shirts are available for men, women and children, as well as long-sleeves. The models for adults are available in sizes from XS to XXL. The polo shirt made from piqué fabric is available as a men's and women's model. The jumper range includes items for women, men and children, with and without a hood and as a zip-up sweat jacket. Cotton Classics also offers a classic cap and a bag made from a mix of recycled cotton and recycled PET bottles.

Ecological footprint documented

The Pure Waste website provides information on the ecological footprint of each product. This allows interested parties to see the CO2 emissions and water consumption caused by the manufacture of a product and the amount of water and CO2 saved compared to a conventionally manufactured product. <



Pure Waste at PSI and at the Cotton Classics roadshow

In the new year 2024, interested parties had and will have several opportunities to get to know Pure Waste. From 9 to 11 January 2024, the company was once again an exhibitor at PSI in Düsseldorf. Visitors found Pure Waste in Hall 9 at Stand C57. Sales partner Cotton Classics was also represented at PSI with a stand (Hall 10, Stand G26-02). Finally, the Cotton Classics roadshow started in mid-January, travelling through 7 countries and 18 stops (until the end of February). Pure Waste is taking part for the first time and presenting the programme available from Cotton Classics. Further information on the roadshow: <https://roadshow.info>

www.purewaste.com

The established Welcome Home Tour launched its pre-Christmas event series with a new concept. After 12 years with the motto “The best. At home.” the organisers’ slogan has now become “The best. With you.” For the first time, the roadshow took place at centrally located venues with a special flair.

Welcome Home 2023

Meeting customers with a new concept



Back to the beginnings of car manufacturing: a Berliet delivery van from 1910, weighing in at 950 kilos. The French railway manufacturer Berliet was regarded as particularly innovative, as its first “motor car” already had a four-speed gearbox.

The Welcome Home Tour started at the Motorworld premises in Opel’s home city of Rüsselsheim – mobile flair included.

his time, the ten Welcome Home partner companies Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, reflects, SND and uma – all well-known distributors, manufacturers and finishers in the trade – made their way to the customers, making it even easier for them to experience new products first-hand, thanks to short distances and easy accessibility. The climate-neutral event series took place at six central venues – starting in Rüsselsheim, continuing to the Waltrop Colliery, Hamburg, Munich, Stuttgart and now for the first time in neighbouring Vienna. Attractive locations provided the setting for the universally appreciated, familiar Welcome Home atmosphere. We from the PSI editorial team were there for

you at Motorworld Rüsselsheim and the Botanikum in Munich and enjoyed the many stimulating discussions and inspiring products – and the overall fun of the event itself. Good prospects for the new promotional product year.

Start in Opel’s home city

The city of Rüsselsheim, conveniently located and with good connections, has recently been increasing its focus on its historical heritage as Opel’s home city. Over the next few years, a lively, accessible district will be created on an area of around 60,000 square metres. The historic buildings of the old Opel plant will be preserved and put to various new uses. The centrepiece is the Motorworld Man-



Well attended and well advised: The new tour concept was well received.



ufaktur Rüsselsheim, a meeting place for people with a passion for mobility. The old factory building, with its impressive exhibition of classic cars, was a perfect setting to host this mobile product show. The ten suppliers who organised the event, as well as the numerous dealers who attended, shared this opinion, and felt noticeably “at home” in the impressive ambience with excellent catering. A few exhibitors shared the new trends of the upcoming year with us.

Attractive locations

The journey began at the listed site of the former Waltrop Colliery north of Dortmund, which has now been transformed into an event location with an industrial charm. It then continued to the Museum of Work in the snow-covered Hamburg district of Barmbek, then further south to the Botanikum in Munich, where a former nursery has been transformed into a charming, green event location with a Mediterranean flair. In spite of the unfavourable weather conditions – heavy snowfall had paralysed traffic in southern Germany the previous weekend – numerous promotional product specialists gathered at the Welcome Home partners’ premises to take a leisurely look at the new products. As at the beginning, the next stop was in an automotive setting, at the Porsche Museum in Stutt-

gart. The exhibition of this legendary sports car manufacturer definitely provided additional motivation to visit the product show, which finally made its first stop in Austria in the cosy event rooms of the Viennese “Möbeldepot” (an ex-tea hall with exquisite unique furniture, antiques and atmospheric decoration), where it came to a successful conclusion. A few exhibitors shared the new trends of the upcoming year with us.

New and naturally sustainable

The event was once again characterised by sustainability: All exhibitors had new products on show, demonstrating how well the trade has adapted to this topic. The Recycled Pet pen ALuma, for example, which contains both recycled Pet bottles and recycled tin cans, is com- >>



Leonie Brucker and Kim Vollbrecht, Uma Schreibgeräte

There isn’t just rPet in the Recycled Pet pen ALuma, but also rAlu material – for even more sustainability.



Not to be missed: The cosy red sofa stands for a feel-good (promotional) atmosphere that always travels with you.

View of the Munich Botanikum: a greenhouse full of new, fruitful promotional ideas.



Bernd Berg, JUNG since 1828
The delicious Lindt chocolates in practical boxes with customised cut-outs are available in small quantities.

and impressing their customers with new treats. There were three brand-new novelties to see and taste on the tour: popcorn in attractive, customisable packaging, then Lindt chocolates available in small quantities in practical boxes with customised cut-outs relating to the intended use, as well as promotional soups in sachets exclusively available from JUNG as an inexpensive, savoury giveaway.

Relaxed, personal conversations

Even if we can't present them all here – we saw many more great products, for example Halfar's spacious Shopper Softbasket, Geiger's creatively customisable sticky note and notebook sets, Daiber's cosy jackets, mbw's cuddly soft plush bears and SND's stylish porcelain tableware. The numerous retailers in attendance were able to obtain in-depth advice in a relaxed atmosphere and took the opportunity to meet their distributors in person. There was naturally also fine catering to enjoy at every venue. The moderate journey times make this new concept even more attractive for visitors. The roadshow was also used as preparation for the PSI, where there was even more time to discover new, lesser-known or international exhibitors. <

>> pletely sustainable. Like all products in its Naturals line, Uma manufactures and finishes this unique innovation in a climate-neutral and therefore particularly responsible manner. The light, elegant pen writes smoothly and is available with a pusher in 18 colours. Uma now also offers writing instruments made from rPet with a soft-touch feel: rPet Pen Pro.

Biocircular material on a reusable course

As a design-orientated German manufacturer, Koziol successfully positioned itself as a sustainability brand at an early stage. In line with the principle of "good design with a clear conscience", Koziol has been promoting the development and use of biocircular materials for some time now. These products are not only durable, functional and beautifully designed; they are also manufactured in a completely climate-neutral way with low energy requirements



Uwe Thielsch, Koziol
Koziol is the sustainability brand: Our current focus is on biocircular materials and the use of our products in reusable systems.

and are 100 per cent recyclable. The brand new Candy cup, available from January, can even be seamlessly printed all over, making it a perfect promotional item. Koziol's comprehensive understanding of sustainability also includes expanding the use of its bowls, lunch boxes, drinking bottles and cups for reusable systems, both in the catering and event sectors.

Modern mobility as a brand booster

The Reeves-myConvertics 6-in-1 cable set from Reflects is a good all-rounder: The circular, practical and versatile set contains a charging cable and various adapters that can be used to easily charge or connect all digital end devices via cable. A total of 34 colour combinations is possible. Sustainability is also important for Reflects, which is why the practical set is now also available with a housing made of rPet and bamboo.

Design and enjoy tastefully

The experts from JUNG, a traditional manufacturer since 1828, know only too well that tasteful promotional products, custom printed and innovatively packaged, create positive emotions and lasting memories thanks to their multi-sensory effect. And they are constantly surprising



Elke Stills-Wolfsdorf, Reflects
The Reeves-myConvertics cable set is an ideal and very useful companion on the go – keeping you connected.

This year, 24 suppliers on the A&O Advent Tour travelled through Germany and Austria, giving their customers an interesting outlook on the trends for 2024, and treating them to a festive evening. This popular roadshow format is a perfect blend of business, customer proximity and hospitality.

A&O Advent Tour 2023

Popular roadshow with win-win situation



Popular event at the end of the year: the A&O Advent Tour 2023.

The road conditions were wintry, and the comparatively long duration of the tour, with a total of 10 locations, demanded a lot from the representatives of these 24 exhibitors, but this did not dampen their good mood and motivation.

The tour started in Vienna and Linz and then travelled via Munich, Stuttgart and Nuremberg to Leipzig, before ending in Mainz via Hamburg, Gütersloh and Moers. The



well-rehearsed A&O Advent Tour supplier team had already been travelling for three weeks before we visited their last stop in Mainz.

Ideas for the new year

In the afternoon, exhibitors at each location presented selected new products and ideas for the coming season, and gave existing and potential customers plenty of inspiration for future projects. The fact that only a selection of



the repertoire of new products was shown whetted the appetite for more and pointed to Europe's largest innovation platform, the PSI. After the traditional Christmas musical interlude, the guests met in a convivial atmosphere for a cosy meal with roast goose and other delicacies. Personal and professional discussions in a relaxed setting, exchanging ideas with business partners and colleagues and simply having fun celebrating – that's what gives this roadshow its charm. The current Lead Organiser, Harald Vath from team d emphasised the good team spirit and mutual helpfulness of the group and summed up: "Around 80 to 100 guests were registered for each event. The tour is worthwhile for everyone because the exhibitors benefit mutually from the customers attending – a win-win situation that motivates everyone."

Back to nature

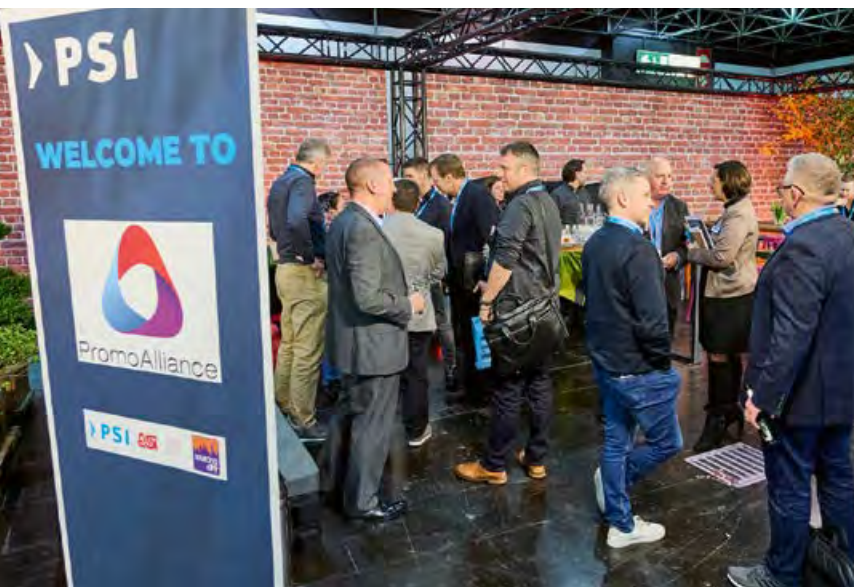
The A&O Advent Tour also focussed on sustainability. All exhibitors had new products dealing with this topic in different ways. Troika, for example, presented handmade design accessories made of solid oak wood, handmade in the EU, under its new "Holzweg" brand. All products in this collection are therefore unique, such as the Holzweg laptop stand, which provides a secure base for laptops and protects them from overheating. The ideal angle of inclination also enables back-friendly work. Another example: The forward-looking Austrian terry-towel manufacturer Vossen believes that everything returns to nature. This idea manifests itself in the "Tomorrow" collection: At the end of their life cycle, these fluffy, sustainably processed cotton towels are biodegraded in nature by microorganisms and thus returned to the natural material cycle. A pioneering innovation for the environment. The above-mentioned topics and many more were dealt with in a variety of ways at the PSI. Follow our trade show reports in this and the next issue of the PSI Journal.

PSI, the Advertising Specialty Institute® (ASI) and Sourcing City are stepping up their collaboration and strategic partnership. The aim of the “PromoAlliance” is to offer distributors, suppliers and finishers a platform for getting to know and understand international markets as well as for serving intercontinental customers.

PromoAlliance steps up its collaboration

To get to know markets

Industry



Joining the PromoAlliance enables members to get into touch really easily with industry colleagues across Europe and North America. The updated PromoAlliance website is not only the pivotal information hub,

The newly designed PromoAlliance website offers members a whole new range of attractive benefits:

- ▶ Real-time lists of suppliers and distributors with a global reach that are interested in international networking,
- ▶ Exclusive data on the promotional markets in North America, Europe, and the United Kingdom,
- ▶ Comprehensive global research on products, trends, and market dynamics,
- ▶ Extensive and continuously updated reporting on international industry topics,
- ▶ Webinars with leading personalities in the global promotional products markets.

but it also offers wider member benefits, improved networking opportunities, easier cross-border trade show participations, access to market data, and a reinvigorated global alliance.

New potentials at the global level

“Our PromoAlliance partnership with ASI and Sourcing City is an incredible opportunity for our members to generate new business outlooks. Due to the convergence of these excellent networks and sharing our impressive competences we are able to offer top conditions in important markets and also open up new exhibitor and visitor potentials for PSI at the global level,” comments PSI Director Petra Lassahn, describing the partnership’s merits.

Promotional network of crucial importance

Timothy M. Andrews, Chairman and CEO of ASI emphasises: “PromoAlliance is redefining the global promotional network and offering ASI members who are active in today’s dynamic global environment tangible benefits at the global level. Accession to this solid international alliance, which is headed by three influential personalities from the promotional products business, is of crucial importance to members who operate in international markets and supply customers on all continents.”

First-class industry services

David Long, founder and CEO at Sourcing City, adds: “Sourcing City Plus ASI and PSI are well-known in their domestic markets as providers of first-class industry services, and we also organise the important relevant industry trade shows. This close collaboration is intended to offer the promotional products business practical benefits at numerous levels on all continents.”

www.promoalliance.com

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The second product topic refers to the **awakening of spring**, a time in which indoor and outdoor activities become more frequent. Enjoy our selection of new products relating to this topic.



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Atmospheric light in the garden

The first rays of sunshine warm the soil and the gardener's heart beats faster again. To make it really romantic later on after raking, digging and sowing, candle jars from Hädicke's "Summertime" series provide atmospheric lighting on balconies and patios. The perfect way to enjoy the garden. The candle jars are available in numerous bright colours – with or without citronella fragrance.

Beauty accessories always at hand

ANDA Present's personalised CreaBeauty Draw cosmetic bag provides customers with a practical storage option for all kinds of beauty accessories. The bag is equipped with a drawstring closure and features sublimation print customisation. The distinctive RPET label emphasises the environmental friendliness of the bag and the brand. The high degree of customisability makes Creabeauty Draw a practical and stylish container for storing beauty products in the bathroom, for transport, at the gym or when travelling.



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More information at: www.jung-europe.com

Degradable biscuit cutter

Global Innovations has set itself the goal of switching to sustainable materials. The company strives to contribute to sustainability by exclusively distributing biodegradable, food-safe and dishwasher-safe materials and products made from them. These products include biscuit cutters, which are available in six vibrant colours. Standard orders start from 1,000 sets, while custom colours are available from 2,000 sets and custom shapes from 20,000 sets.



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Sweet Easter

For all those who love to bring great joy with small gifts: With a sweet Easter greeting for customers and employees, companies can start the new advertising year in a pleasant and memorable way. The desired advertising message is guaranteed to be on everyone's lips right from the start of the year and the giver is sure to receive positive feedback. The new CD-LUX catalogue "Easter and Spring 2024" presents a wide range of innovative new products, including, for example, the new premium Easter nests with the finest chocolate, e.g. from Ferrero Küsschen or Rocher. The Easter egg sets with premium chocolates also inspire with a new variety of flavours. Also new are the colourful Easter eggs from Tony's Choclonely, melt-in-the-mouth varieties from Lindt and crispy Ferrero Rocher eggs. The popular Lindt Gold Bunny comes in customised packaging as a classic Easter greeting. CD-LUX offers the right product for every customer, for every budget and in premium quality. Ideal for mailings: numerous chocolate bars from Lindt, Ritter SPORT or Tony's Choclonely, which are ideal for sending by post. Customers benefit from a complete individual or distribution mailing service. This guarantees that every gift reaches the customer reliably and on time. Samples, free layout suggestions and offers are available from the company without obligation.



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Tel +49 9971 85710 • info@cd-lux.de
www.cd-lux.de

Colourful eggs herald spring time

What is as much a part of Easter as the Easter Bunny? Easter eggs, of course! The tradition of colouring eggs at Easter has various origins and is rooted in different cultures. With the emotion factory egg colouring set, this Easter theme becomes the perfect self-mailer, trade show goodie or give-away. The five colours are packaged in cellophane and are ideal as print mailers thanks to their flat shape. The colour tablets are securely sealed in an individually designed, custom promotional envelope.



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

Luggage deserves to be identified well

With their JIMMY luggage tag, Troika presents a hard-wearing, practical and stylish luggage tag for business and private trips. It is a personalised travel tool in the form of a luggage tag and tool card with 22 functions, two writable address cards and a wire loop fastener. The integrated functions include a centimetre/inch ruler, slotted screwdriver, can opener, peeler, hexagonal spanner, letter opener, parcel opener, spoke wrench, bottle opener and a protractor. Made from high-quality materials, the luggage tag guarantees durability and reliability.



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

Elegant outdoors

Experience the fusion of functionality and elegance with the six-piece outdoor folding cutlery set made of stainless steel and olive wood. The handle made from skilfully engraved olive wood shines with timeless sophistication. Lightweight, durable and space-saving, it is the perfect companion for outdoor activities. The engraved knife is available from small quantities.



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Foaming product ideas

With the knee-friendly products from Foamworld, a brand of Promowolsch the customer factory, the company is presenting knee cushions from the Classic, Gardenbest and Flori ranges. Flori is very comfortable thanks to its special hollow profile, as well as being water-repellent and insulating, made of closed-cell PE foam. Gardenbest is available in a wide range of colours. Finishing is done by screen printing in one or two colours. The Classic knee cushion provides additional support. This bestseller is available in several formats with full-colour sublimation printing on one side.



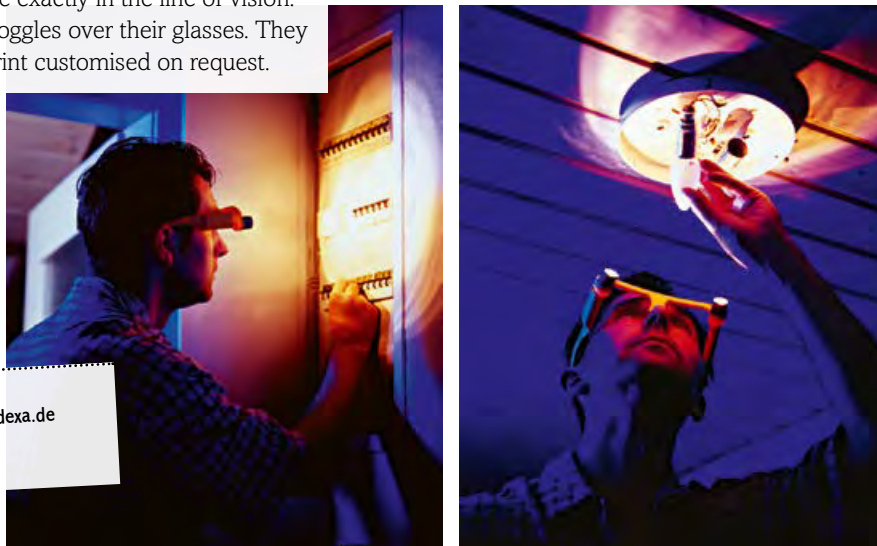
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Bright Easter eggs on the table

When the first flowers poke their delicate heads out of the ground and the meadows slowly turn colourful, it's time to replace the grey of winter with colourful Easter decorations. Hardly anything is better suited to this than colourful candles from Hädicke, which come in the design of freshly dyed eggs to match Easter. Whether printed or individually wrapped in foil and decorated with a label – these candles are always an eye-catcher on any Easter table.

Illuminated work goggles

INDEXA's LB01 illuminated goggles provide the necessary light and therefore safety for electrical work or in the car workshop. A particular advantage: it's hands-free. The bright lights on the goggles are positioned at eye level and always shine exactly in the line of vision. Glasses wearers can simply wear the goggles over their glasses. They are powered by batteries and can be print customised on request.



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Sustainable Easter

Sustainable Easter gifts do more than just bring added value to the brand. Whether Easter Bunny, Easter eggs or other sweet delicacies: Beautifully packaged, in a six-pack mini egg carton, and with custom printing, a giveaway is unforgettable. JUNG also uses 100 per cent rescued mixed chocolate from the Rettergut brand. This is made from certified cocoa and is produced in Germany. Lindt's Eco Mini paper tin filled with high-quality chocolate is biodegradable and is ideal for everyday use.



PSI 42938 • Reidinger GmbH
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www.reidinger.de

Pencils for large and small projects

Carpenter's pencils are indispensable in any professional or hobby workshop. Reidinger's robust and climate-neutral carpenter's and special pencils can be customised in terms of shape, colour and lead. As a special addition, dipped caps and decorative rings can be added to the end of the pen, which can be customised to match your corporate design. The logo and promotional message can be embossed, screen printed, pad printed or digitally printed over the entire surface.

For the custom garden

The Plantit Eco, a T-plant label from ANDA Present, transforms any garden into a customised oasis. This versatile, full-colour printed addition for seed trays or pots adds a special touch to gardening. As part of ANDA's BE CREATIVE collection, the Plantit Eco price includes UV LED printing on one side, allowing customised graphics to bloom alongside the plants. The birch plywood material ensures that Plantit Eco blends naturally into the look of any garden.

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Say it with flowers from the Black Forest

Messages that work: With the innovative seed stick, emotion factory Sales Manager Adrian Rigoni presents a sustainable and creative way of sending promotional greetings. The practical matchbook shape does not house matches, but lively promotional greetings. Their flat shape and low weight make the seed sticks an ideal self-mailer for spring and summer greetings or a heartfelt thank you. The paper envelope contains five small sticks with a choice of basil, a colourful wildflower mix or aromatic herbs. The letter can be customised on four sides.

Bunnies love lilac

When it comes to fashion, modern Easter bunnies are always one step ahead with this beautifully designed shopping basket – especially thanks to the new colour lilac. In addition to this trendy shade, the BASKET shopper from HALFAR® is also available in seven other colours. With a customised print or embroidery, it becomes an excellently coordinated promotional item – and is one of the bestsellers in the bag expert's range for good reason. As a foldable lightweight, the BASKET is extremely practical: regardless of whether you are looking for eggs at Easter or shopping for bargains. A lot fits in here and thanks to the aluminium frame, there is a good chance that everything will arrive home intact. More spring-fresh and sustainable bag ideas for finishing can be found on the web or in the new HALFAR® bag catalogue.

PSI 45666 • Halfar System GmbH
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www.halfar.com



Practical promotional helpers

Condedi's multifunctional tools, available as the "Gero", "Bike" and "Auto" metal cards from the "Selter wirkt" product series, help with unexpected mini repairs or technical problems. As an all-round tool and multi-tool, Gero is the perfect companion with 22 different functions. The Auto metal card offers two more functions. Last but not least, the Bike metal card shows what it can do, with seven functions. Each multitool is packaged in a black case. They are customised by printing and engraving. The promotional Happy Pen quality bit pen with eight aluminium bits is a perfect match.



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Loving the countryside

The new love for the countryside starts small and then takes off even in the city. "Garden Love", a key ring with wellies, a carrot and a spade, is Troika's tip of the hat to this trend. The key ring has (almost) everything you need for urban gardening. It marks a "back to nature" for trendsetters and style gurus, says the supplier. The pendant is made of enamel and cast metal and comes to the recipient in a shiny chrome-plated green/orange colour.



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www.emf-verlag.de

Colourful colouring fun for kids

Easter eggs, chicks, lambs and more – this colouring book from Edition Michael Fischer (EMF) with lots of fun springtime motifs immerses children in a creative world. A special highlight: The little ones can embellish their coloured masterpieces with 50 cheerful, glossy stickers. The EMF team is happy to design an exclusive product perfectly tailored to the promoting company and its target group. From high-quality hardcovers to giveaways, there are numerous possible designs. Logo placement is of course possible.

Themed honeycombs for Easter

Paper Fantasies offers fun and colourful honeycomb-folded paper products with various branding options especially for Easter decorations. They can be used as giveaways, promo or POS objects. The objects made of 100 per cent paper are available in a standard version or customised with an imprint. All products are manufactured in Europe and supplied flat-packed. With 100 years of experience in the production of paper decorations, Paper Fantasies, a European-based company, offers trendy and colourful honeycomb-folded paper products.



PSI 43993 • Paper Fantasies
Tel +37052331111
zilvinas@paper-fantasies.com
www.paper-fantasies.com



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

Bunny bag

The ultimate Easter Bunny bag: a teasing look, long ears, a stubby tail made of pure cotton – this is what an ecologically valuable eye-catcher looks like. The Bunny Bag is filled with a Lindt Mini Gold Bunny and six Lindt Mini Eggs. Eight other fillings are available, including Ritter Sport, Merci etc. The bag can be personalised with a 1c/4c print on request. The optional mailing box for the Bunny Bag is a cost-effective shipping box for postage-optimised custom shipping. The sustainable shipping box is "letterbox-compatible" and can therefore be sent cost-effectively.



Organic seed balls for bee food

tobra's seed balls are the perfect promotional medium for communicating green, growing ideas, thanks to their customised printed packaging. Even for small quantities, the customer's logo can be printed on this sustainable cardboard packaging. The balls promote meadow flora and fauna and attract bees, wild bees, butterflies and other beneficial insects. The perennial flower mixture in the mini seed balls contains mainly native varieties, ideal for pollen and nectar-rich plants. These little environmental helpers are sown from April to July, producing colourful flowers from April to November.



PSI 47317 • tobra GmbH & Co. KG
Tel +49 6762 962760 • psi@tobra.io
www.tobra.io



Nights as bright as day

Spranz' rechargeable Metmaxx® LED MegaBeam headlamp "Head-lightSwipe" makes nights as bright as day. The headlamp provides 120 lumen LED distance high beam and 350 lumen on the light strip for bright daytime close-range illumination. It also has an innovative contactless on/off switch via swipe on the integrated motion sensor. COB and LED have three light modes with 100 or 50 per cent as well as a warning/flash function. A signal reflector band at the back of the head provides additional safety. The light is powered by a 1200 mAh lithium polymer battery.



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

Small bag for Easter delights

Römer Präsente, the specialist for culinary promotional drinks, has once again published a special catalogue just in time for the 2024 Easter season. Customers can be inspired by numerous Easter ideas for every budget. A golden Easter bag from Lindt offers a surprise for young and old alike. The small, beige bag contains a golden Lindt bunny made from milk chocolate (10 g) and a delicious golden Lindor ball (12.5 g) made from white chocolate with a melt-in-the-mouth filling. An elegant black and gold tag wishes "Happy Easter".



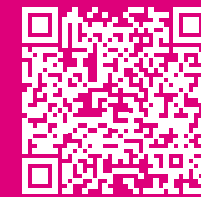
PSI 43892 • Römer Wein und Sekt GmbH -
Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de



The Easter garden for any space

The Ragged Robin flower garden from B&B Promotional Sweets is a surprising alternative to traditional Easter gifts. The recyclable glass jar contains a bag of Ragged Robin flower seeds and cotton wool that can be used as a planting base. Simply pour water over the seeds and keep them moist for a few days, and recipients can enjoy their own garden anywhere. Ragged Robin flower sprouts are the perfect addition to sandwiches or salads or can be used as Easter decorations. The paper label with a full-colour promotional print around each jar can also be made from kraft paper to emphasise the ecological aspect of the item.

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



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With the “Daiber does it” campaign, the tradition-rich company is highlighting its own name when it comes to promotional textiles. Behind this name are the company’s two own brands JAMES & NICHOLSON and myrtle beach, which comprise functional corporate fashion, warm workwear, crossover styles and even more colour combinations.

New collections offer comfort and (weather) protection

Warming workwear and new colours



In addition to neon yellow/black, the Allweather Jacket (JN1179/JN1180) is now available in the colours neon green/black and neon orange/black.



The second new product duo is the Ladies’/Men’s Padded Hybrid Vest (JN1863/JN1864) and the Ladies’/Men’s Padded Hybrid Jacket (JN1865/JN1866).

Un our January edition, we already presented fashionable new items in sporty as well as classic looks from the Daiber leisurewear collections. This segment also includes another new versatile item: the Ladies’/Men’s Functional Polo (JN721/JN722). It impresses with side slits and contrasting stripes on the collar and cuffs, which add that certain something to the professional look. The easy-care polo shirt ensures a high level of comfort thanks to its breathability and moisture regulation.

Professional and practical: the new Workwear 2024

In addition to the lined work trousers (JN1861), there will be other new items in the Workwear segment. The robust Hybrid Workwear Vest (JN1867) and Hybrid Workwear Jacket (JN1868) made of two-layer softshell material with a warm sherpa lining are particularly practical. They are water and dirt-repellant and perfectly suited for work with several pockets and reflective elements. They will both be available in black and navy. They can be ideally combined



The Basic-T is complemented by four friendly, spring pastel colours. Here: Jade-green.

In the workwear segment, the Knitted Workwear Fleece Jacket – Strong – (JN861/JN862) will be available in the single colours black and navy as of 2024.



The Basic Polo (8009/8010) assortment is being expanded to include a fifth colour, soft pink.

with existing workwear items. The second new product duo is the Ladies’/Men’s Padded Hybrid Vest (JN1863/JN1864) and the Ladies’/Men’s Padded Hybrid Jacket (JN1865/JN1866). Both versions are fully padded with sorona®AURA, which makes them both warm and breathable. The integrated elastic lining and the movable cuffs allow maximum freedom of movement as well.

Accessories for any weather

The range of headwear and accessories is also being extended in the new year. It will now include the high-quality 6 Panel Cap (MB6247) made of shiny fabric in the colours black, navy and silver. A pleasant and comfortable fit is guaranteed thanks to embroidered air holes, a lined sweatband and an adjustable clip fastener. This makes the cap ideal for sunny days. Myrtle beach from Daiber also has the right products for the colder time of year: double knitted with elasthane, the Winter Beanie (MB7405) is comfortable to wear. As a classic knitted hat, it is not only versatile to combine with other items, as its contrasting stripe also gives the one-size hat a special look. The new Coarse Knitted Beanie (MB7406) also impresses with its fashionable contrasting stripe. Both articles are available

in four different colour combinations. The Running Beanie (MB7123) is the perfect headgear for those outside exercising in low temperatures. The sporty running hat is breathable and dries quickly, while still providing optimum insulation. Its roughened inside makes it comfortable to wear. The same holds for the new Running Headband (MB7124), which provides ideal protection from the cold thanks to its wide headband. In more extreme weather conditions, the Storm Hat (MB7404) offers all-round protection from cold and frost. The functional balaclava with a longer neck keeps the warmth inside, but is also breathable. Those who prefer to stay indoors can get cosy with the new Microfibre Fleece Blanket XL (JN1907) measuring 180 x 130 cm. Thanks to the decorative packaging with a banderole, the fluffy fleece blanket is also perfect as a promotional gift.

Colours for clear signals

In addition to the new products, Daiber’s own brands JAMES & NICHOLSON and myrtle beach are presenting an extended selection of colours. For example, Basic-T (8007/8008) is being complemented by four friendly, spring pastel colours: Vanilla, Light-blue, Soft-grey and Jade-green. The Basic Polo (8009/8010) range is being extended by a fifth colour, Soft-pink. In the Workwear segment, the Knitted Workwear Fleece Jacket – Strong – (JN861/JN862) will be available in the single colours black and navy as of 2024. This also applies to the Men’s Knitted Workwear Fleece Half Zip – Strong – (JN864). For more visibility in the working environment, the Signal-Workwear Jacket (JN1854) as well as its Softshell-Variant (JN1856) will be complemented by the colour combination neon yellow/black. In addition to neon yellow/black, the Allweather Jacket (JN1179/JN1180) will also be available in the colours neon green/black and neon orange/black. The range of products is rounded off by the 6 Panel Sandwich Cap (MB024), which will be available in the colour combination black/yellow.

Brand.it has made a name for itself worldwide as a specialist in mobile phone and tablet cases with imprinted logos. As a subsidiary of mbw since January 2023, Brand.it is now also a member of the CHOICE network of companies under the umbrella of JCK Holding. We present its range of products in more detail here.

For the best protection and high visibility

Custom-made mobile phone and tablet cases



The premium mobile phone cases from the Black Series are available for all conventional iPhone models.

the 12th generation onwards. It enables the magnetic connection with accessories such as wireless charging devices or wallets. The case consists of durable PC plastic and protective TPU silicon material. The glossy surface can be finished with your logo or individual graphics by means of UV printing.

Compostable mobile phone case

As an environmentally friendly alternative to standard cases, Brand.it offers compostable mobile phone cases made of PBAT organic plastic and bamboo fibre. Thanks to this ingenious mix of materials, this protective case can be completely composted within 18 to 24 months. This ecologically sustainable, biodegradable case can be customised by one-colour laser engraving or UV digital printing.

Black Series

The premium mobile phone cases from the Black Series from Brand.it are available for all conventional iPhone models. With a soft microfibre inside, flexible TPU and the angular design, they offer protection and have a pleasant grip. The cases can be finished with individual logos or graphics by means of digital UV printing. Brand.it cases give mobile phones or tablets a unique identity and offer protection, while conveying style and environmental awareness.



An environmentally friendly alternative: compostable mobile phone cases made of PBAT organic plastic and bamboo fibre.


The MagSafe case

The MagSafe case from Brand.it is entirely compatible with the new iPhone models from



www.brandit-protection.com

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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| 45452 | CD-LUX GmbH | U2a/IFCa, U2b/IFCb | | PSI 2024 - Thank you | 087 |
| 41369 | elasto GmbH & Co. KG | 035 | | PSI 2025 | U3/IBC |
| 42819 | Gustav Daiber GmbH | 009 | | PSI Journal Topic Plan 2024 | 081 |
| 45666 | Halfar System GmbH | 031 | | PSI Media Guide | 075 |
| 41545 | JUNG since 1828 GmbH & Co. KG | 065 | | PSI Product Presentations – Winners | 028+029 |
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| 47814 | Lupenmaxx GmbH | 071 | | RX Deutschland GmbH | 076+077 |
| 47814 | Minibeachflag Inh. Jordy Pompe | 043 | 41848 | uma Schreibgeräte Ullmann GmbH | Titel/Cover |
| 43410 | Mister Bags GmbH | 004+005, 063 | | | |



Maximum minimalism

Writing instruments are complex technological objects that have continuously been further developed. However, evolution sometimes also tends towards simplicity, as is the case with the new DS11 from Prodir. The DS11 is a **perfect, minimalistic masterpiece** for all businesses that want to keep things simple in 2024. The pen consists of only two parts. The mechanism is an intelligent, self-contained system. It does not need a separate spring or any components and is a completely organic part of the shaft. The two large printable surfaces on the clip and shaft make the DS11 suitable for concise brand messages that get straight to the point. The DS11 represents uncompromising minimalism: It keeps sustainability a central message of the companies that select this writing instrument for their communication. Like all Prodir ABS writing instruments, it comes in black and white and is made from 100% recycled ABS plastic. Other colours are available but are made 50% from recycled ABS plastic. The two-part structure reduces the need for components, which is another way it saves material and procurement costs. The unique, lead-free Floating Ball® refill from Prodir, which features a stainless steel writing tip and ink with low levels of harmful substances, optimises the sustainable character of the writing instrument. The DS11 is available in 10 selected matt colours, and, for a minimum order of 500 units, it can come as a Designer's Choice product in the colour red earth, which is the colour of the year for 2024. Additional custom colours are available for a minimum order of 10,000 units. In terms of the design, Christoph Schnug, who invented the DS11 with his company Studio C, says, 'We have focused on radically innovative materials for our writing instrument designs over the past few years. But this year, we wanted to experiment with the basic structure of the pen itself. Our efforts to maximise a minimalistic design turned out to be its own impulse for innovation. By rising to the challenge of making a pen from only two parts, we had to rethink the way we make writing instruments completely. I think the result speaks for itself. I am delighted that we were able to develop a completely new concept for a pen together with Prodir's development department. The pen will not only satisfy many of Prodir's current customers, it will also attract the attention of new business customer segments looking for a simple, straight-lined communication tool'.

PSI 42332 • Prodir
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www.prodir.com



Easter treats with grass paper

Sustainable products are the trend of the moment – this also applies to the sweet Easter promotional products from CD-LUX. That's why selected products are available on request in **cardboard with 25 per cent grass fibres**. The use of grass paper enables significant savings to be made in terms of CO2 emissions. Compared to cellulose, grass paper has a CO2 value that is almost 75 per cent lower. Water consumption in production is also significantly reduced. The cardboard is also recyclable and biodegradable. Sweet gifts made from grass paper are not only good for the environment, but also make a good impression for the spring and Easter holidays thanks to their natural look. Thanks to their unique look and texture, they will stay in the recipient's memory for a long time. The new CD-LUX "Spring & Easter 2024" catalogue is now available in print and online. Samples, free layout suggestions and offers are available from the company without obligation.

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



A Variety of Summery Colours

The BIC® 4 Colours® gradient pens from BIC Graphic Europe convey a summer mood. The pens shine in the lively colours of a summery sunset and **convey freshness** and an explosion of colourful energy. They are perfect for anyone who wants to lend their creations the warm, refreshing mood that summertime offers. They are geared towards the entertainment, toy and textile industries and give every project a unique touch. The manufacturer promises that users of the pen will have the perfect addition for products designed for play or textile creations.

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



Stackable mugs

Avant's Oxford mug (290 ml) is the first in their range that is designed to create sets by stacking one mug on top of another. It has a simple and modern shape and offers a **large space for promotion**. In addition, large print promotion is possible: divide the promotional message into three parts and place it on the cups so that together, they form the large print. The mugs are available in 35 colours, including matt.

PSI 49413 • AVANT Fabryka Porcelitu
Tel +48 815116550 • office@avant.pl
www.avant.pl

Polos with 'Grüner Knopf' Certification

Environmental consciousness has never been as crucial as it is now, which is why L-Shop decided to include the first 'Grüner Knopf'-certified polos in its product range. The sustainable polo shirts Modern-Flair, developed by Karlowsky®, have been certified by the 'Grüner Knopf' global recycled standard and by the STANDARD 100 conducted by OEKO-TEX Zertifikat. Their recycled polyester and cotton material mix promises **extraordinary durability** and easy care and is ideal for various finishing methods. The high share of stretch material also ensures maximum freedom of movement. It makes the shirts versatile to use, whether for cooks in the kitchen or for service, health care professionals, wellness or cleaning personnel. The slightly tailored cut, the woven polo collar with a neck tape, and the three colour-accentuated buttons give the shirt a stylish look. To be adequately cleaned, the shirts can be washed up to 95 °C (white) or 60 °C (colour), making them suitable for professional use in doctors' offices, restaurants, DIY stores, or garden centres.

PSI 47464 • Karlowsky Fashion GmbH
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www.karlowsky.de



Expression of versatility

With the new pens BIC® 4 Colours® Bicolor, the company BIC Graphic Europe presents writing instruments with lively, shiny surfaces and an abstract bicolour design. The manufacturer says these pens redefine the **essence of artistic expression**. These pens are tailored for industries searching for innovation, ranging from the entertainment industry to the pharmaceutical and technology industries. According to BIC Graphic Europe's statement, the 4 Colours® Bicolor pens turn everyday tasks into inspired creations.

PSI 41859 • BIC GRAPHIC EUROPE S.A.
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www.bicgraphic.eu

Protected mini-wallet

The new slim wallet, Deluxe from Zito Lifestyle, is very small and striking. The mini wallet that features price-conscious sapphire leather scores points in terms of **functionality, design and quality**. It fits inside any pair of trousers or suit pocket and will not wear out. A comfortable change compartment on the back side is great for storing change, while banknotes can be stored without being folded. Of course, this mini-wallet is equipped with RFID protection and can protect 7 to 14 valuable cards from being read. Its promotional value is increased when this promotional product features custom embossing.

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www.zitolifestyle.de • www.jutamo.de



PSI 2024: Quality, politics, history

The year 2024 can gladly continue the way it has started: PSI 2024 kept up with all our expectations – and even more. For three days, we met up in Düsseldorf, networking, drawing inspiration, and becoming enthralled. And the astonishing thing was that, despite farmers' demonstrations and Germany-wide rail strikes, the PSI trade show welcomed 500 visitors more on two trade show days than the previous year in Düsseldorf. Trade show insiders know that, without strikes and demos, another thousand or more visitors would have been there. That says a lot about the quality and significance of this trade show.

It also demonstrates that PSI has impressively continued to expand its status as Europe's leading trade show for the promotional products business. With 567 exhibitors and 11,003 visitors from 69 countries, we exceeded 2023's high level. Particular thanks, at this point, to the participants and guests from this year's partner country, the Netherlands, who brought many products, trends and new perspectives into the trade show halls.

What struck me most particularly? Once more, the trade show demonstrated why in-person contact and direct communication are indispensable for our industry. Both are simply part of human nature – we are not digital beings, after all. Part of this, and you know this yourself, is that promotional products need to be experienced, looked at, and touched. In addition to lips and tongue, precisely the fingers are where the most sensory receptors are located. When beauty is confirmed in haptics and quality, the objective has been achieved.

It was also good to see exhibitors and visitors taking a lot of time for one another this year. Wheelie trolleys have virtually vanished from the trade show picture; there was a clear rise in the number of expert conversations, there is deeper interest in products, in quality and impact. Exhibitors and visitors had only positive things to say about this development.

To get back to communication: As an industry, we not only have to communicate with one another and with the customers, but we also need to seek continuous contact to politicians. And so PSI, as a dialogue platform, offered scope not only for business encounters, but also important political conversations. Bundestag member Markus Herbrand (FDP and party chairman in the finance committee) and Bundestag member Manfred Todtenhausen (FDP and member of the economics committee) were in Düsseldorf and were visibly impressed by product presentation and quality on the traditional trade show tour. In conversations with entrepreneurs, they also learned very vividly where the industry is feeling the squeeze: they took away these topics to share with their party and respective committees.

One of my personal highlights was the MoPA – or "Museum of Promotional Articles", which conducted visitors through the past, present and future of promotional products and demonstrated how lively, innovative, and forward-looking our industry is. Speaking of the MoPA, my particular thanks go to Steven Baumgaertner, who put lots of time and effort into curating this exhibition. In partnership with him, we were able to present how industry, marketing and cultural influences have shaped the promotional product since its appearance on the promotional scene. There were many compliments for this, even from senior mayor Dr. Stephan Keller, who opened the MoPA on the evening before the trade show.

It was my great pleasure. See you again.

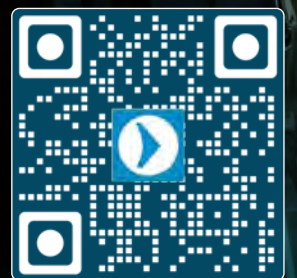
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Petra Lassahn
Director PSI

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Versatile advertising classics

Promotional products from the areas of office requirements, writing instruments and calendars play a crucial role in the world of marketing. These products not only offer practical utility in everyday working life, but also serve as effective promotional message-bearers. The diversity of these "promotion classics" ranges from ballpoint pens with printed lettering through customised notebooks to calendars with a corporate logo. Due to their robustness for day-to-day use and visibility at the workplace, they generate a sustainable presence and contribute considerably to brand loyalty. Once again, our product selection documents the versatile possibilities and the added value arising from these segments that are essential for any successful marketing strategy. In our second product rubric we introduce novelties from the "Beverages, drinking vessels, table culture, household" thematic group.

Please start giving some thought to the product presentations in the March 2024 issue of the PSI Journal, which will be devoted to the themes "Green, ecological and sustainable products" as well as "Bags, luggage and leather goods" and send your product proposals (image and text) by 19 February at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechmer@edit-line.de

PSI 2024 – as vital as ever before



Once again, PSI 2024 and all its protagonists proved that this trade show is indispensable for the European promotional products business. Despite rail strike and farmers' blockades, it recorded higher visitor attendance than the previous year. In the March issue of the PSI Journal, we will take our traditional look back at events at this exhibition and deliver a vibrant cross-section of voices, moods and impressions of an industry that is alive and kicking.

Digital print solutions for the industry

At the recent PSI trade show, the internationally renowned representative of the printing sector Inkcups Europe presented its specialist digital print solutions for the promotional products industry. Various printers could be admired in action at the company's stand. In addition, Inkcups took part in the special presentation "Ready for the Museum", at which the process of making products promotional was demonstrated.



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Imagine the BIC® Super Clip, but even more Super



BIC® SUPER CLIP ORIGIN

Ready to imagine? Great: imagine the famous BIC® Super Clip made with natural ingredients.* Just imagine a BIC® Super Clip that contributes to a more sustainable future.

Now stop imagining it: you have it here.

**ORIGIN
BIOBASED**

WRITING INSTRUMENT
PRODUCT
OF THE YEAR



bpma

**PRODUCT
AWARDS
2023-24**



Made
in Europe



Manufactured and
printed in BIC factories



BIC Graphic factory powered by 100%
energy coming from renewable sources