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**PSI Journal**

International Magazine  
For Promotional  
Products

March 2024

Volume 63

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# PSI JOURNAL

Düsseldorf · G-30212

**PSI Journal**

International Magazine

For Promotional

Products

March 2024

Volume 63



## PSI 2024 Highlights and pure

# Trade Show feeling

**cyber-Wear  
Haspa BGM**

Great potential for a future  
together

**Product Guide**

Drinks, drink- and tableware,  
household  
Office supplies, writing utensils,  
calendars

**Fruit of the Loom  
News 2024**

**Inkcups Europe**

Digital printing solutions for the  
industry



RECYCLED PET  
*meets*  
**GUMON!**



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## Editorial

### Brexit – so what?

The PSI 2024 was hard to beat in terms of internationality. Exhibitors from 29 nations, visitors from 69 countries. And all of this amid large-scale strikes with road blocks by farmers and a nationwide strike by train drivers on the second day of the trade show. This surely involved extra organisational effort upon arrival and departure, in particular for foreign trade show guests. Despite this, we had great results. And it is not just the figures that impress. The internationality could be heard and literally felt everywhere. There was an enormous diversity of languages and the mood was accordingly communicative, joyful and casual.

Only the colleagues from the UK were in a slightly gloomier mood – at least that is how it seemed to me. Amid the joy of experiencing this exciting industry internationally after Covid again, they probably had the feeling that they were no longer really there anymore. Yes, the PSI is the leading trade show in Europe in geographical terms, which of course includes the UK as well as other countries that are not in the EU. However, with Brexit in 2021, the Kingdom said good-bye to the EU as a political union for good. As a result, there were fewer trade show visitors from the island in Düsseldorf and the trade volume has decreased. Indeed some things have improved since the absolute chaos of the initial Brexit years. In the UK and EU Europe, stakeholders are increasingly aware of how to deal with the new, still often difficult, situation.

If suppliers from the Germany want to start doing business with the UK, the chambers of industry and commerce are certainly a good first source of information. There are surely also similar institutions in other European countries. There are also specialised export companies everywhere, which are easy to find on the internet. They provide information, but can also accompany processes. In any case, it is worth it for the UK and Europe to rediscover what they certainly could and do have in common. After a significant downturn, trade in goods and services is slowly, but steadily recovering. Nevertheless, it still is the case that while Great Britain was Germany's fifth most important trading partner before Brexit and also at the top among other European partners, the Kingdom is not even among the top ten anymore. Things may be different in the Netherlands. There are rumours that they are much better positioned when it comes to trade with the UK.

But the same applies everywhere: this is a good opportunity for brave businesses now making their way into a market that is happy to welcome new emerging players as well as old familiar ones picking up speed again.

On this note

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

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<hr/>	
TRENDS & BRANDS	6
<hr/>	
MARKET RESEARCH	10
<hr/>	
PSI 2024	
Meeting point PSI 2024: Where the industry is at home	12
PSI Product Presentations Voting: Exclusive stage for product highlights	22
PSI jubilarians ceremoniously honoured: Tribute to loyal members	27
<hr/>	
PRODUCT GUIDE	
Drinks, drink- and tableware, household	32
<hr/>	
INDUSTRY	
Companies, Events, Markets	44
The news 2024 at Fruit of the Loom: Fresh colour update and stylish looks	50
<hr/>	
PRODUCT GUIDE	
Office supplies, writing utensils, calendars	52
<hr/>	
COMPANY	
Inkcups Europe: Digital printing solutions for the industry cyber-Wear:	64
Great potential for a future together	66
<hr/>	
PRODUCT GUIDE	
Innovative products	70
<hr/>	
MYPSI	
Merchandise World: Continuous growth "PSI on Tour" was present	76
<hr/>	
OPINION	
	78
<hr/>	
PREVIEW - IMPRINT	
	80



# Made in Germany!



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

In today's world, where sustainability and social responsibility are becoming increasingly important, it is crucial to choose products that are not only environmentally friendly, but also have a positive impact on society. Enter **Ludwig**, our brand-new bag! He embodies premium quality, sustainable fabrics, and to top it off, is made by talented people at inclusive workshops.

What makes our Ludwig so unique? First, he is made in Germany and every bag is crafted with great care. Another key aspect is the production in inclusive workshops. In these workshops, people with disabilities can actively participate in working life and make full use of their skills.

As such, **Ludwig** is not only aesthetically pleasing and functional, but also sets an example for inclusion. With his high grammage of 220 g/m², our Ludwig is sturdy and makes a long-lasting companion in everyday life. With a size of 38 x 42 / 7 cm, he offers enough storage for all important things, while also being comfortable to carry.



Discover our Ludwig!

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



## Meeting point PSI 2024 12

In 2024, Europe's leading Trade Show of the promotional products industry once again proved that it is a first-class meeting point for the industry, topping last year's success. Plenty of innovations, an optimistic atmosphere and good mood once again provided for the typical PSI Trade Show feeling. In this issue, companies will have their say, not only about the trade show itself, but also what they offer the industry, what moves them and how they see the future. And, of course, we have once again captured special moments and discovered new things.

## Digital printing solutions for the industry 64

The internationally renowned representative of the printing industry Inkcups Europe presented its specialised printing solutions for the promotional products industry at the recent PSI Trade Show. Visitors could marvel at the various printers in action at the company's stand. Inkcups also participated in the special presentation "Ready for the Museum".



## Great potential for a future together 68

At the beginning of December, word spread in the promotional products industry on what had already happened in November: cyber-Wear, one of the largest full-service providers in Europe, brought one of the leading equity capital investors on board, Hamburg-based Haspa BGM. We wanted to find out why.





# Tethered Caps

Plastic bottles with caps firmly tied to the bottle-neck are an increasingly frequent everyday feature. We are also seeing leave-on tops more and more often on drink cartons. There is a reason for that. So-called tethered caps will become obligatory in line with an EU directive from 3 July 2024. Across the EU, they are aimed at causing more recycling and less plastic waste in the seas.

Among other items, detritus counts on Europe's beaches have dug up many loose tops. (zdf.de, "Warum bei Cola & Co. der Deckel fest ist") Naturally, even more eco-friendliness is taken care of by bottles designed for sustainability, which can be used to score additional promotional points. That applies for our examples, and further ones, in the PSI Product Finder.

## A natural connection

**TUCANA glass bottle**  
(with natural cork cover  
and bamboo screw top)

The Brand Company, S. L.  
[www.thebrandcompany.net](http://www.thebrandcompany.net)  
PSI 46304

## Glass and stainless steel meet colour

**Retumbler-myToulon Glass**  
**REFLECTS GmbH**  
[www.reflects.com](http://www.reflects.com)  
PSI 42487



**“ A TIP: DRINK ENOUGH ”**

- ALWAYS HAVE POTABLE OR MINERAL WATER WITHIN REACH.
- DRINK REGULARLY BEFORE AND WITH MEALS.
- GIVE SUITABLE DRINKS TO CHILDREN AND YOUNG PEOPLE.
- ALWAYS HAVE WATER TO HAND ON EXCURSIONS, WALKS AND SHOPPING TRIPS.
- PUT OUT THE DAILY DRINKING RATION FOR EACH DAY.

SOURCE: BZFE.DE, „WASSER: GESUND TRINKEN“



daiber

# ANNA MATURES\*

\* in her role as managing partner and wears Corporate Fashion from Daiber. Professional and completely suited to her individual needs. Every item of clothing is a companion for an entire career.

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how things are  
going for Anna:



# A Supporting Role

Rucking is the fitness trend of the moment, and it involves walking, hiking or running with weights in a rucksack. Depending on desired intensity, progress is made more slowly or more rapidly, with more or less weight in the rucksack. The point of the exercise, it is explained, is to burn body fat as well as strengthen musculature. Weight, size and capacity of the rucksack can be varied, and not only for Rucking. Generally, the distinction is made between mini (up to 10 litres), standard (up to 20 litres), basic trekking and multi-day rucksacks (up to 40 litres), trekking and hiking rucksacks (up to 70 litres) and travel rucksacks (from 70 litres) – and all, of course, in a variety of colours. Rucksacks – not only thanks to an ample promotional surface – are also wildly popular as promotional products. Going beyond the two examples presented by us, there is an extensive selection in the PSI Product Finder.

## Backed by comfort

Rucksack in washable paper  
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B&W Media-Service  
www.xprom.de  
PSI 43959



## Sustainably portable

RPET rucksack in felt  
Axpól Trading Sp. z o.o  
www.axpol.com.pl  
PSI 46204



## To take a conscious break

Whether it's Rucking or another form of exercise: a break that's sustainable in every respect – including promotionally – is worth rewarding.



## Amuse Zero Waste Lunchbox Grey

(made out of 100 percent recycled plastic from in-house production waste, BPA free, 100 percent food safe, with customisable rubber band made out of recycled jeans)  
Deonet BV  
www.deonet.com  
PSI 46660



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## Market research

# 1.182 billion

**pounds sterling** sales amounting were generated by the promotional products industry in the British Isles in 2023. That corresponds to a rise of 4.2 percent compared with the previous year. That means the market exceeded the pre-pandemic high of 1.17 billion pounds (2019) for the first time. The promotional products industry in the British Isles has never seen so many suppliers and distributors, finds the Market Report 2023 by Sourcing City.

## Forecast: 2.6% growth worldwide

Economy experts from across the world are anticipating an average growth rate of 2.6 percent for the current year. That is revealed by the Economic Experts Survey, a quarterly survey by the ifo Institute und des Institut für Schweizer Wirtschaftspolitik. Concerning the Eurozone, the survey participants are more pessimistic, with 1.5 percent. Germany in particular (0.6 percent) remains a cause for concern. The experts in Austria (0.9 percent) and Switzerland (1.3 percent) are also expressing caution. Only for the United Kingdom (0.5 percent) and Sweden (0.4 percent) are participants anticipating lower growth than for Germany. Stronger increases are anticipated for Spain (2.0 percent), Poland (2.8 percent), Ireland (2.8 percent) and Iceland (3.3 percent). Globally, survey participants from Africa and Asia especially (3.6 percent each) are expecting high growth rates. They are taking a more optimistic view in the medium and long term. ifo.de



**A great connection:**  
**next gen promotional products**

According to a joint survey by ASI-Research and Springboard Market Research, America's 16 – 30 age group takes a highly favourable view of promotional products. For example, 70 percent of survey participants indicated that high-quality promotional products have a positive influence on their perception of the company at hand. Requirements are also becoming more discerning when it comes to sustainability: 71 percent expect a product to be environmentally friendly, 69 percent insist on Fair-trade, 53 percent on organic and one in two (49 percent) desires regional sourcing.

asicentral.com, "Exclusive Research: Next-Gen Perceptions of Promo"

# 10%

**Sustainability determines ten percent of sales.**

"Sustainability sales", that is the proportion of turnover that is determined by a brand's sustainability image, are gaining in significance. According to a survey by marketing agency Biesalski and the Green Network, this proportion is already located, on average, at around **ten percent**. Consequently, this aspect is almost exactly as important as price, appeal or attractiveness. That figure lay at just five percent during a comparable survey in 2016.

absatzwirtschaft.de, „Marketing für den Tipping Point“

# -29.7 POINTS SOBERING CONSUMER CLIMATE

2024 started very disappointingly for the consumer mood in Germany: both economy and income expectations along with the propensity to purchase are showing palpable losses. The consumer climate fell by 4.3 points compared with the previous month (from revised -25.4 to -29.7 points). This is revealed by the findings of the GfK Konsumklima powered by NIM for January 2024. The decline in consumer mood also reportedly turned out to be so pronounced because there had been a palpable rise in the propensity to save at the start of the year. A poorer value for the consumer climate was most recently measured in March 2023 at a tally of -30.6.

gfk.com



## Sustainable question marks

Most British consumers often find environmental terms used in business communications incomprehensible. That was revealed by a survey carried out by Consulter Fleet Street and Trajectory Partnership. While three quarters of the survey participants have heard the terms "sustainability" or "sustainable" at some point with reference to companies, only one quarter knows exactly what they mean. Most do not understand what is behind the description "green product", either. The least-known concept: "circular economy". That is familiar to just four percent. In opposition to that comes "recyclable": in this context, eight out of ten participants know what this is about. The survey figures for "single-use plastic" are similarly high. presstext.com, „Marken und Kunden reden aneinander vorbei“



## Meeting Point PSI 2024

# Where the industry is at home

In 2024, Europe's leading Trade Show of the promotional products industry once again proved that it is a first-class meeting point for the industry, topping last year's success. Plenty of innovations, an optimistic atmosphere and good mood once again provided for the typical PSI Trade Show feeling.

**W**ell-filled halls, lively discussions and well-founded advice – the PSI 2024 once again marked a strong and positive start to the new promotional products year. Diverse and full of highlights, it presented itself as a communicative and inspiring platform of a colourful and creative industry. Commitment and inventiveness even gave rise to the MoPA, the first museum to visibly demonstrate the history of promotional products. The product designed and carried out by cyber-Wear was a much-visited and informative attraction at the trade show. The roaring comeback of the PSI Night as one of the integral parts of the PSI showed that the industry enjoys cel-

ebrating in an exclusive ambience and does not want miss out on this party. Innovative expertise and professionalism, internationality and being together with friends – all of this makes the PSI so unique and irreplaceable. Exhibits of all sizes and visitors from around the world find their traditional home at the PSI.

**In this issue, companies will have their say, not only about the Trade Show itself, but also what they offer the industry, what moves them and how they see the future. And, of course, we have once again captured special moments and discovered new things.**

>>

Everything for on the go: elegant, functional and safe

Alexander Lange, Eurostyle

Practical things in everyday life should also be safe – and the new card cases and wallets with RFID blocking from Eurostyle indeed are. As they are also stylish and of high quality, the demand for them is high, which was noticeable at the PSI, says Alexander Lange. We also particularly liked the bike series made from natural cowhide. This robust leather is not only used to make bike bags, bottle holders and other accessories, but also barbecue aprons, which impress with their rustic look and excellent protective properties. For those travelling long-distance, Eurostyle's chic, durable all-aluminium travel luggage, which can be finished with doming or engraving, is the perfect choice. "We sense a positive spirit of optimism here, even though

we still have not reached the frequency of the pre-corona period yet. It remains questionable whether the market will ever return to that level", says Lange regarding the current situation. In any case, the team was in a good mood and highly motivated at the PSI.



Positive Start in the New Year

Tobias Gotten and Peter Backus, Mister Bags

'PSI was great for Mister Bags,' remarks Peter Backus just before the end of the trade show. 'We started the new year in a very positive mood, even if the general economic situation is not so great at the moment'. The creative specialist for custom-made sustainable textile products has won people over for many years with its clear sustainability concept for high-quality cotton bags. The demand for sustainable bags is uninterrupted, as this PSI again demonstrates. 'Our new motif embossing that gives the cotton bags an eye-catching 3D effect was also well-received. It looks great and is an effective haptic experience', explains Tobias Gottwald, the founder of Mister Bags.

CHOICE Group

Champagne reception with the CHOICE sister companies

The reception for the trade press at the joint stand of the CHOICE sister companies Daiber, FARE, Halfar, mbw and SND is already an established tradition and wonderful conclusion to the second day at the trade show. Once again this time, the highly visible trade show presence of the specialists signalled that the CHOICE family operates under one roof – and not only symbolically, but also in a concrete way. All partners have their own area, which they can customise with products and messages. Yet there are connections to the others everywhere, while passages and vistas open up the stand to the variety of promotional and ecologically sustainable products from the five companies: textiles, bags, good-mood products, umbrellas and porcelain again were ideally showcased here for the international promotional products industry. After two busy and successful days at the trade show, the mood was laid back and the guests relaxed and enjoyed a drink in a familiar atmosphere amid lively dialogue. The subsequent CHOICE sister company evening in the trendy Düsseldorf pub EigelStein rounded off the day.



Combining expertise when it comes to promotional products: the managing directors of the exhibiting CHOICE sister companies (from the left): Silke Eckstein (SND), Jan Breuer (mbw), Volker Griesel (FARE), Armin Halfar, Kathrin Stühmeyer-Halfar (Halfar) as well as Kai Gminder and Christof Kunze (Gustav Daiber).



Klaus Dittkrist, Cargo Seal, and Patrick Burwitz, Helloclearance, advise companies on logistics and customs issues.

Expert advice on customs and market conformity

Patrick Burwitz, Helloclearance, in cooperation with PSI logistics partner Cargo Seal

The Hamburg-based logistics company Cargo Seal, which specialises in imports from China and the Far East, supports PSI members with individual logistics solutions, a customised offer and personal advice. The professional all-round service comprises the entire delivery process. In cooperation with its cooperation partner Helloclearance, Cargo Seal now also offers expert advice regarding customs and market conformity. At the PSI, Patrick Burwitz, managing director of Helloclearance, explained what he can do for businesses: "We primarily advise companies who import to the EU or wish to sell on the European market and organise the placing of products on the market and customs clearance for them. In doing so, we closely cooperate with freight forwarders, who are the first to experience problems when customs rejects a shipment and market surveillance intervenes. Unfortunately, freight forwarders often lack the necessary knowledge to deal with the related complications. Many people are also not aware at all that they are committing violations. Here at the PSI we also met exhibitors to whom this applies and who were happy about our tips. Together with Cargo Seal, we wish to sensitise companies to these issues."

Halfar System

Farewell after 30 PSI Trade Shows

On the occasion of her retirement, Petra Siekmann is looking back at 30 PSI trade shows. She worked for Halfar System for over 18 years: after switching from Senator (previously rou bill) to Halfar in 2005, she quickly took over as export manager at the Bielefeld-based bag manufacturer. At this year's PSI in Düsseldorf, the foreign partners of Halfar System GmbH bid a fitting farewell to their long-standing contact for bags and backpacks. At the evening get-together in the EigelStein pub in Düsseldorf, the guests toasted to the warm applause of the Halfar colleagues and shared various anecdotes from Petra Siekmann's active career. "Petra Siekmann successfully took care of her customers with a great deal of expertise, reliability, perfect knowledge of foreign languages and, last but not least, her fine sense of humour", said managing director Kathrin Stühmeyer-Halfar. There was a broad consensus that Petra Siekmann would be missed, but that she deserves to enjoy her upcoming active retirement. In late January, the emotional internal farewell took place at Halfar – with a lavish breakfast including company management and numerous colleagues from all departments. Managing director Armin Halfar thanked Petra Siekmann for the excellent long-term cooperation. He reminisced about many car journeys together to the PSI, which always involved good and sometimes personal conversations. A competent successor is in place: Marco Lemkemeyer has gradually taken over as team leader during the past few months.



At this year's PSI in Düsseldorf, the foreign partners of Halfar System GmbH bid a fitting farewell to their long-standing contact for bags and backpacks, Petra Siekmann. (to the right Armin Halfar and Kathrin Stühmeyer-Halfar.)



## A fairytale variety of pasta

Dr. Corinna Schreieck,  
Gutting Pfalzknudel

Over 1000 pasta motifs have already been produced and the fairy tale of 1001 pasta shapes continues to be written. The 250 standard shapes, many colours and tastes and of course customised pasta based on customers' wishes are as unique and original as the company based in Palatinate itself. "Our first pasta was a grape which is indeed right at home in our Southern Palatinate countryside. The way there was not easy and it took around two years until we were satisfied with the result. Yet we positioned ourselves as a motif pasta specialist and it is plenty of fun to implement even more unusual customer wishes. "In fact, there is even pasta in the form of a single-lever mixer from a well-known sanitary supplier", says owner Corinna Schreieck. She is delighted about the many visitors who curiously inspect her pasta gallery at the trade show stand and have a lot of fun doing so. "The thank-you pasta, which we developed during the corona pandemic, is still in high demand. In our discussions, I noticed that there is still a great need for new things, ideas and encounters."

## Strong annual kick-off for two strong brands

Daniel and Stefanie Jeschonowski, Senator and Kahla

"For us, PSI is an inspiring annual kick-off to the new business year, which we have successfully designed here at our new stand. We are very satisfied with the contacts, and our entire staff has been kept busy with constant discussions, which is why it is very likely that we will rebook next year. It is great to see that the industry is demonstrating a healthy self-image regardless of the changing economic development," states Daniel Jeschonowski as he shares his impressions. With Senator and Kahla, the family-run company has two brands that stand for 'Made in Germany' and have a long tradition (Senator since 1920, Kahla since 1844). The fact that both brands stand next to each other as independent and equal brands was reflected in the successful stand design. 'We have worked out the essence of the brands in detail. While Senator stands for inexpensive, good-quality porcelain with versatile finishing options that can be realised in our in-house printing shop, Kahla covers the high-quality segment as a renowned brand,' explains Jeschonowski. 'We rebuilt and consolidated Kahla step by step. We are proud of the solid result that Senator has generated,' adds Stefanie Jeschonowski, who perfectly balances her demanding position in the company and her personal responsibilities.



## Even more sustainable with EMAS

Edeltraut Syllwasschy  
and Theresa Vetter, Klio

A new trade show stand, a new look and EMAS certification – Klio gets off to a flying start that could not be overlooked at the PSI event. The German manufacturer of writing instruments has worked hard in the past few years. For years, it has focused on sustainability, and now, Klio has proof in its pocket with the EU's EMAS environmental

management seal of quality. 'EMAS goes far beyond ISO-14001 certification and is one of the most demanding environmental management systems ever. Equally complex was the documentation and implementation of the high requirements', says Managing Director Edeltraut Syllwasschy. Recycling products now make up more than 45% of the company's product range – an upward trend. 'Recycling models are in high demand, which is why we are increasingly selling more models made from recycling materials', says Theresa Vetter, who co-developed the look and feel of the new catalogue as marketing director. 'We want to present ourselves in a more emotional and approachable way with more images and a new concept'. On the whole, Edeltraut Syllwasschy was pleased with the trade show, 'but, of course, it is no comparison to the big and full stands we once had with catering and everything that goes with it'. The consensus among most of the exhibitors with whom they came in contact is that many parameters of the economic environment have changed, and the boom times are a thing of the past.

## A change of generations at the PSI too

Matthias Huff, Macma

The PSI trade show is simply part of the picture – which is also the view of Matthias Huff, who focused on customer care at the trade show with total peace of mind. That is because the change of generations is now fully under way and all key positions at Macma and Easy Gifts are filled by the younger family members. They were all, it goes without saying, on duty at the trade show too. This year, the plan is to complete the handover process without restructuring. "2023 was a record year for us. We have succeeded in winning over many customers who tried us out during the Covid pandemic. Important factors in that context are our swiftness thanks to automated processes, extensive warehousing capacity and a high proportion of online business," reports Huff. Macma has also made progress in matters of sustainability: "We refrain from using packaging wherever possible, especially after finishing and if the goods only have a short route to travel." In addition, the intention is to increase exports and continue to expand finishing capacities.



## From the first promotional sugar cube to the modern online shop

Fritz Haasen, Hellma Gastronomie-Service GmbH



Small portion – big effect: based on this motto, Hellma offers branded portion packs for the hotel and catering industry. They are used for everything related to cups and breakfast buffets, such as sugar sticks or sachets, small chocolate bars, biscuits, jam honey and muesli hearts. Fruit gum, snacks and spices round off the consistently growing assortment of effective promotional branded products in small format. Customers can also design Hellma products in a new convenient and easy-to-navigate online shop and order them online anytime. "We rely on exclusive partnerships with major brands, which are particularly effective in the catering and hotel industry", explains managing director Fritz Haasen. "Hellma is a pioneer in this area as we put the first promotional sugar cube on the market around one century ago", adds team manager Ralf Kupfer, who has another superlative in store: "And we are the only exhibitor who exhibits continuously in the Gusto area. The PSI is an eventful start to the year where we can present our new developments and explain our range of products." The cheerful Hellma team fully agrees with him.

## Disrupt Sports

### Play instinct awakened

Even "smaller" exhibitors often have imaginative ideas to draw visitors' attention to their stand and what they have to offer. This is also the case with the British company Disrupt Sports Ltd from Bristol, which provides an extensive range of customisable sporting, play and fitness equipment. This includes popular articles such as surf or paddleboards, snowboards and skateboards, yoga mats, game tables as well as bicycles. The eye-catcher and main attraction at the stand was a basketball hoop, which aroused the desire of many visitors to play and where those with a good scoring percentage could win attractive giveaways.



## PSI was a complete success

Daan Kwaspen, Deonet

'We had many great discussions with international customers from Scandinavia, Benelux, Germany, Austria and Switzerland. The interest in our premium brands, such as JBL, Tefal, Duracell, Kodak, Dolce Gusto and Segway, was enormous,' remarks Daan Kwaspen about the trade show. In this respect, PSI 2024 was a complete success for Deonet and his partner from the branded goods industry.



## Handmade pralines for enjoyment and appreciation

Ilona Feder and Kristin Reinhard, DreiMeister

At the stand of the traditional company DreiMeister, which has been in business for over 50 years, visitors could see and taste exclusively handmade truffles, pralines, chocolate bars with many creative decorations as well as biscuits and popcorn from the company's own production. Quality you can see and taste, in high-quality packaging,



customisable and versatile in design and finishing – perfect as a sweet greeting on any occasion. What distinguishes DreiMeister products? "Natural ingredients, handcrafted production, their own design and always new ideas for the advertising industry – the high quality of our products and creative packaging printed on the inside and outside convey appreciation and will certainly be remembered", says Kristin Reinhard. It was

already the 15th PSI for the German manufacturer. Ilona Feder has also been attending the PSI for 10 years: "As always, we are satisfied, held good talks and have a sufficient number of contacts. The people who come to us are really interested. This makes the trade show fun."

There was a great atmosphere at the stand of the Swiss brand manufacturer SIGG at the traditional Promoswiss aperitif.

## Promoswiss

### Apéro mood at SIGG

According to Wikipedia, an "apéro" is a social custom in France, Switzerland and Luxembourg as well as the southern Baden region of Germany, which combines pleasure and conviviality. In the case of the traditional apéro of the association of the Swiss Promotional Products Industry, Promoswiss, at the Düsseldorf PSI 2024, it was also about exchanges between colleagues from the industry. This time, the meeting point of the members of the Swiss association and their guests was the stand of SIGG Switzerland Bottles AG, the tradition-rich and legendary manufacturer of the Swiss-made aluminium traveller bottle, which has now joined the list of exhibitors at the trade show for the first time with its innovative and ecologically sustainable collection. As a reliable partner, the company offers the industry drinking bottles made of glass, stainless steel and plastic as well as lunch boxes made of aluminium and stainless steel in addition to its core range of aluminium drinking bottles, which are available in 18 different shapes and sizes. Promoswiss president Urs Germann welcomed the guests and invited them to an informal get-together to network over typical local "Altbier", wine, champagne and finger food, while also drawing attention to both Promoswiss events in the autumn: the PSF forum on 25 September and the Touch Promotional Products Day on 26 September near Zurich.



Enjoying a great day at the fair (from left): SIGG Director Marketing René Abegg, Urs Germann and José Martinez (SIGG).



Promoswiss President Urs Germann welcomed the guests.

## PSI is dear to our heart

André Mertens, Mid Ocean Germany

We are positively impressed by PSI 2024. Taking part in the event is not only a must but is dear to our hearts. This is where we meet our customers, and there was a great atmosphere with everyone this year. It is fun being here. Sustainable products are important, especially for our German customers. More and more people are moving away from cheap products



to more sustainable and higher-quality promotional products. We are also making our assortment more sustainable. Around half of our assortment meets sustainable criteria, and we are continuing to expand this segment. We are taking several approaches to this issue: First, we produce textiles from textile scraps, and a significant part of our textile series, Sol's, is made from yarn made from ocean plastic as part of the Seaqual initiative. Another approach is increasing the production of our products within the EU. At the moment, 30% is 'made in EU'. Our Sol's textile series, which has been in our assortment since 2021, is particularly in high demand. We are receiving a lot of feedback on it at the moment and will increasingly focus on this series in 2024.

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## An immensely important start to the year

Uwe Thielsch, koziol »ideas for friends GmbH

PSI is and remains an incredibly important kick-off of the new year for Koziol, as it is a get-together of the most important industry players. Once things got underway in our hall around midday on the first day, we were very satisfied with the quantity and especially the quality of the visitors on the two other days. We could generate some important orders directly at the PSI trade show. We have focused on the targeted expansion of our portfolio in the highly sought-after takeaway sector. We also added new, one-of-a-kind products to our kids assortment. Our beverage bottles, Stan & Olli, are also one of the highlights of our product range. We hope that legislators will insist on compliance with the obligation to reuse bottles, which will help us open up new markets together with our trading partners. Overall, I think the economy will stagnate, but I am confident that Koziol will again be able to increase our market share in 2024 with our useful and sustainable products. In the interests of the industry, we hope there will be concrete consolidation of the trade show landscape.

## Schäfer Promotion GmbH

### PSI TV Studio 2024 in miniature format

The specialists from Schäfer Promotion GmbH had a very creative idea to draw attention to their unique range of products during the PSI trade show. As Julia Carolin Schäfer, Sales Director of the Schäfer Toy Company which part of the Schäfer group of companies, reports, suggestions from reading the PSI Journal and social networks gave rise to the idea of recreating the PSI TV Studio in miniature format with clamping bricks from Schäfer's own brand Brixies Plus. It was located near the PSI Forum, where Cyber Wear CEO Steven Baumgaertner interviewed exhibitors on their new products. Steven Baumgaertner provided the measurements on request and the studio was assembled to scale in small format. "We found the concept of a studio during the PSI with the opportunity for exhibitors to present and promote their products via this channel extremely exciting", said Julia Carolin Schäfer. "With our replica, we wish to familiarise the promotional products industry with the possibilities of unlimited building with Brixies Plus and thus arouse their own imagination. There are almost no boundaries in the world of building bricks and any article, whether big or small, can be wonderfully realised with our Brixies Plus bricks, no matter whether it is a bus, train, truck or car, agricultural machinery, tool or other industrially manufactured products. We are happy to create a model entirely according to our customers' ideas. Customised products are available in quantities of 100 or more and our team will be delighted to advise you on the possibilities of turning your desired product into an eye-catcher."



The PSI TV Studio: original and (made by Brixies Plus) copy.



## Lots of activity at the new stand

Stefan Fleischmann, Sanders Imagetools

We always have something going on at our new stand, and we are delighted that our new herbal baths are so well received. They come in sustainable packaging, which can feature full-colour imprints. Another thing we are happy and proud about is our new website; it is an important project that we implemented last year. It is already in the test phase and will go online in the spring. The distributor portal offers

professionals a lot of added value because they can prepare presentations and quotes and calculate margins.



## Positive and optimistic mood

Patrick Döring, Myrix

I find the mood at the trade show positive and optimistic. Our notebooks are popular: both the inexpensive, simple and inexpensive one and the high-quality variant. Both can be customised according to a customer's wishes. This also applies to our bestseller, the Tribook 3 in 1, which is made up of three exchangeable single notebooks. It is still impossible to predict how the market will develop in 2024 as the environment is too uncertain. One thing is certain: We enjoy doing business and hope that it will continue to go well.

## A Trade Show feeling like in the good old days

Sebastian Tatzel, XD Connects

'The PSI trade show feels like it used to! There was lots of activity at our stand from morning until night. It was a great feeling and a bit of normality again. But somethings have changed, namely what the



visitors from the trade are talking about,' says Sebastian Tatzel about the trade show. He confirms that special products made from a sustainable material mix and recycled materials are very popular. 'We at XD Connects, like many other exhibitors, are selling suitable promotional products that meet these expectations. This shows how fast and flexible our industry is when it comes to finding solutions for certain trendy topics.'

## Indispensable as a Trade Show of international calibre

Xavier Canton, burger pen AG

It was clearly palpable at our stand this year that many foreign customers stayed away for fear of potential traffic chaos. On the three days, we recorded a decline in visitor numbers of 22% in total compared with the previous year. Nevertheless, PSI is indispensable for us, as it is the only specialist trade show of international calibre. It has to be realised, though, that PSI is not about placing orders; the trade show is used for dialogue with customers, finding out what has happened over the year, and obtaining information about new products and trends. As a plastics specialist, our focus particularly lay on sustainability, specifically on 100% post-consumer recycling and natural filling materials. Our latest development went down very well: Pearl®, a new plastic made out of 100% recycled post-consumer material and natural oyster material. Customers understand that our writing instruments are made out of discarded freezers and monitor and computer housings and accept that this material is only available in white, grey or black. Combined with our oyster material, a soft beige shade is created in addition. Credibility is becoming more and more important. Due to their sometimes questionable quality and the considerable CO2 footprint due to long transport routes, imported goods are becoming increasingly sidelined. Gradually, more and more people are coming to realise that "cheap" is compatible with neither sustainability nor acceptable social standards.



## Innovative problem-solver in the textile industry

Tayfun Deren, TM Trendmoden

At PSI, we met the textile and industrial engineer Tayfun Deren and were particularly impressed with his range of services and technical expertise. For over 35 years, TM Trendmoden has stood for custom-made high-quality textiles in a one-of-a-kind modular system. Its numerous first-class materials can be dyed using Pantone, HKS or RAL upon request. Whether workwear, promotional textiles or sportswear – even small quantities can be produced according to customer specifications in Turkey under sustainable conditions (with solar power). Deren is incredibly proud of his latest creative development: a light, functional and cuddly double-face material. 'The material features a fine organic cotton on the inside and a special rPET fibre on the outside. This special material makes it wonderful to wear because it absorbs moisture and quickly transports it outwards. It is washable at 60 degrees, non-iron, hygienic and easy-care. The polo shirts, t-shirts and sweatshirts made from this innovative material are available in eight standard colours and can be upgraded using different methods. Special details are also feasible according to a customer's wishes. TM Trendmoden has made a name for itself as a competent problem-solver in the textile industry.



## Secrid B.V.

### Lasting values for your trouser pocket

One of the creative newcomers at the PSI 2024 was the company Secrid B.V. from the official partner country of the trade show, the Netherlands. Small, but wonderful: the stand of the family business was presented in an eye-catching Goggomobil mini-transporter, which appropriately showcased the high-quality mini-wallet models. Quality, design and ecological sustainability are the hallmarks of the premium products, which are now also successful on the promotional products market in personalised form. The name SECRID and the products associated with it enjoy almost brand status nowadays. The motto, "SECRID – A better world starts in your pocket", aptly describes the strengths of the products of the Dutch company, as everything revolves around everyday accessories in pocket format – an ideal combination of industrial design and fashion. They are 100 % made in Holland with great consideration of quality, people and the environment. In addition to their already global presence in specialist and retail trade, the small and wonderful storage products are perfect as promotional gifts that are precision-engraved to create an extremely long-lasting effect. SECRID offers custom-made solutions for the promotional products industry. Companies can have their own designs, logos or personal messages precisely engraved on the aluminium case of the card protectors, in order to create high-quality promotional gifts. This enables companies to enhance their market presence and impress customers and employees not only with useful, but also extremely stylish products.



## Invitation to vote on PSI Product Presentations

# Exclusive stage for product highlights

Whether a newcomer or an already successful top-seller, a custom-made product or lower-impact product, the PSI Product Presentations were again an exclusive product showcase at the PSI 2024.

**G**iving product highlights a special stage: In 2019, PSI launched the PSI Product Presentations for this purpose. The exclusive product showcase focused on four aspects: bestsellers, custom-made products, lower-impact products and newcomers/start-ups. The decisive factor was whether the product was currently very successful, offered a conscientious alterna-

tive to similar products, was being presented for the first time at PSI 2024, or was custom-made according to customers' wishes and needs. The products placed among PSI Product Presentations directly in the North entrance area were eye-catchers and in the race for visitors' attention. After all, they were called to vote for their favourite items during the curated product showcase. We want to present the winners of the individual categories here:

## CATEGORY Bestsellers

**Simply Best GmbH**  
**Lotus Grill**

The sustainable and transportable charcoal grill called 'Lotus Grill' won the majority of the visitors' votes in the Bestseller category. The seemingly simple idea has a big impact: The built-in fan provides the charcoal with fresh air, and the grill is ready for use in three to four minutes. The Lotus Grill can either run on batteries or a USB cable. According to the company's information, this grill conserves resources by reducing the amount of charcoal required.



## CATEGORY Custom-made products

**Römer Wein und Sekt GmbH**

**Giveaway: ROMINOX® Key Tool**

The key(chain) to successful advertising! The practical ROMINOX-Multitools are small and light all-rounders for your key-chain! They are made from robust tooling steel and come with a description of functions and customised cardboard packaging. As part of the PSI Product Presentations, they were presented with the Caparol elephants, a LIDL shopping cart (including shopping cart trigger) and an Elring replacement part jeep as an everyday multifunctional tool for while you are out and fully customised special productions. It is a selection that also knows how to impress a professional audience.



## CATEGORY Newcomers/Start-ups

**Micro Mobility Systems D GmbH**

**Micro Ride On Luggage Eazy**

In the Newcomer/Start-up category, the product Micro Ride On Luggage Eazy received the most votes. Trolley-Buggy suitcase from Micro Mobility System D GmbH combines three functions and, according to the company, is 'an absolute must-have' when it comes to trendy travel accessories. In a matter of seconds, this clever travel accessory can be turned from a regular trolley into a practical buggy for children. The customisable front compartment ensures fun and entertainment for the little ones because they can stick funny Velcro stickers on it. What is more, the Micro Ride On Luggage Eazy can be used as carry-on luggage or a shopping cart. It also won over the professional visitors at PSI.



## CATEGORY Lower-impact products

**SIGG Switzerland Bottles AG**  
**Traveller Alu**

'The classic Traveller Bottle from SIGG has made history, and the Traveller MyPlanet has shaped the future', SIGG proclaims confidently and with conviction. He also describes the beverage bottle as 'revival thanks to recycling'. 100 percent of the aluminium is recycled, and the cap is made from renewable materials. According to a company statement, Traveller MyPlanet was developed and has been produced climate-neutrally in Switzerland since 2022. It also continues to demonstrate its usual strength with an internal coating resistant to fruit acid. The beverage bottle won points across the board in the 'Lower impact' category.



To watch all exhibits of the PSI Product Presentations once again, just see here.



## The ideal start to the year

Dennis Dennig, JUNG since 1824

We are very happy with the return of PSI. It is the ideal start to the year and always a good indicator of the mood in the industry. Precisely this year, besides our new brand identity we brought a new conditions model along with us. Courtesy of the trade show, we were able to familiarise many of our customers with these topics in one-to-one conversations. We're taking a very positive view of 2024 following the PSI trade show. The topic of sustainability remains a significant trend and will continue through 2024.

## Impressive presentation of manufacturing expertise

Peter Kasper, Jenny Mangold, Kalfany Süße Werbung GmbH & Co. KG

For Kalfany Süße Werbung, PSI 2024 was a complete success. Once more, we succeeded in impressively presenting our manufacturing competence. Our possibilities in the area of customised fruit gum production (vegan and traditional), combined with our numerous novelties, thrilled our visitors. Our candy bar, the production showcase, and our innovation corner really drew the crowds. Clearly observable is the continuingly strongly growing demand for vegan fruit gums, which we are able to service very effectively and flexibly. Other

trends that have now become established on the market are sustainable packaging types. In that respect, we were able to present new and innovative paper packaging for unpacked goods in our innovation corner. We will have developed this novelty to market readiness and will be able to provide it to our customers in the course of the year. In addition, with our Teebären®, we were able to present the first fruit gum in paper packaging. Despite numerous challenges due to various strikes and motorway blockades, we were privileged to welcome very many visitors at our stand. The conversations were consistently positive. Our partners are looking to the future with confidence, regardless of their respective markets/regions. Our summary of PSI 2024 is absolutely positive. The stand for 2025 has already been booked.



## Our platform for contacts north of the Allgäu

Kai Steinhauser, ADOMA GmbH

As it has been since the mid-90s, the PSI trade show is our platform for contacts north of the Allgäu region. It is simply a must, and this year there was also plenty of confidence on the visitor side. So we will be represented with a bigger stand next year. As a pioneer in reusables with the introduction of reusable mugs in the late 1980s, in partnership with a major American fizzy drinks concern, we were ahead of our time back then. Now, though, the preconditions for realisation on the market are in place and ADOMA consequently offers a wide portfolio on the subject in accordance with various wishes, through to organic-based and biodegradable (but reusable!) – entirely according to the taste and demands of our resellers' customers. We're starting 2024 with a good feeling confirmed by the trade show, and we intend to "turn around" the current difficult environment by means of innovative force and rapidity with good ideas. The A-Team from the Allgäu has been managing that so successfully for 45 years – and will be doing it this year, too!



## Trend towards sustainability continues

Sebastian Mager, Ätzkunst GmbH & Co. EMKA KG

We had an above-average number of contacts, specifically the first trade show day was good. The final trade show day / industry day was, unfortunately, not quite as well attended compared with last year. Compared with the last trade show, we had more international visitors than visitors from Germany, which was also probably down to the farmers' protests and the rail strike. We sensed the trend for sustainability more among the German customers; we got the impression that this wasn't such a high priority among the international customers. Nevertheless, we received very encouraging feedback for all our new awards, in both acrylic glass and crystal glass and wood. The general trend towards sustainability will certainly continue, albeit it under the aspects of higher cost pressure and smaller budgets in many companies. On the other hand, we are noticing that the focus of many customers lies on high-quality and effective products. EU production is again enjoying higher appreciation than previously. In the future, wear resistance will also count and not only the best price, even though it continues to be a price-sensitive environment.



## Industry shows positive basic attitude

Armin Rigoni, Heri-Rigoni GmbH

The trade show was well attended from the very first day. We are very delighted with a first contact rate of 30%. We also achieved the goal of meeting our regular customers. Overall, we welcomed visitors from 31 countries to our stand. The largest group of visitors was from The Netherlands. The PSI trade show was stable the second year after the pandemic, which is great. PSI is the only real event at the start of the year if you are looking to meet an international audience as well as a large number of German visitors. However, the uncoordinated visitors from industry are disruptive. PSI still needs to do its homework in this respect. This year, PSI again did not manage to implement the policy of only letting in end customers from industry who were registered through a distributor on Thursday. This is why their attempt at restricting entry should be regarded as a failure, and end customers should not be allowed to enter any more. What a shame. As for the product upgrades, we paid particular attention to ensuring our products meet these requirements: climate positive – ecologically friendly – compatible with closed loop recycling – without greenwashing. At the PSI trade show, we received confirmation that our products are keeping up with current trends. The main focus was on the products in our 'werben&waschen' series, which have been in demand for years, and our giveaway and stamp products. Many exhibitors' willingness to invest and the large influx of visitors from Germany and abroad at the trade show reflect the industry's positive underlying mood. After it decreased during the pandemic, the events in 2024 and 2023 have further contributed to the sector returning to its former strength. As a reliable manufacturer with production facilities in Germany and Europe, we are ready to support this growth.



## Tobra GmbH

### A heart for busy bees

Ecological sustainability is and will remain one of the top themes in the haptic advertising segment. Several companies such as tobra GmbH from Roth in the Hunsrück region have specialised in ecologically responsible products. The so-called "Flowerballs" are among the top sellers the company's "ecoline", which was presented at their stand at the PSI. The seed balls, which mainly contain domestic varieties for pollen- and nectar-rich plants, support meadow flora and thus attract bees, wild bees, butterflies and other beneficial insects. The little environmental helpers are also available in heart shapes. The promotional FSC®-certified cardboard packaging is made in Germany using solar energy and hydropower. Organic seeds are used for the balls and hearts, which are also mixed and shaped in-house together with clay powder and soil.



Jacqueline Behr and Thomas Braun present the Flowerballs and Flowerhearts.

## Networking is the be-all and end-all

Marcus Sperber, elasto GmbH & Co. KG

PSI has shown again that it is the undisputed leading trade show in Europe. For us, it was an incredibly successful start to the new year with intensive and promising discussions at our highly frequented exhibition stand. What do I take away from this? Networking is the key to keeping the focus on sustainability and 'Made in Germany'. At elasto, we are beginning the year 2024 with the hope that politics will create the framework

conditions for a stable promotional product market.



## More than satisfied – the customers, too

Bettina Püllenber, i.p.a. cosmetics

Bettina Püllenber was visibly satisfied with this year's PSI trade show and was supported at Manfred Nieder's and Joep Raanhuis' stand. 'We all had lots to do, especially because there was a high demand for advice on our versatile and sophisticated assortment of cosmetics and wellness products. The mood was great, and we were impressed by the quality of the visitors and meetings. We will be back again next year,' says Püllenber. People who highly value high-quality face and body care products with pharmacy-grade quality will find a vast selection of natural-based products at i.p.a. cosmetics that cleanse, moisturise and protect the skin with a slight scent. The program includes hand-made olive-oil soap, solid shower soap, hand creams, hand masks and various tea blends. 'Our products are packed in creative and sustainable packaging, they come with versatile finishing options and are turned into advertising ambassadors that convey good (body) feelings,' says the i.p.a. team unanimously.



## Industry and politicians in conversation

### Entrepreneurs make clear demands

Most of the entrepreneurial world has no lastingly memorable experience with politicians, not to say in politics. The promotional products business, thank god, has entrepreneurs who have been championing the industry's interests in the political milieu for many years. Very recently, the PSI trade show invited some of them to a third round of discussion with leading politicians. Talking politics at PSI 2024 were Markus Herbrand, member of the Bundestag from the FDP and his party's chairman in the financial committee, and FDP Bundestag member Manfred Todtenhausen, member of the Bundestag's economy committee. For a whole hour, everything the industry has been working on for decades was on the agenda. At the very top of the list was the demand to finally abolish the status of gifts for promotional products and to recognise them as fully fledged, highly effective instruments of promotion. Until that happens, the obligation to keep records from 10 Euro, and the highest amortisation threshold of 35, must at least be massively raised, adjusted for inflation, as some kind of alternative. This has been taking fifteen, or ten years in the second case, to happen so far. The two Bundestag members not only faced this debate, they also showed understanding and agreed to relay the industry's arguments to their party and committees.

Promotional products business people expressed what they wish to see from politicians during a round of discussion at PSI. Markus Herbrand listened attentively and promised to relay their demands to the committees.

## Honours for loyal PSI members

# PSI jubilarians ceremoniously honoured

For loyal members, PSI has become an indispensable network for existing and new customer contacts and the PSI trade show at the beginning of the year has become the traditional forum for new products and trends as well as a benchmark for the new promotional products year. The jubilarians were honoured at the trade show.



have been loyal to PSI for many years, and this loyalty was duly honoured in the afternoon ceremony.

### Impressive figures

The figures alone are impressive, and evidence of the aspects mentioned at the beginning. In 2024, there are a total of 133 companies celebrating jubilees, which, when counted together, make up an impressive 4,405 years of PSI membership in total. They all have contributed to the fantastic development of the industry, which deserves special recognition. The invitations and certificates were sent beforehand, and the list

of companies celebrating jubilees was published in the PSI Journal and online news. This list also leaves no room for doubt that PSI has brought companies from around the world together from the very beginning.

### Thanks for Their Loyalty and Trust

Memberships for 25, 30, 40 and 50 years were honoured. Of course, not all the companies being honoured could come with representatives to the ceremony held in Hall 10. Nonetheless, all of the honourees present were delighted about the pins they received for their loyalty, which Petra Lassahn and the PSI Managing Director, Michael Köhler bestowed. 'Being a part of a community means achieving common goals more easily together. We have achieved a lot at PSI up until now, and, of course, we still want to achieve even more,' says Petra Lassahn, who thanked the long-standing members for their loyalty and trust and asked them to continue to help PSI shape the industry's future.



PSI Director Petra Lassahn and RX Germany Managing Director Michael Köhler presented loyalty badges for 25, 30, 40 and 50 years of membership to the jubilarians in attendance.

With its more than 60-year history, PSI and its network represents the past, present and future of promotional products – which the PSI Director, Petra Lassahn, explained at the traditional ceremony to honour PSI jubilarians on the first day of the trade show. PSI has not lost its attractiveness for its members. In fact, the opposite is true because the network also creates a special sense of community. This is proven by the numerous suppliers and distributors that

25

## We say THANK YOU for your loyalty!

We are very happy that the following PSI members have been part of the promotional products industry as part of the PSI network for so many years. We warmly congratulate them all!

Membership-Category	PSI No.	Jubilee
Distributor	9638	AS Werbemittelservice e.K. Alexa Schröder, Germany
Distributor	9542	Aspekte GmbH, Germany
Distributor	9442	Baxevanidis SA, Greece
Distributor	9628	BAXX PROMOTION A/S, Denmark
Distributor	9703	Bleckmann GmbH, Germany
Distributor	9381	Brandon AB, Sweden
Distributor	9708	Company 4 Marketing Services GmbH, Germany
Distributor	9369	comTeam AG cadolino® – Lacoray®, Switzerland
Distributor	9769	Die Tragtasche AG by zhp, Switzerland
Distributor	9524	Fitzke Werbetechnik GmbH, Germany
Distributor	9376	HEF Group OY, Finland
Distributor	9624	Heine Werbung, Germany
Distributor	9682	Holger Hardt GmbH, Germany
Distributor	9529	IDEA Werbewelt – Inh. Elke Mühlh, Germany
Distributor	9440	KY Mediatuote-Mediaprodukt RS kb Mediatuote ky, Finland
Distributor	9763	LB-Werbung – Bernd Lange, Germany
Distributor	9443	LKD 1992 d.o.o., Croatia
Distributor	9650	M & S - das Werbeteam – Uwe Meier, Germany
Distributor	9627	M.I.C.R. S.A., Switzerland
Distributor	9565	Merlino Pubblicità Srl, Italy
Distributor	9829	M-Konzept GmbH, Germany
Distributor	9744	Neuner Werbemittel & Versand GmbH & Co. KG, Austria
Distributor	9585	Raisch Werbemittel GmbH, Germany
Distributor	3846	Repac Gesellschaft für Dienstleistung, Warenhandel und Logistik mbH, Germany
Distributor	9793	reprom GmbH, Switzerland
Distributor	9774	RHEINWALT GmbH – Trade & Promotion, Germany
Distributor	9775	Solution GmbH, Germany
Distributor	9831	Success Promotion GmbH, Switzerland
Distributor	9452	Tuapeka Gold Print Ltd, New Zealand
Distributor	9689	Werbemittel Müller GmbH, Germany
Distributor	9396	Werbemittel u. Präsente Elmar Schroers – Vom Werbeartikel bis zum hochwertigem Präsent, Germany
Distributor	9537	WOTI Promotions (division of B.I.T. Netherlands B.V.), The Netherlands
Supplier	44802	Aréka S.A., France
Supplier	44703	Bleckmann GmbH, Germany
Supplier	44950	C.I.F.R.A., S.L., Spain
Supplier	44886	DreiMeister Spezialitäten GmbH & Co. KG, Germany
Supplier	44736	ELITE Srl, Italy
Supplier	44928	Hans Kniebes GmbH, Germany
Supplier	44954	happyROSS GmbH, Germany
Supplier	44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags, Germany
Supplier	44730	House of Excellence P/S, House of Watches, Denmark
Supplier	44746	idea-company – Helmut Frenzer, Germany
Supplier	44740	Impliva B.V., The Netherlands
Supplier	44898	INGLI SWEDEN Jaan Ingel AB, Sweden
Supplier	44894	Intermed Asia Ltd., The Netherlands
Supplier	44833	Mahlwerck Porzellan GmbH, Germany
Supplier	44883	Norsk Dekor A/S, Norway
Supplier	44722	PROMOTION PETS GmbH, Germany
Supplier	44724	Promowolsch GmbH & Co. KG, Germany
Supplier	44741	RASTER R. NOWAK i S-KA SP.J., Poland
Supplier	44940	RICOLOR MK-Haushaltswaren – Thomas Mayr-Kiessling, Germany
Supplier	44818	Step Yazim Gerecleri Ve Kalip Sanayi Ticaret Limited Sirketi, Turkey
Supplier	44803	Ulrich Ripkens Graph. Betriebe, Germany

Web
<a href="http://www.aswerbemittelservice.de">www.aswerbemittelservice.de</a>
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<a href="http://www.idea-werbewelt.de">www.idea-werbewelt.de</a>
<a href="http://www.mediatuote.fi">www.mediatuote.fi</a>
<a href="http://www.lkd1992.hr">www.lkd1992.hr</a>
<a href="http://www.ms-daswerbeteam.de">www.ms-daswerbeteam.de</a>
<a href="http://www.merlinopubblicita.com">www.merlinopubblicita.com</a>
<a href="http://www.m-konzept.de">www.m-konzept.de</a>
<a href="http://www.neuner-werbemittel.com">www.neuner-werbemittel.com</a>
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<a href="http://www.wotpromotions.nl">www.wotpromotions.nl</a>
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<a href="http://www.cifra.es/b2b">www.cifra.es/b2b</a>
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<a href="http://www.norskdekor.no">www.norskdekor.no</a>
<a href="http://www.promotion-pets.com">www.promotion-pets.com</a>
<a href="http://www.promowolsch.de">www.promowolsch.de</a>
<a href="http://www.raster.eu">www.raster.eu</a>
<a href="http://www.ricolor.de">www.ricolor.de</a>
<a href="http://www.steppen.com.tr">www.steppen.com.tr</a>
<a href="http://www.ulrichripkens.com">www.ulrichripkens.com</a>

2530

Membership-Category	PSI No.	Jubilee
Distributor	7064	3PR Profil Project Promotiona AB, Sweden
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Distributor	7354	B&S Werbeservice GmbH, Germany
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Distributor	7298	Equinox Concept SA, Switzerland
Distributor	6976	Falcon Werbung & Produktion Inh. Falko Behncke, Germany
Distributor	7065	Galaxi Reklam AB, Sweden
Distributor	7028	Heiner Möller Werbegeschenke GmbH, Germany
Distributor	7367	Ines Amann Creative Werbemittel, Germany
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Distributor	7335	L.P. Westman & Co AB, Sweden
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Distributor	7010	Werbemittel Rüppner GmbH & Co. KG, Germany
Distributor	7320	WEWA Promotion GmbH, Germany
Distributor	7399	Wizard GmbH, Germany
Distributor	7245	WJ Business Partner AS, Norway
Supplier	43387	Abraham Dürninger & Co. GmbH – Textildruck, Germany
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Supplier	43420	EuroSCHIRM by EBERHARD GÖBEL GmbH + Co. KG, Germany
Supplier	43576	HOLTSCH Medizinprodukte GmbH, Germany
Supplier	43481	Initial Incentives LTD, The United Kingdom
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Supplier	43473	MAICA GmbH Corporate Fashion, Germany
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Supplier	43385	Veloflex Carsten Thormählen GmbH & Co. KG, Germany

Web
<a href="http://www.3pr.se">www.3pr.se</a>
<a href="http://www.meinabakus.de">www.meinabakus.de</a>
<a href="http://www.werbeartikel-katalog.de">www.werbeartikel-katalog.de</a>
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<a href="http://www.bremel.at">www.bremel.at</a>
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<a href="http://www.falcon-reklame.com">www.falcon-reklame.com</a>
<a href="http://www.galaxi.se">www.galaxi.se</a>
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<a href="http://www.ines-amann.de">www.ines-amann.de</a>
<a href="http://www.ipmgruppe.de">www.ipmgruppe.de</a>
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<a href="http://www.mad-group.com">www.mad-group.com</a>
<a href="http://www.magenta-werbemittel.de">www.magenta-werbemittel.de</a>
<a href="http://www.mainoslahjateam.fi">www.mainoslahjateam.fi</a>
<a href="http://www.markecreativemerchandise.com">www.markecreativemerchandise.com</a>
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<a href="http://www.merkur-werbemittel.de">www.merkur-werbemittel.de</a>
<a href="http://www.bade.de">www.bade.de</a>
<a href="http://www.permatrend.com">www.permatrend.com</a>
<a href="http://www.hampl-werbeartikel.de">www.hampl-werbeartikel.de</a>
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<a href="http://www.reepler.com">www.reepler.com</a>
<a href="http://www.profoab.com">www.profoab.com</a>
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<a href="http://www.sachsen-pen.de">www.sachsen-pen.de</a>
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<a href="http://www.werbeartikel-wewa.de">www.werbeartikel-wewa.de</a>
<a href="http://www.witzsch-hamburg.de">www.witzsch-hamburg.de</a>
<a href="http://www.wj.no">www.wj.no</a>
<a href="http://www.duerninger.com">www.duerninger.com</a>
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<a href="http://www.club-cawatte.de">www.club-cawatte.de</a>
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<a href="http://www.euroschirm.com">www.euroschirm.com</a>
<a href="http://www.holtsch-med.com">www.holtsch-med.com</a>
<a href="http://www.brandedmerchandise.hideagifts.com">www.brandedmerchandise.hideagifts.com</a>
<a href="http://www.intraco.nl">www.intraco.nl</a>
<a href="http://www.kleen-tex.eu">www.kleen-tex.eu</a>
<a href="http://www.maica.de">www.maica.de</a>
<a href="http://www.masquant.com">www.masquant.com</a>
<a href="http://www.werbetassen.de">www.werbetassen.de</a>
<a href="http://www.promoserpentigraff.com">www.promoserpentigraff.com</a>
<a href="http://www.schneiderpen-promotion.com">www.schneiderpen-promotion.com</a>
<a href="http://www.veloflex.de">www.veloflex.de</a>



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Supplier	41680	METRICA SPA, Italy
Supplier	41690	Philipp Holle KG Papierverarbeitung und Werbeartikel, Germany
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Supplier	41647	Tengler Match eine Abteilung der Tengler Druck GmbH, Germany
Supplier	41594	Walz GmbH & Co.KG, Germany

### Web

[www.artoz.ch](http://www.artoz.ch)  
[www.cecop.com](http://www.cecop.com)

[www.dan-reklame.dk](http://www.dan-reklame.dk)  
[www.lesmar.com](http://www.lesmar.com)  
[www.melago.ch](http://www.melago.ch)

[www.raff-werbemittel.de](http://www.raff-werbemittel.de)  
[www.raiffeisen.ch](http://www.raiffeisen.ch)  
[www.ritilux.lu](http://www.ritilux.lu)  
[www.werbeartikel-owl.de](http://www.werbeartikel-owl.de)  
[www.russ-werbung.at](http://www.russ-werbung.at)  
[www.nowak.co.at](http://www.nowak.co.at)  
[www.pauger.at](http://www.pauger.at)  
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[www.metrica.it](http://www.metrica.it)  
[www.holle-werbeartikel.de](http://www.holle-werbeartikel.de)  
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[www.tengler.de](http://www.tengler.de)  
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Membership-Category	PSI No.	Jubilee
Distributor	3548	August Hörmann e.K. Inh. Andy Keck, Germany
Distributor	3542	Bela-Werbung Bernd Laarmann e.K. Spezialist für Werbeartikel, Germany
Distributor	3618	Bühler Promotion GmbH, Germany
Distributor	3544	Dicke + Partner GmbH, Germany
Distributor	3573	Ets(n) Sobelma SPRL, Belgium
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Supplier	40717	Toppoint B.V., The Netherlands

### Web

[www.hoermann-verpackung.de](http://www.hoermann-verpackung.de)  
[www.bela-werbung.de](http://www.bela-werbung.de)

[www.buehler-wip.de](http://www.buehler-wip.de)  
[www.dickenet.com](http://www.dickenet.com)  
[www.sobelma.be](http://www.sobelma.be)  
[www.lohaag.de](http://www.lohaag.de)  
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[www.eskesen.com](http://www.eskesen.com)  
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There is an old saying that eating and drinking keeps the body and soul together. The products in this area are not only **attractive and useful aids**, but also help to create a lasting advertising experience.



PSI 49982 • Edition Michael Fischer GmbH  
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www.emf-verlag.de

### A special kind of wine guide

Wine has an air of exclusivity and almost everyone is too intimidated to pose the fundamental questions raised in the book "Wine ist unkompliziert", published by Edition Michael Fischer (EMF): What is the difference between local wine, estate wine and site wine? Does wine really always need to "breathe" before you drink it? And what growing region offers the best wine? Top sommelier Toni Askitis aims his writing at young wine enthusiasts. He answers all questions candidly and in simple, accessible language. EMF will be pleased to adapt scope, design and features of the book to customers' ideas and desires.

### Natural protection on the table

Small leather goods from the Italian company RO-WE represent a wide collection of helpful and useful accessories. For example, round coasters made out of leather keep the table free of stains and scratches and simultaneously convey promotional messages and logos to the recipient through blind embossing or digital printing. The coasters have a diameter of nine centimetres, for plenty of promotional space. The leather used for these products is tanned using plant-based materials and originates from Tuscany.



PSI 47430  
RO-WE SNC DI Brusaterra Roberto & C.  
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www.rowekeyholders.com

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<https://business.troika.de>

## A good grip on hot stuff

With Troika Cup-Uccino, coffee and tea stay hot for considerably longer. The mug consists of 75 percent recycled stainless steel and has a capacity of 300 ml. The vacuum-drawn double-walled insulation ensures that the favourite drink stays warm for a long time on journeys. The food safe insulating mug with a lid made out of BPA-free plastic is not only environmentally friendly, but also stylishly and practically available in three different colours. The lid is spill-proof; mug and lid are additionally dishwasher safe.



## Stylish tidiness in the home

The storage tins made out of tin plate in many shapes and sizes by Dosenspezialist GmbH take care of stylish tidiness in the home. Tin plate not only guarantees optimum durability, but also hygienic freshness for foods. From 100 pieces, the tins can be custom engraved, while from 2000 pieces, all-over customer designs become a reality. The advantages of tin plate, such as sustainability and recyclability, meet the practical versatility of storage tins – the perfect combination for every household.

PSI 46897 • Dosenspezialist GmbH  
Tel +49 3621 7338017  
sara.ludwig@doseplus.de  
[www.doseplus.de](http://www.doseplus.de)



## Savoury seasoning in style

An elegant set comprising pepper and salt mill with stand from the brand Vanilla Season is presented by Multibrands Viersen under the name SABARI. The mills consist of dark acacia wood with stain steel appliqué. The grinder is made out of ceramic. The mills come supplied with a tray made out of acacia wood. This prevents the tabletop from getting dirty after grinding. The set is delivered in a climate-neutral Vanilla Season gift box. Laser etching is recommended as a finishing option.



PSI 47996 • Multibrands Viersen GmbH c/o  
iMi Partner A.S.  
Tel +49 2162 9184970  
info@multibrands-shop.com  
[www.multibrands-shop.com](http://www.multibrands-shop.com)



PSI 49110 • Stickerei Klam  
Tel +49 7129 92869-0 • mail@klam.de  
[www.stickerei-klam.com](http://www.stickerei-klam.com)

## More than 35 years of embroidering

High-quality, robust tablecloths from Klam, which are finished with exquisite embroidery directly on the company's site, are suited to the particularly exacting requirements of gastronomy. Klam is backed by more than 35 years of experience in premium embroidery and has mastered the art of perfectly setting off initials, logos or statements. Advice on optimum embroidery positioning, appealing colour combinations and the right choice of material is a matter of course in this context.

## Grilling, chilling, smiling

Summertime is calling, with promises of BBQ evenings and relaxed times with friends and family. The company mbw® offers a highly presentable solution for the correct equipment this BBQ season. The attractive BBQ product range offers an abundance of promotional products such as rubber ducks, plush toys and anti-stress gifts. Familiar figures such as Herr Bert® or the Schnabels® squeaky ducks can be put to custom use at the same time, as bearers of brand or slogan. Plush animals and squeaky ducks with a cool BBQ look are original alternatives to the conventional party giveaway.



PSI 42020 • MBW Vertriebsges. mbH  
Tel +49 4606 94020 • info@mbw.sh  
[www.mbw.sh](http://www.mbw.sh)



PSI 49006 • Mart Ceramic sp. z o.o.  
Tel +48 122 700930 • mart@mart.com.pl  
www.mart.mugs.com

## Drinking vessel with a retro look

The shape is inspired by traditional enamel mugs, making this stylish porcelain mug from Mart Ceramic the ideal drinking vessel for all who are seeking a retro look. The curved edge and pleasant-to-hold handle ensure extraordinary drinking comfort. A camp tea set is also available, which contains a metal sieve and a porcelain lid. The cups are available in 24 colours; the edges can be painted in any colour. The decoration featuring ceramic decor is dishwasher safe and scratch resistant. The cups are made out of creamy white new bone china.



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

## Scandinavian design to go

A new series of thermal bottles and thermal mugs is presented by Reflects with the Retumbler-Ortado family. The series carries conviction due to functionality and Scandinavian design. All products are made out of high-quality, recycled materials and equipped with a fine powder coating. The double-walled bottles and mugs offer optimum insulating with vacuum insulation. They consist of recycled stainless steel and recycled polypropylene plastic and each offer a filling volume of 500 ml and 750 ml. That certain something: the design highlight of the Ortado-Office is its robust handle made out of beechwood. Both variants can be finished by means of laser engraving, pad printing or UV printing.

## Cool drinks from booster to glamour

As Römer Drinks supplies all kinds of liquid refreshments, from natural mineral water from Germany through various flavoursome canned drinks (energy drinks, sports drinks, apple spritzer, secco, latte macchiato) to exclusive sparkling wines in various bottle colours (secco, cuvée, champagne, Riesling with gold flakes) in premium brand quality. Added to these are innovative and patented products such as environmentally friendly Water-Dropz or Fairtrade organic promotional coffee and tea in a proprietary brewing bag. All drinks offer an exciting and sparkly promotional opportunity with a dedicated label.

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



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PSI 41462 • Spranz GmbH  
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www.spranz.de



## A second life for coffee

with the Metmaxx® CremaExtensaPureCoffee cup, Spranz presents a very special drinking vessel. Upcycling at its best is promised by the provider, since this is High Class Drinkware made out of recycled coffee grounds plastic, containing a proportion of >35 percent, and high-quality 18/10 stainless steel inside. The cup is thermo-insulated with double walls and keeps warm for about one hour and cold for three to four hours. The attention-grabbing window for a promotional message makes it an eye-catcher.

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



## Special eye-catcher on every table

With its oval shape and maritime ropes as a handle, the cork mat from Gabriele Bühring is a special eye-catcher on every dining table. Big enough to place whole baking trays and gratin dishes safely on the table, the mat additionally scores points with its thickness of two centimetres. The mat is manufactured out of natural and partly recycled cork granulate in a small Portuguese family-owned company. Laser engraving in small piece numbers is recommended as finishing. Large runs receive custom printing. Special shapes according to customer requirements are also possible.



PSI 49729 • Conditi GmbH  
Tel +49 2942 2160 • info@conditi.de  
www.conditi.de



## Optimally supplied pets

Our four-legged friends are faithful companions: we take good care of our cats and dogs and feeding must be plentiful too. On that subject, a host of drinking vessels for home, work and travelling is offered by Conditi. The palette extends from the premium bowl Woody made out of mango wood and stainless steel, through bowls from the "Antique" series in an antique design and dog bowls made out of stainless steel with fixed black rubber ring, to bowls in the "Heavy Premium" product range. Finishing of the stainless steel bowls is performed by means of engraving, while Coco & Bernie convey the promotional message by means of printing.

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

## Always well insulated

The Pacama thermal cup from ANDA Present is a double-walled thermal cup made out of recycled stainless steel with a PP lid. The special feature is its colour-matched carry strap, which guarantees safe transport of the 430 millilitre capacity cup. The vacuum insulation guarantees an insulation time (hot) of up to eight hours.



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

## A clean concept

Dish towels made out of cotton by marcolor provide assistance on the search for "clean promotion". The kitchen towels, consisting of 100 per cent cotton, come to the customer in the classic 50 × 70 cm format. The dish towels, made in Germany, can be printed with the customer's own desired design from just 100 pieces; printing is performed by means of high-quality textile screen printing. The printing dyes are vegan and palm oil-free and withstand washing cycles of up to 60°C.





PSI 46626  
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www.globalinnovations.de

## Soil-degradable festival cups

Products made out of soil-degradable material free of microplastic are currently garnering increased attention at Global Innovations. They offer customers the opportunity to make a genuine contribution to sustainability by opting for this biodegradable material. Vibrantly coloured festival and drinking cups can be custom designed by means of screen printing or CMYK printing and are dishwasher safe, which means they have a long lifetime. Moreover, the company offers a host of other products made out of this innovative material.



PSI 44724 • PROMOWOLSCHE -  
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## It's not all about digitisation

Digitisation is on the advance but for work and household, manual aids are also still welcome. Those are available in abundance in the range from Promowolsch - the customer factory. Good examples are the numerous different types of bottle-openers in the standard variant, in special shapes or also theme-based in the form of construction helmet, slicer, cube, house and more. The openers leave almost no wish unfulfilled. And they are likewise in the range in various sizes with twisting assistance, which are characterised by outstanding functionality and haptics. It goes without saying that a promotional message by means of printing has also been thought of: monochrome or multicoloured – according to the customer's wish.



PSI 49025  
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Seltmann  
Weiden

## Porcelain as a statement

The porcelain series Nori from Seltmann Weiden represents many things. Nori – the alga – and in this context, especially in the form of seaweed, represents probably one of the biggest factors of influence for binding carbon dioxide from the atmosphere. This alga is also being talked about as a future superfood. In interplay with an appealing or even staged culinary address, Nori portrays an interdisciplinary philosophy of life. Finishing is possible from 300 pieces; the branded porcelain is dishwasher safe and "Made in Germany".

## Bear-y appealing teas

The question of an alternative to foil now has an answer: the FSC®-certified paper packaging from Kalfany Süße Werbung – made out of 99 percent recyclable virgin cellulose with conservation in mind. The Tee-Bären® fruit gums also found new packaging here a year ago. These innovative fruit gums dissolve in hot water in the shortest of times, giving rise to an aromatically sweet hot drink. Customers have the choice between the filling variants peppermint, cinnamon and orange, ginger and lemon, raspberry and vanilla, and pine and pomegranate.



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PSI 46095 • Lumitoys-GmbH  
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www.lumitoys.de

## Coffee in a striking new light

The new Thermo Mug from Lumitoys-GmbH is a practical travel companion which, besides keeping drinks warm, naturally also skilfully casts the company's logo in the right light. At the touch of a button, design or lettering are illuminated and thus become absolute eye-catchers. Affixation is performed either inversely by means of laser treatment or using EL technology. Multi-coloured logos are also portrayable using the latter. The double-walled mugs have a capacity of some 500 ml and are delivered in individual packaging, which naturally can also receive custom printing.

## Master bakers on a tour of discovery

The way to someone's heart is through their stomach, especially when little master bakers discover their talent for baking. The small baking moulds for kids from emotion factory are made out of stainless steel, with no plastic, and are fun to bake with, not only at Christmastime. Child-suited symbols such as dragon, bear, dolphin, elephant and tractor bring playful joy into the kitchen. The small, dishwasher safe moulds are available in single packs in environmentally friendly paper packaging. This can be designed with a custom promotional message and, on request, with a baking recipe. "Baking is thus turned into a colourful adventure every time!" emphasises Adrian Rigoni, sales director at emotion factory.



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www.team-d.de

## A piece of nature, sip by sip

The water carafe from the company Spiegelau holds one litre and is sealed with a 70 millimetre pine ball, which can be supplied with custom laser engraving from just 30 pieces. The stylish design is an eye-catcher on every table. The carafe is dishwasher safe and comes to the recipient in a high-quality, break-proof cardboard gift box.



PSI 60604 • LARQ inc.  
Tel +31 639762598  
sales.international@livelarq.com  
www.livelarq.com

## Triply good for on the move

Customers have the choice between the twist top bottle with its two-colour design, the flip top bottle with a flip-top straw for drinking when travelling and a carabiner easy transport, or the recently introduced Swig Top Bottle with a wider pourer for quick sips from LARQ. The double-walled vacuum insulation keeps water cold for up to 24 hours. All three are manufactured out of high-quality 18/8 stainless steel. In addition, they are dishwasher safe and, with the intelligent LARQ attachments, compatible for mobile water purification or filtering.



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

## Colourful summer drinking enjoyment

Unique summer enjoyment is promised by the Retumbler-myMezzo mug by the Cologne-based multi-promotional products specialist REFLECTS®. The single-walled mug is an advanced development of the Retumbler-myBayamo thermal mug and is ideal for summer refreshments. The 450 ml mug consists of recycled stainless steel and has an anti-fingerprint coating. It can be combined with a silicon sleeve in numerous colours. Without its sleeve, it can be stacked. With its large and highly visible surface for a logo, the mug opens up a diverse array of promotional opportunities, which can be brought to the fore by means of pad printing or sophisticated laser engraving.

## Room for everything on promotional porcelain

With the high-quality porcelain dishes from SND Porzellan Manufaktur, customers not only get a sustainable and durable promotional product idea, but also more room at the same time. More room for tasty contents such as muesli, soups, salads and all kinds of healthy (or not so healthy) snacks. And, above all, more room for promotional messages, logos and an attractive design – on the outside, on the inside and on the bottom. If the recipient's name is then added too, things get really personal.



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**Bags by RIEDLE**

**Corinna Tanak**  
Photo: BAGS BY RIEDLE

## Paper bag maker has expanded its sales team

Since the beginning of November 2023, Corinna Tanak (57) has been reinforcing the Bags By Riedle team in Langenbrettach as a consultant in field sales. She has held different marketing and sales positions in the wholesale paper sector for 35 years and is bringing her wealth of experience to her work with the well-known supplier of promotional paper bags.

In her newly created role, she is responsible for looking after advertising and production agencies, in addition to marketing managers and buyers in the industry. With this step, the company wants to cater even more specifically to its customers' wishes in future and to give direct advice on its innovative, high-quality products in the sustainable bags segment. With her informed industry know-how and passion for paper, Corinna Tanak believes she is well-prepared for her new challenges. "The entire Riedle team has supported me wonderfully during the onboarding process. Now, I am really looking forward to developing a close exchange with 'my' customers. I want to show them the special aspects of my favourite bags – especially the ones made of apple and grass paper, for example". More information on the company at:

**www.riedle.de**

## New Managing Director appointed

Mimaki Europe, one of the leading manufacturers of inkjet printers and cutting technology products, has appointed Takao Terashima as new Managing Director.

Terashima began his career at Mimaki in 1997 in the research and development department of the company. In the past 26 years, he has gained extensive expertise on Mimaki's range of technological products and the corresponding market. He held several leading positions at Mimaki. Previously he was Senior General Manager of the Asia Oceania Business Unit. Terashima's career at Mimaki took him beyond the Japanese headquarters to various branches of the company where he had various responsibilities. Between 2013 and 2017, he was Managing Director of Mimaki Singapore for four years.

Terashima, who replaces Takahiro Hiraki as Managing Director of Mimaki Europe, will bring "extensive industry knowledge, analytical thinking, business and team-building skills and a comprehensive knowledge of the company to the new role", according to the company statement.

"I am looking forward to take over the new role as Managing Directors of Mimaki Europe – especially in a year which represents a milestone for the industry. On the 20th anniversary of the opening of our head office in Europe, we can look back on the last two decades with pride. It is important that we continue to focus on our principles of innovation, cooperation and ecological sustainability in the future as well, in order to keep offering our customers high-quality solutions. I have been with this company and active in the printing business for over 25 years and wish to take Mimaki to the next level of success in the coming 20 years."

Further information about the company available at: **www.mimakieurope.com**



**Takao Terashima**  
Photo: Mimaki Europe

**Mimaki Europe**



## Silver anniversary with obstacles

The promotional product trade show in Munich, Werbemittelmesse München – wmm for short – celebrated its silver anniversary on 17 January 2024. The event location for the 25th edition of the Southern German trade show dedicated to the latest products and trends in haptic advertising was held at the MOC Event Center of the Munich Exhibition Center. The successful event organised by Promo Event GmbH pools the forces of 5 sponsoring agencies together: admixx GmbH, Company 4 Marketing Services GmbH, Hagemanngruppe, Holfelder GmbH and ipm-Gruppe. Professionals from the industry and SMEs were invited to the trade show. Unfortunately, the weather god hindered many potential visitors from attending: The weather forecast predicting bad weather and black ice led to more than 300 cancellations and prevented the event from achieving a 'record-breaking anniversary', says the event organiser.

Nevertheless, 'according to many exhibitors and visitors, it was one of the nicest events, or even best wmm event, yet'. The trade show was bright, friendly and inviting, with great stands and atmosphere. Despite the poor weather, Promo Event GmbH could still record a lively attendance. The sponsoring agencies confirmed that all their key customers came to the event – even if they came with fewer people. Exhibitors also seemed satisfied with the feedback.

All exhibiting supplier partners received a certificate and gold medal to thank them for participating in the anniversary trade show. The co-founder of the trade show, Michael Hagemann, was also honoured 'for his 25 years of top-notch organisation'. He also thought the anniversary event was positive: 'Despite the weather-related conditions, we are pleased to see so much demand and interest in the trade show. Nearly 9,000 requests were made alone on the trade show day, almost the same number of requests received last year. This means that the wmm 2024 has positioned itself again as one of the leading trade shows for end users in this anniversary year'. **www.werbemittelmesse-muenchen.de**



**Munich Promotional Product Trade Show 2024**

**Despite the difficult weather conditions, the 25th wmm was well attended.**  
Photo: Promo Event GmbH

## X-tec Systems expands distributor network for DTF solutions

The company X-tec Systems from Kaarst offers a wide range of DTF solutions. These include the Piccolo, Zyklop II and Compact II series of machines – the Piccolo UV in the DTF-UV area – plus consumer materials such as films and inks, transfer presses, and many other supplies for textile finishing. Now, X-tec is expanding its distributor network for the European market.

CEOs Bert Rademacher and Dieter Rath from X-Tec Systems have succeeded in gaining the screen printing specialist distributor Schlee as distribution partner for Southern and Eastern Germany, Austria, and Croatia. With three sites in Fürth, in Vierkirchen north of Munich, and in Mitwitz in Upper Franconia, and a large service and technology team, Schlee covers the distribution area in the southern German, eastern German and Austrian federal states, as well as in Croatia.

The new partner for Germany is Crossline Office Solutions GmbH with its head office in Norderstedt. Crossline is widening its range in the areas of office communication, document processing, copiers, printers, scanners, large-format printers, plotters and various other solutions, which now also include DTF for textile printing.

Distribution area Bulgaria is looked after by the company Brother M&M OOD in Sofia. In addition, Brother Miklós Kft., based in Budapest, is active in Hungary and Austria. **www.x-tec-web.de • www.schlee.cc • www.c-o-s.biz**



The X-tec showroom. Photo: X-tec

## WorldStar Award for innovative packaging from the Black Forest

After being honoured with the German Packaging Award 2023, Pohl-Scandia GmbH can now look forward to a WorldStar Award in the „E-Commerce“ category. According to the jury, the innovative shipping packaging, which was developed by packaging specialist Karl Knauer for sister company Pohl-Scandia, scored points for its perfect fit for three different item sizes, its optimised handling, which enables goods to be picked much faster, and its sustainable, easily recyclable material.

Thanks to the clever design with integrated buffer zones, the packaging, which was specially developed for shipping handmade chocolates by „Pralinenbote“, provides perfect support and protection for three different item sizes. As the packaging consists of a single part and can easily be closed using adhesive strips, not only is storage effort reduced, but the commissioning process is also significantly faster and more efficient than before. The packaging is also impressive for the customer: It is made from 100% recycled fibres, has a high-quality, sustainable look and can be opened without scissors or a knife. All this makes for an unboxing experience that people will want to repeat.

„I am sure that this form of packaging will become established in the future, as it can be scaled as required and is therefore also of interest to other manufacturers or product groups,“ says Jürgen D. Müller, Managing Director of Pohl-Scandia GmbH, with conviction.

Only packaging that has previously won an important national or regional award is eligible for the WorldStar Award. More information is available at: [https://worldstar.org/winners\\_detail/3743/2024](https://worldstar.org/winners_detail/3743/2024)

**Karl Knauer / Pohl-Scandia**



Winner of the WorldStar Award 2024:  
The scalable shipping packaging for „Pralinenbote“.  
Source: Karl Knauer KG.

## FIBS® wrist bands receive German Design Award

Freewings, the company specialising in special productions and based in Vienna, has been distinguished with the German Design Award „Special Mention“ 2024 in the „Excellent Product Design – Sports, Outdoor Activities and Leisure“ category for its FIBS® brand wrist pockets. The equally practical and functional FIBS® wrist bands are created specifically for use during outdoor activities. Various material components (including ECO), colours and types of finishing can be selected with these bands. Variable in arm length for the safe retention of money, cards, medications or smartphone and alternatively wearable on the ankle or belt as well, the pocket has universal uses. The jury, when making its decision, was not least convinced by the band's clear, simple design vocabulary combined with its versatility in colour and finishing. The striking FIBS® pockets are therefore also ideal for displaying logos. [www.fi-bs.com](http://www.fi-bs.com)

**FreeWings**



**uma Schreibgeräte Ullmann**

Delighted with the renewed award (from left): uma Managing Directors Jochen Ullmann, Peter Ullmann and Alexander Ullmann.

## uma once again among the TOP 100 innovators

uma Schreibgeräte Ullmann GmbH has received the TOP 100 seal of approval in the TOP 100 competition for the third time, making it one of Germany's top innovators. The award will be officially presented by science journalist Ranga Yogeshwar at the award ceremony on 28 June 2024 as part of the German SME Summit in Weimar. The TOP 100 seal, which is awarded to particularly innovative SMEs, honours not only the innovative output, but also the overall innovation potential that lies within a company.

„A biro is more than just a writing instrument“ – uma has been able to prove this time and time again in recent years. The family business has established itself worldwide as a manufacturer of writing instruments in the promotional products industry and impresses with its unusual, innovative and sustainable promotional writing instruments. The writing instrument specialist has been particularly successful thanks to the increased use of recycled and recyclable materials. The company developed the first and currently still only writing instrument series made from recycled PET bottles, which is produced entirely in Europe and is climate-neutral. In a further development, the Black Forest innovators combine a recycled PET bottle as a biro body with a high-quality metal tip made from recycled aluminium drinks cans. The „Recycled“ concept conveys long-lasting advertising communication and tangible sustainability in one writing instrument.

Further modifications mean that, in addition to the classic bios, there is now also a rollerball pen, a fineliner and a liquid highlighter, which not only write sustainably thanks to the rPET material, but also particularly smoothly. The fact that the refills in all writing instruments are refillable emphasises the company's commitment to sustainability.

The fact that the rPET writing instruments have good sales arguments is shown not only by the high demand, but also by the constant further development. Innovative ideas are part of uma's DNA and are not only channelled into product development. Constantly optimised processes, the technology used, especially in the area of writing instrument finishing and new, contemporary sales support measures for uma customers are the basis for the Top 100 Innovator award.

„We have been a climate-neutral company since 2019 and are also committed to sustainability in the development of new models. We are proud that, as a third-generation family business, we have now been awarded the TOP 100 seal for the third time after 2019 and 2022. It confirms our innovative and future-oriented actions,“ explains Managing Director Peter Ullmann. [www.uma-pen.com](http://www.uma-pen.com)

## Climate-neutral and full of innovations: The 2024 main catalogue from Daiber

Around 800 articles on 580 pages: The new main catalogue from Gustav Daiber GmbH is now available. In it, the corporate fashion company also presents the 40 new products from the 2024 collection of its two own brands JAMES & NICHOLSON and myrtle beach. The range includes practical crossover styles, lined workwear, fashionable headwear and fresh, spring-like colours. Whether corporate fashion or workwear – the new products combine functionality with modern looks and can be combined in a variety of ways at work and after work. The majority of the new products are already available to order. The remaining products are expected to be in stock until the end of March and will be available from then.

To coincide with the launch of the 2024 collection, the Workwear Colour Selector will also be expanded to include the new products and colour enhancements. This service from Daiber makes it possible to clearly display all workwear products in a collection in the available colours. This means that the possible combinations for coordinated corporate fashion outfits can be seen at a glance.

### Climate-neutral catalogue production with certified environmental protection

„Environmentally friendly behaviour is our top priority. This starts with our products, in which we use durable and increasingly sustainable materials, and extends through all areas of the company to the climate-neutral production of our catalogues. With our commitment to the environment, we want to play our part in increasing sustainability,” says Managing Director Kai Gminder. Together with ClimatePartner, Daiber is therefore offsetting the CO2 emissions generated during the printing of the main catalogue in full again this year. To this end, the corporate fashion manufacturer is supporting an internationally certified climate protection project for reforestation in China.

Trees are being planted on 43,600 hectares of barren land in order to improve air quality and soil structure as well as prevent erosion. Thanks to the project, the total of 114,000 kilograms of CO2 offset is doubly worthwhile: for every tonne of CO2 saved, ClimatePartner plants an additional tree in Germany. In this way, Daiber is promoting the conversion of structurally poor forest stands and monocultures into more resilient mixed forests, thus making a positive, sustainable contribution both abroad and at home.

In addition, Daiber has used 100% FSC-certified recycled paper for its new main catalogue. The FSC Recycled label guarantees that only recycled waste paper was used. [www.daiber.de](http://www.daiber.de)



Image: Gustav Daiber GmbH

## INSIEME with new sales partnership

The sustainable natural pillow specialists from INSIEME in Upper Austria are strengthening their market expansion in Germany and the Netherlands through a collaboration with Alexander Szirota. Szirota already supports brands such as MOYU, ecobrand and Schuster's specialities (Shrub!) with the brand representation „Asmaca.de“. In future, Alexander Szirota will also support Insieme in the promotional product retailer sector and help to increase its market presence. In addition to natural pillows, the range includes other products such as cotton bags (all-over full colour print, before sewing), cooking aprons, neck pillows and much more. The collaboration has already started at the GWW Newsweek 2024 events.

[www.Asmaca.de](http://www.Asmaca.de) • [info@asmaca.de](mailto:info@asmaca.de) • [www.Insieme.at](http://www.Insieme.at)



The sustainable natural pillows from INSIEME are now available for the promotional products trade via Asmaca.de.

## dita moderna becomes part of vertriebskick

Grow together, achieve more and benefit from each other – that is the goal. With this in mind, the promotional product distributor, vertriebskick, is delighted about the significant reinforcements for their team: dita moderna's four-member team merges with the team at vertriebskick.

With a combined 38 years of experience, the female team will bring valuable expertise with them, which vertriebskick and customers, in particular, will profit significantly from. Both companies have many years of know-how and a great passion for the promotional products industry. 'This common basis is the perfect starting point to merge their existing competencies. Through the merger, customers will profit from an even broader and more diverse range of products,' says Klaus Baumhold, Managing Director of vertriebskick gmbh. Baumhold thinks the merger of the companies headquartered in Oberhausen, which have been operating successfully in the industry for decades, is a 'milestone in vertriebskick's company history. The integration of the companies will lead to an even stronger team, and we will be able to offer our customers even better and more personal advice. We are firmly convinced that our joint forces will allow us to establish new standards in customer service and our promotional product portfolio. It is clearly a win-win situation.'

Since 1 January 2024, dita moderna's team has been working under a new flag. In the near future, they will move to vertriebskick's Steigerhaus offices in Oberhausen-Ostfeld. 'We look forward to the future and are full of enthusiasm. After all, one thing is certain: The combination of two good things produces something even better,' explains Beate Skoupi, one of the new team members at vertriebskick. [www.vertriebskick.de](http://www.vertriebskick.de)



The four ladies from dita moderna strengthen the vertriebskick team (from left): Beate Skoupi, Carmen Zwolanski, Klaus Baumhold, Andrea Skoupi, Heike Aus der Wieschen.

## Attractive mix of exhibitors

An attractive mix of exhibitors from all product areas, numerous product ideas, an informative and entertaining supporting programme: HAPTICA® live '24 on 13 March 2024 at the World Conference Center Bonn (WCCB) will once again provide insights into the diversity of the promotional products market.

According to organiser WA Media GmbH, numerous specialists and well-known brands have once again confirmed their participation alongside major importers. As in 2023, there will also be a newcomer area in 2024 where start-ups will present their innovations.



Image: © WA Media GmbH 2023

The exhibition format FACThibition, an information exhibition that uses texts, images, videos and product examples to convey expertise and interesting facts on an annually changing topic, is completely new. The premiere of FACThibition is dedicated to so-called ocean plastic, which is now widely used in the promotional products market, takes a critical and informative look at the material and provides facts and figures as well as product examples.

Marc Krebs, co-founder of the ocean plastic initiative Tide Ocean, will be on stage at the lecture forum in line with the topic. The caravan giant Knaus Tabbert will also provide insights into its work with haptic advertising, and the Berlin agency Brain'n'Dead will reveal how the target group of heavy metal fans can be reached with marketing and haptic help. Finally, the Best Practice Show offers further insights into promotional product practice and presents campaign examples with tangible ambassadors in the leading role.

Visiting the „Erlebniswelt Haptische Werbung“ on 13 March 2024 is free of charge, only registration via the event website is required.

[www.haptica.live](http://www.haptica.live)

Fruit of the Loom is presenting four new colours in its range of products: Desert Sand, Cranberry, Mountain Blue and College Green. Two new products for big and small are being added to the collection: Iconic 195 Jersey Shorts and Kids Iconic 195 T. We present the products in greater detail here.

## The news 2024 at Fruit of the Loom

# Fresh colour update and stylish looks



The new Iconic 195 Jersey Shorts will be available from the beginning of the year for stylish and comfortable unisex looks with extra legroom.

Fruit of the Loom is ringing in the new year 2024 with two exciting pieces of news: the assortment from the iconic brand is being updated with four new colours. Starting in January, Desert Sand, Cranberry, Mountain Blue and College Green will provide for even more colour diversity at Fruit of the Loom. Also new: two high-quality basics made of 100% ring-spun cotton. The new Iconic 195 Jersey Shorts will be available from the beginning of the year for stylish and comfortable unisex looks with extra legroom. Boys and girls can look forward to the new Kids Iconic 195 T – for colourful outfits in excellent quality.



## 4 new colours

A new year, and an even greater diversity of colours at Fruit of the Loom: at the turn of the year, the brand is presenting four new trendy colours that will be used in selected T-shirt styles from the Iconic Collection:

► Desert Sand: The soft beige colour tone is reminiscent of light desert sand and perfectly suited for everyone who loves unobtrusive sand colours. Desert Sand can be ideally combined with classic colours such as black and white, but also provides for an extremely good appearance with striking colours in the spring.

- Cranberry: Intensive and shiny – this is how the cranberry colour tone can be best described. Those wishing to ensure a fashionable eye-catcher from time to time will love the newest berry colour tone.
- Mountain Blue: The new Mountain Blue colour tone impresses with its strong presence and sets colour tones in the spring, in particular with white.
- College Green: The green colour tone lives up to its reputation as the colour of nature: this way, College Green has both a calming and intense effect at the same time. In combination with light colour tones, it provides for a cool athletic spring look.

Starting in January, selected T-shirt styles of the Iconic Collection are available in the new trendy colours as well as in additional colours from the existing range of colours. For example, the Ladies Iconic 195 T will now be available in the new colours Desert Sand and Cranberry. The counterpart for men, the Iconic 195 T, will be available in all new colours as well as in the pastel colour tones Powder Rose and Soft Lavender starting in January. While the Iconic 150 T will provide for even more variety in the colours Sage and Mineral Blue, the Kids Iconic 150 T will impress in Sage and Powder Rose starting in 2024.

## Stylish and comfortable

In January 2024, the high-quality Iconic Collection from Fruit of the Loom will be completed with the new Iconic 195 Jersey Shorts in a unisex style: 100% ring-spun cotton and a fabric weight of 195 g/m<sup>2</sup> ensure excellent finishing results. An elastic waistband with a cord and side pockets perfectly round off the visual benefits of the shorts. They are available in sizes from S to XL as well as in five classic-modern colours: White, Black, Deep Navy, Heather Grey and Mineral Blue.

## High-quality and colourful products

They should not be missing in any spring collection: we are of course talking about high-quality T-shirt styles made of 100 % combed, ring-spun cotton. To go along with this, Fruit of the Loom is expanding its selection with the new Kids Iconic 195 T in 2024. The short-sleeved shirt impresses with its fabric weight of 195 g/m<sup>2</sup>. It has a classic cut and is therefore a unisex model for boys and girls. Equipped with a round neck cut with a cotton rib knit and shoulder-to-shoulder neck strap, the newcomer is machine-washable at up to 60°C. The T-shirt is available in the sizes 104 to 164 and impresses with its diverse colours – it comes in three brand new colours Cranberry, Mountain Blue and College Green as well as in White, Black, Deep Navy, Heather Grey, Red and Royal Blue from the existing range of colours.



It matches well across generations: the Ladies Iconic 195 T and the Kids Iconic 195 T.



Boys and girls can look forward to the new Kids Iconic 195 T – for colourful outfits in excellent quality.

## New name, same quality

New name, same quality and features: the Iconic Collection. For simplicity and better clarity, Fruit of the Loom is dropping the addition "Ringspun Premium" from these T-shirt styles from the Iconic Collection: Iconic 195 T (previously the Iconic 195 Ringspun Premium T); Ladies Iconic 195 T (previously the Ladies Iconic 195 Ringspun Premium T); Iconic 195 Long Sleeve T (previously the Iconic 195 Ringspun Premium Long Sleeve T). With its short and sweet name change, the Iconic 150 Classic Long Sleeve will become the Iconic 150 Long Sleeve. The quality and features of all renamed T-shirts of course remain the same. <



Three of the four new colours: College Green, Cranberry and Mountain Blue.



Promotional products from these segments play a key role in the world of marketing. These “**promotional classics**” not only offer practical benefits in everyday working life, but also serve as effective advertising media with a lasting presence.



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### Innovative USB idea

The USB stick from Hikitec can be used in various ways and easily integrated into many places. With its ultra-thin design, it fits perfectly into mailings, brochures or can even be used as a digital cover strip in loose-leaf binders and ring binders. The hole spacing is available both as standard and customisable. With storage capacities from 1 GB to 128 GB, this innovative USB stick creates an easy way to integrate digital content, information, videos or presentations into every document. The idea of being able to simply file digital data is just as convincing as the product's high quality and flexibility. In quantities of 50 or more, the case colour (PMS) can be selected at no extra charge. The logos and lettering can also be placed as desired.

### New calendar shopping format

B&W Import is offering a new calendar shopping format until the end of April. In the form of a tender, German-language table calendars can be purchased in three different editions at attractive prices. On the one hand, there are the two smaller standing table calendars known as Midi in DIN-A5 format with six-column hour divisions or daily divisions and useful information on the lunar stars. On the other hand, there is a larger standing table calendar known as Maxi in DIN-A4 format. The calendars are made of FSC certified recycling paper and cardboard. The promotional products specialist from Austria is therefore implementing an idea, which makes the market offer more attractive for distributors.



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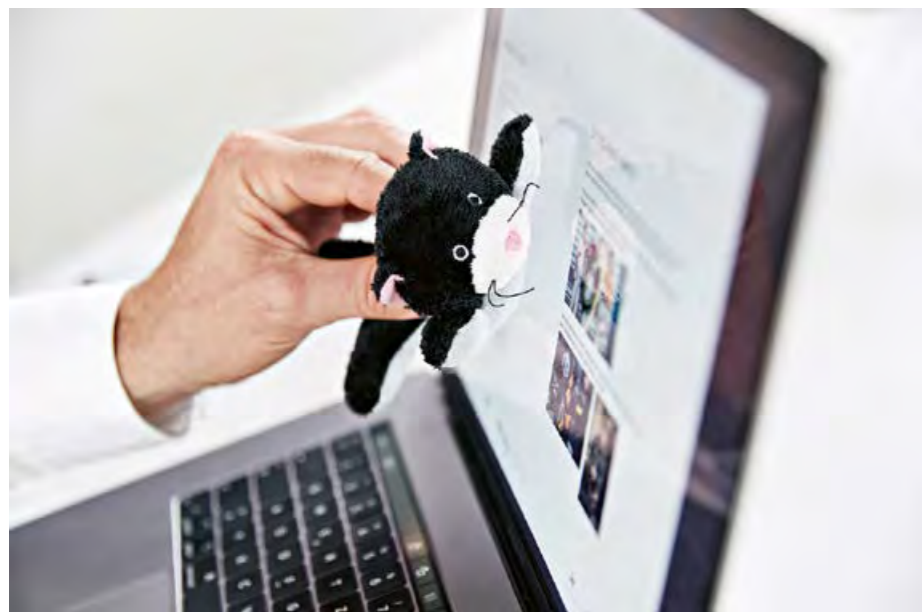


### Small giveaway with a major impact

Karl Knauer is one of Germany's leading manufacturers of promotional products made from cardboard and paper. Based in the Black Forest, we develop, manufacture and print a wide range of versatile products.

www.karlknauer.com

**KARL KNAUER**   
Beeindruckend anders



## Clean and guaranteed to please

Smartphones and tablets have become an integral part of everyday life. Cuddly and clear, the Schmoozies® display cleaners from mbw® set new standards. The small, handy ball-shaped animals with a micro-fibre bottom are not only practical cleansing utensils for smooth surfaces such as smartphone displays and screens, but also win people over with their discrete size of approximately seven centimetres in diameter. The Schmoozies® are available in a numerous varieties and perfectly suited for appointments with customers, as giveaways at trade shows or as presents for employees. Picked up several times a day, they unobtrusively convey the desired message or logo, which is attached to a small advertising flag.



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



## Practical energy dispenser

Practicable, the innovative product from Troika, combines the functions of a bottle opener and a charging cable in one practical device. Regardless whether it is an iPhone with a Lightning connection or a device with USB-C, both connections are compatible with the product. The data transfer function not only enables the quick charging of devices at a maximum of 60 watts, but also the easy transfer of files. The textile-coated quick charging cable is visually appealing, robust and durable. It also comes with a bottle-opener for on the go. Practicable has a matt black finish and can be folded up and attached to the bag.

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



PSI 43892 • Römer Lifestyle  
by Römer Wein und Sekt GmbH  
Tel +49 6541 8129-0  
info@roemer-lifestyle.de  
www.roemer-lifestyle.de

## Clever box

Römer Lifestyle's Rominox® Butler desk organiser keeps employees' or customers' desks tidy. The clever box has three compartments, two larger ones for office accessories such as calculators, rulers or scissors and a smaller one with a lid that serves as a removable tray for paper clips, coins and the like. The tray also has integrated holes to keep your favourite pens to hand. The bamboo wood organiser also has a large engraving area and is therefore perfect as a sustainable promotional gift. Römer Lifestyle is a member of the Römer family and offers a wide range of promotional lifestyle items from the areas of space and ambience, cooking and preparation, travel and outdoor, tea, coffee and wine, and much more. All items are available from one piece.

## Quality craftsmanship

Nuremberg-based writing instrument specialist Hauser has expanded their portfolio to include a range of carpenter's pencils. These practical craftsmen's companions make marking surfaces such as wood, metal or stone easy. Their versatility is reflected in the choice of lead grades, which allows them to be customised for different applications. Customised by embossing or printing, the tool becomes a promotional ambassador. Hauser supplies its carpenter's pencils with HB graphite leads and in nine standard colours. Individual Pantone colours and other grades are also available from 1,000 pieces. The standard length is 240 millimetres. Two shapes are available: oval and square-oval. Dipped caps are available with or without a ring.

PSI 47570 • Hauser GmbH  
Tel +49 911 9564960  
info@hauser-writing.com  
www.hauser-writing.com



## Attractive and orderly

The Squeezies® wobbly screwdriver Bert® from mbw brings order to your desk. An entertaining extra which combines functionality, fun and stress relief in a remarkable way and promises to turn workplaces into productive and pleasant environments. The highlight of WackelBert® is his ability to stand on any desk without feet and still provide for order. His head is equipped with a powerful magnet to hold objects with metallic surfaces such as pens or paperclips. Its soft, crumpleable yet robust texture also makes it the perfect tool for stress management. The belly and back of WackelBert® can be finished with an individual brand logo or slogan.



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



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

### Sustainable highlighter

Schneider is focussing on sustainability with innovative materials. One outstanding example is their Highlighter 180, which is now made entirely from environmentally friendly components. The casing is made from 90 percent recycled plastic, the inner reservoir and the wedge tip are made from recycled fibres and the ink from bio-based raw materials. The product has been awarded the prestigious Blue Angel environmental label. Ideal for school, university or the office, it has a long life with its large ink reservoir and marks more than 15,000 words per filling. In addition to the four fluorescent colours, the Highlighter 180 is also available in three pastel colours and with a white casing.

### Reservations made easy

Despite modern digitalisation, the ideal tool for organisers are reservation books, which are very popular in the catering and hotel industry, as well as for many other professions. The products from Spurbuchverlag, which are available from pth Mediaberatung for the promotional product industry, allow anyone to enter appointments immediately or get an overview of the day without having to open a programme. The high-quality A4 reservation books with thread stitching, a robust cover and reinforced spine, are perfectly tailored to the needs of the user. The reservation book is available with one or two pages for entries on each day of the week, from Monday to Sunday. The books are available individually. A custom design and your own cover image can be selected on request from around 50 copies.



PSI 60711 • pth mediaberatung GmbH  
Tel +49 954 41561  
sl@mediaberatung.de • pth@spurbuch.de  
www.mediaberatung.de  
www.dasreservierungsbuch.de



Ihr Logo  
PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378-251  
katharina.ader@athesia-verlag.de  
www.athesia-werbekalender.de

### Mediterranean impressions

Calendars are among the haptic promotional classics, and continue to enjoy great popularity year after year. With Athesia's high-quality brand calendars, customers are sure to keep their custom promotion in view 365 days a year. Mediterranean Impressions, an exclusive vineyard calendar 2025 from the range, is a colourful feast for the senses, a dream journey through the entire Mediterranean region. This 48 x 46 cm wall calendar is sure to awaken wanderlust. From a minimum order of 50 calendars, promotion on the monthly page, custom packaging and worldwide shipping are optional.



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

### Maximal minimalism

Writing instruments are complex technological objects that have constantly evolved. Sometimes, however, evolution tends towards simplicity – as with the new DS11 from Prodir. The DS11 is a perfect, minimalist masterpiece for all companies that want to adopt the motto “Keep it simple” in 2024. It consists of just two parts. The mechanism does not require a separate spring or components and is organically part of the housing: an intelligent, closed system. With two large printable areas on the clip and casing, the DS11 is suitable for concise brand messages that get straight to the point. The DS11 represents uncompromising minimalism: Sustainability is a central message for companies choosing this writing instrument for their communication. Like all Prodir ABS writing instruments, it is made from 100% recycled ABS in the colours black and white and 50% recycled ABS in all other colours. The two-part structure also reduces the need for components, which leads to further savings in materials and procurement. And Prodir's unique lead-free Floating Ball® refill with a stainless steel tip and low-pollutant ink further optimises the sustainable character of the writing instrument. The DS11 is available in 10 selected matt colours and, from 500 pieces, as a Designer's Choice in the colour of the year 2024, Red Earth. Other special colours are available from 10,000 pieces. Christoph Schnug, who designed the DS11 with his company Studio C, says of the new design: “In recent years, we have focussed on radically innovative materials in our pen designs. But this year, we wanted to experiment with the basic structure of the pen itself. In doing so, the desire to maximise minimalism proved to be its own impetus for innovation. By taking on the challenge of designing a biro consisting of only two parts, we had to completely rethink the way we make writing instruments. I think the result speaks for itself. I am delighted that we were able to develop a completely new concept for a biro, together with the Prodir development department. It should not only satisfy many of Prodir's current customers, but also attract the attention of new business customer segments looking for a simple, straightforward means of communication.”

– Advert –

Our green signature

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Est. 1900

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41251 Zero recycling Mn

With metal tip  
Recycled plastic  
Made in Germany  
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EMAS

PSI 41108 • Staedtler SE  
Tel +49 911 9365-0  
Promotional.products@staedtler.com  
www.staedtler-promotional.de

## Timeless elegance

Those who appreciate clear shapes and timeless design will particularly enjoy the retractable ballpoint pen elance 421 45 from Staedtler: the elegant-looking writing instrument made from metal impresses with its straightforward design as well as pleasant feel, while providing for a pleasant writing experience thanks to the replaceable blue large-capacity refill. The writing utensils specialist with headquarters in Nuremberg presents the new model of the popular classic in a total of three colours: black matt, bright white or silver.

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

## Compact overview

The inexpensive Mini 3 green+blue desk calendar from Geiger-Notes is designed in an environmentally friendly manner and comes in a desk-friendly format. The triangular cardboard display is made of recycled cardboard and offers plenty of advertising space on the front and back. The three-month calendar consists of 100 per cent recycled paper and bears the environmental seal "Blauer Engel" (blue angel). The calendar is in German, English and French, in light grey and has a red date slider, which is ideal for highlighting the current date. The advertising imprint in 4C quality ensures that the individual message is present and cannot be overlooked.

## A growing pencil package

The pencil in a seed paper case from the emotion factory is an innovative combination of environmental awareness, creativity and high-quality penmanship. It is a pencil whose case not only protects and ideally functions as an advertising messenger, but also can be turned into a blooming garden. In cooperation with the renowned brand manufacturer Staedtler, a true product highlight is created alongside the pencil and manufactured in Germany with the highest quality standards from certified, untreated wood: the custom-printed seed paper case. This is where advertising meets nature, creativity and environmental awareness. The seed paper contains a variety of seeds to choose from including a floral mix, poppy, daisy, herb mix, lettuce, carrot, basil and cress. After use, the case can simply be planted and the magical transformation from packaging to living nature begins.

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

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

## Stylish organiser

Especially in the digital age, more and more people are using physical organisers again: It's not just influencers who are setting an example on social media. Gabriele Bühring and her team produce customised ring binders and organisers according to customer requirements. "We have over 1000 different tools with which we can fulfil almost any customer request," promises the family business owner. Whether it's a small batch of 50 or a large run of over 1000, the Bühring team can deliver custom-made products within a few weeks and provide design support with samples, stand sketches and visualisations.

PSI 60649 • VisunIQ GmbH  
Tel +49 202 57414320 • info@visunIQ.com  
www.visunIQ.com

## Analogue and interactive

The VisunIQ presentation folder with NFC technology combines analogue writing and promotion with the interactive world using NFC. Thanks to the integrated NFC tags, a combination of haptic promotion and digital information is created – an elegant, modern way to transport contact details, the BusinessCard, video messages, product or image films, websites or social media pages, sales documents such as product catalogues and much more. With the sample depicted here, the customer receives their property exposé in an exclusive presentation folder and can study it at their leisure. However, the property may not be suitable and the customer may wish to view other properties. By holding the NFC-enabled mobile phone on the green area, the customer can access the estate agent's website directly via the NFC tag built into the right-hand inside part of the folder. The NFC chip takes them to the website with further information and videos. Customers are sent an invoice in the folder. VisunIQ now also produces all types of presentation folders and binders with NFC chips. The customer is completely free to customise the products.

– Advert –

## OUR SKILLS. YOUR DESIGN.



### Legen wir los!

Lassen Sie sich jetzt von uns beraten und holen Sie ein individuelles Angebot ein!

Mail: [kontakt@thepromobag.de](mailto:kontakt@thepromobag.de)



PSI 46405  
Siplast Siegerländer Plastik GmbH  
Tel +49 2732 59220 • info@siplast.de  
www.siplast.de

## Versatile organisational talents

With over 60 years of expertise, Siplast transforms office supplies based on modern recycled materials into durable everyday helpers. The company from the Siegerland region develops give-aways such as rulers or organisational helpers such as ring binders and registers made from recycled PP films, which are particularly suitable transparent varieties for exciting design concepts. Clipboards shine in a completely new light when the basis is acrylic glass. Especially when it is made from recycled material and impressively refined.



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

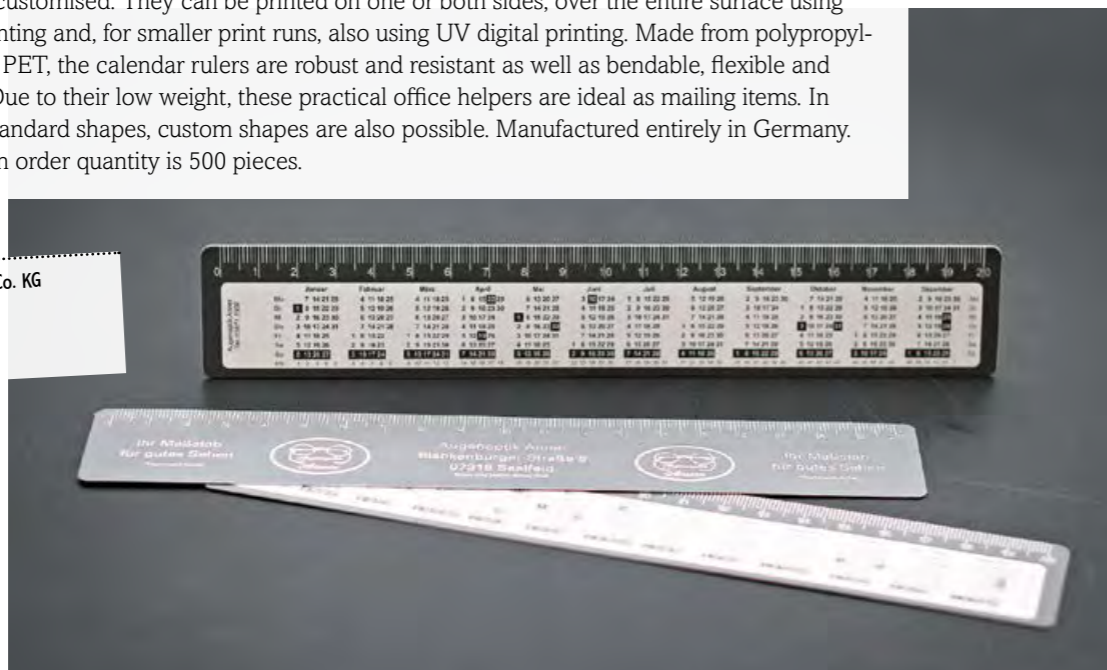
## Events in mini format

This customised mini blister calendar from Kalfany Süße Werbung gives you 24 sweet promotional contacts. It may be small, but it is attractive and smart in every respect. The product is filled with Pulmoll pastilles in the flavours lime-mint, orange-cardamom, berry-mix-acai, sugar-free and tooth-friendly as well as enriched with healthy vitamin C. Or with colourful chocolate lentils. And now also available with colourful Skittles®: A crunchy sugar coating covers delicious chewy lozenges with colourful fruit flavours such as apple, grape, lemon and orange. This little hit with the flavour protection of blister packing always makes a good impression. It is also practical for mailing, with a favourable postage format and weight.

## Flexible calendar ruler

marcolor presents their promotional ruler with a calendar printed on the back. Both the front and back can be customised. They can be printed on one or both sides, over the entire surface using UV offset printing and, for smaller print runs, also using UV digital printing. Made from polypropylene (PP) and PET, the calendar rulers are robust and resistant as well as bendable, flexible and lightweight. Due to their low weight, these practical office helpers are ideal as mailing items. In addition to standard shapes, custom shapes are also possible. Manufactured entirely in Germany. The minimum order quantity is 500 pieces.

PSI 60675 • marcolor GmbH & Co. KG  
Tel +49 6562 93126-0  
kontakt@marcolor.de  
www.marcolor.de



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



## Both modern and classic

Everything you need to take with you to a marathon meeting in the next room, a trip to a customer or a spontaneous move to your home office fits into the two Modernclassic organisers from bag expert Halfar®. The two felt bags are sized to carry keyboards, thermos flasks, telephones, and many other office utensils. They are sustainably made from recycled PES felt. The XL version is even more generously sized. These also fit large computer keyboards and laptops. And thanks to a lid, transport is a little more discreet. Both the open model and the closed model have a sophisticated compartment system, customised for the office. The bag can be securely fastened to the passenger seat using a strap. As promotional bags, the organisers offer an attractive surface for finishing, for example with embroidery.



## Multifunctional mousepad

Tapis is an elegant, multi-functional office mousepad from Pierre Cardin made of textile recycling material. The mousepad available from Multibrands Viersen includes a wireless 10 W charging device with 5Vd/2A as well as 9V/1.67 A inputs and 5V/1A and 9V/1.1 A-outputs, a digital notepad and stylus pen (Magicpad), two pen loops, a backlit glass for logo placement and an additional USB input for power supply. The USB-C cable included in the scope of delivery is used for the mousepad. Packaged in a Pierre Cardin luxury box, the product is shipped with a certificate of authenticity. It is possible to finish the translucent disc, which is then virtually illuminated and therefore always present during operation.



PSI 47996 • Multibrands Viersen GmbH  
Tel +49 2162 9184970  
info@multibrands-shop.com  
www.multibrands-shop.com

– Advert –

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Made in Germany

- Ein idealer Mailingverstärker
- leicht und dünn
- Verschiedene Formate
- Schnelle Lieferzeit



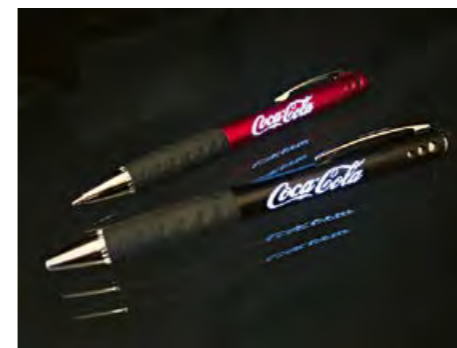
**lupenmaxx**  
...wir machen's größer!  
www.lupenmaxx.de

PSI 40753 • Walter Medien GmbH  
Tel +49 7135 104100 • kalender@walter.de  
www.walter.de



## Imaginative and surreal

Walter Medien presents the brand new annual companion Calendar Illusions, which was created with the help of artificial intelligence. This calendar brings the future of image creation into the present with fascinating, surreal motifs every month and redefines the boundaries between technology and art, blurring reality and fantasy in an astonishing manner. The use of AI-generated animal motifs gives the calendar an unrivalled artistic depth and beauty. Each motif is a masterpiece of digital innovation. In this work of art, your custom company promotion is always in the centre of attention.



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

## Shining individuals

The room will brighten up for those using pens from Lumitoys-GmbH: the new Beamer Pen is equipped with an in-built logo lamp, which enables the projection of the personal logo onto the wall or desk. The pen case can be completely customised, but a single-colour exterior printing is also possible. An additional highlight is the PromoPen, on which the logo is milled out and illuminated in one colour using a LED. Both pens sit comfortably in the hand and provide a pleasant writing experience. Refills and batteries are replaceable for a long service life. On request, the product can be delivered individually printed in single packaging or in a jewellery box.



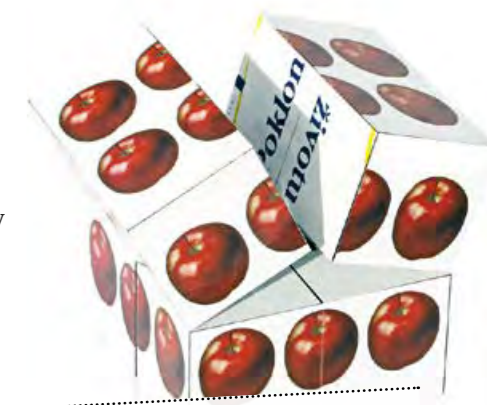
PSI 41848  
uma Schreibgeräte Ullmann GmbH  
Tel +49 7832 797-0 • info@uma-pen.com  
www.uma-pen.com

## Environmentally friendly model for success

With the new generation of the uma Recycelt Pet Pen series, uma's successful models are entering the next round and impress with their new feel. The recycled PET material consisting of 100 per cent PET bottles provides the foundation for the model series, which is manufactured in Europe in an environmentally friendly manner. This is because a 0.5 litre PET bottle produces exactly the amount of granulate needed to make a pen. With the addition of a high-quality soft-touch surface, this ecologically sustainable combination is not only environmentally friendly, but also offers you a pleasant writing experience and ensures a particularly good grip. The rubberised barrel fits perfectly in the hand and the clip creates a shiny contrast to the matt GUM look. The built-in uma refill ensures effortless writing without scratching. The familiar variety of colours from the previous range is supplemented with a total of 19 colours.

## Versatile eye-catcher

The exact folding cube is the ultimate 3D promotional product, which scores points with lots of advertising space and a high play factor. It is a promotional product that is not easy to put down. No matter how the cubes are folded, at least one of the motives is always present. This means that the desired advertising message is constantly in the addressee's hand and field of vision. The folding cube family is printed in offset quality. The classic folding cube has six square outer sides and three rectangular inner sides. It can also be designed as a calendar, in which twelve square surfaces are created. The folding cube is available as a classic cuboid, container, can and in many other shapes. Ideal for product launches, employee training and storytelling.



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

## Eco-friendly pencils

Reidinger's eco-friendly promotional pencils not only make a statement for sustainability, but also underpin their corporate philosophy. Manufactured from FSC®-certified wood, made in the EU and climate-neutral, they reflect the company's commitment to the environment. They also offer a platform for creativity: The writing instruments can be individually designed in the online configurator – you choose from an impressive range of colours and designs that perfectly match your corporate colours. The high-quality branded pencils make a lasting impression at trade shows, events or as a thank-you gift for customers.

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



MADE  
IN  
GERMANY



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

## An ecologically sustainable statement

Standy, made in Germany, is a clever companion for the household and office from tobra. The smart mobile phone holder made of FSC® certified wood combines functionality and ecological sustainability. The milled off edges not only provide a modern look, but also a pleasant feel, which enhances everyday working life. Standy does not come alone, as it brings along a practical key ring, whose plastic is made of environmentally friendly wheat straw. A one-sided engraving is already included in the price and ensures that the advertisement is always visible. With the Standy, your mobile phone is always in sight, whether you are cooking in the kitchen, working at your desk or making a video call in your office. Make your everyday life more orderly and convenient with this innovative mobile phone holder.

The internationally renowned representative of the printing industry Inkcups Europe presented its specialised printing solutions for the promotional products industry at the recent PSI trade show. Visitors could marvel at the various printers in action at the company's stand. Inkcups also participated in the special presentation "Ready for the Museum".

### Live printing presentations at the PSI 2024

# Digital printing solutions for the industry



The stand of Inkcups Europe in Hall 10 was consistently well frequented.



Inkcups Europe presented the XJET Switch direct printer for bags for the first time at the PSI. According to the company, the XJET Switch is the first UV flat printing machine, which was developed for the complete, high-quality CMYKWW decoration of recyclable bags and hard materials. This highly modern addition to the XJET product line was developed in reaction to the increasing demand for ecologically sustainable bags as promotional messengers.

### Printing technology presentation premieres

The visitors to the Inkcups Europe stand in Hall 10 also had the opportunity to see the Helix® ONE table cylinder printer, which was recently put on the market. As a com-

pact addition to the coveted Helix® series, the Helix® ONE provides the performance and quality of the classic Helix® printer in a space-saving industrial design with modular options. This is also because advertising printing shops are growing and adapting their offers. After the worldwide debut in 2023, the PSI visitors were able to experience this newer, beginner-friendly solution along with the well-known range of digital products.



The presentations of finishing options with printing technology attracted great interest among visitors.



The XJET Switch direct printer for bags was demonstrated for the first time at the PSI.

### Productive talks

Inkcups also participated in the special presentation called "Ready for the Museum", during which the production process of promotional products was illustrated as if it took place in production facility for a museum store using a range of printing and finishing technologies. Bobby Grauf, Chief Executive Officer of Inkcups Europe, says: "We were delighted to be back at the PSI 2024. It is always a successful event for us and it is fantastic to connect with the promotional products industry, to learn about new products and conduct productive talks on how our solutions can increase the effectiveness of promotional products."

### About Inkcups Europe

Inkcups Europe is a leading provider and manufacturer of digital inkjet printers, pad printing machines, laser plate-setters and corresponding accessories with direct sales, technical support and a storehouse in Freudenberg, Germany. Inkcups manufactures high-quality industrial machines for a wide range of industries, including the clothing, beverage, promotional, electronic, medical, sporting articles and automobile industries. The Inkcups Europe storehouse stocks pad printing machines, digital machines as well as a large selection of consumables.

Inkcups was founded in the year 2001 by Benjamin Adner. It initially began with the sale of the patented VersaCup® and the ceramics ring for pad printers, but quickly expanded to become a supplier of pad printers. By 2008, Inkcups had enhanced its company and offer of products to include digital devices. More information at: [www.inkcups.com](http://www.inkcups.com)

### Numerous illustrative printing examples

The company's flagship printers, the Helix® cylinder inkjet printer and the X5®-UV-flatbed printer, also attracted great interest at the stand of Inkcups Europe. Both are ideal models for European printing shops, which are active in the commercial printing industry or are exploring opportunities in this growing segment. The machines at the stand demonstrated their functions using a series of sample objects: Helix® printed various designs on acrylic cups and Helix® ONE on white metal bottles, while the XJET Switch Black was used to print polyester and cotton bags as well as transparent concert bags. The X5 flatbed printer printed bottle openers.

At the beginning of December, word spread in the promotional products industry on what had already happened in November: cyber-Wear, one of the largest full-service providers in Europe, brought one of the leading equity capital investors on board, Hamburg-based Haspa BGM. We wanted to find out why.

**Interview with Steven Baumgaertner, Roman Weiss and Stephan Hannebauer, Investment director of Haspa BGM**

# Great potential for a future together



Sought and found: (from left) Steven Baumgaertner, Founder and CEO cyber-Wear Heidelberg GmbH; Maximilian Schilling, Managing Director Haspa BGM GmbH; Janna Meyer, Investment Manager Haspa BGM GmbH; Stephan Hannebauer, Investment Director Haspa BGM; Roman Weiss, Founder and CEO cyber-Wear Heidelberg GmbH

Why bring a partner into the company when, like cyber-Wear, you are doing so well yourself?

**STEVEN BAUMGAERTNER:** Many friends and competitors in the promotional products industry surely also asked themselves the same question. And why exactly a bank in Hamburg? Let us take it one step at a time: businesses often raise money for expansion through the stock market, loans or private equity companies. But money was not our main concern. We wanted more.

And then you picked out a savings bank in Hamburg?

**STEVEN BAUMGAERTNER:** Just to be clear, we still have our principal bank, the Volksbank Kurpfalz eG, and that will remain the case. Our new partner, Haspa BGM, is a classical associated company.

**STEPHAN HANNEBAUER:** And we, Haspa BGM, are a subsidiary of HASPA Finance Holding, which is the sole shareholder of Hamburger Sparkasse AG – quite a peculiarity among savings banks. With total assets over 50 billion, Hamburger Sparkassen AG is the largest savings bank in Germany. To be clear, Haspa BGM has long been active

throughout Germany as an equity investor and mid-sized company. Our services go far beyond the provision of capital. We are an entrepreneurially thinking partner for strategic issues and structures. We also have a large and well-functioning network of specialists for personnel recruitment thanks to our various holdings.

**STEVEN BAUMGAERTNER:** In addition to other factors, these were the decisive competences, which make a partnership with BGM so interesting for us. We set out to find such a partner and sat around the table with ten potential companies. As for Haspa BGM and the people we met there, we realised that we tick very similarly and that the people at BGM had a great desire to achieve new success with us in an industry that was new to them.

**STEPHAN HANNEBAUER:** It must be said that we attach great importance to ensuring that the operative business and entrepreneurial responsibility remain in the hands of management, in this case the entrepreneurs and their employees – just as the majority shares in the company remain in the hands of the two founders. However, we will actively support the further growth and consistent expansion of the company. This applies to expansion in the horizontal market, but also to investments in the vertical market. >>



## Facts and figures on Cyber-Wear Heidelberg GmbH

- Founded in 1994 by Steven Baumgaertner and Roman Weiss as a "cellar start-up" in the parents' home
- Headquarters: Mannheim, previously Heidelberg
- Employees in Germany: 87
- Representations abroad: 4 (UK, USA, China, Dubai)
- Turnover in 2023: over 48 million Euros
- Areas of business: Promotional products and merchandising full-service for globally operating businesses
- [www.mycybergroup.com](http://www.mycybergroup.com)



## Facts and figures on Haspa BGM

- Subsidiary of Haspa Finanzholding
- BGM: for over two decades one of the leading equity investors and strategic partner of mid-sized businesses
- Hamburger Sparkasse AG, balance sheet total over 50 billion Euros, 4000 employees, largest savings bank in Germany
- [www.haspa-bgm.de](http://www.haspa-bgm.de)

>>

You sought and found each other, just like in real life, so it seems?

**STEPHAN HANNEBAUER:** Yes, you can say that exactly, because we are looking for business models for partnerships, which match us well and, in particular, structures that match us well too. Here are two partners wishing to expand their business. We now want to do this together - as an equity investor without a time limit, which is often not the case for other investment companies.

**STEVEN BAUMGAERTNER:** It was important for us to have a shared vision of where we can develop the company. We are currently working out the strategy for this path forward together. And we are happy that this does not have to be done under time pressure, thanks to the structure of the BGM.

Where exactly is the journey going?

**ROMAN WEISS:** It is no secret that we generated around 50 million Euros in turnover last year. It is also publically evident that we earned good money in the process. For the coming years we have set the joint goal of 100 million Euros in turnover. Whether this can be achieved in three, six or eight years, depends on many factors. More turnover can be generated through new business, acquisitions and new business areas. We are working together on these plans.

**STEPHAN HANNEBAUER:** Our role here is, of course, that of a financially strong partner, but also that of a sparring partner, who brings a certain outside perspective to decisions – and all of this for a company that has developed very well on its own and is currently undergoing change, because growth also must put things in motion internally. We want to contribute our know-how with regard to the strategic further development and the establishment of personnel structures. We have acquired and consolidated our expertise in this area through a wide range of participations in enterprises.

**ROMAN WEISS:** And this is exactly what we need - or “sought and found” as we said before. We have certainly set up a very good and stable company and have optimally positioned ourselves in terms of personnel, technology and digitalisation. Yet we are indeed also able to recognise where we can and must improve. This has always set us apart and therefore we have been able to distinguish ourselves so strongly from the competition. But today, our internal structures are suitable for a turnover of 50 million Euros, or perhaps only for 30 or 40 million – we make up

for much of this by enhancing our own and our employees’ performance – but the structures really do not match a player with a turnover of 100 million or more.

What is still lacking? May we ask?

**ROMAN WEISS:** Of course, this is a broad field: it ranges from finances and controlling to the development of management levels, to recruiting and on to the daily processes in the company. Here is an example: we recently could have generated a high eight-digit sales volume with a potential new customer and thus would have been close to our mentioned turnover goal. However, we could not take on this commitment – and could not even consider it – because we would not have been able to manage it with our structures. You can’t take responsibility for what you can’t manage. These insights prompted us to search for a strong strategic partner, above all. You have to be aware of what you can do and what you can’t. We will strengthen our foundations in order to take the next steps.

**STEPHAN HANNEBAUER:** However, I must say that there already are strong foundations. We see a great potential for growth in the premises, in technology, in storage logistics, in sales structures and in the personalities of the founders – and we are specialised in companies that want to move forward – thus those wishing to grow.


**ROMAN WEISS:** Yet we all also agree that we are talking about healthy growth – although we have always taken a very sportive approach to this. Now it is a joint journey that will take us to our common goal – soon we have our first meeting on the structure. We are therefore only at the beginning of a good and hopeful path towards the future. The successful strategy of self-doing and often doing things differently is now being enhanced by experience expertise with an outside perspective – we simply turn 1+1 into 3.

**STEVEN BAUMGAERTNER:** And we also need to do so, as we can see that more consolidation is taking place in the industry, that is in our classic full-service business, and that volumes are significantly growing as a result. With our market position, with the BGM partnership and with expanded structures, we have the opportunity to approach those companies, who come to appreciate us as valuable partners and stay with us for the long-term – which is always our goal. We and BGM have sought and found each other in this respect as well.

We wish you good luck on your journey together and thank you for the interview.

*The interviewers: Manfred Schlösser and Simon Dietzen*

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	 <b>Soccer EM Special:</b> 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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## Personal protection at the forefront

A work glove with nitrile foam is the new top model in Promokick's product range. The **highly elastic blended fabric** consisting of polyamid and spantex makes this glove really comfortable to wear. Due to the new, odourless nitrile foam, it is great to wear for an extended time as it has a good fit and is breathable. It also helps you get the perfect grip when completing fine installation work.

PSI 48898 • b & a Vertriebs GmbH  
Tel +49 7062 978910 • [gauger@promokick.de](mailto:gauger@promokick.de)  
[www.promokick.de](http://www.promokick.de)

## Fashionable, sustainable, durable

Fashionable and comfortable, but also sustainable and hygienic workwear for medical and care professions is hard to find. Karlowsky Fashion, known for innovative workwear at the cutting edge, has recognised the signs. With the "Essential-Line" from the current Health & Beauty collection, they manage the balancing act between functionality, style and sustainable standards. **With 11 cool colours**, from classic white and royal blue to modern aubergine, fuchsia or emerald green, as well as clever details, cool cuts and maximum washability at 95 °C, Karlowsky has developed a collection that is second to none. The tunic, bandana and slip-on trousers are used in doctors' practices, hospitals, nursing homes and physiotherapeutic centres, but also in the cosmetics, wellness and dry-cleaning sectors. All "Essential" products consist of a uniform material composition and can be combined with each other as desired (Mix & Match). The polyester used in the cotton/polyester-mix consists of 100% recycled plastic. The products have been awarded both the state Green Button (Grüner Knopf) seal and the international GRS (Global Recycled Standard) product seal. Thanks to the high-quality and durable material, all items in the collection are also ideal for finishing of any kind.

PSI 47464 • Karlowsky Fashion GmbH  
Tel +49 39204 - 91280 • [info@karlowsky.de](mailto:info@karlowsky.de)  
[www.karlowsky.de](http://www.karlowsky.de)



## Reliable breakdown service

Under the RE98® - Classics & Ideas brand, REFLECTS® is presenting a highly functional bicycle tool called RE98-Smallpair. The stainless steel bike tool is equipped with various tools and fits inside any bag or rucksack, thanks to its compact size. It is a **small and handy tool for cyclists**, making self-repairs much easier. The hexagon wrench with various attachments makes it easier to position the handlebars, seat, brakes, gears and pedals. It also has a special tool to tighten or replace the spokes on a bike. The tool is also a great companion to get you through everyday situations, like when you need a practical bottle opener, a ruler or a protractor. The tool can be upgraded with laser engraving and pad printing.

PSI 42487 • REFLECTS GmbH  
Tel +49 2234 99000 • [info@reflects.com](mailto:info@reflects.com)  
[www.reflects.com](http://www.reflects.com)

## Enjoy fresh breath sixty-times

This **cool companion for any meeting** or get-together with friends has what it takes. The fresh mint drop called CoolCaps von Papermints features practical and one-of-a-kind packaging where a little mint slides into the lid when the packaging is turned. It goes to show you that a refreshing mint can be hygienic, too. In the special discount package, the CoolCaps tube contains 60 mints.

PSI 60225 • Papermints S.A.  
Tel +32 2 3520701 • [info@papermints.be](mailto:info@papermints.be)  
[www.papermints.eu](http://www.papermints.eu)



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## Ultra-light protection from the rain

A pocket umbrella with a compact size and ultra-light design: The mini-umbrella called FiligRain Only95 from the company FARE is recommended to take along as your travel companion. While a normal chocolate bar weights 100 grams, this **mini-umbrella** is even lighter, weighing just 95 grams. What is more, it is also really compact. You might even be tempted to take it along with you when the sun is shining. After all, it also provides shade when you need it, too. Despite its small size, this model still features the quality you know and trust from FARE products. This makes the umbrella the perfect companion for any weather, regardless of where you are going.

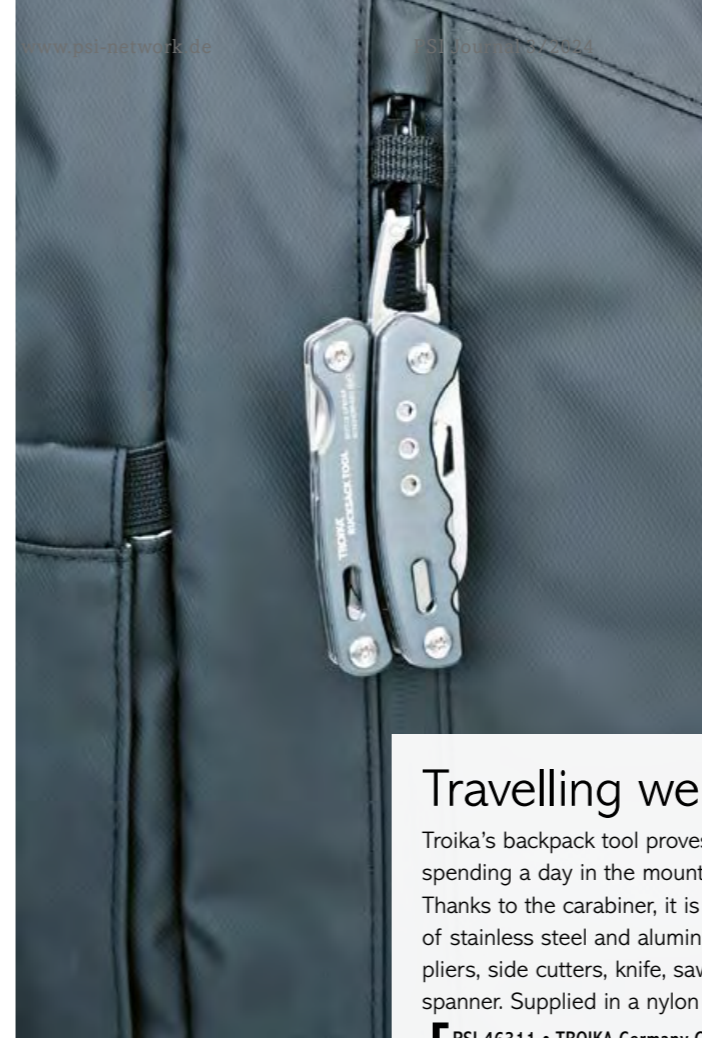
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Tel +49 2191 609150 • info@fare.de  
[www.fare.de](http://www.fare.de)



## Microfibre cloths for any occasion

The versatile microfibre towels from Römer Wellness have been popular for years. The specialist for promotional personal care products has now added **three additional practical microfibre products** to its product range. The Supersoft cloth is suitable for cleaning glass, mirrors, stainless steel and chrome. The premium cloth Multiclean makes it easy to catch dirt, dust and moisture with its long, absorbent fibres on the one side of the cloth and the soft microfibres on the other. The product Mousepad 4-in-1 has anti-slip knobs on the underside of the mousepad, while it can also be used as a cleaning cloth, a cloth to clean glasses or a cloth to protect displays. The front side is great for an advertising surface and can feature a 4c print.

PSI 46887 • Römer Wellness  
Tel +49 6541 812950 • info@roemer-wellness.de  
[www.roemer-wellness.de](http://www.roemer-wellness.de)



## Travelling well prepared

Troika's backpack tool proves to be a **versatile companion for all adventures**. Whether you're spending a day in the mountains or working on a DIY project: The 15 functions of the tool are there. Thanks to the carabiner, it is also ideal for attaching to a belt loop or rucksack. The multitool is made of stainless steel and aluminium. It has the following functions, among others: needlenose pliers, pliers, side cutters, knife, saw, slotted screwdriver, can opener, file, carabiner, bottle opener and spanner. Supplied in a nylon pouch.

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

## Lightweight and high-powered

The Cologne-based promotional product multi-specialist REFLECTS® presents another **configurable LED torch** under the REEVES® – Smart Electronics brand: REEVES-myFlash 300. This new in-house design is a smaller and lighter version of the popular REEVES-myFlash 700. Made from recycled aluminium, the torch can be combined with various handle sleeves. With a brightness of 300 lumens and five light modes, the LED lamp is a practical companion for everyday life, outdoor activities, at work or when travelling. The IPX4 splash-proof torch is rechargeable via a concealed USB-C port.

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## Merchandise World | Continuous growth

Merchandise World, jointly organised by BPMA and Sourcing City, entered its next round in Coventry, England on 24 and 25 January 2024. According to the organisers, it was the highly anticipated industry highlight of the year in the United Kingdom. Around 1500 visitors from 600 distributor companies, primarily from the UK and Ireland, but also from the EU and USA, came to attend Merchandise World. This corresponds with an increase of seven per cent compared to the previous year's event in January 2023. And: there were only 134 fewer visitors than during the pre-pandemic record year, February 2020. However, the organisers point out that the number of employees in distributor companies has also decreased since the pandemic.



The PSI was also present in Coventry as part of "PSI on Tour", opening a whole series of events planned for this year.

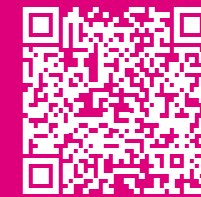
### Exhibitors' focus on sustainability

Exhibitors also recorded an increase of seven per cent compared to January 2023. Altogether, 173 suppliers made their way to Coventry, among them 40 new exhibitors. Every fifth exhibiting company came from abroad. It became apparent that some products or services are not readily available for companies from the UK. Others offered services, which could be ordered and supplied directly within the EU. It was also noticeable that many exhibitors are focussing on environmental friendliness – especially for the newly presented products. The path towards more ecological sustainability was also visible in the special "ECO World" area. Here, visitors could take a look at the top sustainable products.

### All-round positive response

Looking back, the organisers emphasised the all-round positive mood among the trade show visitors as well as the joy in seeing both well-known as well as new faces in Coventry. Ella Long from the organising team summed it up as follows: "The exhibitors were more than satisfied with both the quantity as well as the quality of the visitors, which made the event exceptional. And we as organisers are delighted that we were able to see happy faces all around. Now we begin planning the next round. Of course, we hope to see everyone again and additional new participants are definitely always welcome." The next Merchandise World will take place at 11 September 2024 in Milton Keynes.

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



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# MEDIA GUIDE 2024

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## Another positive step

**A**t the opening of the PSI, Marcus Sperber and Steven Baumgaertner, as entrepreneurs in the industry, were able to make it very clear in the discussion round with Markus Herbrand (MP/FDP) where the industry's shoe pinches. During the subsequent tour of the trade show, other well-known companies underlined this once again. In the early afternoon, PSI invited Markus Herbrand to a small group discussion. Manfred Todtenhausen (MP/FDP), who was attending the PSI for the second time and had previously visited FARE and Volker Giesel to learn more about the industry and the status of the discussions, was also present.

The discussions focused on the fact that the promotional products industry has been trying for decades to position promotional products as a high-quality advertising tool and to remove the "stigma" of their tax-related classification as gifts. Although a letter from the Federal Ministry of Finance (BMF) from August last year clearly stated that promotional products should be seen as an advertising tool, it lacked clarity on a number of points. As a result, opinions within the industry differed widely. The German Promotional Products Association (GWW) in particular did not consider the letter to be helpful in any way. Consultant experts in Berlin took a different view. In any case, there was disagreement in the assessment.

I requested clarification during discussions as well as in a position letter to the MPs following the PSI. Markus Herbrand (tax consultant and chairman of the FDP in the Finance Committee) and Manfred Todtenhausen (self-employed master electrician, member of the Committee for Economic Affairs) had promised to make an effort to achieve this.

They kept their promise: In a letter, they have now informed me and the entrepreneurs in the industry that they have approached the tax authorities in a joint letter with a request to explore the possibility of a stricter separation between gifts and promotional items. Yes, this is not yet a success, but it is another step in the right direction. We can only hope that the tax authorities will also seek information from those members of parliament who have a factual and professional understanding of the issues. But for now, many thanks to the two MPs Markus Herbrand and Manfred Todtenhausen, who took so much time for us and our concerns, and not just at the PSI.

Yours,



Petra Lassahn  
Director PSI



9–11  
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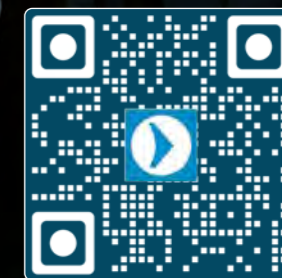
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## Green, ecological, sustainable

In an era in which environmental awareness and ecological sustainability are key concerns, green, ecological and sustainable products are becoming increasingly important as promotional articles. Companies are recognising the necessity of not only effectively communicating their branding messages, but also designing them in line with environmentally friendly principles. This paradigm shift reflects growing consumer demand for products, which are not only innovative and functional, but also leave behind a minimal ecological footprint. The product selection we present highlights the importance of ecologically sustainable promotional products in a changing market environment and their positive impact on the image of companies using them for advertising. In our second product category, we present new items and classics from the thematic segment "Bags, Luggage and Leather Goods".

**Please already start thinking now about your product presentations for the May 2024 issue of the PSI Journal, which is dedicated to the themes "Fashion, Workwear, Caps und Accessories" as well as "Express and Last Minute Products, Giveaways" and send your product suggestions (image and text) by 18 March at the latest to: Edit Line GmbH, Editorial Staff PSI Journal, E-Mail: hoechemer@edit-line.de**

## Promotional textiles on tour



In January and February, the Cotton Classics Roadshow toured internationally for four weeks for the 15th time. At 18 locations in 7 countries, representatives from 35 brands presented innovations in customisable textiles to distributors specialising in promotional products, textile printing, embroidery, workwear, merchandising and online trade. We report.

## International development of the industry

The past PSI proved once again that the promotional products industry is operating on international territory. Haptic advertising knows no borders – in many respects. This is demonstrated by numerous studies by associations from various countries and geographical regions. We have looked at some of them and present the results.



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