

PS1

JOURNAL

PSI Journal

International Magazine
For Promotional
Products

April 2024

Volume 63



**Green,
ecological,
sustainable**

Advertising with a good feeling

Freight shipping

Challenge for the industry

Product Guide

Bags, luggage, leather goods

Atlantis Headwear

Caps under the banner
of sustainability

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Editorial

New challenges

Whe belligerent Houthi rebels in the Red Sea and the China dispatchers Temu, Shein & Co with 5,000 tonnes of daily air freight are currently putting a massive strain on our supply chains worldwide. As different as the reasons may be, the result is congested airfreight and significantly longer sea freight routes (see page 10). Because shortages generally lead to price increases, we also have to be prepared for this, at the latest when domestic stocks are exhausted. The whole issue clashes with the long-term trend among industry customers to plan and order at even shorter notice. It will be the task of distributors to draw their customers' attention to the situation and urgently request them to plan for the longer term, because otherwise nothing will work in an increasing number of cases. As a result, the promotional products industry may lose sales. It is a risk that should not be underestimated.

Another point: many companies in the industry are strongly committed to ecological sustainability. The EU's path towards zero net emissions is generally supported, but frequently bears dangerous pitfalls. The Green Claims Directive, an EU law to be passed in the second half of the year, aims to prevent the frivolous use of green advertising, which is often pure greenwashing, and increase consumer trust in green products. Advertising claims with regard to ecological sustainability and "green" must be verifiable and transparent. According to an EU study, more than half of such statements are too vague, misleading or not substantiated at all nowadays. Green advertising claims will therefore be subject to significantly higher requirements, which advertisers must comply with to avoid being reprimanded.

And one more thing: there is a broad consensus that women and men should be paid equally for equal work and equal performance. However, the reality looks different. The EU Pay Transparency Directive, which was passed one year ago, aims to remedy the situation and is slowly entering the implementation phase. An important innovation: all employees are entitled to information from their employer regarding the gender pay gap. Companies with more than 100 employees must publish information on the pay gap annually and take remedial action if necessary. Smaller businesses must do so every three years. Long live bureaucracy.

The challenges will not become any smaller. The promotional products industry will master them – but only the companies that prepare early and position themselves correctly.

On this note,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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The 40 cm long, padded cotton handles make it comfortable to carry. This practical bag comes with an LFGB label and is ideal for transporting food - the optimal solution to avoid the less sustainable plastic bags in the supermarket! However, the robust jute fibre can also withstand other items with ease: drinking bottles from shopping, and more can be safely transported with Cleo.

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N° 2360

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Challenge for the industry 10

Punctuality and availability are important components of a well-functioning promotional products market. The current situation in the Red Sea is therefore toxic. While sea freight deliveries from Chinese ports to the EU took around 40 days last year, they currently take much longer. What about the industry's chances to face this challenge?

Green, ecological, sustainable 12

Sustainable promotional products become more and more important in and for the industry. In a changing market environment, they have a positive impact on the image of the promoting companies. We introduce a comprehensive product selection.



Detailed view of industry in UK and Ireland 46



In its exclusive "Market Report 2023", the British industry service provider Sourcing City has released a detailed analysis of the latest trends in the promotional product industry in UK and Ireland. We took a look at the survey and have compiled core messages.

More than just headgear 60

The hats and caps from Atlantis Headwear are headgear created with passion and care, which is the philosophy of Master Italia, the owner of the Atlantis Headwear brand located in the Province of Venice. Over the years, this guiding principle has been reflected in the company's growing commitment to more responsible production.



HEALTH IS ...

HEALTH IS FOOD

According to the Zukunfts-institut, food is not just about food intake. A **person's dietary** style is inextricably linked to their lifestyle, values, peer group and identity.

As a lifestyle, self-optimisation project and pursuit of mindfulness, health has been incorporated into all areas of life for a long time, which the experts at the Zukunftsinstitut are quite aware of. The future analysts at the institute have compiled several aspects under the concept of **'Health is ...'** which characterise the mega-trend.

We took a look at **three** of them and are highlighting a few examples of corresponding product presentations from the industry on this and the next page (p. 6). There are also many more examples that can be found in the PSI Product Finder.



Superfood smoothies and shakes

'Immune Booster Smoothies' recipe book
Edition Michael Fischer GmbH – EMF Verlag
www.emf-verlag.de
PSI 49982



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HEALTH IS SELF-OPTIMISATION

Sportivity has become an attitude towards life that extends into all areas of our everyday lives. This **'medical fitness'** trend is less about a visual change and more about improving physical fitness for the sake of your health.



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www.inspirion.eu
PSI 42907

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to learn how to **manage stress**.



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www.lipcare-werbemittel.de
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Market research

A clear rise of 6.8 percent

Gross expenditure on promotion totals an ample 2.39 billion Euro over the past month – compared with January 2023, that is a clear rise of 6.8 percent. Promoters appear to have sustained the momentum from the final months into the new year. As a result of the upswing in the second half of 2023, the Hamburg-based promotional and market researcher Nielsen has been able to demonstrate a further plus with gross promotion investments amounting to 33.8 billion Euro in total. horizont.net, „Deutscher Werbemarkt startet mit deutlichem Plus ins neue Jahr“



Downturn in Swiss Promotional Market

Last year, companies in Switzerland invested the gross sum of 3.95 billion francs in promotion. According to analysis company Media Focus, this corresponds to a decline of 1.1 percent. However, subtle changes are apparently behind the stark overall figure. 2023, reports the company, marks “a phase of consolidation and gradual transition in the Swiss promotional market.” horizont.net, „Schweizer Werbemarkt verliert 2023 leicht und landet bei 3,95 Milliarden Franken“

4.76% growth

According to statista.com, global expenditure on promotion in 2024 is going to be some 994.80 billion Euro. At the same time, the highest promotional turnover is expected to be in the USA (384 billion Euro). As forecast, the global market volume in 2028 will amount to 1,198 billion Euro, which would correspond to annual growth of 4.76 percent.

statista.com, Market Insights: Werbung – Weltweit

5,000,000,000,000 dollars



India's gross domestic product, which currently stands at some 3.5 trillion dollars in converted currency, is set to approach five trillion dollars. This is revealed by a survey by consultancy firm Deloitte Touche Tohmatsu India LLP. According to the latter, Indian entrepreneurs anticipate economic growth of 6.5 percent in the next financial year.

presstext.com, „Indien wird zum Fünf-Brillionen-Dollar-Land“



Supply chain: half of companies set up more broadly

One in two of the companies surveyed by the ifo Institute (58 percent) set up its supply chains more broadly last year and found new suppliers. In addition, one in three is planning to continue enlarge its own supplier base. 45 percent of industrial companies, moreover, increased their warehousing last year. 44 percent additionally report improved monitoring of their supply chains. Very nearly one in five companies (17 percent) has increased its manufacturing depth and reincorporated previously outsourced production steps. ifo.de, „Deutsche Industrie setzt auf Diversifizierung von Lieferketten“



One in two marketers optimistic

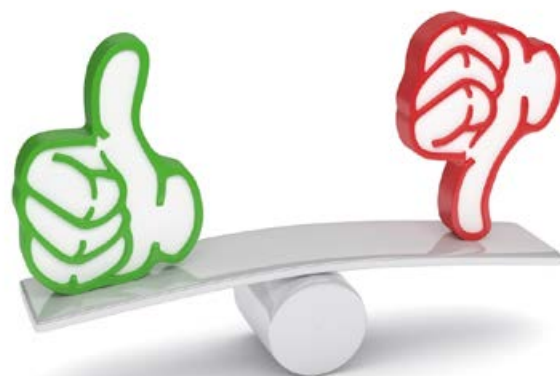
46 percent of the 350 decision-makers interviewed for a current survey by Civey, commissioned by DMEXCO, are anticipating growth in the online promotional market – albeit it to varying degrees. 34 percent expect slight growth of up to five percent, around seven percent of up to ten percent; a further six percent are seeing market growth even beyond that mark. This year as well, artificial intelligence remains of the most important marketing trends. Sustainability and social responsibility are in second position and social commerce ranks third. e-commerce-magazin.de, „Marketing-Trends 2024: Jeder zweite Marketer erwartet wachsenden Werbemarkt“

Marketer erwartet wachsenden Werbemarkt“

Sustainability? It's clearly ambivalent

In no generation has the topic of sustainability become more important to more people than in Gen Z. At the same time, in no generation has the topic become less important to more people. That is revealed by a survey by Kleinanzeigen.de and the Wuppertal Institut für Klima, Umwelt, Energie. The responses concerning climate demos reveal how torn Gen Z is: In this context, while 37 percent of Gen Z members approve of the “Fridays for Future” movement, 32 percent, however, reject it. All other generations are mostly against it. The “Letzte Generation” movement (last generation) meets with disapprobation across all generations – from Gen Z (48 percent) to the Boomers (82 percent).


absatzwirtschaft.de, „Impulse zur Circular Economy“



Punctuality and availability are important components of a well-functioning promotional products market. The current situation in the Red Sea is therefore toxic. While sea freight deliveries from Chinese ports to the EU took around 40 days last year, they currently take much longer.

Trade routes under pressure

Challenge for the industry



Instead of 40 days via container ship from the factory to your doorstep, it can currently take around 60 days or even more. This is extremely stressful, but there are alternatives.

Whe Red Sea, including the Suez Canal as a trade artery for Europe, is back in the spotlight due to the terrorist acts by Houthis against cargo ships. At normal times, 10 to 15 per cent of global trade volume is transported through this waterway. However, there is currently a yawning emptiness there. The volume of freight transported through the Red Sea came to an almost complete standstill in January 2024. According to the Kiel Trade Indicator of the Kiel Institute for the World Economy, as many as 84 per cent fewer containers passed through the waterway in January 2024 than would have been expected. That has consequences!

Whether it's a replacement part for the car, a shoe for a new collection or a promotional product for the next advertising campaign, many goods are currently taking a detour around the Cape of Good Hope in South Africa. "We have determined that the critical situation in the Red Sea is likely to last longer," says Klaus Dittkrist, Managing Director Cargo Seal Germany, who does not see the situation easing in the short or medium term. "Until the end of 2023 the situation was such that the transit time from Hong Kong via the Suez Canal to Hamburg was 30 to 32 days. We currently calculate 45 to 50 days for the route from China to Hamburg. Then there is import and export handling, which means that it takes 60 to 65 days from the factory to delivery destination."

“Ship and Rail is a good option for transporting freight from China to Germany – the urgent part by rail, and the rest by sea freight.”

**Klaus Dittkrist, Managing Director
Cargo Seal Germany**



Longer waiting times – and more expensive on top of that

Longer waiting times are particularly problematic in view of the availability of containers. Since they are at sea longer, fewer of them are available for loading. This is currently reflected in transport prices. While transporting a 40-foot container from Shanghai to Rotterdam cost USD 1,000 on the spot market for short-term purchases in November, the price at the beginning of March was between USD 4,000 and USD 5,000.

According to a study by the International Monetary Fund from 2022, a doubling of transport costs leads to a price increase of 0.7 per cent. Although the coronavirus pandemic and the major blockade of the Suez Canal by the container freighter Ever Green in 2021 have led to the expansion of storage capacities and diversification of supply chains, the increased transport costs will be passed on in the medium term.

Railway as an alternative

When goods are urgently needed, rail transport can be a suitable alternative for the promotional products industry according to Dittkrist: “Here we are talking about basic transport time of approximately 14 to 18 days from the Chinese loading terminal to Germany. If we add in export and import handling, the transport time of around four weeks from the factory to the delivery destination should be considered realistic under normal circumstances! If sea freight is no longer sufficient, the combination of ship and rail enables the transport of freight from China to Germany. Based on consolidated containers with several departures per week, whether by express or stand-by rail, or also split up – the urgent part by rail and the rest by sea freight – there are many solutions!”



High storage capacities essential

A situation that is confirmed by André Mertens, Business Development Manager Mid Ocean: “As one of Europe’s largest promotional products importers, we intensively deal with logistics issues. Since the coronavirus pandemic, we have therefore enhanced our storage capacities and keep them high – even if this ties up capital. This has enabled us to protect our customers from delivery problems. Nev-

ertheless, we always point out that planned delivery dates can be delayed by two to three weeks in some cases. We therefore offer our customers air freight as an option for time-sensitive deliveries. This is a service which they are happy to take advantage of.”

Air freight: fast, but limited

Air freight seems to be establishing itself as an alternative, especially for light promotional products. However, there are also looming signs of bottlenecks in air freight as well. According to experts, the costs for air freight are currently around 20 per cent higher than the normal price. The reason: the high demand for the online direct distributors Shein and Temu from China, which according to the German magazine Wirtschaftswoche fly out 4,000 to 5,000 tonnes of goods by air every day. This volume alone requires over one hundred Boeing 777 airplanes to take off every day.

The uncertain economic situation in China, which is the workbench of the world in general and the promotional products industry in particular (see issue 11/2023 of the PSI Journal), is compounded by uncertainties in logistics. The good news is that alternatives are available, meaning that it is possible to diversify freight routes as well as value chains. This gives us one more tool to ensure continued availability and punctuality. <

“As one of the largest promotional products importers in Europe, we deal intensively with logistics issues. We have kept our storage capacities high since the coronavirus pandemic. We also offer air freight as an option for time-sensitive deliveries.”

André Mertens, Business Development Manager Mid Ocean



The product selection we have presented emphasises the importance of sustainable promotional products in a changing market environment, and their **positive impact on the image** of the promoting companies.



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

Body and contact care

The high-quality care products in the Push-up-Stick from FSC-certified, recyclable cardboard from KHK are particularly environmentally friendly. As long-lasting ecological care products, the plastic-free eco-sticks are perfect for personal advertising with a clear conscience. The cosmetics specialists from KHK GmbH have already successfully introduced a rich hand-care product as well as face and lip care products with strong sun protection LSF 30 or LSF 50. In 2024, the Eco Series was expanded to include a vegan, natural cosmetics-compliant deodorant. The deodorant lotion provides intensive protection from unpleasant odours and is very pleasant for use on shaved skin. Ingredients from controlled organic cultivation ensure long-lasting care as well as a fruity fresh orange aroma. The Eco-Sticks are customised with a 4c paper label and available in quantities of 500 or more, and with LSF 50 starting in quantities of 1000. All care products from KHK are manufactured in Germany in accordance with the current Cosmetics Ordinance and the Cosmetics Good Manufacturing Practices (GMP).

Effervescently experiences

Banana, woodruff, cherry or perhaps blueberry, tingling on the tongue? Ahoj Brause is familiar to everybody, but in the form of sweet little teddy bears from Kalfany Süße Werbung, it is not only something special, but also particularly suitable as an effervescent Giveaway 2Go. The Brause Super Bären will win over all fizzy drinks fans, and not only due to their shape and unmistakable flavour. They are now also scoring points with the minerals they contain (calcium, magnesium and zinc), and vitamin C and dextrose. The ten-gram promotional paper sachet is completed by Kalfany Süße Werbung in its own printing house, under IFS standards.



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www.emotion-factory.com

Floral greetings

The mini vase from emotion factory Heri-Rigoni impresses with its simple elegance and versatile advertising possibilities. The real wood cube gives every room a warm and natural atmosphere. The integrated glass tube is ideal for an individual flower or a delicate branch to spread fresh vitality. The mini vase functions as a charming decorative item on desks, shelves or windowsills. With its timeless design, the tasteful promotional gift will brighten up any room. The vase is supplied for safe transport in a customised individual cardboard box, which also serves as elegant promotional packaging. There are no bounds to creativity, as the cardboard box can be designed any way you like. In addition, laser engraving on the wood ensures a lasting advertising effect. As an alternative product, the mini vase is also supplied with a magnet, allowing it to be attached to metallic surfaces.

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



Bee happy

The promotional experience featuring a colourful flower meadow from Römer Präsente makes the world a bit more vibrant. The plain-coloured sachets with Bee Happy tag contains three large colourful seed bombs of around ten grams each, containing a mix of wildflower seeds. Growing to a considerable height of 30 to 120 centimetres, this message encased safely in clay and natural dyes is guaranteed to linger in the memory. The balls of seed are sown with ease and, after a bit of rain, sun and patience, they emerge in full blossoming splendour. Thus, the surroundings – garden or balcony box – become that bit more vibrant and bee-friendly. Instructions for the seed balls can be found on the back of the tag. Also with a customised tag on request.

Ecologically sustainable gardening

Routing, visual axes, planting and dealing with elevations: The book from Edition Michael Fischer (EMF Publishing House) explains step by step what is important when planning a garden. It consistently focuses on the aspect of environmental friendliness, in particular ecologically sustainable materials and drought-resistant plants. The book is the ideal companion from the initial collection of ideas, to conceptual development and on to the final plan. There are numerous suggestions for finding your own style. This makes it possible to design the garden in a personalised and ecologically valuable way. The EMF Publishing House can also place products and services in the instruction texts on request. It is additionally possible to place a logo on the cover, while also taking the corporate design into account. The result is a customised book, which perfectly matches the company and brand.

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



A honey-sweet concept

Ecobrand is providing a new solution for customers with their own beehives: last year, the company from Austria presented the honey sets with many different finishing options. Due to the demand from many customers to supply their own honey, Ecobrand now fills customers' honey in quantities of 50 kilograms or more in eye-catching 50-gram jars and sets with perfect customer branding. This way, customer gifts can be made even more individual and, above all, perfectly presented. The system now also includes cool new sets of two, which can be filled with both stock honey and customer honey.

PSI 60236
ecobrand respectful distribution gmbh
Tel +43 5576 21595
office@ecobrand.promo
www.ecobrand.promo



PSI 47879 • Teko Tryck AB
Tel +46 456 13253 • info@tekotryck.se
www.tekotryck.se

A clean affair

The 100 per cent biodegradable Swedish dishtowel from Teko Tryck is not only very useful, but also environmentally friendly. The towel consisting of 70 per cent cellulose and 30 per cent cotton contributes to reducing the usage of paper towels and is also the perfect alternative to towels, which are often produced with plastic components. In addition, the towel, which absorbs 15 times its own weight, can be washed in the washing machine or dishwasher or even boiled. It can then be reused an unlimited number of times. The inks used for printing by the Swedish company are incidentally also water-based and environmentally friendly.

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



Ashtray for your pocket

For customers who value ecologically sustainable promotional products, Dosenspezialist (Can Specialist) is presenting a pocket ashtray. This handy companion allows users to remain environmentally friendly and stylish without compromising on style. The product is available immediately from stock and delivered within two weeks, even with a customised customer logo. This enables the quick and effective realisation of planned promotional measures. The ashtray is not only a practical accessory, but also a symbol of the commitment to environmental protection and corporate social responsibility. The promotional product reminds customers everyday how important it is to take responsibility for our environment.

Hiking paradise Germany

The calendar "Hiking country Germany" 2025 is aimed at friends of walking, hiking or trekking sports. There is great happiness in walking. So if you often lace up your hiking boots, you will find yourself on the right natural path in this wonderful calendar, in which twelve tours prove that Germany is a true hiking paradise. Customers decide if they wish to walk the entire long-distance trail or just individual stages. The publishing house offers inspiration for this, including a small route map and additional route information. Like all Ackermann calendars, this product is manufactured exclusively in Germany and in cooperation with NatureOffice printed climate-neutrally on paper, which originates from exemplarily managed FSC® certified forests and other controlled sources. Advertising imprints are available in quantities of 50 or more.



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A modern lifestyle, work, hobbies, sports, always on the go - sometimes cooking at home falls by the wayside. The number of take-away orders is continuously increasing, and with it the mountain of waste from disposable takeaway packaging. This means it is more important than ever to find a balance between human behaviour and its impact on the environment.

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www.der-zuckerbaecker.de



Clever Ecobags

Der Zuckerbäcker is offering new Ecobags, which are biodegradable stand-up pouches made of kraft paper that can be filled as desired. The standing promotional pouches are free of aluminium and therefore particularly environmentally friendly. The material is also food-safe, so that the original taste of the sweets and snacks is completely retained. High-quality brand name sweets, nuts or muesli mixtures are offered as filling options to go along with various occasions. The hand-filled Ecobags are available in five different sizes. Starting in quantities of 100 or more, they can be finished with a customised label. Thanks to the all-round individualisation options, the advertising message is spread around the world in a positive and ecologically sustainable manner.

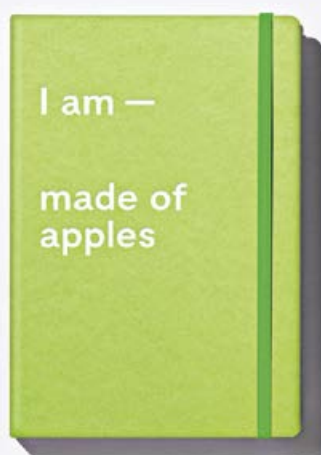
Spring magic in pocket size

The seed card mini flower unfolds its enchanting floral splendour in the advertising universe. The emotion factory from the Black Forest thus demonstrates its knack for ecologically sustainable advertising messengers. The pleasant spring messenger contains a window in the shape of a flower, which shows the happily dancing plant seeds. The product in cheque card format can be designed and printed on both sides and is ideal for creative promotional messages in the spring or as a trade-show giveaway. With a weight of approximately five grams, this floral surprise is easy to send. The high-quality digital print version enables 4/4c Euroscale design for maximum brilliance.

PSI 41016
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www.emotion-factory.com



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Upcycling concept

The upcycling concept for book covers used by brandbook is based on apple scraps, as this material has the same properties as pleasantly soft, voluminous artificial leather. Instead of chemical raw materials, it consists to a large extent from natural apple scraps. By the way, this natural material is also excellently suited for individual logo embossing. The material is available from brandbook as a modular notebook in green, white, grey and black and with your own logo in quantities of 25 copies or more. The Eco Apple A5 Green can be viewed online at: <https://brandbook.de/modulare-notizbuecher/eco-apple-a5-green>



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www.diestadtgaertner.de

A growing promotional product

Seedbombs are sustainable promotional products that literally allow brands to blossom: The small, hand-rolled balls made out of earth, clay and seeds from the range from TDJ Stadtgärtner transform pots and flowerbeds into a sea of blooms in virtually an instant. Simply sow, wait for the next rain to fall – or help out with the watering can – and the wildflower blossoming soon commences. Whether walnut-sized, earth-coloured seed bombs or, as preferred, in the form of small, colourful flower-marbles: Seedbombs from Die Stadtgärtner are the ideal scatter article for promotions, perfect giveaways for trade shows, sustainable promotional gifts as well as ecologically valuable tokens of appreciation for employees, customers and partners. The Seedbombs and flower-marbles can be ordered in various sizes and packaging types and customised: in the quail's egg box with paper banderol, in the single paper holder, in a high-quality cotton or jute pouch, or in a fold-over box.

Ecologically sustainable friends of the sea

The newest, innovative MiniFeet® friends of the sea from mbw® are made from 100 per cent recycled PET bottles. The adorable sea creatures consisting of a whale, octopus and sea star are not only cuddly soft playmates, but also pioneers in environmental protection. The likeable advertising messengers are available in four pastel colours and contribute to reducing plastic waste: a clear statement for ecologically sustainability and environmental protection. The embroidered eyes are not only lovely details, but also deliberately help to avoid plastic parts. Whether as a bonus for customers, a gift for employees or an eye-catching product at the point of sale, the MiniFeet® friends of the sea are versatile promotional products, which trigger positive vibes and are a long-lasting delight. All products can be printed with a company logo or a slogan. In addition to the new sea creatures, mbw® offers many additional products made of recycled materials, which now can be discovered online.

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www.fruitoftheloom.eu



Feel-good wearing

Fruit of the Loom is synonymous with high-quality styles, custom textile finishing and a wide selection of colours. For the colour Athletic Heather, out of 90 percent wingspan cotton and 10 percent recycled polyester, materials that have already been used are reconditioned and put to new use. This puts the colour firmly in the context of sustainability initiative The Fruit Way. Athletic Heather is available in various styles for women and men, including within the popular Iconic T-shirt Collection and in the Premium Polo Collection. In the case of the classic, the Iconic 150 T, the modern fashion fit with crew neck meets high fabric quality. The timeless all-rounder and fixed component of professional wear is the polo shirt. Its winning feature is wearing comfort and it looks elegant at all times. With the colour Athletic Heather, Fruit of the Loom, wholly ascribed to sustainability, offers a host of styles for various occasions and custom textile finishes. Besides quality, colour and clothing item consistency, the company's own production site in Morocco guarantees manufacturing in line with The Fruit Way – respecting both people and the planet.

Handmade in Germany

The power of nature is the main component of the Swiss stone pine pillow from Herbalind, which can be customised in all sizes and different shapes. For haptic advertising, these cushions are a natural, environmentally friendly, sustainable and fair advertising medium. Why? Because the cushions are made in the Münsterland region (Germany) in Herbalind's inclusive factory. The Swiss stone pine has the wonderful scent of hardwood – an immediate holiday feeling.

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PSI 46925 • Pins & mehr GmbH & Co. KG
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www.pinsundmehr.de



Advertising with a cleansing effect

Micro-fibre cloths have established themselves as indispensable cleaning aids, but increasing environmental awareness requires ecologically sustainable alternatives. This is where cloths made from recycled materials such as rPET come in, together with environmentally packaging, both available from Pins & mehr. Ecologically sustainable processes conserve natural resources without sacrificing effectiveness. One step forward is the introduction of compostable packages: compostable film bags have already been used for some time now as a packaging solution for the pins as well as the shopping trolley chip Triggi®. These biodegradable containers are now also available for the high-quality micro-fibre cloths. This further minimises the ecological footprint and gives the desired advertising message the ecological sustainability seal.



PSI 41615 • Geiger-Notes AG
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(Almost) good enough to eat

The elegant Black-Book green+blue from Geiger-Notes is a particularly sustainable notebook, available in A4 and A5 size. It is equipped with a hardcover binding made out of Apple-organic material, which is made out of 39% percent apple remnants. It offers stylish sustainability with promotional stamping on the binding. The note pages, as well as the end papers consist of recycled paper bearing the "Blauer Engel" environment symbol. The 192 squared pages with micro perforation, pocket insert, elastic band, pen loop, bookmark, headband and black edge colouring make it an environmentally conscious companion.



SHIVA O₂ – A SUSTAINABLE CHOICE THE 100% BIOBASED SUGARCANE BOTTLE

Choose Shiva O₂, and make a positive impact on both the planet and your hydration routine. Embrace sustainability without compromising on quality and style. Bottle and cap available in 4 colours. Delivery 2 weeks. Made in the Netherlands. BPA free, 100% recyclable and reusable. Can be printed full colour, all-round.

www.bottlepromotions.com | carl.tolido@garmin.com | joy.schoelink@garmin.com



PSI 43144
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 www.fare.de



Break-time fun, even in the rain

There were flashes of sunshine between the clouds a moment ago, but now the sky is darkening: that is when the FARE Set ÖkoBrella To Go is exactly right for genuine outdoor fans who are on the move in all weathers. The pocket umbrella, with a waterSAVE® polyester pongee canopy dyed to conserve water and made out of recycled plastics, protects against rain and, thanks to a flexible windproof frame, even withstands strong gusts. In addition to the option of finishing on the umbrella's wedge, the real wood handle is equipped with the possibility to apply a promotional message. The umbrella, along with the associated double-walled thermal cup with 400 ml capacity from Koziol, is packaged in an appealingly designed cardboard box.

An ecologically sustainable necessity

The ecologically sustainable Premium Shoe Care-Set from Frank Bürsten GmbH is made in Germany and consists of two beautiful horsehair polishing brushes, two handy horsehair crucible brushes, two Oeko-Tex cotton polishing towels and high-quality shoe wax. The shoe care set is intended for smooth leather shoes. Using the enclosed care instructions guarantees a shiny appearance and long-lasting enjoyment of good shoes. The set is packaged in an attractive presentation box consisting of environmentally friendly cardboard. Only ecologically sustainable products were used to compile the set. During manufacturing, Frank Bürsten relies on regenerative energies to ensure the environmentally friendly production of the brushes: the required electricity is provided entirely by the company's own hydropower and photovoltaic system. The wood in the brushes comes exclusively from the Black Forest. The wood shavings generated during production are used to heat the company buildings. On request, the manufacturer can put customised company or advertising logos on the banderole or brushes.



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For love of nature

The seed balls from the BIO Flowerheart bee meadow from Tobra are now also available in the shape of a heart. The mixture of over 20 seeds, including cornflowers, mallows, corn poppies and more will attract not only bees, but also butterflies and other beneficial insects. Flowerheart is BIO certified, ecologically sustainable and made in Germany. The heart shape is not only a symbol of love of nature, but also a unique possibility to provide a personal contribution to environmental protection, for example as a giveaway with a heartfelt message. The Flowerhearts are perfect for sowing between April and July and for creating a diverse and nectar-rich plant world. The mixtures primarily consist of native seeds, which protect and promote the ecosystem. The packaging made from FSC-certified brown cardboard is not only digitally printed, but also customised to the heart design as standard. Alternatively, the packaging can also be customised on both sides according to your wishes.

Green and clean

The eco sponges from marcolor are presented as a pure natural plastic-free product whose winning feature is its highly absorbent sponge material made out of wood cellulose & cotton. It can be machine-washed multiple times and is compostable at home. The sponge is Made and Printed in Germany – from the cloth to the dedicated paper banderol. The latter consists of recycled plain paper and offers space for additional promotion. Alongside the standard formats, special formats are also possible.



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 brandbook - NEXT design+produktion GmbH
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 www.brandbook.de

I am —
 made of
 denim

Book cover in a jeans look

Brandbook provides creative and individual notebooks, perfectly dressed in blue jeans: the denim blue jeans cardboard boxes consist of 50 per cent recycled jeans or denim dust and 50 per cent FSC cellulose. This composition results in a robust cover material, which is ideal for the further processing into a Flexcover. The material is available from brandbook as a modular notebook in the formats M and L with a customised logo starting in quantities of 25 or more. The characteristic blue colour of this soft, textile-like material is strongly reminiscent of its origins: denim fabric. The recycling of jeans trousers produces fibres, which are too small to be spun into new yarn but perfect for paper production. Mixed with cellulose from ecologically sustainable forests, they create a unique material that combines the casualness of denim with the fineness of paper.

A refined drinking vessel

A practical thermal cup is an exceedingly useful accessory, for both professionals and people who are always on the go. Graboo, the double-walled thermal cup made out of recycled stainless steel from Anda Present, makes a lasting impression with its slim design and lid and handle made out of bamboo. Due to its materials, recycled stainless steel and bamboo, Graboo offers more than just a vessel for drinks: Besides its practical utility, the promotional product becomes a symbol of sustainability, setting a clear course for a company's commitment on the environment's behalf. Graboo can be provided with text using various print techniques such as engraving, screen printing or pad printing, with the result that striking corporate logos draw the attention of a variety of target groups.



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Sealing-power from the sea

Ocean Clamps from i4 are patented clips that are suitable for sealing rigid and flexible bags and, due to their compact size, can be stowed away anywhere. They consist of 100% plastic waste from the sea, are environmentally friendly and are manufactured in Slovenia (EU). They are available in customised plastic colours and can be ordered in various packaging sizes. It is also possible to print a QR code next to the brand, in order to promote apps, online services, or loyalty and reward schemes.

Light and easy with lifestyle

The active season is really taking off. To enjoy seminars and workshops as well as festivals and events, the Halfar Multibag EVENT is in demand as a casual companion. It carries documents as well as small equipment for the day. It can be converted from a shoulder bag to a rucksack with a quick flick of the wrist. With its many fashionable colours and lightweight, compact design, the EVENT can be taken anywhere. Whether A4 documents and notepad, tickets and sun cream: everything goes with it. After all, the rPET material also saves resources.

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www.halfar.com



Eco



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www.tedgifted.com



Quick and effective

Ted Gifted delivers sustainable rPET key bands to the recipient in one to two days. The key band, printed with a logo or another design, is known as one of the most practical customised promotional products. Ideal for countless occasions, such as conferences, festivals, tours and much more, the ECO Lanyard is part of the manufacturer's Best Collection. Up to 999 pieces are with the recipient in two days; as an express delivery, even in one.

Dropped-in drinking pleasure

Here, the use of plastic bottles is avoided and plain tap water is turned into a taste experience: with the natural flavourings and valuable vitamins contained in the effervescent drops from the range by promotional drinks specialist Römer Drink, exclusive promotional products partner of the innovative brand dropz, straightforward tap water becomes a healthy alternative to conventional sweetened drinks – for added life quality and wellbeing, without calories and sugar. Besides a pouch containing 20 lime & mint drops, the specialist now also offers a sachet variant containing one drop for a refreshing boost on journeys. A custom sticker on the pouch is possible from 100 pieces. For every packet of dropz sold, containing 20 tablets, one plastic bag is fished out of the ocean – a strong signal in favour of the environment. That's the way to do sustainable promotion that spreads happiness.



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PSI 60236
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www.ecobrand's.promo



New all-round service

Sprout sales partner Ecobrand's is expanding its service for its innovative seed sticks. Thanks to a new laser engraving system, the sprout products can now be engraved or printed in four colours in quantities of 120 or more. At the same time, the little stick-in cards are also available with a customised design in quantities of 120 or more. With a delivery time of two to three weeks for up to 2400 items, the Austrian company is now also faster than the previous standard service. Another new product is the Sprout Powerpack, consisting of the well-known Sprout pencil with sharpener and the natural horse dropping fertiliser on an extra-large and extra-informative stick-in card. When sharpened, it can be used on the desk, while the horse droppings provide an extra growth booster when planting them. Sprout is also expanding its range with the new mini stick, which is five centimetres shorter than the long version. It is available in quantities of 500 or more including the little cards.

SPROUT Samenbleistift Gravur

YOUR CUSTOM ENGRAVING Basil Sprout

SPROUT Samenbleistift Druck

YOUR CUSTOM COLOR PRINT Basil Sprout

patentierter
SPROUT
STIFT



Cute little recycled bee

The little bee ("Biene Bienchen") made from recycled PET from team-d Import-Export Warenvertriebs GmbH is a messenger for environmental protection and has found a new friend, Bruno the Bear. He is also made of recycled plush and is an extremely soft and cuddly teddy bear. Five new friends additionally have been introduced as finger puppets. Also made from rPET, they playfully encourage creativity. The group of friends has been expanded to include beaver lady Betty and butterfly Stella. All models are available from stock in Schorndorf. Custom-made products are available starting in quantities of 3,000 or 5,000 depending on size and material.



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

– Advert –

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www.natureOffice.com/DE-97-158725
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LIKEABLE**

**Cuddly soft sea animals
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WITH YOUR LOGO!**

Discover our new range
of recycled MiniFeet[®]
sea animals and make a
sustainable and long-lasting
impression!

**Further information & great
sample boxes at:**

mbw.sh



PSI 48917 • Promo-House
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www.promohouse.pl

A versatile accessory

Due to its utility as an element of sports and leisure wear as well as its functionality, the ECO rPet Bandana from Promo-House is frequently used as a promotional message-bearer. The bandana has many functions, including uses as a scarf, headband, hairband, armband, hat, headscarf or mouth-covering. Purpose of use is solely determined by the user's creativity. Printing these cloths can be performed using the sublimation method or using the digital inkjet process. With sustainable development in mind, the cloths are made out of recycled polyester microfibre, rPET. They weigh 150 grams and can be delivered in special packaging comprised of ecological cardboard. These ecological solutions symbolise the current global trend. Minimum order quantity is ten pieces.

Soil-degradable plastic substitute

The soil-degradable organic material GI Green HomeCare ushers plastic products into sustainability. Customers who are currently manufacturing conventional plastic products using the injection moulding method can procure this raw material directly and exclusively via Global Innovations Germany. Manufacturing is performed in Germany or in China; the material is also available in test quantities. Companies that do not do their own manufacturing can also procure the material and have it delivered directly to the maker. The globally patented material is soil-degradable, leaves behind no microplastic and, in reference to durability and stability, is comparable with similar plastic products. The TÜV certified material is food safe and suitable for the dishwasher and can be recycled in a closed loop. It can be used without modifications in existing injection moulds and is available in various material versions from flexible through to rigid. In addition, during production, its lower processing temperature leads to energy savings. The organic material's top quality is guaranteed by the new low-migration material, since this material variant was developed for the food industry and therefore meets extremely high standards.

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UMWELTFREUNDLICHE
ALTERNATIVE ZU HER-
KÖMMLICHEN KUNSTSTOFFEN

LANGLEBIG & FORMSTABIL
ANALOG ZU VERGLEICHBAREN
KUNSTSTOFFPRODUKTEN



AUCH IM EIGENEN
KREISLAUF
RECYCLEBAR

ERDABBAUBAR
OHNE RÜCKSTÄNDE
VON MIKROPLASTIK

Durable sport bag

T14021, the gym bag made of 100 per cent organic cotton from Maprom, is a practical everyday companion. The high-quality product is also certified in accordance with Oeko-Tex® Standard 100. This natural and ecologically sustainable bag is equipped with robust drawstrings and can therefore be comfortably worn as a backpack. Due to its dimensions, it offers a large advertising space for finishing with all standard printing processes. This all-rounder for sport and leisure provides customers a timeless and effective advertising medium. Further products from this series can be found in the shop at www.maprom.de.



PSI 47372 • Maprom GmbH
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www.maprom.de

T 14021 mit Druckbeispiel

A shining brand ambassador

Made in Germany, the custom-printed eyewear wipes from Polyclean consist of recycled PET, also known as rPET, and are particularly gentle on sensitive surfaces such as eyeglasses, smartphones, displays or cameras. This ecologically sustainable alternative reduces the use of new raw materials and at the same time is a premium product, which improves both vision as well as the ecological footprint. State-of-the-art printing techniques make it possible to print customised logos, lettering or images in outstanding quality on the wipes. Customers have this option in quantities of 250 or more. Whether you choose colourful motifs, bright colours or subtle designs, the result will always be impressive. There is also the option of supplying the eyewear wipes in customised packaging, such as paper cases, to further emphasise a message or brand.



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PSI 47306 • emco Bautechnik GmbH
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www.emco-bau.com

An individual entrance

Washable and custom-printable logo or door mats can be explored at emco Bautechnik, manufactured in Germany out of regenerated Econyl® Brand yarn. Resources are saved when Econyl® yarn is produced: compared with conventional nylon yarn manufacturing, a considerable amount of crude oil is saved and considerably fewer CO2 emissions are caused. What is more, the mats can be cleaned in the washing machine without any problems. Once the mats have been put to purposeful use at the point of sale, as a customer gift in the real estate sector, as a caravan or motorbike mat and, especially, in entrance areas, a clean foot mat is available again just a little while later. Thereby, in addition to the use of the regenerated Econyl® yarn, sustainability is amplified even further, due to the prolonged lifetime. The many advantages include printing in vibrant, permanent dyes, the realisation of custom dimensions, and custom printing. Available from just one piece.



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A cool breeze

Trends21 makes environmentally friendly promotional fans with all-over, full-colour logo printing on a high-quality paper support. By deploying this attention-grabbing promotional product, customers speak up for sustainability and present their company in a unique way. The promotional fans not only offer an effective promotional opportunity, but also convey a commitment to environmental conservation and doing business sustainably. With a custom design and high-quality workmanship, companies draw their target group's attention and leave a lasting impression. Whether as a promotional gift for customers or as an accessory for companies: the promotional fans have multiple uses. Promotional product distributors receive a 20 percent reseller's discount.

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More environmental awareness

Everyone has been talking about ecological sustainability for some time now. With the lists, instructions and challenges in this book from the EMF Publishing House, it is not hard to live ecologically sustainably. Whether it is the household, fashion, cosmetics or nutrition, this book guides you through all areas of life with everyday tips and advice. In addition to tasks to reduce your own ecological footprint, it contains knowledge for reference, sustainable do-it-yourself instructions and plenty of space to document your own goals and experiences. The publisher is happy to customise the size, content and design of the book to customers' ideas and wishes. Along with the customisation of the corporate design, the logo can also be put on the cover. Many designs are possible, spanning from inexpensive giveaways to high-quality hardcover books.

An evergreen of the promotional industry

For more than 38 years, the Franconian writing instrument manufacturer Reidinger has had a functional, transformable classic in its range that is proof, more than ever, that brand messages endure in the customer's focus: the pencil. And it does so without being an environmental burden at the same time. That is because Reidinger writing instruments are manufactured out of FSC certified wood and compensate for the emissions caused for every single pencil. That also applies to the richly faceted finishing of the elegant writing instruments, regardless of whether this is in 4C printing or crowned with a sparkling crystal, a practical eraser, or a magnetic cap. With the pencils, companies can set the course for a greener future with an easy conscience. Incidentally, the writing aids can be confectioned in an instant in the online configurator on the manufacturer's homepage.

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PSI 45899
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Timely electronics

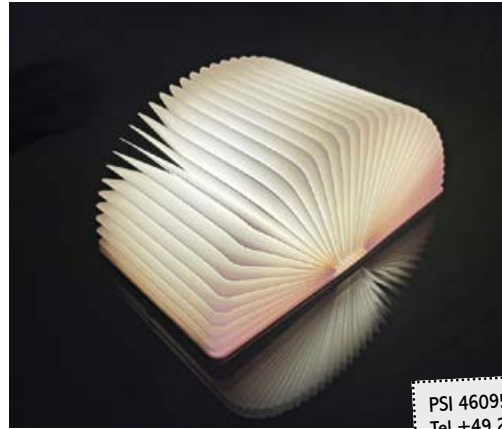
Since sustainability is more important today than ever before, the ECO products from micx-media substitute plastics that have difficulty degrading for recycled materials or renewable raw commodities. Be it an LED charging cable made out of recycled PET bottles and bamboo, a powerbank made out of wheat straw plastic, or even a custom designable induction charger made out of cardboard – the combination of functionality and environmental consciousness makes brands an effective everyday presence in customers' lives. In order to make the concept perfect, numerous items are also available in eco-friendly packaging, such as a cardboard box.

A transformable design object

With a high-quality branded calendar from Athesia, companies are sure to be in the clientele's line of vision 365 days of the year. The designer weekly planner 2025 from Harenberg can be used as a straightforward planning instrument, large designer calendar or simple wall decoration. The built-in eyelet enables the calendar to be hung open or closed. The backs of the pages are adorned by a decorative pattern, meaning the right variant can be created for every occasion, and provide stylish enticement for re-use as gift wrap or decorative paper. The large weekly calendar allows plenty of space for deadlines and notes. The promotional calendar, suppliable in 25 × 35.5 centimetre format, offers printing on FSC-certified paper. The promotional message is accordingly realised on request.



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www.lumitoys.de

Decorative eye-catcher

Useful, elegant, decorative and made from renewable raw materials: all of these features are characteristic of the Book decorative lamp from Lumitoys. The lamp in a book design is a stylish and high-quality customer present, which gives a warm and special touch to every room. The wood cover offers plenty of space for individual design, while the glued paper sides provide the lamp stability and diffuse the light in a uniquely atmospheric way. Various shades of brown are available for the cover, into which the logo is engraved. Alternatively, colour printing is possible as well. The decorative lamp available in different sizes is charged by USB and available in various LED colours or with colour changing LEDs. Custom packaging can also be provided on request.

Making the switch to recycled materials

This year, Result is making a start on switching its most important models to the use of fully or partially recycled material. Thus, for instance, the R244X Promo Padded Bodywarmer was recently switched to completely recycled materials. There is no difference in terms of material, performance or price. The visible changes are a recycled zipper, a biodegradable poly bag, and a cardboard box with a green label. The body warmer is available in Black, Grey and Marine in sizes XS to 3XL. It is water-repellent, breathable and windproof and possesses vertical side inserts and padding on the upper body for additional warmth. In order to reduce the release of microplastic fibres while washing clothes made out of 100% polyester, the manufacturer is stepping up its use of recycled material in all collections. The transitional logo represents the date when standard models are switched to recycled. Since its introduction in 2020, Genuine Recycled has saved up to 20 million one-litre PET bottles from landfill.



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uma Managing Directors Jochen Ullmann, Peter Ullmann and Alexander Ullmann (from left) in the factory area with the ISO certificate.

uma is certified sustainable

Family business uma Schreibgeräte Ullmann GmbH from Fischerbach in the Black Forest has announced that they are now ISO 9001:2015 and 14001:2015 certified, taking a further step towards climate protection.

With their approximately 250 employees, uma Schreibgeräte Ullmann is one of the internationally renowned manufacturers of promotional products that “write”, and has focussed on sustainability for many years. The company has established itself in the field of promotional writing instruments primarily through their use of alternative,

sustainable raw materials, and has continued to set new standards for sustainable writing in

recent years. In 2019, the family-run company decided to make its entire production in Fischerbach climate-neutral. After determining their CO₂ emissions, their main focus has been on actively reducing CO₂ emissions, in addition to offsetting them. Since the beginning of

2023, large-scale photovoltaic systems have adorned all three uma plants. As a consequent next step, uma decided to have its quality and environmental management system certified in the middle of last year.

By scrutinising all processes in the company and determining key figures, this specialist for writing instruments was able to define clear environmental targets. Through this, targeted measures could be taken to optimise and continuously improve the company's processes. “To ensure that our work methods are maintained at the highest level of quality, we are focussing even more strongly on the quality of our work,” says Managing Director Alexander Ullmann. By additionally integrating a variety of environmental aspects into the daily work of the Fischerbach-based company, the risk in terms of environmental impact can be further minimised and an active contribution made to protecting the environment. “The ISO certification once again emphasises our continuous striving for quality and our commitment to environmentally conscious work and action,” continues Alexander Ullmann, adding, “Regular audits are carried out to check whether the targets we have set have been met and can be redefined. These certifications are therefore continuous steps towards an environmentally friendly and sustainable future. The company will continue to develop products with the aim of reducing its environmental impact and finding sustainable solutions.”

As a leader in innovation for environmentally friendly and sustainable writing instruments, the company was recently honoured with the German Design Award Eco and received the TOP 100 Innovator award for the third time, making it one of the 100 most innovative medium-sized companies in Germany. www.uma-pen.de



EcoVadis Platinum for cosmetics manufacturers

For the fourth time in a row, KHK GmbH was awarded the platinum seal from EcoVadis. This recognition makes the cosmetics specialists from Hürth, near Cologne, one of the top 1% of the companies assessed in their industry.

EcoVadis evaluates companies in the areas of environment, labour and human rights, sustainable procurement and ethics. KHK GmbH had excellent scores in all areas. According to EcoVadis, 91% of companies and 85% of consumers consider sustainability criteria when making their purchasing decisions. The objective sustainability rating of EcoVadis provides a reliable basis for this.

www.lipcare-werbemittel.de • www.customizedlipcare.de



Company building
The Lamy company
building in Heidelberg.

Mitsubishi Pencil Company takes over LAMY

The Mitsubishi Pencil Company, the company behind the well-known uni brand founded in Japan in 1887, is taking over C. Josef Lamy GmbH and the LAMY brand. According to the Lamy headquarters in Heidelberg, “the LAMY owner family has gone through an extensive process to find a buyer who will lead the company founded by C. Josef Lamy in 1930 into the future with expertise, experience, love for the LAMY brand and a commitment to Germany as a business location”. This process has now been successfully concluded with the sale of all shares in the company. The annual turnover of Mitsubishi Pencil is several times that of Lamy.

Focus on internationalisation and expansion of digital writing

According to the statement, the reasons for the sale are “that a strong partner was sought for the further development of the growth area of digital writing and for the expansion of international sales”. Mitsubishi Pencil brings this to the table and at the same time ensures the retention of the headquarters and production at the Heidelberg site as well as investments in the further development of the company and brand. Shigehiko Suhara, sixth generation President and CEO of Mitsubishi Pencil: “We have the greatest respect for the history and strength of the LAMY brand. We believe that the vision and corporate culture of Lamy and Mitsubishi Pencil harmonise perfectly. We are also confident that the acquisition of Lamy will provide a strong joint platform for future growth and increased shareholder value for both Lamy and Mitsubishi Pencil.” Vera Lamy, former co-partner of C. Josef Lamy GmbH, explains: “We placed great importance on finding a company that has the strength and the heart to open a whole new chapter for LAMY together with the Lamy employees and all our partners. We have found this company.” Her brother and co-partner Markus Lamy adds: “The core of the LAMY brand will be retained and further developed. ‘Made in Germany’ will continue to play a decisive role in this. This was and is of the utmost importance to us.”

Exclusive Gifts remains responsible for the LAMY B2B promotion channel

André Hammelsbruch, Area Sales Manager for Promotion Products at Lamy: “The B2B concept, which we realigned in 2017 with the Hamburg-based distribution company Exclusive Gifts B2B GmbH specifically for the D-A-CH promotional products industry, will continue to be optimised and expanded in the future with the Hamburg B2B professionals in a retailer-friendly manner. All existing contracts and agreements will of course remain valid.”

Many points of contact

Mitsubishi Pencil and Lamy have already had points of contact in the past and have always valued each other. In addition to its innovative strength, Mitsubishi Pencil also brings sales power and will thus strengthen LAMY. At the same time, the LAMY brand products will complement Mitsubishi Pencil’s range in the premium segment. At the same time, Mitsubishi Pencil wants to accelerate the technological development of LAMY. This technological development will particularly affect the growth area of digital writing.

www.lamy.com • www.exclusive-gifts.com



The classic LAMY nibs.

Fresh momentum in field sales

The supplier of good-mood promotional products from Northern Germany, mbw, has announced the expansion of its team, which aims to deepen and expand customer relationships. By hiring Tina Steinbergs for the field sales force, mbw is breaking new ground and wants to 'send a strong signal about its future and customer focus'.

Tina Steinbergs, who has more than 12 years of experience in the industry, is taking over the newly created position in field sales with immediate effect. 'Her extensive expertise and know-how in key account management will be invaluable for mbw and its customers. Tina Steinbergs will intensify the direct exchange of information with our customers in German-speaking countries in order to record their needs and requirements even more precisely and offer them individual solutions,' says Jan Breuer, Managing Director of mbw. He stresses, 'We will thus also continue our service offensive this year.'

The introduction of a field sales position underscores mbw's commitment to focusing on customers in their company's strategy. They can now profit from stronger support by paying them personal visits more regularly. As Jan Breuer explains, 'this strategic decision enables mbw to react to customers' needs and requirements faster and more effectively and offer them tailor-made solutions.'

With Tina Steinbergs in the field sales team, mbw will also increase its visibility and availability at trade shows and in-house exhibitions. The new addition to the team reflects the goal of deepening the relationships with mbw customers on an ongoing basis.

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New Operations Manager Jörg Bley

As terminic GmbH has now announced, Jörg Bley joined the Bremen-based calendar manufacturer's team as Operations Manager in August 2023. Skilled in media technology, Bley is currently going through a hand-over by previous Operations Manager Michael Rügler, who will be taking on new tasks at terminic from January 2024.

The 51-year-old brings a wealth of experience from the printing industry to the company. After training as a media technologist, Bley gained extensive practical experience in printing and production, both on various printing presses and in prepress. A few years after qualifying as a Master in Media Technology, he took over the publishing house Flügge Printmedien in Geesthacht in 2007 and worked there for 16 years as Managing Director.

His family's desire to move back to Bremen was the decisive reason for Jörg Bley to leave the publishing business and pursue new paths in this Hanseatic city on the Weser. "At terminic, I was really impressed by the atmosphere in the team and their high quality standards. Both points are of central importance to me when choosing an employer," commented Bley.

terminic is also delighted to have a new face in the team. "Jörg Bley immediately impressed us with his wide range of professional experience and commitment. In him, we've found a top successor for this challenging role," stated terminic Managing Director Huschke Rolla du Rosey. www.terminic.eu



Jörg Bley

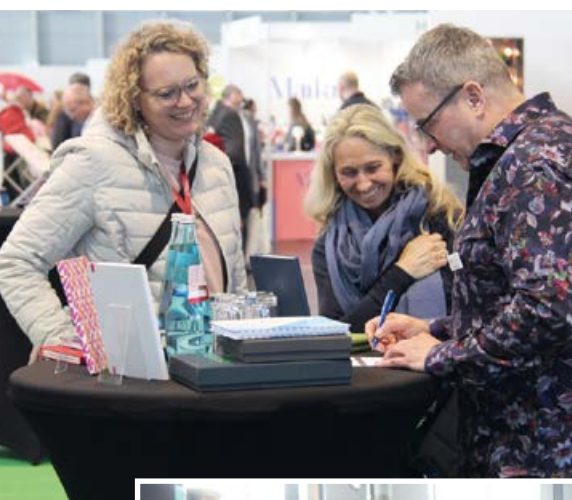


Hall 1.2 at Messe Frankfurt was the venue for the spring TREND and NEWSWEEK kick-off.

GWW Newsweek gets off to a lively start

On Wednesday, 28 February, the GWW-NEWSWEEK series, which has been established since 2003, kicked off in Hall 1.2 at Messe Frankfurt. Around 140 exhibiting promotional product manufacturers and suppliers, including renowned suppliers with a wide range of products, specialised producers and young start-ups, presented their “classics”, new products and trend ideas to the representatives from the industrial customer sector invited by the promotional product distributors and consultants (some of whom were represented at their own counters). The start of the NEWSWEEK series was characterised by lively activity. The organisers, Gesamtverband der Werbearbeit-Wirtschaft e.V. (GWW), registered a total of 583 visitors on this day (almost 19% more than last year) and were very satisfied with this frequency.

GWW



The day before, the spring TREND (exclusively for professional promotional products distributors and consultants), which had been held over two days at Koelnmesse in the previous two years, took place at the same venue, having been compressed into a single day at the request of the majority of GWW members. The response from exhibitors was mixed. In addition to positive feedback, others reported increasingly empty aisles in the afternoon. In addition, some of the NEWSWEEK exhibitors decided not to take part in the spring TREND, citing the proximity to the PSI trade fair at the beginning of the year. The GWW counted 509 visitors on this day.

NEWSWEEK itself will continue in April and May of this year, with guest appearances in Bielefeld, Dortmund, Dresden, Berlin, Hamburg, Stuttgart and Munich. Further information and details can be found at: <https://gww-newsweek.de>



The first day of this year's GWW-NEWSWEEK series was characterised by a lively visitor response.



Olaf Ulbrich (left) together with Peter Leseberg, Head of Sales and Marketing.

REFLECTS® expands sales team: A new arrival in the field

Cologne-based multi-specialist REFLECTS® welcomes a new colleague: Olaf Ulbrich joined the REFLECTS®-Team as a field sales employee at the beginning of February 2024. Olaf Ulbrich is backed by more than twenty years of experience on the distribution side of the promotional products industry. A dedicated and highly competent sales professional, he will be a valuable addition to the sales department under the management of Peter Leseberg. As the sales team is initiated into the new sales structure, the company is fulfilling its customers' request to provide training in products and services on site. In the course of its transformation into a multi-specialist and of adjustments

in the range, there is an increased requirement for in-person contact. In this context, Olaf Ulbrich is assuming the task of presenting ranges and services to the business directly on site.

During his first weeks, Olaf Ulbrich will be given a detailed introduction to all relevant company procedures. Along the way, the focus will lie not only on familiarisation and everyday processes, but also on productive onboarding seminars. A solid foundation for successful integration into the REFLECTS® team and for his future work will be created as a result, comes word from the company. **www.reflects.com**

ERIMA is now also active in the corporate wear market

ERIMA, the renowned manufacturer of high-quality sportswear, is now also serving the corporate wear market. This has now been announced by the company based in Pfullingen, Baden-Württemberg.

The Corporate Wear collection from ERIMA comprises a wide range of clothing options, which are suitable for various industries and work environments. From t-shirts, polo shirts, basic sweatshirts, hoodies and jackets onto a running collection, ERIMA offers products which meet both aesthetic as well as functional requirements. The collection also impresses with high-quality cotton articles in the Basic segment and polyester articles, which can be worn in the performance segment, in particular. Almost all articles are available in men's, women's and children's sizes. The ERIMA logistics centre with its modern autostore system, which was inaugurated in Kirchentellinsfurt in 2019, ensures high stock levels and fast delivery times.

ERIMA's partnership in the corporate wear market reflects the company's endeavour to diversify its range of products and meet the changing needs of customers. ERIMA reports that, by doing so, it is remaining true to its principles to deliver high-quality products, which meet the highest standards with regard to quality and ecologically sustainable materials. "Our customers have long placed their trust in the quality and functionality of our clothing. By entering the corporate wear market, we wish to further pursue this success story and simultaneously set new standards in terms of design and comfort", says Andre Bachmann, managing director of sales and marketing at ERIMA, who contributes his 20 years of experience in the corporate wear market.

www.erima.de

ERIMA



Bild: © ERIMA



CORPORATE WEAR
2024 GEMEINSAM GEWINNEN

A special kind of promotional pen


With their Slider series, Schneider Schreibgeräte GmbH has brought out an entire family of special promotional ballpoint pens, ensuring that you find exactly the pen you need. Retractable ballpoint pens (Slider Rave, Slider Xite Promo) or cap pens (Slider Memo XB, Slider Edge XB, Slider Basic XB, Link-It Slider), classic design or ergonomic triangular shape. The pens in Schneider's popular Slider series guarantee strong performance every time.

What makes the popular Slider series special? Firstly, Viscoglide® technology. This enables users to write uncommonly easily, smoothly and quickly. Even when writing for long periods, hands, arms and joints don't get tired. The Sliders produce strong strokes with intense colours that dry quickly and remain smudge-proof and resistant to moisture and UV radiation, even when marked with highlighters. All models (except the Slider Xite Promo) have an elastic, rubberised surface. Actively feeling the promotional message gives it a special meaning. The rubberised surfaces present the promotional message in a high quality.

The pen thickness is XB (extra broad), which results in a line width of approx. 1.4 mm. The ink flows smoothly. The following versions are document-proof, in accordance with ISO standard 12757-2: Slider Xite Promo (black, blue), Slider Rave (black, blue, green), Slider Memo XB (black), Slider Edge XB (black), Slider Basic XB (black). Slider ballpoint pens are suitable for signing important documents, exams, tests and essays. These models are available in the following standard ink colours: Slider Xite Promo in black/blue, Slider Rave and Link-It in black, blue, red and green. Slider Memo, Slider Basic XB and Slider Edge XB are available in black and blue, with seven additional colours available on request. 17 additional colours are available on request for the Slider Edge. This variety of colours can therefore cover a wide range of customer requirements.

The refills included in the Slider Xite Promo and Rave models are replaceable and empty completely when writing, without leaving any residue. These pens therefore become eternal companions. They have a "Plug+Play" system. Refills of different formats, colours and line widths can be used in one pen.

If you prefer writing instruments made from sustainable plastic, you'll find what you're looking for in the Slider series. The Slider Xite Promo retractable pens have a body made from 70% bio-based plastic. Bio-based plastics are plastics that are produced from renewable raw materials.



Schneider Schreibgeräte

Slider pens give you attractive brand quality.

Each model can be customised so that customers and business partners will be reminded of your company for a long time to come. Schneider masters all printing processes: screen, pad and digital printing, foil transfer and engraving. Promotion with Schneider means giving the gift of brand quality, made in Germany. **www.schneiderpen.com**



Detail: Slider Rave fits the hand perfectly.

NEWSDAY 2024: Classic meets Sport

Following anniversary year 2023, in which the promotional products specialists from Plan Concept GmbH entered their thirtieth year of existence, 30 January saw the next important event for the Essen-based company with the 17th "NEWSDAY 2024" promotional products trade show. This time, the venue for the product show was the Philharmonie Essen. The trade show motto was "Classic meets Sport", with specific attention paid to the big sporting year of 2024 with the European Championship in Germany and the Summer Olympics in Paris.

A total of 58 "super-motivated and optimally prepared" (to quote CEO Christoph Ruhrmann) exhibitors displayed novelties, "classics", trends and ideas from all areas of three-dimensional promotion such as sustainability, Made in Germany, Made in EU, Merchandising, Give-away or special productions, but also high-quality products, for example in the premium area, coupled with professional and, as is customary from Plan Concept, creative and extremely innovative advice at all times. The exhibitors and the team from Plan Concept welcomed 352 visitors (at just under 400 registrations) on site, a figure that matches "pre-pandemic" numbers, including "fantastic customers from right across the country." For the first time, for customers who had travelled from afar there was a Pre-Opening on the day before, comprising a trade show tour and a subsequent get-together with exhibiting supplier partners and the Plan Concept team. The management's summing-up of NEWSDAY was short and to the point: "Customers, exhibitors and we are extremely happy!" The 18th promotional products trade show is, already in the planning. Precise indications concerning this will follow at: www.werbeartikel.tv



The trade show motto and range of offerings were inspired by this year's major sporting events: the European Championship in Germany and the Olympic Games in Paris.

The Plan Concept team was pleased to welcome "fantastic customers from right across the country".



The venue for NEWSDAY 2024 this time was the Philharmonie Essen.



New sales representative at team-d

The promotional products suppliers of team-d GmbH from Schorn-dorf have announced a new addition. Nicolas Nieder has been responsible for the postcode areas 0 to 5 as well as 98 and 99 since the beginning of February 2024. The first contacts were already made at PSI 2024 and Nicolas Nieder, together with owner Harald Väh, is looking forward to many more opportunities for personal meetings and discussions with the specialist wholesalers. Nicolas Nieder is taking over the customer base from Johannes Horstmann, to whom - according to a statement from the company - "everyone at team-d wishes him all the best for the start of his independence". www.team-d.de



team-d GmbH

Nicolas Nieder

Talks characterised by a positive spirit of optimism

To complement our comments on PSI 2024 from the March issue, Peter Stelter, Country Manager PF Concept D-A-CH, has his say here:

“After a four-year break, I was impressed and overwhelmed by the success of this year’s PSI. The quantity was just as good as the quality and there was finally a real sense of optimism again. Our entire trade fair team recognised the positive energy among the visitors, which you can probably only experience “face to face” at such events. A personal highlight of the trade fair was the announcement of our strategic partnership with the Spanish Gor Factory. Their wide range of products under the renowned Rory textile brand, available directly from our warehouse in Poznan, perfectly complements our range of textiles. PF Concept’s fast print processing, combined with Gor Factory’s impressive procurement capacities, provide us with an optimal starting point and extended access to exciting customer target groups. The feedback from our visitors was more than positive.

Our brands Mepal (lunch boxes and ToGo products), Ocean Bottle (drinkware), Herschel (bags and rucksacks) and Moleskine (stationery) also attracted a great deal of attention and achieved very good results. Across all products, we were also able to score again with our convincing sustainability concept, which PF Concept has stood for for years and which is being consistently developed further. It continues to be one of the most important decision-making criteria for our end customers. Our discussions with customers at the trade fair were characterised by a positive spirit of optimism, which does not necessarily reflect the current political situation in Europe and the world. Despite all the adversity, our customers are very confident and we want to continue to grow significantly together in 2024. The mutual trust required for this is strong. Our reliability, innovative strength and, last but not least, demonstrably more sustainable production and processing create the ideal framework conditions.”



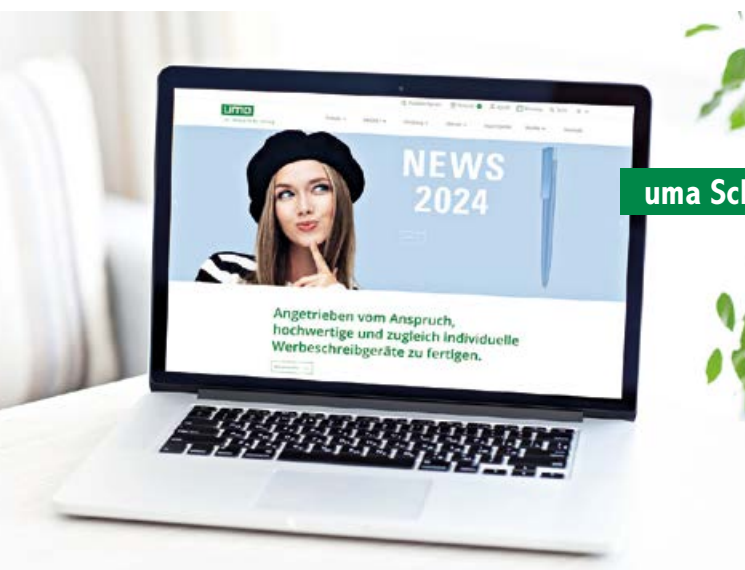
Peter Stelter

uma features a new web design

More user-friendly, clear and modern – the writing instrument specialist uma Schreibgeräte Ullmann GmbH’s website is getting a new design. Customers will be led through the numerous products for sale at uma through clear and generous photo spreads with additional information.

According to the company, the product configurator and the distributors area, myUMA, will remain the heart of the website. This is where customers can design custom writing instruments according to their personal wishes from a wide range of selection options. The practical distributor tool, myUMA, is the interface for distributor communication and end customers.

The new website, however, offers an overview of the entire product range and provides deeper insight into the philosophy and team behind uma. Personal contact is a top priority for the writing specialist, which is why the uma team is ready to answer any queries about printing, upgrading options or practical sales tools. **www.uma-pen.com**



FOL International GmbH is expanding its brand portfolio: JERZEES®, the well-known US brand, will launch in Europe in 2024. With high-quality basics and innovative fabrics, the traditional activewear brand from the USA will ensure comfortable and stylish leisurewear on the European imprint market in future.

FOL International launches new activewear brand

New year, new brand: JERZEES® in Europe

Industry



The JERZEES® range is characterised by high wearing comfort and versatile styling options.



The comprehensive JERZEES® product range of T-shirts, sweatshirts and sweatpants is expected to be available from mid-2024. JERZEES® thus joins Fruit of the Loom and Russell Europe as the third brand in the portfolio of the textile company FOL International GmbH. The JERZEES® range is characterised by high wearing comfort and a wide range of styling options – and offers the perfect basis for individual decorations.

High quality, comfortable, innovative

“I am looking forward to gradually establishing JERZEES® on the European market. The brand stands for quality,

JERZEES®

innovation and the realisation of an active lifestyle – attributes that we want to convince and inspire our European customers with in the future,” says Marketing Manager Marthe Kazur and continues: “JERZEES® stands for self-realisation, creativity and a future-oriented culture. The activewear brand also has particularly high standards when it comes to the quality of its products: The brand offers high-quality, comfortable basics made from innovative fabrics for an active lifestyle – and is committed to sustainability, true to the smart slogan ‘DO WHAT MATTERS.’”

Environmentally orientated action

This is also reflected in the highlights of the product range: the brand is presenting the JERZEES Eco® Premium Blend sweatshirt made from combed, ring-spun cotton with 43% recycled polyester and the JERZEES Eco® Premium Organic T-shirt (165 g/m²) made from combed, ring-spun cotton from organic cotton yarn. Other new products, such as the NuBlend® sweatshirt made from innovative anti-pilling sweatshirt fabric, complete the range and emphasise the brand’s progressive approach to sustainability. At JERZEES®, however, environmentally orientated action not only includes the materials used, but also the production processes – from the company’s own production facilities to the control of supply chains and the reduction of packaging material. – JERZEES® was founded in the USA in 1984. The brand quickly established itself on the American market with high-quality, printable garments and became the leading sweatshirt brand in the activewear sector in the 1990s. JERZEES® has been part of Fruit of the Loom, Inc. since 2006. <

www.fruitoftheloom.eu • www.jerzees.eu



QUALITY AND
ENVIRONMENTAL
CERTIFICATION



ALL THESE PENS
CONTRIBUTE TO THE
REFORESTATION
PROJECT



PLANTING NEW TREES IS THE
MOST CONCRETE ACTION FOR
REDUCING CO₂ AND PROTECTING
THE CLIMATE ON EARTH



European analyses and the strong positive response to intercontinental industry events in the past year and the first month of this year have shown that the industry is alive and that haptic advertising is enjoying consistent popularity. Rising sales figures among businesses demonstrate this in monetary terms as well. Yet how do things look outside Europe? ASI Research regularly analyses the market and its development in the USA. The American industry experts are not only concerned with the mere economic figures. They also focus on future-oriented questions such as “What does the next generation think of promotional products?” We have put together some interesting data from studies carried out by ASI Research.

ASI Research with data on the US industry

US industry booming – promo captivates



The Distributor Quarterly Sales Survey most recently published by ASI Research shows that, in 2023, promotional products distributors were able to increase their turnover by 1.2 per cent compared to the previous year, amounting to 26.1 billion US Dollars. The annual result thus surpassed the industry's previous record of 25.8 billion US Dollars, which was reached for the first time in 2019 and again in 2022. However, the industry's growth rate remained below that of 2022 (11.4 per cent) and below the growth in the US gross domestic product of 2.5 per cent in 2023. "While not spectacular growth, distributors in our industry did show resilience in the face of what seemed like constant threats to the promo business," says Nate Kucsma, Senior Executive Director of Research at ASI, who is responsible for the quarterly survey. "Engineering a gain under those circumstances is impressive, even if it wasn't huge."

Shining success with minor blemishes

The all-round success of the year 2023 was somewhat tarnished by the weaker growth in the second half of the year and the difficulties of the larger distributing companies in the industry. ASI Research shows that sales by all distributing companies essentially remained unchanged in the fourth quarter in comparison to the previous year and only increased by 0.1 per cent. This was indeed the 11th straight quarter of growth, but it was the weakest quarterly increase in the recovery phase after the pandemic. The lowest quarter in this period to date was the third quarter of 2023, when sales rose by just 2.4 per cent – after 5.6 and 3.3 per cent in the second and first quarter respectively.

Hope for 2024 after a worrying 2023

According to the surveyed marketers, factors such as inflation, uncertainty on the markets, recession fears among corporate buyers, shocks in the technology and financial sectors, worries about the effects of the wars in Ukraine and the Middle East as well as domestic political instabil-



ity influenced advertising investments in 2023, and in particular in the fourth quarter. "Looking forward to 2024, the hope is that the constant threat of an economic slowdown buoyed by inflationary pressures will transition to a period of more stable growth," summarises Nate Kucsma.

Do promotional products appeal to young people?

By the way, hope: What does the generation of 16 to 30-year olds think of promotional products? ASI Research also looked into this question and interviewed precisely this target group during an exclusive survey carried out in the late summer and autumn of 2023 together with Joyce Ng, director of Springboard Market Research, a research company specialising in teenagers and young adults. Joyce Ng presented the results from the 350 people from the group "Gen Z" and "young millennials" surveyed nation-wide at the ASI Power Summit in October 2023 and addressed this generation's preference for quality, brands and experiences. The good news: the next generation and promotional products are an excellent match. <



In its exclusive 'Market Report 2023', the British industry service provider Sourcing City has released a detailed analysis of the latest trends in the promotional product industry in UK and Ireland. The most important message: The market grew from 1,134 billion to 1,182 billion pounds sterling, representing an increase of 4.2 percent, and has fully recovered from the impact of the pandemic.

Sourcing City presents the Market Report 2023

Detailed view of the industry in UK and Ireland



the study, it is surprising that the higher cost of living was not reflected in the general economic performance of the British/Irish promotional product industry.

What issues are driving the market?

The Market Report 2023 has identified four essential issues driving the market. First, the study found that the British labour market has a serious shortage of workers. In many cases, companies do not think they can fill key positions and other staff vacancies. Low stock levels have also caused numerous headaches. The effects of current global conflicts would also lead to bottlenecks and further price increases in the future. Additionally, the continually increasing inflation rate for basic operating costs and rising interest rates in conjunction with political insecurity have made strategic planning more difficult. Brexit regulations have

also been another stumbling block. Complex rules and additional bureaucracy are still a thorn in the side of every company that exports or imports goods from or to the United Kingdom.

Sustainability is the trump card

Demand for sustainable products, with all of its ethical criteria, has increased significantly, and suppliers have reacted accordingly. Most new products that are coming on

Before the pandemic, in 2019, the promotional product industry was worth 1.17 billion pounds sterling. Thus, the industry was able to reach its pre-corona level and even surpassed it. David Long, Founder and Executive Chairman of Sourcing City and the report's author, also believes this development is partly due to the leading industry players demonstrating their 'entrepreneurial spirit' in order to find opportunities and new customers. Moreover, it is also because there are more suppliers and distributors than ever before. However, according to

the market have been designed with sustainability in mind. According to the study, the challenge, however lies in making sure that the products really are environmentally-friendly. At the same time, it is important to filter out the ones that are merely 'greenwashed'. Meanwhile, there are numerous certifications that distributors have to become familiar with.

Seasonal shifts

In the past, the months of September and October, with the Christmas business, emerged as the peak season, followed by March and April. This seasonal trend no longer exists. In the past year, the month with the most orders was March, followed by February and January. The calmest period was in December, July, and, surprisingly, in September.

A record number of promotional product distributors

The promotional product industry in the United Kingdom and Ireland had 2,737 distributors last year – an increase of 3.4 percent and more than ever before. Another interesting figure is that in 2020, 176 distributors closed their businesses. In the following year, exactly 176 new distributors joined. This figure includes companies founded by experienced employees of former distributors who were made redundant during the pandemic and wanted to try their luck in the industry on their own. There were also companies from vertical markets looking for new sales opportunities and young entrepreneurs who founded start-ups. Most new distributors recorded a turnover of less than 500,000 pounds sterling. Also interesting: Since the first Market Report, the number of promotional product distributors in the United Kingdom and Ireland has risen by almost half (43 percent).

Heterogeneous distributor profile in the United Kingdom

In the United Kingdom, 6 percent of distributors had turnover higher than 1 million pounds sterling, but they also accounted for 59 percent of the market expenditures. This is usually because of the large number of key accounts with a large volume of business. However, if some of these customers change their purchasing behaviour, it is equivalent to a 'blow to the account'. Conversely, a good half of

market expenditures are distributed among 2,583 distributors. While these smaller distributors also have a few large clients, they tend to serve numerous smaller customers. If some of these customers change their purchasing behaviour, it tends to have a smaller impact.

An increase in the number of distributors in Ireland

In 2023, the market in Ireland recovered very well, and it grew by 35 percent to 66 million pounds sterling. However, it should be mentioned that this increase only represented a plus of six million pounds sterling compared to the 2019 pre-pandemic year. The number of distributors increased by 22.2 percent from 117 to 143. This increase could also explain why a distributor's average turnover is currently approximately 460,000 pounds sterling, compared to 511,000 in 2019.

Suppliers seem optimistic

The number of suppliers in the British and Irish markets increased again after a decline in 2020, but it has hardly changed in percentage terms over the last two years. The

number of suppliers who opt for exclusivity has also remained consistently high. Most new industry members also sell their products directly to customers or through other channels. Well-known companies got through the pandemic quite well. Due to economic necessity, some suppliers are now working with less staff, fewer resources and a smaller portfolio of products. Moreover, the rise in interest rates has led to suppliers tightening their dealers' credit conditions. The increasing material and transport costs were also a hurdle for both importers and manufacturers.

The market conditions and rising costs are putting pressure on the profit margins of suppliers and retailers alike. According to the findings of the Market Report, this has been a constant for several years, and one cannot expect this situation to change significantly in the near future. Nevertheless, the conclusion remains that despite all the challenges that suppliers currently face, most are still optimistic about the future.

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Bags, luggage and leather goods



Here, **promotional messages are mobile.** The items in these product groups generally carry promotional – and usually very attractive – articles over long distances during their use, thus extending their sphere of influence.



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



No air in this bag set

If there is no air between shirts, t-shirts and laundry, there is more space in your suitcase or backpack for other things. Troika knows the trick: a travel set with an additional compression zip reduces volume to a mere third. This saves space and keeps things organised. The set is available in sizes L for shirts and trousers, M for shirts and S for socks and underwear. Each bag has a mesh window and carrying handle, and is made of black tarpaulin.

PSI 49627 • Promoteus 1000KOZ, s.r.o.
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Well protected technology

Protecting valuable devices that we use at work or in our leisure time is essential. To transport and also protect these devices easily, sleeves and covers are the tool of choice. Promoteus' elegant, environmentally friendly tablet or laptop bag is made from 100 per cent organic hemp fibres with GOTS certification. The bag's fastening consists of a bamboo button and cotton. It is available in different sizes with the option of printing.



Gabriele Bühring

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Always one step ahead

In keeping with the current summer styles, customers can now start their travels with customised flip-flops from GC Footwear. Whether you're heading to the beach or the pool bar, or going on an adventure holiday, these flip-flops are a perfect companion. Ultimate comfort with a soft rubber bridge, absolute flexibility with an adjustable Velcro bridge or a cosy plush bridge as a trendy slipper – the possibilities are almost endless.

Luggage won from the sea

With their new Coastal Threads™ REPREVE® Our Ocean™ collection, Goldstar demonstrates their ongoing efforts to revolutionise material selection. This collection strongly emphasises the company's commitment to meeting the demands of the industry through the use of innovative materials made from recycled plastic. At the heart of the collection, REPREVE® is a fabric made from plastic found within 48 kilometres of ocean coastlines. The production process involves sourcing the recycled waste materials, basic cleaning and shredding to further remove impurities, melting them into high-quality REPREVE® resin and then converting this resin into fibres, which are spun and further processed into yarn using air jet texturing.



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nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com

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



Everything you need for fitness and leisure

Whether in the gym or on outdoor adventures: The SuboBag Gym personalised sports bag from Anda Present is a versatile gift that enhances the workout experience of fitness enthusiasts and athletes. The bag is made from durable 600D RPET polyester and features long handles for easy carrying. It is a great addition to Anda Present's eco-friendly GO GREEN collection. The entire surface of the bag can be customised with sublimation prints or patterns.

Premium travel in comfort

Travelling is an exciting and enriching experience, but can often be stressful, especially when it comes to sleeping on the move. Sandini's TravelFix Premium travel pillow is the perfect companion for all travelling situations. Whether you are travelling by plane, train or car, this pillow ensures a relaxed arrival. Its ergonomic shape and high-quality material provide optimum support for your head and neck. With its compact size and the enclosed transport bag, the TravelFix can fit in any rucksack or suitcase.



PSI 49768 • SANDINI GmbH
Tel +49 7307 5074310 • info@sandini.de
www.sandini.de

New life for valuable leather

Gabriele Bühring and her team have already saved countless tonnes of high-quality genuine leather from destruction with their "Leather Rescue Campaign". With their Multi Stripe bag, the family business is launching a bag made from rescued leather on the market for the first time – previously it was only small leather goods. The modern, shopper-style bag is lovingly sewn by hand from many individual strips that would otherwise be destroyed by the upholstery and automotive industries. Thanks to individual on-demand production, the colour and design can be determined by the customer, even in small quantities. Blind embossing is recommended for promotional purposes.



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

In love with detail in trendy colours

With this bag series from Halfar in new trend colours, the contrast with black accessories is effective and gives the soft trend colour mustard yellow as well as the other new shades of pigeon blue and dark green a strong effect. Even in all black, ACTIVE has its own charm. At first glance, the material of the range looks like tarpaulin, but it is recycled PET material. In addition to the sports travel bag, this urban series also includes a notebook rucksack and a toiletry bag. In addition to the innovative choice of material, the elaborate workmanship and attention to detail, such as the zip pendant and anchor-shaped toggle hooks, are striking.



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www.halfar.com





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

Clean travelling companion

Der Dosenspezialist is currently presenting soap tins with a drip tray. These indispensable travelling companions and perfect promotional items can be customised with a logo. The tins are available immediately from stock. The integrated drip tray ensures clean storage and prevents annoying smearing. Whether travelling or in everyday life, promoters can show their customers that their needs are understood.

Well marked means quickly identified

SafeReflex GmbH luggage tags can be conveniently attached to luggage handles using an integrated loop, and their eye-catching appearance makes identification at the airport or on other occasions easier. In the standard model, the transparent compartment on the back can house the supplied address slip or a business card. Custom shapes such as lorries, aeroplanes, mascots and more are, if feasible, possible by arrangement with reasonable tool costs.



PSI 46970 • ReflAktive Thomas Wassmann
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E-mail: info@semo.de • www.semo.de



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

Mirror mirror in the hand

A modern pocket travel mirror in a matching case is a welcome gift for women and the fashion and cosmetics industry. The elegant stainless steel mirror is modelled on the shape and size of a credit card and therefore fits into practically any wallet or smartphone case with a card slot. The shiny PU leather cover protects the mirror from scratches or dust and looks particularly elegant. Specialist Römer Wellness supplies covers in three standard colours: silver, gold and rosé. Other colours are available on request from 1000 pieces. The mirror and cover can be custom engraved for promotional purposes.

Smart solution for digital devices

With Troika Black Connected, users can easily store their digital devices in one bag. Mobile phone, mouse, earphones, power bank, power supply unit, cables, adapters – there's plenty of storage space in these numerous, well-apportioned compartments. The tarpaulin material is particularly robust and washable. Clever elasticated straps and nets keep accessories securely in place. A practical loop attaches the organiser bag to a trolley.

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



Everything you need for first aid

The first aid roll-top bag from MEDICAL promotion by GRAMM medical healthcare GmbH is a compact and sustainable solution for anyone who likes to be active and loves the outdoors. Made from water-repellent material and equipped with an innovative roll-top fastener, this bag offers robust and refillable basic equipment for first aid when travelling. The supplier describes the bag as the ideal choice for outdoor enthusiasts on family outings, camping or canoeing adventures. The bag reliably protects plasters, wound dressings, scissors, cleaning cloths, disposable gloves, safety pins and other life-saving utensils from moisture.

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



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

Robust and sophisticated

With the combination of robust rucksacks and attractively positioned embroidery "Made in Germany", customers create their own personal and practical highlight together with Klam. Whether as a promotional gift or an accessory for employees, Klam's high-quality and precisely-detailed embroidery perfectly showcases the desired logo or motif. Thanks to the large selection of different rucksack models, maximum customisation possibilities are guaranteed for your new textile project.

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

Creative European tour

No coloured pencils? No problem! In this bright colouring book, dreamlike motifs with a Watercolour-Look are waiting to be decorated with bold lines and textured patterns. There is a basic section on drawing techniques, but the focus is on rediscovering your own imagination and creativity. There are no strict rules; everything from drawing to doodling is allowed. By concentrating on colours and shapes, painting has a meditative and relaxing effect. The motifs of numerous European sights awaken your wanderlust and help you switch off. The resulting artworks can be cut out and given as gifts or hung up in your own home. The choice of motif, size and design can be customised to your wishes. EMF Publishing develops customised print media with an all-inclusive guarantee from concept to delivery.



Travelling companion for any weather

The compact and ultra-lightweight pocket umbrella is always there to provide shade or rain protection when travelling. The FiligRain Only95 mini pocket umbrella from FARE is an ideal travelling companion. A normal bar of chocolate weighs 100 grams; the mini pocket umbrella is even lighter at 95 grams. With its compact size, it is at least as compact. So even when the sun is shining brightly, you'll be tempted to pack the umbrella in your bag. After all, it can also be used to provide shade. Despite its size, this model has all the quality you have come to expect from FARE. This makes the umbrella the perfect companion in any weather, anywhere.



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 www.fare.de



PSI 60675 • marcolor GmbH & Co. KG
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www.marcolor.de

Clear identification

These luggage tags from marcolor are a cost-effective and readily available giveaway for customers in the tourism industry. The tag is manufactured in Germany and is made of tear-resistant and water-repellent polypropylene (PP), which can be written on with a foil pen. Special formats can also be accommodated on request. Shape and size are freely selectable. Customised printing is possible on the entire surface, right to the edge.

Your universal butler

The name says it all, because James, the cool promotional butler for on the go, offers space for everything that needs to be transported. He does his job as a sales representative, brochure carrier, sample dispenser, fan article, retirement home companion, hotel boy or competition prize. The James trolley is not only an eye-catcher with high recall value, but also a versatile helper. The sustainable product is made in Austria from vehicle tarpaulin.



PSI 60074 • James - Verein für Kunst & co KG
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www.james-shop.com



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 kontakt@marcolor.de
 www.marcolor.de



Much more than a promotional medium

Printed cotton bags and fabric bags from marcolor are much more than “just” a promotional medium. Whether for shopping, as a trade show bag or a drawstring bag for sports: Printed fabric bags carry your logo and promotional message to the outside world. From classic cotton bags to jute bags or high-quality canvas bags, customised bags can be printed in the print shop. Sports bags for children, jute bags for shopping and event bags for trade shows, conferences or sales events are all possible. As a rule, marcolor prints the logo on the bags using screen printing with up to ten colours. Customisation using individual names is also possible.

Key bag for all target groups

High-quality, sturdy cowhide or buffalo leather forms the basis for the Zito Lifestyle key bags. The look is enhanced by the appealing haptic and quality features such as a carabiner, coin pocket and YKK zips. Customised embossing can also be used to enhance your brand image. The key bag's dual use as a mini wallet further increases its value for any target group.

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

Vegan felt as a faithful companion

ROMINOX®'s Relana vegan felt bag is the perfect gift for anyone looking for a loyal and practical shopping companion. The high-quality felt bag (felt made from 100% recycled PET, vegan) comes in a modern mottled grey colour and is a practical size for at home and on the go. The soft, sturdy handles ensure a high level of carrying comfort, while the flat base provides stability. The bag can be used as a companion for shopping trips or as a collection container for empty PET bottles or old newspapers. Römer Lifestyle is happy to add high-quality engraving to the felt on request.

Recycled leather with a new lease on life

Placemats, mousepads, writing pads or glass coasters: pads made from recycled leather have a pleasant feel and are very durable. There are many customisation options, ranging from a discreet logo to bright slogans. The material used by IMTC complies with the OEKO-Tex® Leather Standard and consists of 92 per cent natural, renewable raw materials. AXOPAD® – more than “just” a promotional medium “Made in Germany”.



PSI 43000
 IMTC Manufacturing & Trade GmbH
 Tel +49 8841 4887570 • imtc@imtc.de
 www.axopad.de

The hats and caps from Atlantis Headwear are headgear created with passion and care, which is the philosophy of Master Italia, the owner of the Atlantis Headwear brand located in the Province of Venice. Over the years, this guiding principle has been reflected in the company's growing commitment to more responsible production.

Atlantis Headwear uses alternative fabrics

More than just headgear



Uf the strengths of Master Italia could be summarised in one sentence, then it would be that nearly 30 years of experience paired with innovation, Italian design, and creativity fuse into high-quality textiles for the promotional product industry. The company from Venice not only impresses with high-quality and sophisticated products, but it can also produce its products on a quantitatively impressive scale. In figures: more than ten million hats are supplied worldwide annually, and three million items are available from a collection that spans 180 different products. A look at the company's key performance indicators shows the steady and quite rapid de-

Innovation, Italian design, creativity, and the focus on sustainability fuse into high-quality textiles.

velopment of Master Italia. For example, in 2022, the Headwear specialist generated 30 million euros, a plus of 57 percent compared with 2021. In the same year, the number of employees increased to 50, which represents a growth of 24 percent. A good two out of three employees (61 percent) are women. Another figure for the reference year of 2022: Master Italia does business in a total of 59 countries on five continents.

Sustainability begins with a mindset

Master Italia was founded in 1995. "Since the very beginning, we have been dedicating ourselves to the design of

A view into the showroom:
caps as far as the eye can see.



Left: A sworn community when it comes to caps: the team behind Atlantis Headwear. Picture above: In the summertime, caps do not only protect from the sun. They are also a stylish must-have.

our products with passion and care,” states the company, whose headquarters are located in San Donà di Piave, a town 50 kilometres north-east of the City of Venice. During the years, we have also gained insight on how to design our creative work even more responsibly. “We are convinced that sustainability begins with a specific mindset and is a natural development that we must take into account with everything we do and that goes beyond the product itself,” say senior managers at Master Italia. In concrete terms, this means looking for alternative materials for products to reduce the environmental effects and realise projects that positively impact the communities where the company does business.

Raising awareness in the market

The customers of the Venice headwear specialist also profit from this company philosophy; with its products, it wants to help brands tell their stories to increase awareness for more responsible decisions in the market and in the supply chain. Moreover, by 2025, the company would like to sell only products in its collection that have a lower environmental impact. To achieve this goal, Master Italia will be doing more than just working on new models. There is also a focus on gradually converting all existing models to products made of preferable materials, thereby fulfilling the company's principles for sustainable products – of course, while being unconditionally loyal to design and quality. This commitment has led Master Italia to carry



Alessandro Colle Tiz,
CEO Master Italia

out a specific life cycle assessment of its most popular products with the ultimate goal of receiving Carbon Footprint Certification.

Replacing traditional fabrics with alternative materials

The Atlantis R&D Team tested many materials that could replace all traditional fabrics while guaranteeing the products' tried and tested look and feel. The result was expanding the fabric pool by five 'preferred' yarns. According to the company, recycled polyester has since become the most popular material. The advantages are obvious. This material can be used on a large scale due to its long use-life. It is made of polymers obtained from melted used plastic bottles and then turned into textile fibres. The second largest substance by volume is Polylana®, a special polyester blend that can be mixed with any natural or synthetic fibre. Its advantage is clear: performance and appearance are improved, while less energy, water and carbon dioxide are used during manufacturing. Another material used for Atlantis Headwear is organic recycled cotton. Organic cotton is plant-based and comes from plantations which do not use pesticides or chemical fertilisers. Recycled cotton is a recycled cotton fibre that is obtained from industrial waste. The latest material to be included in the collection is recycled nylon. It is very durable, stretchable and light. It is obtained from pre-consumer (including material) waste from industrial processes that would otherwise have been discarded. >>



>> Transforming fashion trends into innovative products

After so much information on the materials, let's take a look at the product world of the 'Atlantis Collection': unprinted promotional hats and caps that were specially developed for printing and embroidery applications. 'Our collection results from many years of research and transforms fashion trends into innovative hats and caps while using sustainable fabrics, intelligent solutions and long-lasting products,' says the creative headwear specialist. Anyone searching for tailor-made hats and caps will find just what they are looking for at Atlantis Headwear. The Atlantis | Custom Made department handles the design, development and delivery and offers a large selection of styles, colours and custom graphics. Whether for merchandising, fashion, sports apparel or corporate promotion, Atlantis Headwear promises the highest quality solutions.

Benefits of Atlantis Headwear

Atlantis Headwear ...

- ... has many years of experience as a result of the close collaboration it has had with hundreds of customers spanning nearly 30 years.
- ... impresses with a team presence throughout the entire supply chain.
- ... offers a wide range of hats and caps made of innovative materials and fabrics, as well as cutting-edge technologies.
- ... relies on innovative services for order processing.
- ... offers worldwide turnkey service – from production up to delivery. The company promises: 'Our services are completely individual, are tailored to specific needs and are managed in a manner that ensures agreed deadlines are always met.'
- ... cultivates the Italian spirit: know-how and style to serve their customers.


Extensive support for the promotional product industry

Atlantis Headwear also offers the promotional product industry a wide range of support services. A team handles concerns and supports distributors with marketing campaigns and materials. This primarily covers content that promotional product distributors can integrate into their day-to-day business; for example, they can use it for their social media posts, newsletters, events or sample campaigns. Annual visits (or even more often) to promotional product distributors are also part of the program. These personal meetings serve primarily to familiarise them with the added value of Atlantis Headwear products so that they can convey targeted advertising messages and the right brand image.

Ambitious goals

Although Master Italia, and thus Atlantis Headwear, are excellently positioned, the company from Venice is continuing to pursue ambitious plans. Alessandro Colle Tiz, CEO of Master Italia, describes the company's plans as follows: "We want this growth to be healthy, sustainable and shared by all our stakeholders. To this end, we are working to raise awareness and improve synergies with our value chain, in the hope that our partners will also spontaneously begin to promote a culture of sustainability. Of course, we will continue to ensure that our products are not only durable and high quality, but above all innovative, while reducing the impact of our actions as much as possible, which is why we want to focus more on measuring and reducing our carbon footprint." When asked what Master Italia wants to achieve, Alessandro Colle Tiz responds directly, "What do we hope to achieve? To innovate the entire headwear industry. We may sound ambitious, but we believe that a pinch of madness is an essential ingredient to achieve great revolutions. I also hope, for Master Italia and for all the companies that believe in the future, for an increase in the availability of more accessible technologies, for greater collaboration between industrial and economic players and international institutions, and for a real sharing of the same goals, as called for by the UN 2030 Agenda. Only in this way will we be able to meet the growing challenges. The circularity of sharing will be the real key to a more ethical and responsible future within everyone's reach."

PSI JOURNAL TOPIC PLAN 2024

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

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Individual, high quality, creative and cool – these are, in a nutshell, the features which fittingly describe the logo mats from Hörsteler Interior Design GmbH. Last year, the company looked back at a 100-year tradition of manufacturing mats of all kinds. Reason enough for a detailed presentation.

Diversity and quality for over 100 years

Customised logo mats that impress

Let us start with the origins of the company, which go back over 100 years: the foundations for the impressive history of Hörsteler Teppichfabrik Wilkens & Lücke GmbH & Co. KG were already laid in 1923, when Bernhard Lücke and Bernhard Wilkens founded the coconut weaving mill B.J. Wilkens GmbH on Bahnhofstraße in Hörstel. Here, imported coir fibres were processed on looms into rugs, carpets and mats. Thanks to the railway connection within walking distance, the raw coconut material was delivered and the coconut coir rugs and mats were dispatched directly via Hörstel railway station. The company initially focussed on production for wholesale

and retail trade. The mats made from coconut and sisal were the most important floor coverings until the 1970s. The production continued into the 1980s. The market launch of hard-wearing synthetic fibres made of polyamide and polypropylene displaced natural fibres from the top spots. However, printed and flocked coir mats are still part of the company's extensive range of products today.

Success with carpets for cars

Over the years, the company continued to develop, in particular since 1965, when it created an entirely new business area with the production of automotive carpets. With





Jürgen-Tobias Lücke is the third generation to manage the company and is a loyal exhibitor with his stand at the PSI trade show (here in January this year).

the sale of the looms to Sri Lanka in the late 1970s, the company transitioned to making goods with the wear layer from polypropylene and polyamide. Hörsteler fitted car carpets were sold to automobile manufacturers, car dealerships and distributors of automotive parts. The millionth hörsteler® Golden Gate car carpet was already sold in 1984. Wholesale and retailers were supplied with doormats from the large dirt-stopper initiative.

The first customised mats

Thanks to modern techniques at the time, mats could be flocked or printed with transfer foils. In the 1990s, >>



Various designs from the fine range of coir rug products.



100 years of Hörsteler – Milestones

1923 Founding of Hörsteler Kokosweberei B. J. Wilkens limited commercial partnership

Founders: Bernhard Lücke and Bernhard Wilkens Senior

Production of coir rugs, carpets and mats

1958 New construction of the coconut coir weaving mill and the administration building

1965 Production of car mats

1970 Adolf-Tobias Lücke and Berndt Wilkens become limited partners

1 October 1970 change of name: Hörsteler Teppichfabrik B. J. Wilkens & Lücke KG

Focus of the company: manufacture and trade of carpets and mats

The personally liable partners are Adolf-Tobias Lücke and Berndt Wilkens

Company turnover 4 million German Marks

1971 participation in the first Automechanika trade show in Frankfurt

Production of fitted car mats and doormats made of polyamide and polypropylene fibres

Import of coconut coir foot mats from India and Sri Lanka

12 December 1972 founding of Lücke u. Wilkens limited liability company

The limited liability company becomes the general partner of the Hörsteler carpet factory

Adolf-Tobias Lücke and Berndt Wilkens become limited partners

1973 construction of a storage and dispatch hall

50-year company anniversary

1979 closure of the weaving mill, sale of the looms to Ceylon (nowadays Sri Lanka)

1986 honoured with the AMERICA AWARD in the Waldorf Astoria Hotel, New York

1987 honoured with the EUROPA AWARD 1987 in Paris Grand Hotel

1988 opening of the storage hall "Werk 2" in the industrial zone 1990 delivery to Porsche AG

Intensification of business with the self-service goods trade

1995 Production and sale of foot mats to the promotional products industry

1997 membership in the PSI

First participation in the PSI trade show

1998 Jürgen T. Lücke becomes a partner

2001 founding of Hörsteler Interior Design GmbH as a trading company

Managing partner: Jürgen T. Lücke

Relocation of the business premises to Hörstel-Riesenbeck

PSI membership and participation in promotional products trade shows

2010 sale of car boot liners

2012 sale of customised rubber mats

Cooperation with six different European manufacturers of logo mats

2015 Jürgen T. Lücke acquires all shares and is sole shareholder

2019 relocation of the company to Hörstel, Birkenweg 57

2023 100 years of Hörsteler



» this gave rise to the first customised mats, which were sold by promotional products distributors. As part of the steady expansion, Plant 2, a central warehouse in the industrial zone Hörstel-Ost, was put into operation in 1988 and its area was doubled in 1991. Changes in the market led to the termination of operations of this company in late 2000.

“Inspiring people with high-quality promotional mats”

Hörsteler in its present form was founded in 2001 by Jürgen-Tobias Lücke and two partners. This meant that the third generation had already become active in the business. Since then, the company has operated under the name Hörsteler Interior Design GmbH. Many customers remained loyal to the brand. Due its great expertise in doormats, Hörsteler succeeded in establishing itself as a renowned supplier of logo mats in the promotional products industry and stands for tradition, quality and innovation. Since 2015, Jürgen-Tobias Lücke has been the sole shareholder and managing director. Our ambition was, still is and will always remain to be successful on the market with products of brand name quality”, says Lücke with regard to the self-confident credo of the logo mat specialist. Along these lines, the company attaches great value to the best possible service and thus the satisfaction of its customers. This focus is always on “inspiring them with high-quality promotional mats”.

Promotional greetings as an eye-catcher

Today's diverse range of products includes printed logo mats for indoors and outdoors as well as counter mats.

Hörsteler uses its years of experience in the carpet business, in particular for its range of promotional mats. Customised solutions can be produced as individual items for customers. In the entrance area, they serve to trap dirt and surprise guests with an unmissable promotional welcome greeting. They are also ideal for promotional campaigns as incentive items. They are offered as merchandising articles in fan shops at events. Carpets in special shapes and individual colours support the corporate identity of a company or brand.

Diverse visual options

There are four different printing techniques to choose from in the promotional mat sector: chromo jet printing, digital printing, transfer printing and flocking. This way, simple logos, multi-coloured designs or even photorealistic images can be reproduced on advertising mats. Ecologically sustainable foot mats from the natural product coconut can be either printed or provided with a waterproof flock. The Hörsteler team is happy to advise you on which mat is the right one for your needs.

New focus: counter mats

Counter mats are a new focus in the range of products. They are an inexpensive item for the point of sale. Counter mats have a durable, knitted polyester surface. They can be customised with a design of your choice in photo quality and thus ensure excellent visibility on the counter. Options with or without an edge are available. The mats are phthalate-free, nitrosamine-free and PVC-free.

Well connected in the industry

In the logo mat segment, Hörsteler cooperates intensively with promotional products distributors to offer innovative solutions for customer requirements. Consequently, the tradition-rich company is both a member of the PSI, the worldwide network of the promotional products industry, as well as the GWW, the German Promotional Products Association. <

There are four different printing techniques to choose from in the logo mat segment. This enables the production of simple logos, multi-colour designs or even photorealistic images.





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MEDIA GUIDE 2024

RX In the business of
building businesses





Delicious giveaways for the football party

Exceptional events require unique promotional gifts. In keeping with the European Championship, **individual, eye-catching** giveaways shine with both their content and their shape. The hinged box filled with JIMMY's popcorn is not only the ideal football snack, but also offers a large advertising space. For a perfect football summer, the ice-cold kick is a must. You can get this with the delicious flavours from Shot Ice. It's well known that in football, the round hits the square. The goal wall box, filled with delicious chewing gum footballs for the ultimate promotional kick, is a real hit. It doesn't always have to be something edible: The mini round gift box surprises with a brand new non-food idea. JUNG has many other innovative promotional ideas for an unforgettable and personalised European Championship 2024, including the XS countdown calendar and delicious lollipops.

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Tel +49 7141 64350 • zentrale@jung-europe.de
www.jung-europe.de





Barrel wood with charring patina

e+m presents a new writing instrument from its Sommelier Edition, the "WHISKY". Exquisite whiskies acquire their complex flavour through ageing in oak barrels. Patience is required here: 8 to 12 years is the usual storage time, some distilleries wait up to 50 years for the perfect flavour. For the WHISKY model of the Sommelier Edition, the specialists at e+m have used **selected barrel staves** made from European oak and sessile oak. The in-house turner has cut the staves in such a way that each writing instrument shows the typical trace of charring on the inside of the barrel - the charring that is responsible for very special flavours. All surfaces are made with natural waxes and oils and can be personalised by printing or laser engraving according to the customer's wishes.

PSI 42200 • e+m Holzprodukte GmbH & Co. KG
Tel +49 9181 297575 • info@em-holzprodukte.de
www.em-holzprodukte.de

Extra-large protection in the kitchen

For many people with a curvy build, finding a suitable apron can be a challenge. Karlowsky Fashion offers a solution with its extra-large bib apron. With its generous dimensions of 100 × 100 cm (width × length), it offers sufficient coverage and comfort for those who often fall short in conventional aprons. The length of the **bib straps can be flexibly adjusted**. The apron, which is available in eleven colours, is also practical and functional with an attached pocket equipped with two compartments that are large enough to keep all important utensils to hand.

PSI 47464 • Karlowsky Fashion GmbH
Tel +49 3 92 04 - 9 12 80 • info@karlowsky.de
www.karlowsky.de





Customised straws

Printed paper straws featuring a company design are advertising messengers that **catch the eye with every refreshing sip**. Mank sells these straws with different diameters, ranging from six to twelve millimetres, and different lengths, ranging from 120 to 30 millimetres. Both the straws and the hygienic packaging can be imprinted with two colours for a minimum print run of 10,000 units. This sustainable and environmentally friendly alternative to conventional plastic straws is made in the EU from biodegradable materials that decompose naturally over time.

Mank Designed Paper Products
Tel +49 2689 9415-0 • info@mank.de
www.mank.de

Kisses from the Black Forest

Kalfany Süße Werbung produces around 2,000 tonnes of fruit gummies per year at the foot of the Black Forest. For 2024, the company developed another trendy special variety under its fruit gummy brand Bären Company®: The Black Forest cherry kisses from the company's delicious edition 2024 are a sensual temptation in a **delicate kissing mouth shape** and the perfect treat with their tempting colours in pink and black and irresistible flavour. The little vegan kisses are packed in a transparent or white advertising sachet with shiny or matt lining.

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





Statement on car windows

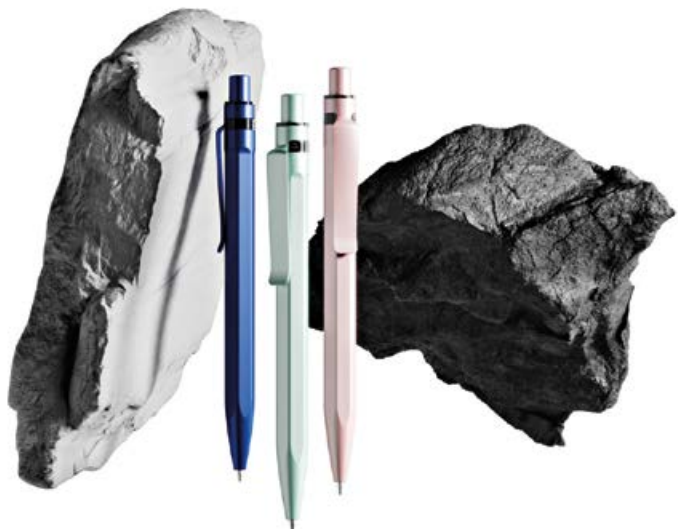
Car flags are small flags that can attract attention **at more than just big football games**. They come with an efficient, solid and safe attachment for any car window and can display whatever the customer wants: national flags, logos or symbols of a company or sports club, or other motif. They are printed using the latest direct sublimation technology and are durable and aesthetically pleasing.

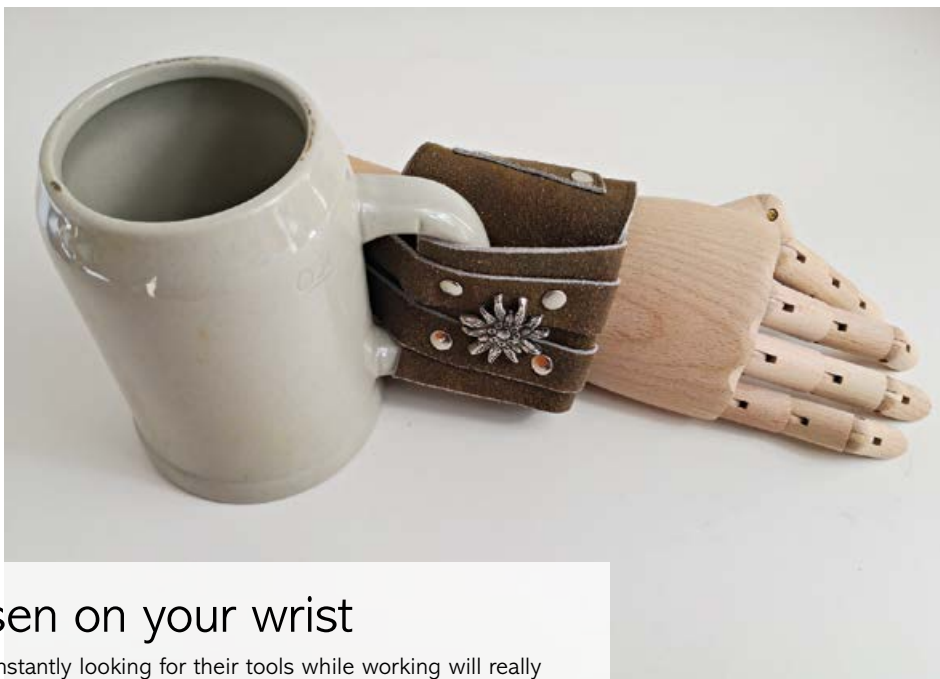
PSI 49359 • Graffiti Print
Tel +48 618148454 • biuro@graffiti-print.pl
www.graffiti-print.pl

History in stone: classic – timeless – innovative

The model QS50 from Prodir is a fresh, elegant, innovative and sustainable interpretation of the iconic hexagonal shape of a pencil. As the latest member of the successful QS Stone family, the QS Stone offers a new design and refreshed ranged of **10 colours inspired by metal and minerals**, including sideral blue, lazulite blue, rose quartz, jade green, jasper red, gold, white dolomite, black carbon, silver and graphite. Like all QS Stone writing instruments, the QS50 Stone is produced from a material enriched with minerals that is sustainably made with 60% less plastic and 50% more weight. It makes a difference that is immediately noticeable when you hold it in your hand, thereby increasing the perceived value of the pen. The pen is made 100% in Switzerland according to strict national environmental regulations and can support businesses in making sustainability a part of their brand message. Additional customisation options, including eight elegant satin metal clips, clip holders with contrasting colours, stylish metal push buttons and low-polluting refills, turn the QS50 Stone into a versatile and eye-catching brand messenger. Laura Bazzali, product manager at Prodir, is responsible for the QS Stone assortment: 'The new hexagonal shape of the QS50 stone shaft is a classic, which reminds us of our earliest writing experiences at school. It is in the shape of a pencil, similar to the ones we used when writing our first letters. The sophistication, durability and sustainability of the QS50 and its associations will help our business customers convey a strong message of value, depth and meaning.' The QS50 Stone is immediately available.

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

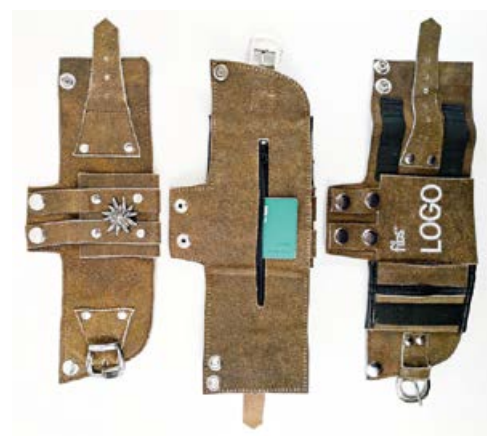




Lederhosen on your wrist

People who are constantly looking for their tools while working will really appreciate the latest creation from FreeWings®. The **FIBS® Craftsmen bracelet** offers space for a pencil, measuring tape, screws, bits, a knife and much more. This handy fashion item is modelled after German lederhosen. Inside is a zipper compartment for important items like cards, money or keys. This way, your valuables will be safe when you wear the bracelet to a festival or concert. Customers will be reminded of you when a company logo is placed on the bracelet.

PSI 60424 • FreeWings / FIBS
Tel +43 6765212866 • free@freewings.net
www.fi-bs.com



Pyramid bags for the tea break

The familiar loose tea from Henosa-Plantanas Group can now also be obtained in pyramid bags for easier use as an alternative, announces the company. One pyramid bag yields one cup of tea. The material is **biodegradable**. For the surrounding packaging, the customer chooses between the tins with labels or a gift box, which can receive full 4c printing.

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

Ready for the UEFA Euro 2024

When the whole nation is in football fever, the legendary BIC® 4 Colours® biro is the perfect way to immerse yourself in the excitement and leave a lasting impression. With its **stunning metallic and colour gradient design**, it's more than just a writing instrument - it's a symbol of passion for the game. What's more, the BIC® 4 Colours® is now even more sustainable, as 13% less plastic is used in the clip. (All BIC® 4 Colours® will gradually be converted to the new upper part, this change will be completed by June 2024.) If you want to join the enthusiasm for football, make a strong statement with the BIC® 4 Colours® flag collection.

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



Big print for the beach

The beach ponchos of Graffiti print are practical for people who like to swim and a great opportunity to design and customise **a one-of-a-kind advertising space**. A logo or photo can be printed on the entire front, back or hood of the ponchos. The ponchos are made of high-quality microfibre, which perfectly absorbs water, dries quickly and protects from the wind; they are durable and do not lose their colour when washed. They also make changing clothes on the beach possible without a changing room.

PSI 49359 • Graffiti Print
Tel +48 618148454 • biuro@graffiti-print.pl
www.graffiti-print.pl



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Anja Späker – anja.spaecker@rxglobal.com

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built by RX Austria & Germany



PSI 2025 | Already lots of interest from exhibitors



The most recent PSI Trade Show cemented its prominent position in the European promotional products market and once again provided evidence of its significance as a marketplace, international industry meet-up, and knowledge platform. With 567 exhibitors from 29 nations, the surface areas of Halls 9 and 10 were fully occupied. "I am totally overwhelmed by the positive feedback from our exhibitors and visitors. It demonstrates that we are on the right path with our vision of repositioning promotional products," summarised PSI Director Petra Lassahn, directly after the Trade Show. Indeed, the concept appears to have so lastingly convinced the exhibiting companies that many have already said yes to 2025. "Some 70 percent of this year's exhibitor surface area has already been booked," Petra Lassahn is pleased to report, adding: "We'll be taking up some of Hall 11 as well in 2025." These companies, among others, are already on the list – and naturally, many further exciting ones as well, which we will present soon:

BIC GRAPHIC EUROPE S.A.
Clipper Interall

doppler H. Würflingsdobler
GmbH

giuseppe di natale spa
Inspirion GmbH

Kalfany Süße Werbung GmbH
& Co. KG

LEUCHTTURM Gruppe GMBH
& CO. KG

MACMA Werbeartikel OHG

Makito Promotional Products

midocean Germany GmbH
Neutral.com

Paul Stricker, SA
SENATOR GmbH

STABILO Promotion Products
GmbH & Co. KG

Tee Jays A/S
Toppoint B.V.

travelite GmbH + Co. KG
TROIKA Germany GmbH

uma Schreibgeräte
VICTORINOX AG.

Exhibitors who would like to participate in PSI 2025 from 7 to 9 January 2025 can contact the Trade Show team directly by e-mail at sales@psi-messe.com or by phone at +49 211 90191-702.

my > PSI

Promotional product trends | Product Sourcing has its finger on the pulse

PSI suppliers who want to give their business an extra boost can get the PSI Product Sourcing Team on board their sales boat – and that's easy to do. They simply send their latest catalogues to PSI Product Sourcing. The team is always on the lookout for new and innovative products to provide PSI members and thus potential supplier customers with up-to-date advice. The

catalogues help the PSI Product Sourcing Team to keep up to date and be able to recommend new, trendy products. And this supports PSI suppliers in gaining additional new customers. As the PSI Product Sourcing Team puts it: "By offering our members the latest and most innovative products, we can ensure that we meet their needs."

Exclusively for PSI distributors | Visit to KLAR Seifen



PSI ON TOUR is the new format that enables members to visit companies, attend trade shows and take part in training courses. The PSI invites interested distributor members to visit soap manufacturer KLAR Seifen in Plankstadt on **Tuesday, 23 April 2024 at 2 p.m.**, together with the PSI in a closed distributor group – followed by a laid-back get-together.

An exclusive look behind the scenes

Participants will be given a glimpse behind the scenes of Germany's oldest soap manufacturer. In 60 minutes, they learn everything about the art of soap boiling in Heidelberg, since its beginnings in 1840. Using old machines, they learn about different ingredients and how recipes have developed over the decades,

from waste and leftovers to a trendy lifestyle product. The production facility was completely rebuilt in 2020 and now runs on almost 100 per cent self-generated electricity. In addition, participating PSI distributors learn how almost no waste is generated during production, as all ingredients can be reused over and again in the production cycle.

KLAR Seifen also manufactures all its products for other brands, completely customised and adapted to their requirements.

Registration

Please register using the form provided on the PSI Network page:
psi-network.de/psi-on-tour-klar-seifen-gmbh-form



Idea-givers are situated right at the source

PSI distributors rely on the know-how of the PSI Product Sourcing Team. They appreciate the team's advice when they are looking for the right product or supplier for their customers. Beyond that, the professionals in matters of haptic promotional provide information all about the top sellers and innovative trend products in the PSI Product Finder. Be it in a personal phone call or via online request by email or website – the idea-givers from PSI are situated right at the source.

Extensive support by the PSI Product Sourcing

PSI suppliers who would like to profit from the PSI Product Sourcing support should send their catalogues to:

PSI – Promotional Product Service Institute
RX Deutschland GmbH
PSI Product Sourcing
Astrid Langenstein
Johannstraße 1
40476 Düsseldorf
Germany

We grow and stay true to ourselves



When I reflect on the most recent successes of the PSI trade show, I realise time and time again how much this success rests on the shoulders of so many people. What we have achieved is the result of a collective endeavour. That is why I don't feel uncomfortable in praising ourselves at this point – we have really achieved a lot together. Yet we have to quickly look ahead again. The preparations for the PSI 2025 have long since begun.

We were delighted to announce that 70 per cent of last year's space has already been booked again. This is a clear indication of the continued trust and optimism in our industry. Both reflect the resilience and innovativeness of our community as well as the ongoing need for personal exchange and high-quality presentations of our products and services.

We want to and must continue to sustainably develop the PSI at a high level. This requires decisions and determination, but also a willingness to compromise. Many exhibitors have requested us to not make the trade show any bigger. At the same time, we are receiving many requests for more space. What should we do? We have opted for a gradual expansion of the PSI 2025 into part of Hall 11. Is the hall then half-full or half-empty? This is where you come in to fill the extra space with innovations, creativity and, above all, life. Therefore, this is also an invitation to our PSI suppliers to bring an even greater diversity of products and ideas to Düsseldorf. And it is also an invitation to all distributors and visitors to engage in an even more open and intensive dialogue on site.

To conclude, I am optimistic about the cautiously positive mood in our industry despite the global economic challenges, which we are all facing together. Our industry shows that success can be achieved by standing together, our willingness to innovate and the courage to take new pathways, which move all of us forward. Let us keep looking ahead and be willing to learn, share and grow. Ahead of us lies the 2025 PSI trade show, which preserves the strengths of the last two years, while paving the way for new opportunities.

I look forward to meeting you there again at the very latest.

Yours,

Petra Lassahn
Director PSI



Imagine the BIC[®] Super Clip, but even more Super



BIC[®] SUPER CLIP ORIGIN

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

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PRODUCT
OF THE YEAR



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**PRODUCT
AWARDS
2023-24**



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



Stylish messages

Promotional items made of textiles are versatile marketing tools in the areas of fashion, workwear, caps and accessories. In the fashion segment, they offer a trendy way to spread brand messages by combining stylish clothing with company logos. Printed workwear products are not only functional, but also give companies a uniform and professional image. Caps are a particularly popular promotional medium, as they are worn frequently and therefore guarantee high visibility. Accessories such as printed scarves or bags offer an elegant way to promote brand presence. These textile promotional items are not only effective marketing tools, but also practical products that enrich the everyday life of your target group. – Our second product theme revolves around “express and last-minute products and giveaways”.

Please start planning your product presentations in the June 2024 issue of the PSI Journal, which will be dedicated to the topics “Wellness, Cosmetics and Beauty” and “Protective and Hygiene Articles, Occupational Safety”, and send your product suggestions (image and text) by 19 April 2024 at the latest to Edit Line GmbH, PSI Journal editorial team, e-mail: hoechemer@edit-line.de

Tasty promotion



Salon Buck is a brand new member of the PSI network. The German lollipop start-up based in Düsseldorf/Langenfeld specialises in the production of the new product “Logo in a Lolli”. Logo in a Lolli is a sugar-free and vegan flat lollipop made from an edible paper base – and “a sweet way to stand out from the competition”.

Against brazen idea theft



The negative “Plagiarius” prize was awarded for the 48th time to manufacturers and retailers of particularly brazen counterfeits and fakes. The aim of the Plagiarius campaign is to raise awareness of the problem of product and brand piracy. We will be presenting the “winners” in the next issue.

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