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# JOURNAL

**PSI Journal**

International Magazine

For Promotional

Products

May 2024

Volume 63

Advert

*daiber*

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# PSI JOURNAL

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**PSI Journal**  
International Magazine  
For Promotional Products

May 2024  
Volume 63

Promotional items and income tax  
Germany  
Exemption limit increased

50€

35€

- PromoAlliance**  
Exclusive insights into international markets
- Industry**  
Vegan promotional products conquer the market
- Product Guide**  
Fashion, workwear, caps and accessories  
Express and last-minute products, giveaways
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**Editorial**

**It's all worth it!**

**H**ow often have all of us wanted to throw in the towel? With umpteen appointments with politicians and policymakers, massive frustration is widespread. Association work, you could say, is not for the faint-hearted. At least it is not when your advertised mission is to change the industry's political and bureaucratic context. Yes, there are a thousand other – excellent – reasons for getting involved and working in associations. You are part of a supportive community, you can exercise influence with and inside the association, you can co-configure and, through meeting and talking to people, you can obtain many a new piece of knowledge and an improved view of the market.

Sometimes, however, you can just be glad that something has been achieved that you had almost stopped believing was possible. That is what has just happened in Germany. For promotional products, there had been an exemption limit of 35 Euro per recipient and year since 2004. It was only possible for industry customers to claim expenditure for promotional products as tax-exempt operating expenditure up to that limit: and the limit set back in 2004 was even a reduction. All industry associations that later came together in the umbrella association GWW and the PSI have grappled tirelessly with politicians for a higher exemption limit – for that, and of course over other problems that cause the industry even more bureaucratic headaches.

Now, however, all those who have been engaged on behalf of the promotional products industry for decades have at least one reason to be pleased. Now, by law, the exemption limit has been raised to 50 Euro (see page 10ff). This is a partial victory. It will please at least all who have frequently come up against the 35 Euro limit with their products, due to cost increases in terms of energy and inflation. Many transactions had not been realisable – and now, they have been given the green light.

That is good news not only for German companies, but for all Europeans who supply this market. It is a fact that experience in other countries has shown that a step like this stimulates the entire market and opens new doors, especially in matters of quality and sustainability. A thank you, therefore, to all those who, whatever the post and role they occupy, are involved in associations and companies. Besides some frustration, but also many wonderful hours spent with colleagues, one thing is now clear: the dedication has been worth it – thank you!

With that in mind,

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

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

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## Perfect for short trips!

**Theo** is our organic and Fairtrade-certified weekender bag with 30 cm long handles made of webbing and available in 4 colors: natural, red, navy, and black. The trendy weekender is ideal as a travel bag for your next short trip, city break or business trip - you can even use the bag to enjoy your wellness weekend.

Measuring 50 x 25 x 25 cm, our **Theo** is also a real storage space miracle. A high-quality promotional item, **Theo** is a long-lasting companion and, with its print area of approx. 12 x 12 cm, offers enough space for your screen-printed advertising message.

**Theo**  
N° 2330

In 4 different colors



Certificates



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



### Exemption limit: 35 euros becomes 50 euros 12

In March 2024, the Federal Council approved the Growth Opportunities Act. The fact that the limit for promotional products was raised from 35 to 50 euros per recipient per year is likely to be very welcome in some industry segments. We set out the facts and let some voices from the industry have their say.

### Exclusive insights into international markets 32

PromoAlliance, the consortium consisting of PSI, ASI and Sourcing City, has launched a new international webinar series. The aim: to inform international promotional product professionals about sales opportunities, product and market trends and international partnerships once a quarter. The successful premiere took place at the end of March.



### Successful entrepreneur, esteemed personality 36



Gerhard Griesel, the long-standing owner of umbrella specialist FARE, passed away just over a year ago. He was not only a visionary entrepreneur in the promotional products industry, but above all a man with a heart. Time to look back on a fulfilled life.

### Advertising to lick good 60

Salon Buck is a brand new member of the PSI network. The German start-up based in Düsseldorf/Langenfeld specialises in the production of the new product "Logo in a Lolli". The smart, sweet give-away is a sugar-free and vegan flat lollipop made from edible paper. We introduce the company and product.



## Trends that reflect the times

Not all trends are alike, says the Zukunftsinstitut. No wonder, as there are countless trends. Socio-cultural trends, technology trends, consumer trends, zeitgeist trends, fashion trends and even micro-trends. Consumer and zeitgeist trends in particular give impetus to the promotional product industry, or are reflected in it. In this issue of the PSI Journal, for example, we take a look at three of the “most important interior trends 2024” identified by Grazia magazine. (grazia-magazin.de, „Wichtige Interior-Trends 2024“)

### Trend: Retro

Retro is here to stay, writes Grazia magazine, citing the styles of mid-century furniture, 1980s pop art and 1990s chrome minimalism. There is a huge flood of retro trends. If you enjoy looking back longingly, then nostalgia makes you happy. This trend can be amplified effectively with haptic articles.



#### Time at a glance (back)

Wall clock Longplay made from original records  
Likor East-West Promotion  
[www.promotionalclocks.eu](http://www.promotionalclocks.eu)  
PSI 49677

#### Not just for car lovers

Colouring book “Retro Cars”  
(collection of 16 retro cars for individual illustrations)  
Publisher for Prevention Wilken  
[www.wilken-verlag.de](http://www.wilken-verlag.de)  
PSI 49769



### Trend: Chrome

A classic is making a comeback: chrome. This cool material livens up interiors, according to Grazia magazine, which describes chrome as an “exciting antithesis to warm materials”. Chrome is also a real eye-catcher in haptic promotion.

#### Ideas spark

High-gloss chrome-plated lighter  
(windproof, refillable) with Zippo “click”  
Zippo GmbH  
[www.zippo.de](http://www.zippo.de)  
PSI 44066



#### Chrome is top class here

“Myto Glamour” pens (with clip and tip made of chrome-plated metal)  
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[www.stilolinea.it](http://www.stilolinea.it)  
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95°



MF 4 MODERN-SHAPE LADIES MEDICAL AND LAB COAT  
MM 6 MEN'S MEDICAL AND LAB COAT

KARLOWSKY FASHION

# make NEW from OLD

Sustainability is still a strong trend in 2024, according to Grazia magazine. Pieces with a past are more fashionable than ever. Extending the lifespan of consumer goods without investing large amounts of energy and resources is crucial for sustainability. These examples are among those demonstrating how sustainably and creatively the promotional product industry recycles and upcycles.



#### Revival thanks to recycling

Traveller Alu MyPlanet (100 percent of the aluminium in the drinking bottle is recycled. The cap is based on renewable materials).  
SIGG Switzerland Bottles AG  
[www.sigg.com](http://www.sigg.com)  
PSI 49099

#### Sustainable for your sweet tooth

Chocolate packaging (made from recycled and biodegradable material)  
Werbegrün – Packaging  
[www.werbegruen.de](http://www.werbegruen.de)  
PSI 45150



#### Sustainably noted

Bullet Journal Modimo (new reusable notebook with cover made of soft, flexible regenerated leather from 100 per cent recycled leather fibres)  
Giuseppe di Natale S.p.A.  
[www.dinatalestyle.com](http://www.dinatalestyle.com)  
PSI 41734

## Make new from old

### ... make it better

Incidentally, a throwaway mentality focussed on consumption contrasts with the constantly growing megatrend of neo-ecology identified by the Zukunftsinstitut. This social change and the depletion of natural resources highlight the importance of one idea: the idea of upcycling and thus transforming waste into new products. In other words, a creative work process results in a product with modified or improved properties – not counting cost savings and new marketing opportunities.



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# NOVELTIES 2024 LIFESTYLE

Our models are wearing the items JN1333 Ladies' Padded Jacket and JN1334 Men's Padded Jacket from JAMES & NICHOLSON • Quilted jackets for promotion and lifestyle • easy-care material made from recycled polyester.

Daiber makes it fashionable.

Further novelties  
you will find on  
[www.daiber.de](http://www.daiber.de)



## Market research



### 220 billion Euros thanks to AI?

The German economy could grow by 0.4 to 0.7 per cent annually in the coming years by using generative AI alone. This was revealed by the study "Embracing the GenAI Opportunity" by Strategy&, the global strategy consultancy of PwC, which analysed the value creation potential of the new technology in 20 industries worldwide. In a best-case scenario, the technology could trigger a GDP boost of 220 billion Euros in total in Germany according to the study. For Europe, the analysis puts the potential plus at 470 to 960 billion Euros.

strategyand.pwc.com, „Generative KI könnte BIP-Boost von bis zu 220 Mrd. Euro auslösen“

Many companies refuse to pay a surcharge to verify their suppliers' sustainability claims. This was revealed by a team of researchers from the Bayes Business School at the City University of London. The experts evaluated the responses from 234 managers with decision-making authority in procurement. Even though they recognise that an independent verification increases the credibility of suppliers' claims, the typical margin that buyers are willing to pay is statistically insignificant. Buyers indicated that the price is the most important decision factor (24 per cent). The disclosure of suppliers' processes was only rated at 18 per cent, and information on their procurement networks at 15 per cent.

city.ac.uk, „Companies reluctant to pay extra to confirm suppliers' sustainability claims“

**Credible ecological sustainability for a surcharge? No way!**

### Germany's attractiveness in decline

**Only +1.2**



The KPMG Business Location Index, which was measured as part of the study "Business Destination Germany 2024" by the KPMG auditing firm based on an evaluation of 23 location-related factors, only gave Germany a score of +1.2 on a scale of +10 (top in EU comparison) to -10 (bottom in EU comparison). This means that its score has declined by half compared to the 2022 study. In several categories, Germany is now only in the mid-tier – and already below the average with regard to the degree of digitalisation of public administration, the availability of skilled workers and the promotion of business relocations to Germany.

kpmg.com, „Business Destination Germany 2024“

### Influencer Marketing? 93 per cent say yes



93 per cent of marketing specialists use influencer marketing. This is a finding by the American software company Asana, which has identified 18 marketing trends for the year 2024. Marketers expect influencer marketing to increase brand awareness, build trust and authority, reach their target group, set new trends and connect with a broader market. asana.com, „Die wichtigsten Marketing Trends 2024“

### High-performance plastic with a positive side effect

Researchers from the Eidgenössische Technische Hochschule Lausanne (Swiss Federal Institute of Technology in Lausanne) are turning seemingly worthless agricultural waste into high-performance plastics that previously required crude oil. Ninety-seven per cent of the raw material is converted into plastic. Techno-economic and life cycle analyses suggest sales prices close to those of nylon 66, with a reduction in global warming potential of up to 75 per cent. The potential applications of these innovative polyamides span from automobile parts to yarns on to kitchen utensils, strings for stringed instruments, bristles and tooth brushes. presstext.com, „Biomüll wird künftig zu wertvollem Kunststoff“



### 5.94 billion Euros: display advertising is booming

The online marketing group (OVK) of the German Digital Economy Association (BVDW) is forecasting sales of 5.94 billion Euros in display advertising for the current year. This corresponds to an increase of 7.9 per cent compared to the previous year. In addition, the OVK has presented the results of the second trend study on the topic "Paid Content". The most important result is that 22 per cent of users of editorial content are also willing to pay for it. horizont.net, „Displaywerbung wächst 2024 um 7,9 Prozent“

In March 2024, the Bundesrat voted in the Growth Opportunities Act. In certain industry segments, the fact that, generally, the limit for promotional products has been raised from 35 to 50 Euro per recipient and year is likely to be highly welcomed. That had been desired for a long time, but the fear did exist that this passage would fall victim to deletion after all. Here we present the factual situation and some voices from the industry.

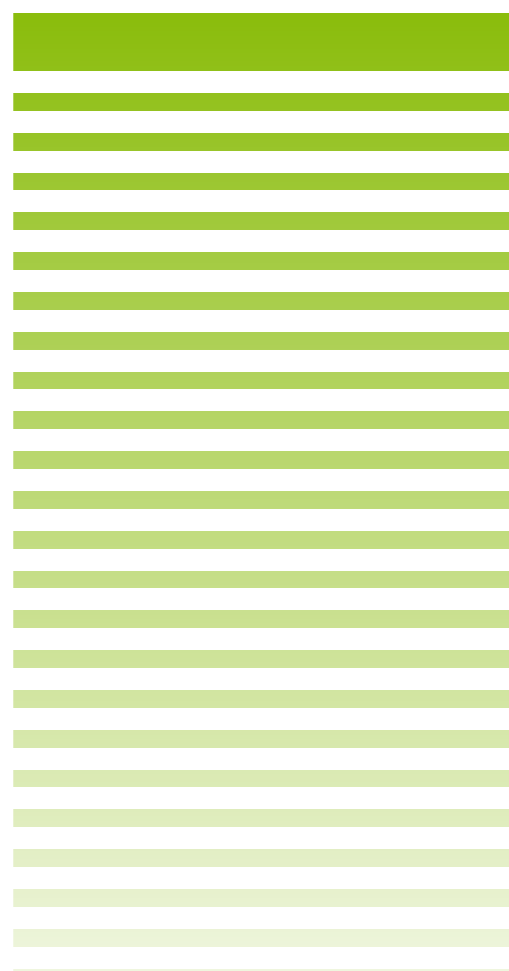
**Income Tax Act § 4 paragraph 5 Clause 1 No. 1 Clause 2**

# Exemption Limit: 35 Euro now 50 Euro

# 50€

Germany: Exemption limit for the tax deduction of promotional products increased by law from 35 euros to 50 euros.

# 35€



This adaptation will increase the overall quality of the promotional products used.



**A**fter months of debating, the Bundesrat finally voted in the Growth Opportunities Act (WCG) on 22 March. Although the original government bill provided for relief of 7 billion, the light version has now ended up at an unattractive 3.2 billion. Regarded as a whole, little of it will be of help to a Germany economy tottering on the brink of a recession. There is good news for entrepreneurs from the promotional products business. The exemption limit for gifts – politicians still call our promotional tools this – has been raised from 35 Euro to 50 Euro. New opportunities and increased latitude for the future are thus presented.



**Armin Halfar, Halfar System GmbH**

The increase as a result of the Growth Opportunities Act is actually an important topic for us. With our products, including excellent finishing, we frequently came up against the 35 Euro exemption limit in past years. Over time, that creates a certain discrepancy in customers' minds. So now this means we can get to work with a bit more freedom. We will use the new opportunity creatively, but will not excessively strategically expand our range into this area. For the industry as a whole, it is certainly even more important that the duty to keep records is raised in line with inflation, or even better, abolished. So the change in the WCG is an important step on a road that is still long.

**Decades-long struggle by the industry**

The promotional products business has been wrangling with politicians over the products' recognition as a full-fledged and highly effective promotional instrument since the industry's inception. Few victories have been celebrated on the long road. The most recent concession by politicians dates back to 2015, when the limit for duties to keep records was established at 10 Euro. Up to that point, in many places, the definition of the scatter item with no duty to keep records had been wide open to interpretation. The bandwidth ranged from 2.50 Euro up to 8 or even 9 Euro. Countless disputes with tax offices and before the courts came to an end when that administrative decree came into effect. So far, politicians – despite many forays by the industry – have not met the desire to considerably raise this 10 Euro mark from now almost nine years ago, adjusted for inflation.

**A step in the right direction**

Against the background of an ailing economy and falling tax income, the topic has been swept off the agenda. Nevertheless, there is reason to be pleased. The exemption limit for "gifts" – that is, promotional products – has now been raised in the WCG from 35 to 50 Euro. That is a demand the industry has been bringing to politicians for decades. In the good old days, the exemption limit was, at one point, 70 Deutsche Mark; later, it was established at 40 Euro. Then, in 2003, the duo Steinbrück (SPD) and Koch (CDU) curtailed the exemption limit along with other subsidies to 35 Euro across the board. Against that background,

**Marion Quast, Victorinox AG**

We welcome the increase of the value limit to 50 euros in Germany. With our premium brand Victorinox, we have pocket and kitchen knives in the price range from 15 to 40 euros, so to speak in the sweet spot of the new regulation. For the Wenger brand, this also applies to the luggage and accessories product area. Our experience from other countries also shows that the overall quality of the promotional products used increases after an adjustment such as the one now taking place in Germany. This is positive for the image of the promotional product. And equally beneficial for the choice of sustainable promotional products.





the present increase by 15 to 50 Euro per recipient and year is a step the industry can be pleased with.

**New opportunities for a market segment**

Yes, not everyone will benefit from this equally. Those suppliers or advisors who have a small number of customers who invest in haptic promotion at this amount will find that this increase holds little meaning. Suppliers and advisors who have often come up against this limit during talks with customers will be pleased with this new latitude. Some manufacturers and importers are thinking about adjusting their product range to the new opportunities, in order to be able to offer their customers higher-value products.

**Berlin seems to be acting**

This step is important to politicians as well, because it definitely sends a signal that it has been understood that haptic promotion can be high-value and sophisticated. So it is, so to speak, a step in the same direction as was formulated in the letter in the autumn of last year from the German federal finance ministry (BMF) to the GWW (the promotional products industry's umbrella association). According to that, the debate surrounding gift or not gift, but promotional product, had basically been closed: accordingly, value limits no longer existed. It seems, therefore, to be going in the right direction, although it needs to be underlined that a letter from the BMF is not an administrative decree, and is least of all a law. The Growth Opportunities Act is a law, and is even retroactive from 31 December 2023. However, the BMF letter also provides an occasion for new levels of talks with politicians. At the latest, a good time for these debates and more forays ought to be when the economy in Germany fires up again and tax income is flowing.

**Tobias Köckert, Mahlwerck Porzellan GmbH**

This increase will send out a signal: High-quality and sustainable promotional products will once again become more of a focus for industry and trade customers. We need this, because energy costs and inflation in general have already made our products more expensive. After all, the old value limit dates back to 2004, so it was 20 years old. We are optimistic that the Growth Opportunities Act will open up a few opportunities for us – although we still have a long way to go when it comes to cutting red tape.



**If you want to make the recipient completely carefree, you can pay a flat-rate tax for the promotional product in accordance with 37b EstG.**



**Exemption limit 50 Euro**

Costs per person, per year:

- Net goods value
- + costs for finishing
- No packaging costs
- No shipping costs
- No value added tax
- No potentially assumed flat-rate taxation



**Ronald Eckert, Döbler Werbeartikel**

Basically, we welcome the raising of the value limit to 50 Euro per recipient/year, it was long overdue. However, it is only a first step, since the whole bureaucratic complexity surrounding the duty to keep records is still in place, after all. To that extent, the new regulation will probably not change things all that much at first. It is a start, though, at getting promotional products talked about and we will also adapt our customer communications.

# PAPER

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### Custom fit baseball cap

The new cap from L-Merch is available in the classic colours black, light grey, navy, red and white and therefore ideally suited for equipping clubs and teams. The 5-panel design enables easy finishing on the front. The modern design and good fit thanks to the adjustable plastic fastening make this new product particularly popular with athletic teams who value a uniform appearance.

### Customised aprons

Those who find conventional bistro or bib aprons too boring or are looking for an individual solution can now create their apron in infinite colour combinations with the EasyMix concept from CG International. The idea is as simple as it is effective. Two apron models and matching apron strings in 40 different colours and materials can be freely combined with one another. Just select the desired model along with the fabric and colour, combine the ribbons in the desired colour and your own apron is ready. The aprons and ribbons are colour-coordinated according to your wish, taste or corporate identity.

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www.originalcg.be



### Protection for cold weather

This knitted hat with a label from Paloma Curiosa is a real necessity for the colder days. The item has a label on the side on which an advertising message or logo can be printed. This makes the message stand out even more. The hat is made of double-layer, 100 per cent acrylic with fine ribs and has four corners with cuffs.

### Cuddly any time of the year

Starting this year, this soft and warm fleece blanket from L-Merch is available in two colours, black and navy. With a size of 150 x 120 centimetres and a grammage of 200 g/m<sup>2</sup>, it keeps you cosy and warm on mild summer evenings. The blanket is also OEKO-TEX-tested and has been demonstrably produced under fair working conditions. With the right finish, this blanket will quickly become a spring favourite.



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### Hand measure as a cutting tool

One sewing accessory keeps popping up among fashion lovers, tailors, fabric suppliers and online in sewing blogs: the hand measure. It is a small ruler with practical features from marcolor. Made from flexible, washable plastic, it is both light and durable and therefore moulds perfectly to the fabric. The customised hand measure is printed by the supplier not only on one side, but both sides. The actual outer mould is also produced individually according to customer requirements. They are printed in the customer's own design by means of UV offset printing and digital printing.

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



PSI 42743  
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### Petrol Blue radiates trust

The brand Russell Europe has added a new stylish colour to its range: Petrol Blue. The rich shades of deep blue and vibrant green complement the colour line-up of the Authentic Eco Polo and guarantee an elegant understatement when it comes to Team Wear. The Authentic Eco Polo is available in all colours starting in April. Petrol Blue is a colour that radiates seriousness and trust and stands for individuality. It is the ideal selection for those who wish to express competence, style and personality with their clothing.



### Active blue wonder

As for this bag series from Halfar, the trendy colour scheme says it all. In particular the contrast with the black accessories gives the soft pigeon blue a strong effect, as do the other new colours mustard yellow and dark green. Even in all black, the ACTIVE has a charm of its own. At first glance, the material of the series looks like tarpaulin, but it is recycled PET material. A second glance reveals a partial pattern embossing. This way, all three bags surprise with their style and function.

PSI 45666 • Halfar System GmbH  
Tel +49 521 982440 • info@halfar.com  
www.halfar.com



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



### Creativity is needed now

Due to the high demand, Kalfany Süße Werbung (Kalfany Sweet Advertising) has been offering the popular Duplo bar in a promotional slipcase in two additional sizes and two new filling options starting this year. The slipcase can be customised with very personal advertising messages. Whether in German, English or French, there are no limits to creativity here. Customers can choose between Duplo packs of 1, 2 or 3. There are also different filling options such as the classic Duplo, Duplo White or children's chocolate bars.

### Creativity for corporate fashion

Especially in industries in which appearance plays an important role, fashion can be a decisive factor to stand out from the crowd. Companies that distinguish themselves with innovative designs or unique dress codes can gain a competitive advantage. Klam has therefore set the aim of introducing more fashion to the mostly standardised corporate fashion segment in Germany. After all, everyone knows that the first impression counts. Creative and innovative companies can thus convey their unique selling point at first glance. For example, the conscientious selection of materials produced ecologically sustainably according to ethical standards can help communicate a company's high level of environmental awareness. Whether for special occasions such as anniversaries or for everyday use, the clothing is completely designed according to the corporate identity. From planning and creating fashion sketches to tailoring, the creative design and service team from Klam are happy to advise you on all options for a personal and fashionable collection.



PSI 49110 • Stickerei Klam  
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### Eye-catcher in a carbon look

Key cases are now also available from Zito Lifestyle in carbon genuine leather and carbon artificial leather. The exciting racing look is an eye-catcher for the brand and interesting for all product segments that want to present themselves in an athletic and successful way. Keys can be safely secured in the "simple" and "complex" cases. They provide additional space for change. On request, embossed logos can tastefully highlight the brand name.




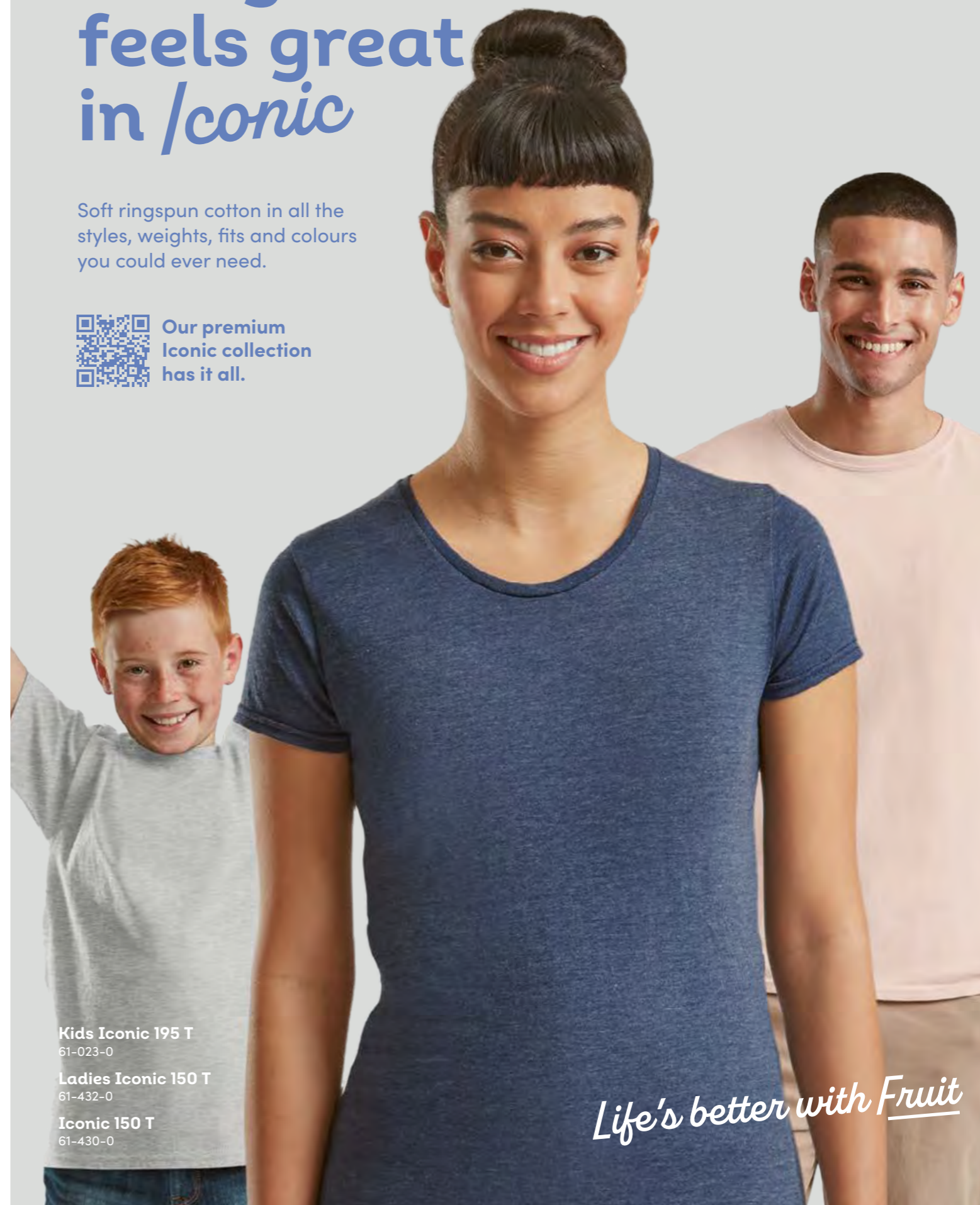
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Tel +49 631 3531328 • service@folinc.com  
www.fruitoftheloom.eu

## T-shirts for every occasion

They are a necessity in every wardrobe when temperatures rise: high-quality t-shirts made of 100 per cent combed ring-spun cotton. With the popular Iconic Collection, Fruit of the Loom offers just the right styles for every occasion and personal taste with its large selection of fabric weights, colours and sizes. Once again, it is the perfect basis for individual textile finishing. The Iconic Collection from Fruit of the Loom is manufactured in the company's own production facility in Morocco.



## Combining comfort and functionality

The lightweight lace-up work sneakers from the work wear professionals at Karlowsky Fashion are an indispensable accessory for women and men, who value comfort, functionality and safety in their work environment and beyond. With its durable upper material made of textile fabric, this shoe offers high breathability, even in demanding work environments such as kitchens and in the service, medical, cleaning, care and wellness sectors. The inner material of the working shoes also consists of textile and is equipped with an antibacterial lining, which ensures hygienic freshness all day long. The soft, removable insole adapts perfectly to the foot's anatomy, guaranteeing maximum comfort, even on long workdays. Certified according to EN ISO 20347:2022, O1-SR-FO (without a protective toe cap), this sneaker meets high safety and quality standards. The fuel-resistant (FO), anti-static (A) and profiled outsole offers excellent grip and increased slip resistance on ceramic tiles with cleaning agents and glycerine (SR). The closed heel and the increased energy absorption capacity in the heel area (E) offer additional protection and support for the foot. These sneakers are also perfectly suited for leisure activities and can be washed at up to 30°C.

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



PSI 48898 • b & a Vertriebs GmbH  
Tel +49 7062 978910  
gauger@promokick.de  
www.promokick.de



## Work gloves with a logo

Two models have been added to Promokick's work glove range. They are double-coated with nitrile rubber. The lower, light grey layer ensures impermeability to liquids and the upper black layer provides for an excellent grip. One model has a sealed palm and fingers and the other also has a sealed back of the hand. The gloves are impermeable and resistant to fuels, oils, alcohols and silicones. They are available in quantities of 500 pairs or more with a logo in 1-C or digital print.



## Decorative advertising

The company Uschi Wunsch has been established in the jewellery town Idar-Oberstein for over 30 years and specialises in "decorative advertising". With its experience and expertise, the innovative company is able to fulfil individual customer wishes and offer custom-made products. The jewellery items are gold-plated or silver-plated and some are adorned with crystal stones in various colours. The items can be elegantly packaged as accessories and are also offered with organza or velvet pouches on request. All products can be custom-designed and adapted in terms of material and size according to customer requirements.

PSI 60605 • Uschi Wunsch, Import-Export  
Tel +49 6781 5624071  
top@wuensch-io.com  
www.wuensch-io.com

## Protection by reflection

Reflectors accompany us everywhere in everyday life. The company reflAktive offers a large selection of these useful accessories. Many of the items are certified according to EN 13356 and made in Germany. Children love the funny stickers, which can be found on almost every jacket, school bag and backpack. They not only look cool, but also make schoolchildren, cyclists, inline skaters, buggies, wheelchairs and rolling walkers more visible and thus safer. Many shapes and colours are available. They are also perfectly suitable for mailing campaigns or as add-ons to sales packs.

PSI 46970 • ReflAktive - safeReflex GmbH  
Tel. +49 4971 923312 • info@reflaktive.de  
www.reflaktive.de



## A place for creativity

All creative minds need a place where they can collect and organise their ideas and projects. This is particularly easy with the creative journal of the EMF Publishing House (Edition Michael Fischer): the practical monthly overviews and trackers as well as the future log make planning a true pleasure, while instructions and tips offer further inspiration. The lovingly designed templates also provide plenty of space for notes and thoughts. The scope, features and design can be customised according to the wishes and ideas of the customer. It is also possible to put a logo on the book cover.

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



## Multi-bag on your wrist

A healthy lifestyle contributes to keeping your body and mind in shape. Sport is one of the most important ways to stay fit. This elastic wrist bag from Promoteus is a versatile aid to make sport and outdoor activities more enjoyable. It can be used not only for mobile phones, but also for money, cards or even keys. The bag consists of Lycra and is available in many colour variations. There is also the option to choose a customised design.

PSI 49627 • Promoteus 1000KOZ, s.r.o.  
Tel +420 222 932315  
sales@promoteusgifts.com  
www.promoteusgifts.com

## Apron radiates flair

If you're looking for an apron with an original look, the jeans apron in denim grey from Paloma Curiosa is perfect for you. The robust apron gives the outfit a little more flair, promises the supplier. The apron has a pocket and an adjustable strap with a buckle. It consists of 65 per cent polyester and 35 per cent cotton.

PSI 44265 • Paloma Curiosa N.V.  
Tel +32 51240452 • info@originalcg.be  
www.originalcg.be



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

## Classics in stylish colours

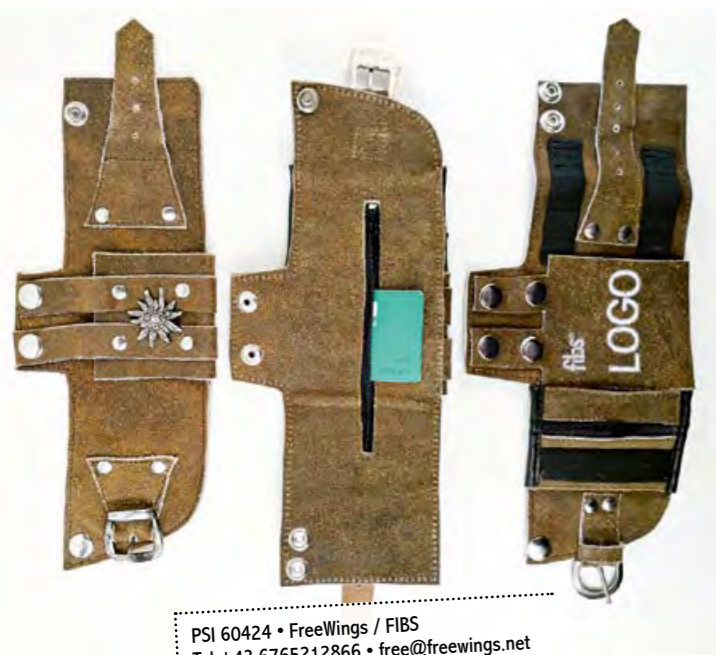
The Classic T 180M from Russell Europe is a true classic and prime example of high-quality material, comfort and durability. The popular t-shirt is available in 20 modern colours, including the trendy colours powder rose, mocha, mineral blue, indigo, olive and natural. It is available in sizes XS to 4XL. The Classic T impresses with its classic fit and its smooth surface provides the perfect canvas for customised finishing. To go along with it, there is the Classic T 180L as a long-sleeve version of the bestseller from Russell Europe.

## A safe place for the start of summer

With the patented FingerBag® FIBS®, FreeWings® is presenting a fashion accessory for the summer that is as stylish as it is useful. The wrist bag reliably protects important items such as keys, money, (credit) cards, paper and even your mobile phone from thieves. The bag can be worn on the arm, leg, belt, strap or anywhere else. FIBS® is available in various zip colours and materials – from bamboo to cotton and leather on to Tyvec® and micro-fibre. The carrying size is unisex and the bag size can vary depending on customer wishes and intended use. The FreeWings® range of products also includes the triangular scarf "Triangle" with two zips for tying at the arm, foot and neck. ... The Triangle can even be used as a bandana.



PSI 60424 • FreeWings® / FIBS®  
Tel +43 6765 212866  
free@freewings.net • free@fi-bs.com  
www.fi-bs.com



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



### Leather wrist pouch

Anyone who is constantly looking for their tools while working will appreciate the newest creation from FreeWings®. The wristband FIBS® Craftsmen provides space for pencils, measuring tape, screws, bits, knives and much more. This useful fashion article is modelled after German leather trousers (Lederhosen). There is a zip pocket on the inside for important items such as cards, money or keys. This way, your valuables are safe when visiting a festival or concert. Customers will also not miss the logo of the advertising company applied to the leather wrist pouch.



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



### Illuminated messengers

The illuminated baseball caps from Lumitoys-GmbH ensure that extra bit of attention by skillfully highlighting individual advertising messages or logos. The baseball cap "Screen" has a wide LED display that is available in different sizes. The individual texts can be programmed by the user. A wide variety of symbols are available in addition to the conventional character set. The baseball cap Multicolour wins people over with its finished logo, which can be illuminated across the entire surface by LEDs. All caps are adjustable in size and can be charged with replaceable batteries or alternatively via USB.

### Plush accessory makes an impact

The charming MiniFeet® stuffed animals from mbw are a true highlight for businesses, clubs or municipalities wishing to draw attention to themselves. There are many different ways to put small and large messages on cute triangular scarves or mini-shirts. The accessories for the stuffed animals can be printed in a photo-realistic all-over-print process, among other things. This process makes full-surface printing on textiles child's play, as printing is borderless – from seam to seam. There are therefore virtually no limits to the choice of motifs.



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

### Ecologically sustainable wrapping technology

Furoshiki is a traditional Japanese wrapping cloth that people use to wrap and carry objects and often serves as versatile and reusable wrapping paper. FabRap Furoshiki is made from certified organic cotton and can be used as a scarf, headscarf, bag, tablecloth and gift-wrapping. FabRap Furoshiki is a versatile form of art that transforms fabric into a reusable multi-purpose accessory. This fabric sleeve effortlessly turns every item into a branded gift, while simultaneously promoting an ecologically sustainable process and everlasting product.



PSI 60771 • FabRap  
Tel +49 7531 3616 554 • shop@fabrap.co  
www.fabrap.co





uma Schreibgeräte Ullmann

Picture: From left to right: Lisa Neumaier (uma) and Izabela Tukaj-Zaworska (Capira) at the uma stand at the PROMO SHOW 2024 in Warsaw.

## uma wins again at the SUPER GIFT in Warsaw

According to a press release from uma Schreibgeräte Ullmann GmbH, the mid-February PROMO SHOW 2024 in Warsaw was a complete success for the Fischerbach company. In addition to constructive discussions, the writing instrument specialist received the audience award in the "SUPER GIFT" trade show competition with their uma RECYCLED PET PEN PRO ocean model, winning this award for the second time in a row. Around 80 products were submitted to the competition by participating trade show exhibitors and put to a visitor vote in seven categories. With their uma RECYCLED PET PEN PRO ocean,

whose plastic parts are made out of plastic waste collected from endangered coastal areas, the company is making a clear statement against plastic pollution of the oceans, and proving that the topic of "sustainable promotion and writing" is also of great significance in the Polish promotional industry. [www.uma-pen.de](http://www.uma-pen.de)

## CiTRON GROUP celebrates 20 successful years

The CiTRON GROUP from Poland is celebrating its 20th anniversary this year. Over the course of two decades, the company has developed from a local manufacturer into a supplier for promotional products distributors and agencies in more than 30 countries. The main headquarters of the CiTRON GROUP, the sales department and production department are located in Warsaw. Sales are carried out from Warsaw and the company's subsidiary in Madrid, Spain.

The CiTRON GROUP specialises in the production and personalisation of USB sticks, power banks and promotional products made of PVC. The company has a large stock, which enables short lead times. The products can be customised by means of laser engraving, pad printing, UV printing and epoxy stockers. Since 2016 CiTRON has had a production line for PVC pen drive cases, which is "unique in Europe", according to the company. Within the PVC FACTORY, the company also carries out orders for many other PVC products such as mugs, key rings, GSM rings, bag tags and promotional magnets.

"The anniversary is a very special event for all of us. In the past 20 years, we have developed from a company, which produced lanyard key chains into a leading business in the electronic articles segment. Over the years, we have established two more PVC brands – the Polish production of PVC-Merchandise and GiftsFactor with a selected range of cups and thermos bottles. We would like to thank our partners and customers for 20 years of cooperation and hope for a least 20 more years", says Magda Dmowska, managing director of the CiTRON GROUP. The anniversary celebration took place during the 2024 PROMO SHOW in mid-February in Warsaw, where the company presented its offer and acted as a gala partner for customers and exhibitors. [www.citrongroup.eu](http://www.citrongroup.eu)



The CiTRON GROUP team celebrated its "20th anniversary" during PROMO SHOW 2024 in Warsaw in mid-February.

Group photo with organisers and exhibitors at WerbeWelt 2024.



WerbeWelt 2024

## A successful third edition of the trade show for ecologically sustainable promotional products

WerbeWelt, the trade show with a focus on ecologically sustainable promotional products, opened its doors for the third time on 21 March 2024. On an exhibition space of around 5,000 square metres in the Zenithhalle in Munich, 111 exhibiting promotional products manufacturers, suppliers and importers presented their current range of products. The trade show places particular emphasis on the industry's newest trends and innovations from ecologically sustainable production, fair trade and regional production.

The organisers of WerbeWelt 2024 – seven promotional products distributors from Bavaria (AmedeA Werbepräsenze, dkpromotion, EIDEX, kicks-promotion, products & more, werbemax and w+i) – counted a total of 652 industry customers from various sectors as visitors among the 1043 registrations. According to the organisers, 10,339 enquiries were digitally recorded on site (excluding additional enquiries on paper, which are still being processed).

The experience-oriented character of WerbeWelt 2024 with its focus on product diversity was rounded off by a varied culinary offering: a coffee lounge with a professional barista served coffee specialties, while the catering team spoiled guests with delicious delicacies. Visitors were additionally welcomed with a glass of sparkling wine. The guests also praised the professional and friendly advice provided by the teams of the organisers.

"WerbeWelt 2024 was a complete success and again confirmed the growing importance of ecologically sustainable promotional products", summarised Thomas Gottschall, managing director of EIDEX GmbH, while adding that "the large number of registrations and the positive feedback from visitors and exhibitors underline the relevance of this trade show for the industry". Contact: [www.eidex.de](http://www.eidex.de)



Beer is of course a must in Bavaria: "Cheers!" to a successful event.



The ecologically sustainable offerings of the exhibitors attracted plenty of interest among visitors.



## Anchoring promotional products more firmly: PSI and GWW have met



PSI / GWW

On Friday, 22 March 2024, PSI Director Petra Lassahn, Michael Köhler, Managing Director of RX Deutschland GmbH, Frank Jansen and Ralf Uwe Schneider, board members of the German promotional products industry association (GWW), and Mirco Häblich and Markus Jentgens from the GWW advisory boards met in Düsseldorf. The common concern of both parties was to resolve disagreements. "If you disagree on a wide range of issues, the first duty is to talk to each other. And that's what we did today," emphasised Petra Lassahn once again. In terms of content, it was also about political work and the goal of anchoring promotional products more firmly in politics and marketing. In both areas, they agreed on a roadmap up to 2025, which they are now working on together.

Constructive meeting at RX Germany in Düsseldorf: (from left) Markus Jentgens, Ralf Uwe Schneider (both GWW), PSI Director Petra Lassahn, GWW CEO Frank Jansen, Michael Köhler (Managing Director of RX Germany), Mirco Häblich (GWW)

## Ecologically sustainable and appealing giveaways for the electoral campaign

There will be landmark elections this year in Germany as well. The industry can also play a supporting role when parties democratically compete for parliamentary seats. In all elections, it will be decisive, among other things, how parties communicate their credibility on issues such as the environment, climate change, ecological sustainability, species protection, forestry and biodiversity to potential voters. The company Heri-Rigoni GmbH with its "green" product line from the emotion factory is a helpful candidate for related promotional products.

Heri-Rigoni / emotion factory



The various seed products from the emotion factory are waiting to be passed out to potential voters just in time for the election. Photo: emotion factory.

The company has made sure that its products with seeds meet these requirements: climate positive – ecologically sustainable – compatible with the circular economy – without greenwashing. They include products such as seed pouches, flower cards, plant or herb sticks. The seed papers, which can be used in a variety of ways, and the content of many other products embody ecological sustainability in the truest sense of the word and enable parties and candidates to remind voters what they stand for in an ideal way. "However, the best thing about the emotion factory's seed products is that we can state with a clear conscience that 'green philosophy' is a top priority here, from production to content, custom-printed packaging and on to shipping – and this is also reflected in electoral and party campaigns in an environmentally conscious matter", explains managing director Armin Rigoni. Further information at: [www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)

## 500 – 60 – 5,000

500 – 60 – 5,000: These impressive figures stand for this year's Bartenbach Promotional Media Day, which took place on 7 March in Mainz. Approximately 500 visitors toured the stands of 60 exhibiting companies and had a look at around 5,000 promotional articles. Whether the visitors came from the hotel industry or city marketing, from industry or trade, from insurance companies or the public sector: They were all aware of the advantages of hands-on promotion and found any customisable items they were looking for in the "Arena of Ideas", as the selection – from chocolate and clothing to umbrellas, spices and insect hotels – was huge.



The Promotional Media Day on 7 March in the Mainz Arena was a complete success for organisers and exhibitors. Photos: Bartenbach

The 18th Promotional Media Day, organised by Bartenbach Werbemittel and Bartenbach AG, was once more held in the modern ambience of the MEWA ARENA. Fittingly, there was yet again an autograph session with a professional footballer from the Bundesliga club FSV Mainz 05 – this time, goalkeeper Robin Zentner fulfilled the numerous autograph and photo requests.

Tobias Bartenbach, Managing Director of Bartenbach Werbemittel, was highly satisfied: "We had a fantastic trade audience who were interested in our complete package of haptic promotion, entertainment and knowledge. Many thanks to our exhibitors and of course to our Bartenbach crew – they all made the 18th Promotional Media Day a very special experience." A varied supporting programme contributed to visitor satisfaction: There were guided tours of the stadium, fashion shows for company and work clothing and informative presentations, for example on brand visibility and on social media.

Promotional media producers and customers can already mark 13 March 2025 in their calendars as the date of the next Bartenbach Promotional Media Day. And six months earlier, on 11 and 12 September 2024, the "little brother" will be celebrating a new edition: Bartenbach will once again be hosting its in-house promotional product trade show "Open House" at Kaufmannshof 1 in Mainz.

[www.bartenbach-werbemittel.de](http://www.bartenbach-werbemittel.de)



## Digital promotional products with a new home

MrDISC, a successful supplier of digital advertising media, is to move to a new office building. According to the company, the upcoming move is “an exciting milestone for the company and reflects its continued growth and commitment to the future”. The new office building, located at Neuer Hölftigbaum 2 in 22143 Hamburg, will provide MrDISC with a modern and dynamic working environment. “With spacious work areas, state-of-the-art technology and an inspiring atmosphere”, the new office will create “the ideal platform for collaboration, creativity and innovation”.

“We are very excited about the upcoming move to our new office building,” says Managing Director Klaus Schwenk. “This move is a sign of our continued growth and our commitment to creating an environment that promotes the productivity and satisfaction of our employees.”

The move to the new office building will allow MrDISC to further improve its services and better serve its customers. As the company emphasises, it remains “committed to its values of quality, innovation and customer satisfaction and looks forward to this new chapter with great anticipation”.

### About MrDISC

MrDISC is a renowned company in the promotional products industry, specialising in digital promotional products in addition to the full range of personalised promotional gifts. Since its inception, the company has built a reputation for excellence and customer satisfaction and “prides itself on constantly improving its services to meet the changing needs of its customers”. Contact: [www.mrdisc.com](http://www.mrdisc.com)

## British promotional merchandise association with new CEO

The Chairman of the British Promotional Merchandise Association (BPMA), Haydn Willetts, has announced the appointment of Phil Goodman as the association’s new CEO. Phil Goodman is already working closely with the Association’s Board and Executive team. He succeeds Carey Trevill, who announced her resignation earlier this year.

Mr Willetts said: “We are confident that in Phil we have secured the services of an industry professional who is able to take our association and our industry forward. Phil brings with him many years of experience running and managing successful full-service marketing agencies and various other businesses. Over the coming weeks and months, Phil will be introducing and outlining his vision for the future of the association. On behalf of the BPMA Board and the entire membership, I would like to thank Carey Trevill for leading and guiding the BPMA through the difficult times of the last four years. She has professionalised the way the BPMA works for its members and the wider marketing disciplines in which we operate. She leaves the Association with a far more solid foundation and a clearer strategic direction on which our new CEO, together with the rest of the existing Secretariat, can build.”

Phil Goodman: “I am very proud to be joining the BPMA as CEO. It is an exciting time for our industry as we make progress in areas such as sustainability and compliance. This challenge excites me greatly and I look forward to working with the Board to further improve standards and raise the profile of the BPMA, both in our industry and beyond. I look forward to getting to know the members and would like to express my thanks to Carey for her help with the handover.”

Goodman joins the established team at the BPMA working alongside Membership Director Tom Robey and Operations & Events Manager Georgie Yeats. The team has grown in the last few months with the addition of Sustainability & Compliance Manager Jenny Dawes, Kian Clews Braddon as Membership Executive and recent addition Nate Bragg as Marketing Executive. [www.bpma.co.uk](http://www.bpma.co.uk)



MrDISC

The new “home” of MrDISC.



Gustav Daiber GmbH

Bild: Gustav Daiber GmbH

## New industry flyers: Expanded service offering for distributors

From today, Gustav Daiber GmbH, a full-service platform for Corporate Fashion, is offering its distributors an even bigger selection of industry flyers. Supplemented by new topic areas and additional products, and sporting an overhauled design, the industry flyers contain recommendations concerning suitable Corporate Fashion from the Daiber labels JAMES & NICHOLSON and myrtle beach for different areas of use. With additional editable newsletter templates, Daiber provides all-round support to its distributors in matters of group-targeted customer approach.

The two new industry flyers “Festivals, Events & Graduation” and “Leisure, Clubs & Hobbies” each contain approximately twenty industry-specific product offerings. In addition, Daiber has updated the existing industry flyers “Logistics & Delivery”, “Food & Beverages”, “Medical”, “Cities & Municipalities”, “Manual Labour” and “Education” both optically and in terms of content. “In revising and expanding our industry flyers, we have reacted to the high demand for sales support services by our distribution partners. The industry flyers enable our distributors to approach their customers from different industries in a targeted way and to support them in selecting products for their field of application,” explains Bernd Seeger, sales director at Daiber. Moreover, this means that distributors can not only serve existing customers, but also tap into new customer groups. Buyers, in turn, benefit from an easy overview of the products that are relevant to their working area.

With the widened industry flyer offering, Daiber offers its distributors an even more extensive overview of suitable clothing for the lifestyle and promotion areas from t-shirts, sweatshirts and jackets through to caps and hats. The new industry flyer “Festivals, Events & Graduation” is available to distributors from today, in a print version in German and as a download on the website in both German and English. The product recommendations for the second new topic area “Leisure, Clubs & Hobbies” will be available from mid-April.

In keeping with Daiber’s new visual brand identity, the existing industry flyers will also be successively brought out in the new style. The relaunch will begin with the industry flyer “Medical”, which was updated late last year. The topic areas “Logistics & Delivery” and “Food & Beverages” will then follow: besides the new livery and a clearer presentation, these will also be added to with some new products from current collections. In the area of logistics, for example, those new products include the Padded Hybrid Jacket (JN1865), and in the gastronomy area, the one-size bistro aprons Apron Short (JN1880) and Apron Long (JN1881). Both industry flyers are likewise available to distributors from today, in print and online.

### All-round service package for distributors

Clear-to-view, practical, print and digital: the industry flyers present the most important elements at a glance. The advantages of the respective product lines and the finishing options are also portrayed at a glance: After registration, editable newsletter templates can be downloaded on the website via the Dashboard.

In a few clicks, distributors can insert their logo, address and prices into the template and conveniently send the finished newsletter to their customers. The Daiber Media Cloud completes the sales-supporting service package. There, registered distribution partners can download professional visual material on all Corporate Fashion products from the Daiber labels free of charge. [www.daiber.de](http://www.daiber.de)

PromoAlliance, the consortium consisting of PSI, Advertising Specialty Institute® (ASI) and Sourcing City, has launched a new international webinar series. The goal is to inform international promotional products professionals once quarterly about sales opportunities, market trends as well as cross-border partnerships. The successful premiere took place in late March.

**PromoAlliance is offering a new quarterly webinar series**

# Exclusive insights into international markets

The Advertising Specialty Institute® (ASI), the largest media, marketing and educational organisation for the North American promotional products industry, the British industry service provider Sourcing City and PSI, Europe's largest network for the promotional products industry, announced the joint innovation of PromoAlliance at the beginning of this year. The alliance, which was launched nearly 10 years ago, was redesigned for this purpose. This step is intended to take into account the increasing importance of global trade and cross-border transactions in the post-COVID era. PromoAlliance

views the development of new market concepts, the presentation of best practices as well as the promotion of training courses and trade shows as urgent tasks.

## The webinar as the beginning of supportive activities

The quarterly webinar series is also an integral part of the new concept. At the end of March, PSI Director Petra Lassahn, Timothy M. Andrews, President and CEO of ASI, and David Long, founder and CEO of Sourcing City, answered the most pressing questions from the industry for



the first time as part of this format. Moderated by Michele Bell, ASI Vice President of Editorial, Education & Special Events, the webinar is exclusively aimed at members of PSI, ASI and Sourcing City and is free of charge for this target group. At the start of the event, aspects such as industry growth, ecological sustainability, supply chains and trade shows were explored in detail.

## Industry growth across the pond

On both sides of the Atlantic, the promotional products industry recorded rising sales again in 2023. Tim Andrews confirmed a turnover of 26.1 billion Dollars for North America, which amounts to an increase of over 1.2 per cent compared to 2022. He was also optimistic about 2024: "We really have gotten off to a strong start in every way. The talks we conduct with suppliers and distributors are very positive." David Long's figures also indicate 4.2 per cent growth for the British market. "All in all, we have reason to be optimistic", sums up the founder and CEO of Sourcing City. Petra Lassahn referred to the newly published PSI industry barometer and affirmed: "The outlook and expectations of the European industry are altogether positive. The members of our network expect average growth of 4.5 per cent in 2024 across Europe. However, it is also apparent that only 49 per cent of companies are currently satisfied with the margins for promotional products. In particular suppliers are not satisfied or less satisfied primarily due to costs".

## Ecological sustainability will become a matter of course

When it comes to ecological sustainability, the three PromoAlliance representatives agreed that the topic is also well entrenched in the industry internationally. Even if the products themselves will presumably not change, the way in which they are manufactured will. "The conversation that we have about a product centres around its environmental friendliness. This is thus the change that we observe on the market", says David Long. Tim Andrews added: "In five years, the term sustainability will no longer be part of the industry's vocabulary. Not because it is not important, rather because it will be so self-evident that everything is produced in an appropriate manner, in the most socially responsible way possible, and is ecologically sustainable and recyclable." In the same breath, however, it was also pointed out that greenwashing must be stopped by more transparency and better traceability.



PSI Director Petra Lassahn



David Long, founder and CEO of Sourcing City



Timothy M. Andrews, President and CEO of ASI

## Better understanding supply chains and finding alternative locations

The issue of supply chains was discussed as an essential aspect that concerns the promotional products industry across countries and even continents. For suppliers today it is "the most important thing to really understand the supply chain because they have to justify it to distributors." The industry is still very dependent on China, emphasises Tim Andrews. It is therefore a matter of "finding alternative locations outside China and diversifying them." The internationalisation of the industry is something that really needs to be kept in mind.

## Trade shows as a reflection of internationalisation

Internationality and internationalisation are also reflected in the trade shows organised by the PromoAlliance partners. And not only these. Petra Lassahn was delighted about the positive feedback on the PSI 2024: "The PSI is the largest trade show in Europe. Over half of visitors are international. The PSI 2024 was a very impressive event for me. The level of satisfaction was very high both among exhibitors as well as visitors. My impression is that this optimistic mood is also an expression of the resilience and innovative strength of the industry." As for Merchandise World, David Long confirmed that "approximately 20 per cent of the exhibited products come from abroad." For Tim Andrews, the activity at the trade shows reflects what is happening on the market. "The aspect of networking and maintaining contacts is more important than ever before."

## Benefiting from the PromoAlliance

"The PromoAlliance is currently further developing in order to enhance the benefits for its members. We can help our members to network and find really good suppliers in various countries", concludes moderator Michele Bell with regard to the first PromoAlliance webinar. Anyone who is a member of one of the three organisations that make up the PromoAlliance is automatically entitled to join the other two. "We have the contacts and channels that we need to help others to go where they want to go", emphasise the PromoAlliance representatives. All members are called on to interact and to utilise and support cooperation in these important markets.

More exhibitors, more visitors, more content, more (inter-)actions: The HAPTICA® live event on 13 March 2024 in the WCCB (World Conference Center Bonn) made gains in all areas – according to the event organizer WA Media GmbH based in Cologne.

**More Exhibitors, More Visitors, More (Inter-)Actions**

# HAPTICA® Live 2024 – more popular than ever

Industry



HAPTICA® Live 2024 was again held at the World Conference Center Bonn.

**A treasure trove for haptic advertising**

Here, everyone could find what they were looking for in terms of haptic advertising, regardless of the occasion or purpose: customer gifts or inserts for trade show invitations, premiums, onpacks or onboarding boxes, anniversary items or for one's own brand fan shop. Numerous established companies from the promotional product market have always been part of the action since the first HAPTICA® Live event in 2013. Many distributors of brand-name products were also present this year. What is more, there were 16 newcomers to discover, including providers that showed all the things that are possible in related disciplines and the fringe areas of haptic advertising.

**A** total of 126 exhibitors (+15% compared to the previous year) showcased a wide variety of new products and trends in the promotional products and merchandising industries. It was frequented by 1,188 visitors (+6.5% compared to the previous year).

“We are very happy with this year's event and could record an increase in visitors and exhibitors. Beyond just the figures, we saw a lively and diverse event with a great atmosphere and many highlights”, says Till Barth, Project Manager for HAPTICA® Live.



Throughout the day, there was a lot of hustle and bustle between the 126 exhibitor stands.



After its debut at the PSI trade show in January, the Mobile Museum of Promotional Articles – abbreviated to MoPA – could also be seen at HAPTICA® Live 2024.

**Open visitor concept**

The cornerstone of the event is its open visitor concept. Anyone interested in promotional products professionally is invited to attend. According to WA Media, 54% of visitors attended HAPTICA® Live for the first time. Around two-thirds of visitors came from advertising companies, government agencies and other institutions and one-third were from the promotional product industry, agencies and marketing service providers, or printing and finishing companies.

**Popular conference programme**

HAPTICA® Live 'is much more than just a trade show. It offers additional content to inspire people and presents application possibilities for them to discover'. A traditional part of the event is the Best Practice Show, which was revamped in 2024 with examples of partially multimedia campaigns for demonstrating the creative potential of promotional products. The conference programme was once again very popular. Marc Krebs from Tide Ocean demonstrated how products with a social impact are made from ocean-bound plastic. BRANDmate-CEO Eva Stemmer spoke on brand partnerships in the licensing business, and Constantin Hochwald and Sascha Winkler from Brain'n'Dead addressed the haptic appeal of the metal community. Cyber-Wear CEO Steven Baumgaertner also gave a presentation on the Museum of Promotional Articles at HAPTICA® live, a project which he initiated. This was the second time Baumgaertner gave a presentation on the museum, during which he shared the fascinating history of



Cyber-Wear CEO Steven Baumgaertner (right) introduced the MoPA, which he initiated.



The FACThibition was held for the first time, and this time, it covered the trendy topic of marine plastic pollution.



The conference programme also gained a lot of interest.

promotional products with marketing professionals. He had presented information on the museum for the first time at the beginning of the year at the PSI trade show. After Baumgaertner spoke, many visitors used the opportunity to take a deep dive into the history of haptic advertising during an exclusive tour.

**Trending topic: ocean plastic**

As of this year, another new point on the programme's agenda at HAPTICA® Live is the 'FACThibition'. This is where the editorial team of the HAPTICA® Live organizer, WA Media, addresses one of the latest topics trending in the market. At the premiere, display boards provided information on the trending topic of marine plastic pollution, the problems resulting from marine pollution, production processes, and the advantages and disadvantages of the material. Pieces of ocean plastic were also shown that came from exhibitors' assortment of products. Competitions and similar activities at exhibition stands also attracted lots of attention.

The date and location for next year's HAPTICA® Live event has already been set: WCCB will again be the venue on 19 March 2025.

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Gerhard Griesel, the long-standing owner of the umbrella specialist FARE, passed away a little over a year ago. He was not only a visionary entrepreneur in the promotional product industry but also a man with a big heart. Let's take a look back on his fulfilling life.

## FARE: In memory of Gerhard Griesel (1935–2023)

# Successful entrepreneur, distinguished figure



Gerhard Griesel, long-standing managing director of the umbrella specialist FARE († 2023).

firm Frohn und Sohn. In 1955, his former training supervisor, Günther Fassbender, set up his own business. He came up with the brand name rather pragmatically by putting the first two letters of his last name together with the first two letters of the location of the company's head office: FAssbender REmscheid. Gerhard Griesel joined Fassbender's company in 1956, and the company's success story took off from there. At first, FARE exported all kinds of tools to the Middle and Far East, and then it exported nearly anything that could be sold anywhere in the world – whether beer to Nigeria or televisions to Singapore.

### The umbrella specialist

In 1962, he decided to set the business in a new direction that still has an impact today. FARE started cooperating with a Japanese business partner to produce umbrella parts, primarily frames and handles. In 1964, Gerhard Griesel became the company's sole proprietor, and FARE also began supplying umbrella manufacturers in European countries starting in the 1970s. This business segment developed so well that the company began to focus more and more on complete fashion umbrellas. By the end of the 1980s, the focus of production shifted to China, and a brand-new product emerged: the world's first automatic opening and closing pocket umbrella called 'Schwupps'. In 1993, the first full FARE catalogue and the business concentrated fully on high-quality promotional umbrellas.

**O**n 11 March 2023, Gerhard Griesel, FARE's long-standing owner passed away. For decades, the company was his purpose in life, and his great commitment to the business laid the foundation for the company's development. However, his legacy extends far beyond the business world: He was a well-known personality in the promotional product industry and his hometown of Remscheid and was highly esteemed by everybody.

### The versatile exporter

Gerhard Griesel was born in Remscheid on 29 July 1935. After he finished school, he completed an apprenticeship as a foreign trade and wholesale merchant at the export

### Successful generational change

In 1997, Gerhard Griesel travelled to Asia with his son Volker for the first time, and they shaped the business in the following years together. They introduced the ISO standard production of the first umbrellas and other innovations, such as the world's smallest automatic opening and closing pocket umbrella. They also initiated TÜV testing of FARE's top models. FARE became a synonym for high-quality umbrellas and innovations in the promotional umbrella market throughout Europa. The generational change ran smoothly, with Gerhard Griesel stepping slowly back from the operational business a few years later. The foundation was established for the business's successful development, which continues to this day.

### The family man

Gerhard Griesel worked a lot, as the company meant everything to him. But he was also an avid athlete and an active member of several sports clubs; he played tennis and, later, golf. It was, therefore, no surprise that he met his wife, Bärbel, in a tennis club in 1963. On 5 April 1967,

they tied the knot for life. Their two sons and both daughters-in-law gave them 5 grandchildren. Even though Gerhard liked to work and play sports, his love for his family always came first. Whenever he had time, he spent time with his wife and boys.

### The confident entrepreneur

The people he came into contact with through FARE, especially his employees and business partners, also meant so much to him. He had a talent for combining entrepreneurial drive and passion with poise, kindness and genuine warmth. Gerhard led FARE with confidence and discipline and was highly regarded as a courteous and kind man by his staff, suppliers and customers thanks to his charming, cheerful and positive manner.

Once he handed over the company to his son in the late 1990s, he was able to enjoy the fruits of his labour together with his wife. The two of them enjoyed more than 20 years travelling around the world. After a productive and fulfilling life, Gerhard Griesel passed away at 87 years of age. He was laid to rest in his beloved Remscheid. <



### The company FARE

FARE is one of the top brands in the European promotional product market. The company, based in Remscheid, was founded in 1955 and currently develops and produces high-quality umbrellas for the rain and sun with more than 60 employees and international manufacturers. The umbrella specialist has won numerous design prizes and awards for products and campaigns, which underscore the company's innovative spirit. FARE is the first choice for customers who appreciate high quality and want the perfect umbrella creation for their target group.

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

Companies are focussing increasingly on promotional products that are both vegan and fulfil sustainability requirements. This trend not only reflects a positive attitude towards living beings, but also marks a significant step for nature and the environment.

**For a conscious target group**

# Vegan promotional items conquer the market



**U**n the pursuit of a sustainable image, companies are increasingly turning to promotional materials without animal content, in order to demonstrate an ecological attitude to their customers and business partners. The area of application of vegan promotional products is by no means limited to a manageable niche, but the trend products appeal to a broad target group: "Vegan and sustainable is interesting for everyone," summarises one provider.

## Vegan variety

Why are more and more companies opting for vegan promotional gifts? A question that we also looked into at the PSI trade show in Düsseldorf. Firstly, the answer lies in the growing number of people who follow a vegan lifestyle. This includes not only giving up meat and fish, but also all animal products such as milk and eggs. Products containing animal gelatine or honey are also taboo for vegans. The vegan lifestyle extends not only to food, but also

to clothing and cosmetics, which increases the interest in vegan promotional materials in these areas too. With their variety of shapes and colours, vegan giveaways can easily keep pace with conventional promotional items. Examples of vegan promotional items include jelly babies without animal gelatine, chocolate, edible coffee cups, muesli bars, bath additives, body butter, notebooks and much more.

## Sustainable cosmetics

Cosmetics supplier KHK (Lipcare) has also recognised this and presented its new products in sustainable cardboard packaging for the first time this year in Düsseldorf. Their orange-scented deodorant stick, sunscreen for neck and face with sun protection factor 30 or 50, and hand care cream are all made from vegan ingredients. Yannick Kolvenbach, who is responsible for the distribution of these promotional products at KHK, describes the demand as follows: "Anyone who wants vegan and sustainably produced products in their diet will also insist on them when it comes to cosmetics."

## Vegan by conviction

According to recent studies, there are already over 1.5 million vegans living in Germany, and this number is rising



steadily. The reason for this lies not only in the unsustainable conditions in factory farming and food scandals, but also the growing awareness of climate change. The ecological benefits of a plant-based diet are a key factor in the decision to adopt a vegan lifestyle. As vegans avoid animal products in all areas of life, interest

in sustainable giveaways without animal ingredients is growing. Vegan promotional items are therefore becoming an indispensable element for many companies wanting to emphasise their commitment to animal welfare.

## Gummy bears with a clear conscience

Kalfany Süße Werbung also joined this endeavour with numerous vegan products. Their classic gummy bears without animal gelatine, their snack mixes and delicious snack rings all met with great interest from visitors to the stand. The exclamation "I can't taste any difference between these and conventional products!" was often heard and reinforces product developer Linda Schmelter in her endeavours. Vegan and sustainable is still on the to-do list here too and has taken another step forward with the paper packaging for their fruit gums. Kalfany also presents vegan innovations for traditionally "sweet festivals" such as Easter and Christmas: chocolate Advent calendars or Father Christmases made from vegan chocolate will open up a new customer base. >>



The sustainable cardboard packaging of their new vegan deodorant and sunscreen sticks for the promotional product market are equipped with a push-up dispenser, explains KHK Managing Director Dr. Thomas Kiepe (right).



Vegan fruit gums in every conceivable flavour, as well as vegan chocolate in bars or as Christmas figurines were eye-catchers at Kalfany Süße Werbung.

>> **The “special pasta”**

Another provider of vegan promotional products also comes from the food sector, albeit from the more savoury segment: the “special pasta” from Gutting Pfalz Nudel is established on the market and offers a 100% vegan range. Dr. Corinna Schreieck is responsible for the company’s marketing and also works as a pasta designer. She personally presented the promotional pasta to the public for the first time at the PSI trade show. From these beginnings, a product range has grown up today that extends from the classic logo pasta to the pasta presentation bag. One small fly in the ointment for Corinna Schreieck is the packaging bags for the motif noodles, which were born out of necessity and cannot fulfil the claim of “sustainability”: “It is due to the consistency of the noodles that we cannot (yet) pack them in paper bags,” she regrets. But: “We are working flat out on it!”



and meaningful promotional gifts. A vegan and therefore sustainable gift not only delights those who already lead an animal and environmentally conscious lifestyle, but can also inspire others to re-think their behaviour. One of the names to be mentioned here as a pioneer is the family business WAGUS. Manag-

ing Director and sports scientist Bernd Becker knows how important it is to treat nature responsibly, especially in the health and sports sector. “Our fitness bands are made from biodegradable natural latex and are strictly vegan!” he emphasises. The fitness bands are available in various colours, sizes and thicknesses, and can all be custom-printed with promotional messages. Massage balls made of beech wood or cork, as well as other cork products for massage and yoga, which are also manufactured in Europe, complement the company’s range.

**Not a passing fad**

The trend towards vegan promotional gifts is not a passing “fad”, especially considering the attitudes of the younger generation. On the contrary, there are signs that these products will increasingly become the standard and trademark of modern companies. <

**Fit with vegan impetus**

However, vegan promotional products do not necessarily have to be made for eating or snacking. The range extends not only to food, but also to personal care and everyday products. In today’s throwaway society, companies are setting positive accents with well thought-out



Dr. Corinna Schreieck, the daughter of the company founder, has created a permanent fixture on the promotional product market with the Pfalz Nudel logo pasta.



The family business WAGUS GmbH offers natural latex, European cork and beech products as well as cotton skipping ropes for the vegan promotional product market.

[www.lipcare-werbemittel.de](http://www.lipcare-werbemittel.de) • [www.suesse-werbung.de](http://www.suesse-werbung.de) • [www.pfalznudel.de](http://www.pfalznudel.de) • [www.wagus.de](http://www.wagus.de)

# REuse today, save tomorrow.



[elas.to/en-reuse](http://elas.to/en-reuse)

## The contemporary solution for people and the environment.

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.

The elastoREuse range is the reusable and sustainable solution – for fast food without a guilty conscience. Our products are **MADE IN GERMANY**.



**Made in Germany.**



**Microwaveable.**



**Eco-friendly.**



**Individual.**



**Durable.**



**NEW!**

### 02041 Lunchpot ToGo, 0,65 l

Colourful and healthy - perfect for your next lunch and much more. Our new lunch pot is the reusable alternative to disposable waste! 100% recyclable and naturally BPA-free.



Even when the pressure is on to work quickly, the industry is never short on ideas. On the following pages we show **small, exquisite products** for promotional campaigns with tight deadlines and a wide effect radius.



**Fast delivery for those in a hurry**

The two models Boa high gloss and Trias high gloss from writing instruments specialist Klio Eterna are available for express deliveries in the four classic colours white, red, dark blue and black. Printing is performed in monochrome, either on the barrel or the clip. For an order quantity between 500 and 2000 pieces, delivery time is merely five working days from approval for printing up to 10 a.m. The Silktech L refill, built in as standard, convinces with a sustainable 3,000 metres of writing length and a pleasant haptic when writing. In addition, it is indelible and, like all components of the ballpoint pen too, manufactured at the company site in Wolfach in the Black Forest.



We are sending our **best team** onto the pitch!



0-0063 F RECY – ON TOP F RECY



- 1:0 colourful
- 2:0 recycled
- 3:0 recyclable
- 4:0 climate-neutral
- 5:0 sustainable
- 6:0 european
- 7:0 ...



[www.uma-pen.com/rabs/en](http://www.uma-pen.com/rabs/en)



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



## 'Green' across the page

Writing instrument specialist Reidinger offers environmentally conscious companies an enormous selection of custom-designable pencils. The natural product is useful and sustainable and hence a green give-away right across the board, and can be handed out with peace of mind. Precisely in today's online era, the pencil remains a classic in modern marketing. Enduring and always visible, it encourages a customer's brand loyalty. In times when screens are our main methods of communicating, promotional products that can be held, like the pencil, offer a tangible connection to the brand that is often felt to be more valuable and personal than an e-mail or a promotional banner. Reidinger offers the slim promotional message-bearers in many sizes, colours and packaging types entirely according to occasion. Besides the classic pencil, Reidinger has coloured pencils in its range, as a painting and games set for example, but also carpenter's pencils and special pencils, for the construction industry for instance. With the online configurator, the writing instruments are swiftly designed for any occasion and target group.

## Colourful diversity

Haptic promotional products convey values in an emotional way too, and help to make sure that the Pride Month message also stays present beyond June. With physical products such as the pins, buttons, lanyards as well as other scatter items from the range from Pins & mehr, a strong signal in favour of diversity and tolerance can be sent out. Promotional messages in the Pride Design not only make a statement, but contribute to visibility and acceptance of diversity. The desired brand message is communicated in a creative and tangible way and an emotional tie to the promoting company's brand is created. That is the way to send out a signal – with a custom-designed product from the colourful product portfolio of the promotional products specialist from Bavaria.

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



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

## Cute and capable

Schmoozies® display cleaners from the brand MiniFeet® from mbw, which are put to use in the field of highly sensitive smartphone and tablet displays, also score points on the simpatico scale. They unite utility and charm and the desired promotional message. The small, soft display cleaners are snug to hold and use their microfibre underside to clean smooth surfaces, such as smartphone displays or monitors, for example. They are ideal as ice-breakers when meeting customers, as give-aways at trade shows, or as employee gifts. The durable promotional message-bearers are picked up many times a day, while the promotional message is optimally conveyed on the promotional banner. These cute, practical guys sport the right look for any holiday, job and season. Sometimes it is the little things that leave behind the biggest impression.



## Practical storage

The peppermint tins from Dosenspezialist, produced out of high-quality and environmentally friendly tin plate, not only offer an attractive promotional surface but are also 100 percent recyclable. They thereby support the company's sustainability efforts and convey a positive image. The various formats, whether round or square, offer the customer added value and added utility every day. From practical storage to reusable container, the peppermint tins are ideal as versatile customer companions. Thanks to availability ex-warehouse, they are deployable immediately and can be flexibly integrated into the promotional strategy. Customisable with a logo, they are the perfect scatter items and promotional message-bearers for companies that leave behind a lasting impression.

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Tel +49 3621 7338017  
sara.ludwig@doseplus.de  
www.doseplus.de





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

## Pastel-clad classic

In the world of writing instruments, only a handful are as legendary as the BIC® 4 Colours® ballpoint pen. Now this classic is awakened to new life with a trendy twist: as the BIC® 4 Colours® Pastel, a modern and timeless writing instrument. Thanks to the fusion of classic design and the vitality of contemporary aesthetics, a writing instrument is created that perfectly unites functionality and style. BIC® 4 Colours® Pastel ballpoint pens are available from today in three trendy pastel colours: yellow, lilac and a light blue. Homage to the past, celebration of the present day: the new writing talent redefines the pleasure of writing with a hint of pastel refinement.

## A must-have on the desk

The useful and custom-designable 4-in-1 mouse pads from Römer Wellness are perfect for equipping the workforce. At a size of 20×23 centimetres, the product not only offers an optimal surface for the mouse, but also thrills with four practical functions that make employees' everyday lives easier at the computer. As a mouse pad, its winning feature is anti-slip rubs that ensure a secure hold on the desk. What is more, the microfibre mousepad also serves as a practical cleaning cloth. The fine microfibres pick up dirt, dust and fingerprints with total ease. Simply turn over the pad and use it to clean monitor, keyboard or other sensitive surfaces without leaving behind scratches. Additionally, it can also be used as a spectacle cleaning cloth or as a cloth to lay on the laptop keyboard before the laptop is closed. The cloths can be custom-designed by means of digital printing and thus offer a large promotional surface for a small budget. As a scatter item, its many functions mean that the 4-in-1 mouse pad will additionally be in frequent use in the office, so that the promotion is frequently moved into the focus of customers, employees or business partners.



PSI 46887 • Römer Wellness Kundenpflege  
Wellness & Care GmbH & Co. KG  
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www.roemer-wellness.de

## Sustainable mailing boosters

The little everyday assistants made out of balsa wood available at team-d may be small, but they offer big possibilities: the plant sticks, for instance, can be inscribed and marked in order to identify plants in the garden, flowerbed, flowerpot or on the window sill. With the book-worm bookmark, the logo stays present, and the guardian angel fob offers lots of space for a logo or slogan. Good for the environment, good for karma. A further practical product is the shopping cart chip, which can be designed in the widest variety of shapes such as that of a shopping cart or a bottle. These products are available in special shapes from 1,000 pieces. The balsa wood is particularly suitable for branding.

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



PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378251  
b2b@athesia-verlag.de  
www.athesia-werbekalender.de



## Tear-off mottos for mailing

Classics among haptic promotional message-bearers also include the originally designed postcard calendars of the calendar brand Harenberg from Athesia calendar publishers. The contents are comprised of 53 cards of the tear-off calendar bearing oddball life mottos and sayings; humorous, funny, straight out of life and always told with a lovable wink. The cards are ideal for collecting and sending: the postcard layout on the reverse invites little messages and a few heartfelt lines. The calendars feature a stable stand and a hook for hanging on the wall. From a run of 50 pieces, a customised promotional message can be printed on. The funny calendars are guaranteed to take care of 365 days of smiles on the recipient's side and thus stay memorable for a long time.

## Standing firm in card format

Schäfer Promotion has expanded its portfolio by a universal stand for mobile devices in the credit card format. A classic scatter item, deployable for many projects and attractively priced. The patented fold-out stand can be used for commonly available multimedia devices such as smartphones, tablets or e-book readers and adjusted to ten different types. Bearing a printed corporate logo, the product makes an ideal, unforgettable gift and, thanks to its characteristic as an exclusive multifunction business card, creates added value for companies. Custom finishing such as corporate logos or campaign designs, too, are realised in-house. At the same time, even the smallest piece numbers can be implemented. Personalisation of the mobile device stands is therefore effortlessly possible. Custom applied printing samples are available. Perfectly customisable for DIN long card mailing and ideal for direct marketing campaigns. As a give-away mailing for a promotional campaign or as a trade show invitation, the product made out of recycled ABS leaves behind a lasting impression with the customer. Made in Germany and shipped in 100 percent recycled packaging. The stand colours in the range are black, red and white. Productions in proprietary colour shades like Pantone can be realised from a quantity of 5,000 pieces.



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www.schaefer-global.com





PSI 46311 • Troika Germany GmbH  
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www.troika.de/business



## Patented fastener

Troika Nail Guard with patented clasp: This is what a smoothly functioning key ring looks like. The patented clasp opens with one press, after which the key sits on the ring, effortlessly and without risk to fingernails. The large ring works in exactly the same way as the three smaller ones. Open, attach the key, close, done. The silver-coloured product is made of polished and matt stainless steel. The robust stainless steel guarantees a secure hold for the keys. The three small rings are based on the same mechanism. Handling is extremely easy, the design is simple and straightforward.



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

## Dazzling prospects

The microfibre spectacle cleaning cloths from Polyclean, trusted by millions, guarantee a clear view of promotional messages. The products manufactured in Germany out of P-9000® microfibre are perfectly suited to gently removing fingerprints and other impurities from sensitive surfaces. Polyclean offers the opportunity to design these cloths according to one's own ideas, inclusive of high-quality printing which guarantees the target group's attention. Spectacle care thereby becomes not only a routine, but also a way of casting the spotlight on the desired promotional message by means of smear-free and impeccable cleaning. Quality Made in Germany at an excellent price/performance ratio for a dazzling impression. Express service is possible upon request.

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



## A place for creativity

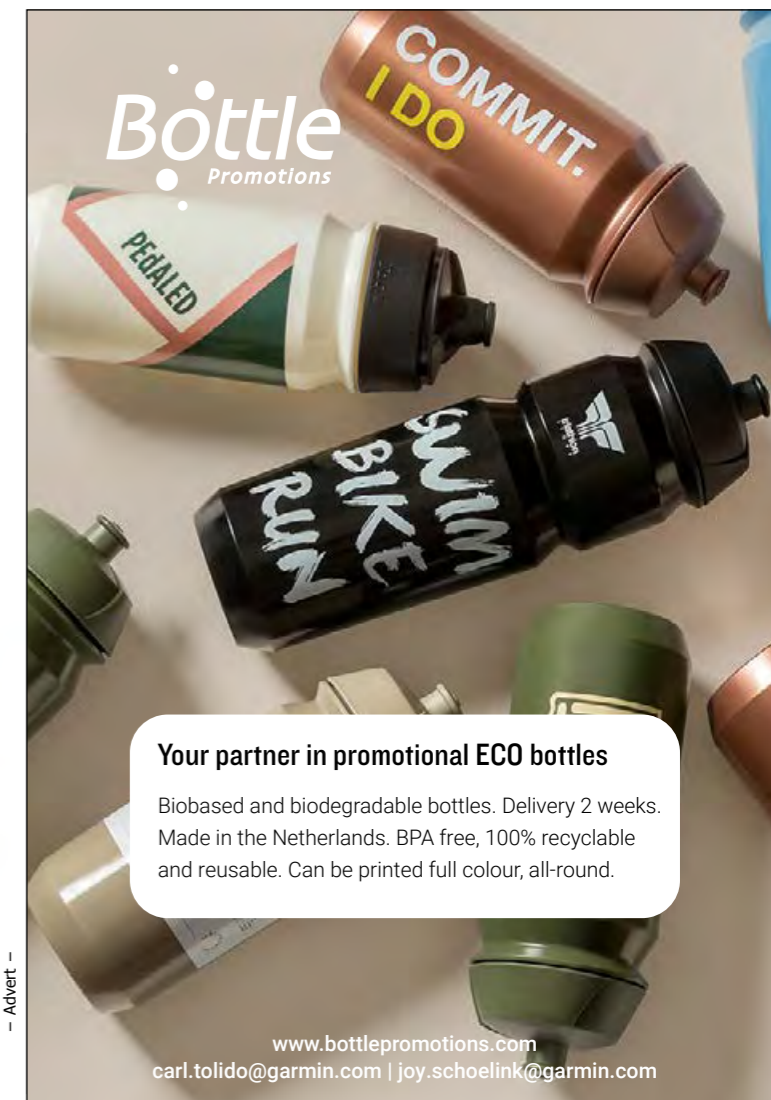
With the creative journal from EMF publisher (Edition Michael Fischer) the organising of ideas and projects is a particularly easy task: the practical month-by-month overviews and tracker along with the Future Log make planning a pleasure, while hints and tips take care of additional inspiration. What is more, the attentively designed templates offer lots of space for notes and thoughts. Scope, features and design are individually adjusted to the customer's desires and ideas. It is possible to place a logo on the cover. This ideal scatter item is also a colouring-in and sticker book: whether the cute trendy motifs are magical unicorns or cool llamas, sticker fans – young and old – are guaranteed to be thrilled. The contents from the EMF publishing house can be individually put together, thus steering customers' attention to the proprietary brand or company. On that point, EMF designs a customised matching product, for example with a logo on the cover or one's own products and services on the inside pages.

## Thirst-quencher for kids

Novex Promotions launches a useful and durable product in the sector: the children's drinking cup with IML. Listed under product number 92161910, this give-away, which is manufactured out of BPA-free PP, is supple in the filling capacity size of 340 millilitres. These economical, durable, colourful and useful cups are great promotional gifts for the next generation. In addition, the manufacturer offers the opportunity to realise a proprietary, multicoloured artwork around these drinking vessels made out of recycled BPA-free PP material. Made in Turkey and printed on in a SEDEX and BSCI certified factory.



PSI 60612 • Novex Promotions  
Tel + 90 544 2112295  
export@novex.com.tr  
www.novexpromotion.com



## Your partner in promotional ECO bottles

Biobased and biodegradable bottles. 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 48593 • Smartklic GmbH  
Tel +43 7229 930800  
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www.smartklic.com

## A personalised shopping companion

Smartklic® Express is the name of the sustainable shopping cart chip from Austria, a sustainable scatter item for all year round from the range from Smartklic. Depending on model and delivery address, the product is deliverable just two weeks following print approval. For its sustainable portfolio, the manufacturer uses compostable materials comprised of renewable raw commodities or recyclable materials. Metal can also be used on request. As an option, the Smartklic® shopping cart chip can be completed with sustainable and customised individual packaging including a paper insert for personalised promotional presentation. The paper insert can also receive custom printing. Sustainable, swift, colourful, effective and personalised, Made in Europe.

## Last-minute sweets

The small size, an affordable price and the low minimum order quantity make Mini Mentos Drops from B&B Promotional Sweets the perfect promotional article. Besides the brand's notoriety, high quality also ensures the promoting company makes a good impression. The product contains no chocolate, meaning that it can be used freshly and safely at outdoor events and stored and transported in the summer. Small orders can be produced and delivered within a few days. Each roll contains five bonbons of the same flavour, which can be chosen from Apple, Orange, Lemon or Strawberry. The product is also available in a blend of four refreshing fruit flavours. The bonbons are packaged in silver laminate and provided with customised packaging with CMYK promotional printing. The Use By date is 12 months, minimum order quantity 500 pieces.

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www.promotionalsweets.pl



PSI 41615 • Geiger-Notes AG  
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www.geiger-notes.ag

Qualitäts-Haftnotizen  
MADE IN GERMANY

## A useful memory aid

The combi-set Bern from print promotional products specialist Geiger-Notes is a bestseller and is not only compact, but also boasts a small price. Handily, it unites the basics of a combi-set: a sticky notes block and a set consisting of practical film markers in five different colours. The ensemble is hence an expedient and compact companion day-to-day. The quality sticky notes as well as the softcover envelope are available as promotional surfaces. The custom-designable promotional imprint in 4C quality on these latter comes included. The whole package in Made in Germany quality.



## Custom bookmarks for bookworms

Custom bookmarks are printed and fashioned by Marcolor out of robust and recyclable plastics. The bookmarks made out of 0.5 millimetre-thick polypropylene are durable and therefore no throwaway items. For, thanks to the robust material, kinked corners are a thing of the past and not even moisture can get to these bookmarks. And, when something special is required, the wooden bookmarks made of maple come into play: these consist of a flexible wood veneer. Due to the light-coloured base coat, colourful printed motifs are shown off perfectly. Marginless, all-over printing combined with customisable outer contours are stylish design features. Models can come with or without bookmark ribbon, with all-over and marginless printing, and can be printed on one or both sides. In addition, four standard shapes can be selected. Printing is realised using screen, UV, offset and digital printing. Full production takes place in Germany. Deliverable at short notice within ten working days at most.



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



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

### Stylish organiser

Light and robust, Hildecard protects and organises cards stylishly, securely, and reliably. Thanks to the strong built-in magnets, the black-clad card case MagSafe can be secured onto the back of the iPhone with total ease. Users thus have driver's licence, personal ID, or credit card always ready to hand. Not only that, but also an additional smartphone stand, which works in stand mode or cinema mode. Hildecard, the MagSafe card case, is devised for one to two cards for magnetically fixing to the smartphone, possesses practical set-up functions for standing the phone horizontally and vertically, and is executed in faux leather. It fits into any bag or pocket and is very light and comfortable to hold.

### Brand message-bearer for hobby gardeners

Herbs lend any meal or cocktail that contain something and additionally function as fragrant eye-catchers on terrace, balcony or in a flowerpot. From the emotion factory portfolio, a fragrant and custom-designable gift is put to use: a planting kit as a perfect combination of tasty gift with an innovatively crafted promotional message. It contains a choice of herb or flower seeds along with wooden sticks, which can be individually inscribed with the name of the planted seeds. The culinary indulgence is available in a set of 2 or 3 and comes supplied in an environmentally friendly brown paper bag. This is then sealed with a custom designable promotional tab. This creative way of conveying brand message leaves a lasting impression with the customer. The minimum order quantity is 250 pieces. Customisation is performed by means of digital printing in 4/0-c in accordance with Euroscale.



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



PSI 46626  
Global Innovations Germany GmbH & Co. KG  
Tel +49 6502 93086-15  
info@globalinnovations.de  
www.globalinnovations.de

### The 5-million bottle

These drinking bottles from the range from Global Innovations are perfect for fitness studio, office, travel or school. The colour design can be custom-made in Pantone colours, while the matt or transparent style can be chosen for the bottle. With the handle, the bottle is very easy to carry or to secure onto a carabiner hook. The built-in straw is safely protected against dirt by an additional seal. Finishing with a logo is possible on the bottle. In recent years, the Global Innovations partner factory in China has sold more than 5 million of these drinking bottles globally. This product can be made as an express production in Asia. The minimum order quantity is 3,000 pieces.

### Magical advertising dice

Customised magic cubes from elxact are subject to express and last-minute delivery within ten days: the little elxact magic cube is finished in Germany and can thus be sent out within a few days. Two variants are on offer: for one, with printing for customisation on one side, or with printing on all six sides. Larger quantities from 250 pieces on the basis of direct printing can be delivered within three weeks. The team from elxact will put together a custom offer upon request.



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



- Advert -



PSI 49957 • Holz Frank GmbH & Co. KG  
Tel +49 9151 83310 • info@holz-frank.com  
www.holz-frank.com



## Wooden key holder

With the environmentally friendly key ring made of European maple, oiled cherry or walnut from Holz Frank, customers are making a strong statement in favour of sustainability in the promotional products industry. Compact in size and equipped with an elegant burnished key ring, this promotional item combines functionality with ecological responsibility. Finished with a laser engraving or a realistic 5C UV print, the company logo or advertising message is presented in a sophisticated way. The careful selection of oiled wood not only emphasises the natural beauty and feel, but also underlines the commitment to environmentally conscious action. Ideal for companies that value sustainability and positive brand perception.

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



## An attractive eye-catcher

Whether as fridge magnets or magnets for the office: the promotional magnets from Marcolor always find their way, particularly as they are ideal for distributing as scatter items at trade shows or in mailings. The manufacturer offers magnetic films in optional thicknesses of 0.6 and 0.9 millimetres with a white matt coating. Marcolor prints on this using digital, screen, and UV offset printing. In addition to standard shapes such as circles or rectangles, customers' own shapes, such as a bottle shape, are also possible. The promotional magnets are contour-stamped to achieve that. In addition, the products can also be customised using digital printing with different codes, a number, or individual names. Collective printing of different varieties is also possible. The minimum quantity of the magnets, fully manufactured in Germany, is 250 pieces. Deliverable at short notice within approximately ten working days. Also available: magnetic bookmarks and promotional magnets with additional doming.



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



## Bright and bee-friendly

Right on time for Germany's vibrant football event, Euro 2024, wine and prosecco can be eminently promoted with a colourful flower-meadow from Römer Präsente by Römer, simultaneously bringing cheer to fellow humans and bees. The plain-coloured sachet with Bee Happy hanger contains three large, coloured seed bombs containing a mix of wildflower seeds, whose offshoots ultimately achieve growth of between about 30 and 120 centimetres, safely encased in loam and natural dyes. To begin with, the seed balls simply need to be sown in order make garden or balcony-boxes a bit more vibrant and bee-friendly later on. Instructions for the seed balls can be found on the back of the hanger. Also with a customised hanger upon request.

PSI 47992 • Henosa-Plantanas Group GmbH  
Tel +49 7306 926230 • coo@plantanas.de  
www.werbenmittee.de



## Heady fragrances

Anyone who has ever strolled through a summer market in Southern France or Northern Africa will recall the many intense fragrances along the way. Scents of tea and spices have always flattered the senses, which explains, of course, the great popularity of tea and spices as scatter items: many different varieties of tea and spice can be found in the range from Henosa-Plantanas, in small packages such as the poly bag with label or header, in a pyramid bag, sachet or also in high-impact, delicate test tubes. From a minimum order quantity of 100 pieces, the products can also be delivered with a custom label.





PSI 40785 • Schreiner Coburg GmbH  
Tel +49 9561 8330-0  
info@schreinercoburg.de  
www.lineale.de

### Perfect promotional geometry

Flat ruler and set square from the range by Schreiner Coburg are classics for school, business and leisure: cost-effective everyday helpers with a large promotional surface and a short delivery time. The icons are the most coveted representatives of their kind. Depending on area of application, different materials, lengths, and scales are recommended. High stability, low weight and precise scaling distinguish this flat-lying ruler model and make it a popular promotional message-bearer for mailings, trade shows or other events. Printing on one or both sides makes flat rulers ideal corporate ambassadors. Made in Germany.



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

### A treasure chest for real fans

For advertising agencies gripped by football fever and looking to get on board the European Championships train, Dosespezialist offers the perfect solution: the lunchboxes in fan design. Produced out of high-quality tin plate, they are not only robust, but also 100% recyclable, environmentally friendly and durable. These lunchboxes can additionally be provided with a personalised customer logo, in order to amplify the proprietary brand. Ex-warehouse, they are available immediately and are ideal as a last-minute promotional give-away for football fans. Ideal as a symbol of loyalty to the Euros, one's own company can use the colourful lunchboxes in fan design as a means to promote practically and stylishly at the same time.



PSI 49693  
Technaxx Deutschland GmbH & Co. KG  
Tel +49 69 904755230  
gillian.lueckel@technaxx.de  
www.technaxx.de



### Multifunctional solo entertainer

The multifunctional device from the entertainment electronics segment of the range from Technaxx is the ultimate outdoor companion: the AM/FM radio offers not only first-rate listening enjoyment, but also a super-bright LED pocket light and a USB output for charging mobile terminals such as smartphone or tablet. The high-performance 2000 mAh rechargeable battery can be charged both by means of the built-in solar and also by a hand crank. The robust ABS plastic construction and the radio antenna for perfect radio broadcaster reception make this radio an ideal companion for outdoor adventures.

### Promotion from the ground up

If the idea is to present a promotional message swiftly on the ground or if a way-pointer is wanted, the floor of a trade show is still unused or the shop is due to be opened, LogoMat Express, a custom-printable carpet mat from emco Bautechnik, rapidly comes to the rescue. Bearing printed customer logos, brand images or slogans, the foot mats permanently convey promotional messages. In the event of dust and dirt the mats can be washed in the washing machine and are again ready for use at the next event. Thus, promotional messages are skilfully staged and floor areas even protected. Vibrant colours are used for printing. Due to production in Germany and short delivery routes, the LogoMat Express can be delivered promptly. Minimum order quantity is just one piece.



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

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www.lupenmaxx.de



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



## A knife-sharp combination

With Maxicut & Minicut from the product portfolio of Condedi, broken cutters are a thing of the past. Whether at work or in leisure time, in the house or the garden: The knife-sharp cutters from Condedi, formerly distributed by Gustav Selter, are first-class companions in matters of cutting and opening. Stable and stainless, the products captivate with attractive, harmonious design, executed in black/silver and combined with total functionality. The break-off blades are included, durable and also ensure lasting promotion thanks to outstanding haptics and cutting quality. Maxicut, approximately 16, and Minicut, approximately 13 centimetres long feature a practical metal hanger on the back for carrying on the belt. Packaged in a black gift box, Maxicut & Minicut are well-received promotional products. Finishing is performed on the back each time by means of printing or engraving. Equally sharp promotion can be realised with Shorty, with a keyring, as well as Safecut, with a securing clip, in various colours. The products are available ex-warehouse and deliverable from 50 pieces. Special productions are also possible.

## Ordered today – delivered tomorrow

A personalised promotional item, delivered in just 24 hours? Overnight? Where can you get that? Definitely at Kalfany Süße Werbung. Of course, this is only possible with in-house production, like at Kalfany in Herbolzheim. The specialist for promotional sweets literally pulls out all the stops to ensure that the order for advertising material arrives in time (e.g.) for the next day's event or promotional campaign. Especially for events, last-minute promotions or for those who make last-minute decisions, because the promotional products retailer's customer will certainly be pleased with a small last-minute gift at the POS or as an addition to a mailing. The premium bears with 10% fruit juice based on fruit juice concentrate are delivered to the desired address in 10g 85 x 60 mm 4c promotional bags by 12 noon on the following working day (excluding force majeure), subject to print approval and order confirmation. The promotional bags with colourful mixed fruit gums (as Kalfany puts it), which are produced in accordance with IFS standards, are available "at an unbeatable all-inclusive price" from just 2,000 units. "Hidden costs are excluded!"

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



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

## A powerful mini lamp

The Germany-made Penlight Spotlight from the range by Richard Cermak convinces with its extremely bright luminosity and focused lens for collimated light. These properties are obtained on the basis of innovative chip technology. The powerful beamer is encased in high-quality aluminium housing. The on and off switch is operated by a push button with built-in steel ball.

## Umbrella with custom printing

An umbrella offers a particularly large promotional surface, especially with all-over printing on all segments. What, until very recently, was only possible as a special production in higher piece numbers and at longer delivery times can now be realised with the new FARE® Allover Xpress Service from a quantity of 100 pieces. Seven basic models are available for selection: two pocket umbrellas, two stick umbrellas, a visitor umbrella and, brand new, also a pocket umbrella and a visitor umbrella from the Skylight series – umbrellas with built-in LED interior lighting. Once the model has been selected, virtually any desired motif or solid colour can be printed all over the outer cover in the corporate design. Thus, company logos, mascots, photos of company buildings, product illustrations or other attractive photo motifs feature large. The desired motif can be applied to particular effect with the newly added models with built-in interior lighting. This way, nature motifs or city or building views beam out beautifully. Approval occurs effortlessly via e-mail. Following approval, the custom models can be shipped from overseas after approximately ten weeks. Alternatively, subject to a surcharge, by air freight after approximately six to seven weeks. Those wishing to customise the umbrella further can opt for additional finishing opportunities such as doming, printing on the umbrella's interior, or printing on the closing ribbon or sheath. Companies that place value on sustainable materials additionally have the option to choose the cover made out of recycled plastics or waterSAVE® material, dyed to conserve water and made out of recycled plastics. The entirely effortless way to make a customised, unique item.



PSI 43144  
Fare – Guenther Fassbender GmbH  
Tel +49 2191 60915-134  
a.schumann@fare.de  
www.fare.de



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 “Logo in a Lolli”. This sweet product is a sugar-free and vegan flat lollipop made from edible paper.

**“A sweet way to stand out from the competition”**

# „Logo in a Lolli“ – fun and tasty promotion



The sweet newcomer in the promotional product market, not just for the Christmas season: “Logo in a Lolli”.



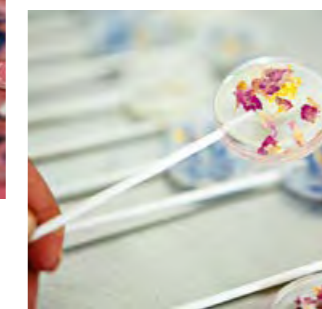
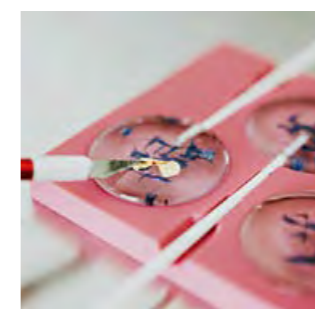
his newcomer in the promotional product sector is “a sweet way to stand out from the competition”, as company founder Laura Roggenbuck puts it. “Logo in a Lolli” is a smart, sweet give-away for employees and customers that is not only visually memorable, but also tasty – a real “multi-sensory” product. Handmade in Germany, vegan and sugar-free, the product is sure to create a “wow effect” when handed out.

## The new, sweet promotional product

“Logo in a Lolli” is produced using a base of edible paper. The logo or the desired marketing message is printed on the edible paper (on one side), and laser-cut into the appropriate shape (round, heart-shaped or even custom



How the Flower Lollipop is made.



shapes). There are no limits to creativity in terms of design, flavour and shape. The edible paper is processed into the lollipop and is 100% edible.

## Made by hand

The lollipops are handmade in the company’s own factory. The candy newcomer sources all their raw materials from European partners. This means that Salon Buck can guarantee short delivery routes and high quality. The young company utilises new technologies such as laser cutting. This means that the lollipop start-up is innovative and flexible and can also respond to requests at short notice (delivery time 7-14 days) and to special requests.

## Flowers moulded into lollipops

Salon Buck was initially geared towards the wedding market: It all started in 2020 with the Flower Lollipop as a gift for wedding parties. A lollipop made from real flower petals that look like they are set in glass and suggest they will never fade. “I’ve never seen anything that was so beautiful and at the same time edible,” enthuses founder Laura Roggenbuck, who runs the company together with her partner Trutz Johanny.

## From flowers to logos

Experiments in the in-house kitchen followed, and the range was eventually expanded to include the “Logo in a Lolli”, which quickly turned Salon Buck into a successful brand. So it was only logical for the two managing directors of Salon Buck to join the international promotional product network PSI. “Salon Buck has been a PSI member since 2024 and we are delighted to be able to offer ‘Logo in a Lolli’ to the promotional product sector,” says Laura Roggenbuck.

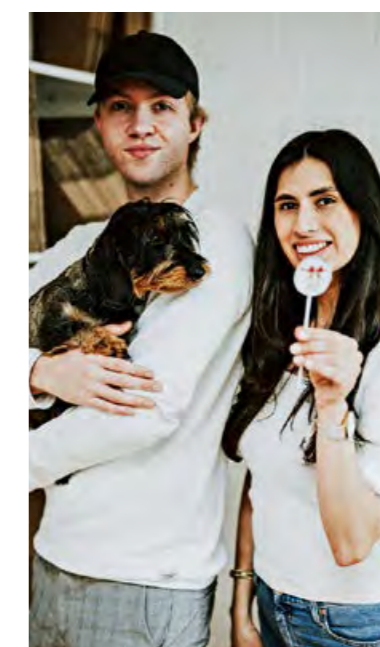
## A beautiful temptation

Flower Lollipops are a truly beautiful temptation in the young entrepreneurs’ flavourful portfolio. These are lollipops made from edible flowers that can be embellished with (also edible) gold leaf to make them truly ‘gleam’.

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



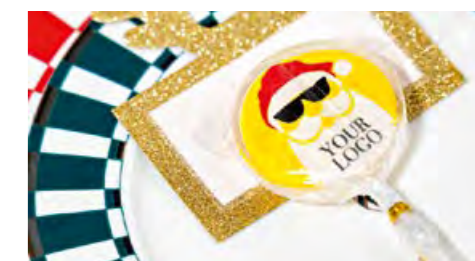
Laura Roggenbuck with one of her Flower Lollipops.



Start-up founder Laura Roggenbuck runs the company together with her partner Trutz Johanny, pictured here with their rough-haired dachshund Lotta.



Always an eye-catcher and a (sweet) taste sensation: the Flower Lollipop (with customisable tag).



There are 8 varieties, differing in appearance and flavour. The Flower Lollipops, like the Logo Lollipops, can be customised according to your own wishes using a stylish paper tag. Customers can choose between a gold or silver fastener. Another promotional option is a QR code sticker on the back.

## “What’s your company’s flavour?”

Flavour and individuality go hand in hand with Salon Buck’s sweet products. “What’s your company’s flavour?” the lollipop producers ask ‘lollipop-willing’ customers, offering them various flavours, including blueberry, red grape, vanilla, cherry, raspberry and passion fruit. Other customised flavours are available on request. Anyone who would like to try the flavoursome promotional lollipops for themselves will receive free lollipop samples on request. All that remains is to wish them well: Enjoy your lollies! <

The 15th edition of the traditional annual roadshow organised by textile wholesaler Cotton Classics, which toured seven countries for four weeks in January and February and stopped off at 18 locations, ended with a new record number of visitors.

### 15th edition of the international Cotton Classics Roadshow

# Textile tour with new record attendance



There was also keen interest in customisable branded textiles at Congress Park Hanau.

The Textile Village at the latest PSI once again demonstrated that promotional textiles are an important and still highly sought-after segment in the world of tactile advertising. This is particularly evident at an event like the Cotton Classics Roadshow, which textile wholesaler Cotton Classics Handels GmbH organised for the 15th time. At the end of the tour, the organisers counted almost 4,000 trade visitors from the promotional products trade, textile printing, embroidery, workwear, merchandising and online retail, who were able to find out first-hand about the latest innovations in the world of customisable textiles.



### Special locations – exclusive setting

„For 15 years, we have been spoiling our roadshow guests in special locations with an exclusive setting and, above all, with a high-calibre team on site. We are delighted that we have succeeded in establishing a fixed point in the textile year that is popular with manufacturers and retailers alike. The new visitor record has exceeded our expectations,“ says a delighted Wolfgang Horak, CEO and founder of Cotton Classics. There were over 500 new products to discover from the collections of 35 brands (including 7 new ones).

### Inspiring novelties

This time, the journey started at the famous Schönbrunn Palace in Vienna. After further locations in Graz, Zagreb, Ljubljana and Salzburg, the mobile trade fair travelled to

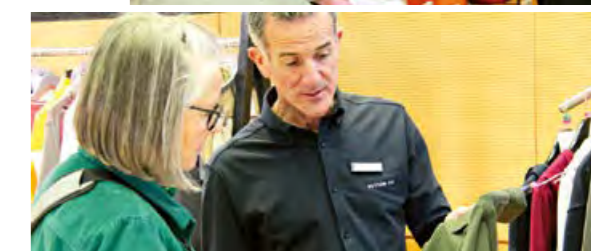
seven German locations from Munich to Nuremberg, Hanau, Neuss, Hamburg, Esslingen and Hohenems near the Austrian border. It then travelled to Basel and Zurich in Switzerland and on to Bratislava via Prague and Brno. „This year, we were once again able to fulfil our promise of being able to experience all the innovations and concentrated inspiration live in one place in the shortest possible time. We would like to thank all visitors, our brand suppliers and our motivated team for the incomparable atmosphere on site,“ summarises Tobias Seidel, Head of Sales & Marketing at Cotton Classics.

### Standardised presentation

PSI Journal made a flying visit to the stop in Hanau, Hesse. At the halfway point of the roadshow, Tobias Seidel was able to report on a successful tour that literally brought visitors „closer“ to the new textile highlights of the brand suppliers; and also transnationally at presentation locations close to the border, which further underlines the international orientation of this specialised event. One of the success factors of the mobile fashion show is not least the cohesive atmosphere among the exhibitors, who travel from place to place in coaches and act with the awareness of meeting their prospective customers as a unit with diversity. „Many friendships have already been forged when our brand representatives are travelling together,“ says Tobias Seidel. Despite the enormous organisational effort involved, it is „incredibly fun. The brands also receive direct feedback from the dealers during our presentations. This direct contact is also particularly valuable in terms of suggestions for future product developments.“



Group photo of the exhibitors. Front left: Tobias Seidel, Head of Sales & Marketing at Cotton Classics.



### Coherent concept

The overall harmonious concept of the innovation show is refined year after year. A well-rehearsed team ensures efficient set-up and dismantling of the presentation stands. The exclusively vegan catering, now in its third year, is very well received not only in terms of taste, but also in terms of sustainability. According to Seidel, planning for 2025 is already underway.

### About the company

The company behind the Cotton Classics Roadshow, Cotton Classics Handels GmbH, headquartered in Schwandorf, Austria, is a textile wholesaler that exclusively supplies specialist retailers in the fields of promotional products, textile printing, embroidery, workwear, merchandising and online retail. Further branches are operated in Germany, Austria, the Czech Republic and Switzerland. Since the company was founded in 2000, the Cotton Classics team has grown to over 170 people. In addition to logistics, the company sees personal support as its most important task: „We are happy to advise you, we process your orders reliably and solve problems. We speak 10 languages and invoice in three currencies.“

The “Plagiarius” is awarded to manufacturers and distributors of particularly brazen counterfeit and fake products in order to “raise public awareness of the unscrupulous business methods of counterfeiters and sensitise people to the problem.” This year, the Aktion Plagiarius e. V. is also appealing to platform operators, distributors, consumers and policy-makers.

#### 48<sup>th</sup> presentation of the “Plagiarius” negative award

# Against the brazen theft of ideas

**B**efore the annually changing jury selects the award-winners, the alleged counterfeiters are informed about their nomination and given the opportunity to issue a statement. The negative award says nothing about whether an imitated product is permitted or illegal in legal terms. The Aktion Plagiarius cannot speak law. However, it may express the opinion that “crude 1:1 imitations, which deliberately look deceptively similar to the original product, are reckless and ethically reprehensible, and lead to stagnation rather than progress and diversity.” According to the Aktion Plagiarius, the award-winners include “for the first time well-known platform operators, who indeed take action against infringing imitations after being notified by the rights holders, but not proactively and preventively.” The extent, damage, context as well as the various facets and manifestations of product and brand piracy are highlighted based on the cases of counterfeit. The trophy for the mockery prize is a black dwarf with a golden nose. It is intended to symbolise the immense profits which unimaginative imitators literally make at the expense of creative businesses and industries.”

#### Product and brand piracy weakens legal trade and innovative capacity

According to the European Commission and the European Union Intellectual Property Office (EUIPO), around 86 million counterfeit goods with an estimated value of over 2 billion euros were confiscated at the EU’s external borders and in the EU’s internal market in 2022 alone. And these are only the proven confiscations by customs and police authorities, thus the tip of the iceberg, according to the Aktion Plagiarius. The EUIPO and OECD put



#### 2024 Plagiarius award-winners in a museum exhibition

In its unique exhibition, the Museum Plagiarius in Solingen is showing more than 350 Plagiarius award-winners from various industries – with direct comparisons of the original products and counterfeit products. [www.museum-plagiarius.de](http://www.museum-plagiarius.de)

international trade in counterfeits for 2019 at an alarming 412 billion Euros, which corresponds to 2.5 per cent of global trade. “With a great deal of criminal energy and under ethnically questionable conditions, international (gangs of) counterfeiters produce their sometimes dangerously inferior imitations, without regard for human rights or safety and environmental standards. Product imitations and counterfeits weaken the investment and innovative strength of research-based companies, while destroying jobs and slowing down economic growth”, emphasises the Aktion Plagiarius and concludes: “to strengthen legal trade and prevent money laundering, lawmakers must ensure that the structures of globally operating counterfeiting rings are dismantled and those responsible are deprived of their profits.”

#### Innovations are not created by “copy-and-paste”

From the initial idea to the market-ready process is a demanding process, in which developers or brand owners make advance financial payments. In addition to creativity, technical expertise and experience, every original product also involves a great deal of courage and passion – along with high investment costs, affirms the Aktion Plagiarius, while emphasising: “This entrepreneurial risk must be worthwhile so that businesses can continue to develop innovative products in the future and thereby secure progress, jobs, prosperity and competitiveness. Therefore, the protection of creative ideas and expertise from imitations is essential.” The Aktion Plagiarius criticises that imitators are “more inhibited than ever in copying products that are already successfully established on the market. The infringing products are available in all price and quality classes: from dangerous cheap imitations to high-quality, but also high-priced counterfeits”. As a rule, it is still the case that the same appearance does not automatically mean the same quality, performance and above all safety. According to the Aktion Plagiarius, this can also be seen “in short lifespans, dangerous electronics, poor functionality or very high levels of harmful substances. Disappointed customers often mention a “pungent chemical odour”, which is a typical identifying and distinguishing feature of such projects. Returns are expensive or not possible for many providers.”

#### The gap between ambition and actual action

In recent studies by the EUIPO, most consumers indicate that they understand the concept of intellectual property and are aware of the origins of counterfeits as well as their risks to health, safety and the environment. At the same time, a third of respondents consider it acceptable to buy a counterfeited product if the price of the real product is too high. This even applies to half of young people. Twen-



1. Prize: Glass series „DENK'ART“ (Champagne-, Universal-, Bordeaux- and Burgunderglass). On the left sides the originals: ZALTO Glas GmbH, Austria. On the right sides the plagiarisms: Bayerische Glaswerke GmbH, Germany



2. Prize: Playing Kit „LEGO Creator 10252 – VW Beetle“. On the left side the original: Volkswagen AG, Germany. On the right side the counterfeit: GDR-Trading, the Netherlands. Meanwhile, GDR has signed a cease-and-desist declaration.



3. Prize: CUBORO Marble Run „STANDARD 32“. On the left side the original: Cuboro AG, Switzerland. On the right side the plagiarism: Manufacturer of the “Easycool”-Plagiarisms Zaozhuang Yike Electromechanical Equipment Co., Ltd., PR China

>> ty-six per cent of 15 to 24-year olds reported that they knowingly purchased counterfeited products in the past 12 months. However, according to the Aktion Plagiarius there are legal, attractive alternatives for every budget. And: "A cheap fake cannot come close to copying the value and brand experience of the original."

### Dupe influencers advertise for illegal fakes for a fee

Dupe influencers demonstrate counterfeited designer and luxury products in videos on Instagram, YouTube and TikTok and "recommend them to their easily influenced followers. They downplay the purchase and sale of infringing products and increase the social acceptance for illegal products. At the same time, they promote not only a culture of "more illusion than reality", but also a culture of disrespect towards brand names and the development work put into the quality products", criticises the Aktion Plagiarius.



Special Award "Online Marketplace for Hyenas": Cutlery set "KLIKK POCKET" for on the go (3 pieces): In the middle the originals: koziol »ideas for friends GmbH, Germany. Around the originals the plagiarisms: (1) TEMU.com, Ireland, (2) ALIBABA.com, Singapore, (3) FRUUGO.com, Great Britain



Special Award "Creative Freeloader": T-shirt "PUMA"-Logo. On the left side the original: PUMA SE, Germany. On the right side the counterfeit: Streetwall 68 GmbH, Germany. The leaping wild cat becomes the leaping warthog Pumbaa from Walt Disney's "The Lion King".

### Flooding the European market with cheap products and fakes from third countries

The Aktion Plagiarius sees an additional problem in "online giants from third countries" and explains that, due to their high demand and acceptance, "Chinese online platforms such as Temu, Shein, DHgate and AliExpress are conquering world markets with their cheap merchandise – including numerous infringing imitations or products which do not comply with EU product safety regulations." According to the Aktion Plagiarius, the problem related to this is that the "manufacturers or distributors, mainly from China" sell directly to the end customers. "The latter thus become importers and are liable for damages caused by third-parties. The cheap goods are advertised aggressively on all social media and there is hardly any information on the sellers. The goods are often delivered without the CE mark required for many products and without instructions in German. Return shipping in the case of a complaint is often ruled out or more expensive than the cheap product", affirms the Aktion Plagiarius and describes this as a "(liability-)free ride for providers from third countries at the expense of stationary European distributors and serious online providers." At the same time, it criticises the fact that often inferior products are transported around the globe and quickly end up as European waste. The clear conclusion of the Aktion Plagiarius is therefore that "This is not ecologically sustainable, minimalistic consumption. The EU is called up on to ensure stricter regulations and fair conditions for all."

### E-commerce platforms: Industry calls for action against counterfeits

The platform operators have indeed intensified their efforts to fight product and brand piracy and offer owners of industrial product rights programmes for reporting infringing offers, for example. Nevertheless, companies continue to find counterfeits or even fakes of their products again and again, according to the Aktion Plagiarius, which emphasises that: "Platform operators earn money on every sold product, regardless whether original or fake. And they usually avoid any responsibility by claiming that 'their business activities are limited to the provision of technical infrastructure'". Thanks to artificial intelligence, it is possible to block relevant hashtags, proactively detect infringing offers and not allow them in the first place and repeatedly block or delete illegal offers as soon as they are uploaded. The Aktion Plagiarius also claims that numerous sellers from third countries continue to enter unidentifiable or non-addressable one-word rows of letters as addresses. As a result, neither rights holders nor purchasers have the possibility to contact these sellers. The industry is therefore calling for platform operators to be held more accountable. Despite all the negative side effects, there is

also a positive development: the European Parliament and European Council have recently agreed on a new product liability directive. Once it comes into force, distributors from third countries are required to always indicate a company based in the EU that can be held liable for the products they sell. The presenter of this year's prize, Heidi Kneller-Gronen, lawyer and managing director of the German Federal Association of Online Trade (BVOH), has a demand for lawmakers: "In order to restore a level playing field and stop the tide of counterfeit and dangerous products, parcels from third countries must be better monitored. There is an urgent need for policy-makers to take action and provide the authorities with the necessary resources to ensure the effective enforcement of rights. Uncontrolled goods must be prevented from entering the market in the first place – also to protect consumers."

### Stricter regulations, tougher penalties and awareness campaigns

The Aktion Plagiarius is certain that both the supply and demand must be curbed in order to successfully tackle the problem of product and brand piracy. It calls for the imposition and enforcement of tougher, deterrent penalties for the production of and trade with counterfeits, the prevention of money laundering, stricter regulations for online distributors and their consistent enforcement, in particular with regard to participants from third countries, a proactive approach of e-commerce and social media platforms against illegal counterfeits and unsafe products as well as more awareness campaigns. And: in view of the increase in digital trademark infringements, companies also need to develop digital protection strategies in addition to registering industrial property rights, such as a well-reflected domain portfolio, AI-supported online monitoring to detect and eliminate infringing offers as well as the use of verification seals for authorised online distributors.

### An unmistakable conclusion

In its communication, the Aktion Plagiarius arrives at a clear conclusion: "Markets are governed by supply and demand. It is within the power and responsibility of every consumer to consciously opt for safe, legal products from serious manufacturers and distributors – and thus deprive counterfeiters of their basis for business. Because it does matter whether the brand is only on the label or really in the product. And because health, safety and environmental protection affect everyone." <

Source: Text and images: Aktion Plagiarius e. V.



Distinction: Sofa "PLANOPOLY MOTION 4.0 1926". On the left side the original: himolla Polstermöbel GmbH, Germany. On the right side the plagiarism: Upholstered furniture manufacturer with headquarters and production in Poland.



Distinction: Gear Knob "DSG" of the VW Golf 6. On the left side the original by Volkswagen AG. On the right side the counterfeit. Sales: Amazon Export Sales LLC, USA. Distribution via AMAZON.de



Distinction: Bimetal Thermomanometer (Pressure- and Temperature Measuring). On the left side the original: WIKA Alexander Wiegand SE & Co. KG, Germany. On the right side the counterfeit: Distribution: via EBAY.de, Germany, shipping/delivery: ShunShun GmbH, Germany



Distinction: Garlic press "Knobi King". On the left side the original: Leifheit AG, Germany. On the right side the plagiarism: HS Plus d.o.o., Slovenia, manufacturer: Spatz Global Limited, Hong Kong, PR China

Whether via Instagram, TikTok, online games or brand websites: Many companies have long since discovered the potential of social commerce for their own purposes. In addition to visibility and branding, the focus is increasingly shifting to purchase preparation and direct sales in the sense of a seamless shopping experience.

**Seamless shopping experience takes centre stage**

# Social commerce pushes online retail



**S**ocial commerce has great potential – both for consumers and for companies. This is shown by the Consumer Barometer of KPMG AG Wirtschaftsprüfungsgesellschaft (Auditing company) and IFH KÖLN, which has analysed the relevance and opportunities of social commerce in its latest edition. The result: 87 per cent of consumers are generally open to the concept

and 75 per cent have already made a purchase via social commerce. The most popular product categories – similar to traditional e-commerce – are fashion and accessories (23 per cent), consumer electronics (16 per cent) and leisure and hobbies (14 per cent).

“Social commerce as a form of e-commerce has reached the masses of consumers since the coronavirus pandemic at the latest and has incredible potential. Retailers and manufacturers should definitely get to grips with this complex topic and investigate the extent to which social commerce concepts can be useful for their business as an additional sales channel,” says Dr Kai Hudetz, Managing Director of IFH KÖLN.

**Transparency and authenticity**

If a social commerce strategy is appropriately aligned to the target group and channel, it has a positive influence on company perception, brand loyalty and customer satisfaction. For example, 82 per cent of consumers believe that transparent communication via social commerce is

part of responsible corporate behaviour and more than half (53 per cent) consider companies that are active via social commerce to be particularly authentic. Products recommended via social commerce are returned less frequently and are met with greater satisfaction (58 per cent). Companies can use an authentic brand and product presentation in social networks, online games or on their own websites to circumvent the weaknesses of traditional e-commerce, in particular a lack of trust in providers (37 per cent) or insufficient product information (30 per cent). “Whether spontaneous or planned, buying is always an expression of trust. Social commerce is a catalyst for trust and not only promotes the purchase of products, but also loyalty to brands. It will therefore significantly boost e-commerce once again. Social commerce offers retailers and manufacturers the opportunity for more authenticity in individual customer communication and an enhancement of their brand in the eyes of consumers,” says Stephan Fetsch, EMA Head of Retail and Consumer Goods at KPMG AG Wirtschaftsprüfungsgesellschaft.

**Potential not yet fully utilised**

The great market relevance of social commerce is also reflected in the average spend: Four out of ten shoppers spent more than 50 euros on their last purchase. Consequently, two thirds of consumers currently see sales promotion and sales growth in particular as reasons for corporate social commerce activities. Companies should also utilise the opportunities that social commerce offers in terms of customer loyalty (38 per cent of consumers agree). Other advantages of social commerce include the possibility of creating a seamless shopping experience (23 per cent) and more social interaction (18 per cent). <

Sources: [www.ifhkoeln.de](http://www.ifhkoeln.de) • [www.kpmg.de/consumergoods](http://www.kpmg.de/consumergoods)

## PSI JOURNAL TOPIC PLAN 2024

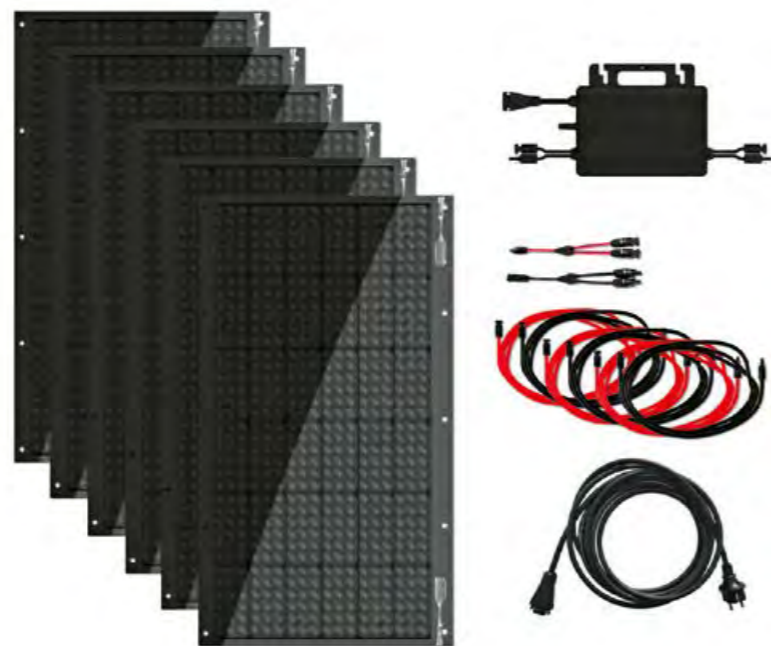
Month	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2024	Trade show innovations PSI 2024		11.11.23	18.11.2023
February 2024	Soccer EM Special: Sport, Fitness, Health	Easter, garden, hobby and crafting	15.12.23	19.01.2024
March 2024	Beverages, drinking vessels, table culture, 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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45619	Clipy Artur Begin, S.L.	U2a/IFCa	47814	Lupenmaxx GmbH	057
41369	elasto GmbH & Co. KG	041	43410	Mister Bags GmbH	002+003, 079
42320	Fischer-Import GmbH	015	42332	Pagani Pens SA - Prodir	U2b/IFCb
42743	FOL International GmbH	019	46925	Pins & mehr GmbH & Co. KG	053
42819	Gustav Daiber GmbH	007		PSI 2025	U3/IBC
42819	Gustav Daiber GmbH	Titel/Cover		PSI Media Guide	077
41016	Heri-Rigoni GmbH emotion factory	001	45767	Tacx B.V. a Tacx International Company	049
42706	Kalfany Süße Werbung GmbH & Co. KG	013	41848	uma Schreibgeräte Ullmann GmbH	043



## Energy production at home

The system from Technaxx Germany demonstrates the limitless possibilities of solar energy. Customers can set it up easily on their balcony, fence or nearly any other surface. Thanks to its flexible solar module, which does not contain any glass or EVA material, **it is really simple to install.** The system was developed especially to feed electricity into the 230 V household grid. The inverter ensures energy is converted reliably with a maximum feed-in power of 800 W. The power can be monitored by an app or web view to optimise energy consumption.

PSI 49693 • Technaxx Deutschland GmbH & Co. KG  
Tel +49 69904755230 • gilian.lueckel@technaxx.de  
[www.technaxx.de](http://www.technaxx.de)



## Stylish espresso enjoyment

Reflects is introducing two self-designed espresso cups under the RETUMBLER® – Best of Drinkware brand: the RETUMBLER-Duoshot and RETUMBLER-Duoshot glass. This double-sided cup made from recycled stainless steel and borosilicate glass comes in a **practical set of two**. Their eye-catching design and high insulating capacity make them both visually impressive and very functional. The double-walled construction of both espresso cups ensures excellent insulation and protects hands from the heat. Pad printing, UV printing or laser engraving on the powdered-coated stainless steel guarantees a fantastic advertising effect. Messages can be ideally presented on the glass cups by pad printing.

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

## Natural companion for sandwiches

The FSC-certified alder wood cutting board with an integrated knife from Holz Frank is the ideal promotional gift for environmentally-conscious customers connected to nature. The cutting board is compact, just 26 × 15 × 1.2 cm in size, and **combines functionality with ecological responsibility.** It is perfect to use while on the go or while having lunch at the office. The careful oil treatment of the European alder wood guarantees a long use life and underscores the natural aesthetic of the wood. The option of customising the cutting board through laser engraving or branding means that the company being promoted is highlighted each time it is used.

PSI 49957 • Holz Frank GmbH & Co. KG  
Tel +49 9151 83310 • [info@holz-frank.com](mailto:info@holz-frank.com)  
[www.holz-frank.com](http://www.holz-frank.com)





## A gift box for any occasion

The best thing about a 'little black dress' in a woman's closet is that it suits any occasion. The same can be said about the gift box from the packaging specialist Karl Knauer. This box is not about the dress but rather the finishing options available that ensure you **attract everyone's attention**. Whether for a special occasion like a product launch, an anniversary or standard packaging for any time of year, anything is possible with this gift box, even for orders of small quantities. The folding box can be custom printed and designed with die cuttings and/or sleeves.

PSI 41794 • Karl Knauer KG  
Tel +49 7835 7820 • [werbemittel@karlknauer.de](mailto:werbemittel@karlknauer.de)  
[www.karlknauer.de](http://www.karlknauer.de)

## Protection from wind and prying eyes

The fully printed screen (room divider) from Graffiti print, which can be fixated in the sand and on other soft surfaces, consists of five panels that are one metre wide and 70 cm high. Logos or any other graphics can be placed on it. Finishing the product with the modern direct sublimation printing technology turns this product into a unique promotional product that can protect users from the wind and prying eyes. This advertising screen features 100 cm high beechwood posts with pointed ends, which can be folded up very easily.

PSI 49359 • Graffiti Print  
Tel +48 618148454 • [biuro@graffiti-print.pl](mailto:biuro@graffiti-print.pl)  
[www.graffiti-print.pl](http://www.graffiti-print.pl)



## Multitool in miniformat

The practical Rominox© Multitools from Römer Lifestyle also comes as a special shopping cart trigger (chip) with useful additional functions. The chip is small, light and inexpensive, yet **this mini everyday helper made out of tooling steel** is sure to win people over in the office or while travelling. Thanks to their low weight and compact size, these chips are ideal for use as mailing boosters, trade show giveaways or Onpack products that can be used regularly for a long time. This multi-tool comes in an environmentally-friendly cardboard case with a description of the functions and is ideal for being engraved. The packaging can feature a custom design for a minimum order of 100 units upon request.

PSI 43714 • Römer Lifestyle – ROMINOX GmbH  
Tel +49 654 181290 • [info@roemer-lifestyle.de](mailto:info@roemer-lifestyle.de)  
[www.roemer-lifestyle.de](http://www.roemer-lifestyle.de)

## 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 percent 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](mailto:sales@prodir.de) • [sales@prodir.ch](mailto:sales@prodir.ch)  
[www.prodir.com](http://www.prodir.com)





## Design meets flavour

The promotional product multi-specialist REFLECTS® presents two of its latest developments under the RE98® – Classics & Ideas: the adjustable salt and pepper grinders, RE98-Millmaster and RE98-Spicer. The grinders **have a ceramic grinding mechanism** and deliver excellent grinding results. The acacia wood body with elegant wood grain is a true visual highlight. Both impress with their modern design and high-quality materials. The grinders offer various advertising opportunities. A customer logo can be placed on the wood body by CO2 laser engraving or pad printing or on the aluminium or stainless steel by laser engraving.

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

## Protection for travel documents

Troika's Safe Ride is a travel companion that has everything you could wish from a smart document case: **twelve inner compartments** for travel documents, a pen loop and an all-round zip. However, the pouch really comes into its own when danger nears. RFID chips from bank and credit cards are protected from being read by a specially sewn-in film.

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



## A hanging flower basket to welcome spring

Springtime is in the air. It is the perfect time of year to bring lightness into your home. The hanging flower basket from emotion factory in the shape of a cube **is so cute thanks to its vibe** and offers five sides to place springtime-inspired advertising. Inside the cube, there is a fully watertight flower pot made of paper. The hanging basket can be filled with 13 different plant variations to give customers joy. To get a taste of Italy, it can come with basil, and a daisy can give the recipient a dash of the summer sun. The basket is delivered with a substrate tablet of earth. This plant cube also has two straps on the sides for attaching the string so it can be hung up anywhere.

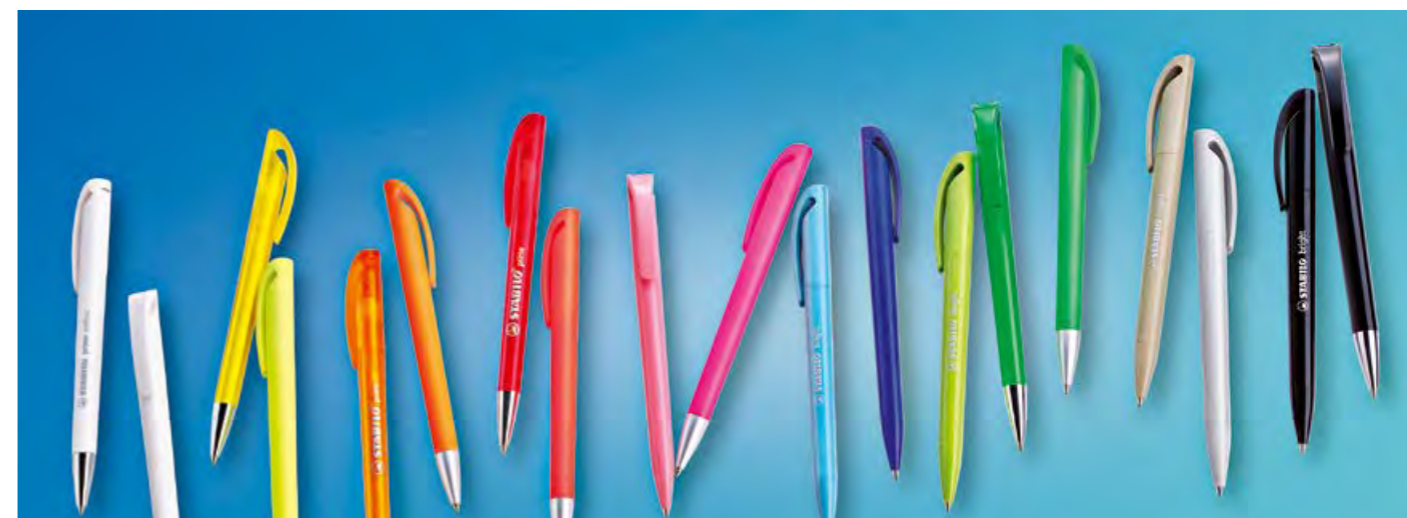
PSI 41016 • Heri-Rigoni GmbH  
Tel +49 7725-93930 • armin.rigoni@heri.de  
www.heri.de • www.emotion-factory.com



## Personalised and customised

Reliable brand quality is the motto at STABILO, so the transferred image to your brand is guaranteed to be positive. Sustainability has always been anchored in the company's processes since the beginning. STABILO pens are always made from recycled material or bio-plastics whenever possible. The company has the right pen **for any occasion and any promotional message**. Your target group will be excited by the unique design, striking colour, comfortable shape and haptics. The STABILO concept series wins people over with its numerous combination options. A one-of-a-kind customised pen can be created by selecting the individual materials and colours of the tip, grip zone, shaft and thrusting device. Special finishing options like a soft touch surface and relief print make the pen a really special promotional product.

PSI 43287 • Stabilo Promotion Products GmbH & Co. KG  
Tel +49 911 5673455 • service@stabilo-promotion.com  
www.stabilo-promotion.com





## PSI ON TOUR invites PSI Distributor Members | Treats factory LANDGARTEN opens its doors

Advertising away from the mainstream? With a great story behind a promotional item of a different kind? In short: with a haptic-advertising package that will make your customers' hearts beat faster? Then you should join PSI ON TOUR as a retailer member and get to know the LANDGARTEN Genuss Manufaktur with its delicious products, which are also healthy and produced in a CO2-neutral way. The PSI is inviting interested distributor members to join the PSI in visiting the Austrian snack maker LANDGARTEN in Bruck an der Leitha in a closed round of distributors on Tuesday, 4 June 2024 at 10 a.m. Participants can expect a two-hour guided tour through the LANDGARTEN treats factory featuring exclusive insights into its climate-neutral production at two locations.



### A look behind the scenes with tasting

There will be a demonstration of how pulses, along with seeds and berries, are processed, roasted and finished. In addition, you will obtain exciting facts about the highly nutritious food along with practical background knowledge concerning carbon-neutral production from the raw commodity to the finished organic snack –

including a tasting and creation of a personal treat mix. along with a convivial meet-up to close the day complete the offering. Of course, there will also be plenty of networking opportunities. After the event, there will be plenty of opportunity to exchange ideas with your colleagues from the industry and, of course, the manufacturer during a cozy get-together.

### About LANDGARTEN

LANDGARTEN has been a pioneer in the development of innovative organic soya snacks since 1989 and today carries a diverse selection of more than 80 unique snack variations. More the 35 years ago, the concept of bringing the still widely unknown soya bean to Austria, roasting it and offering it as a nutritious alternative to high-fat peanuts formed the foundation stone for the company LANDGARTEN. At present, the sustainable and climate-neutral production of up to 350 tonnes of soya per year takes place at two locations in Bruck an der Leitha, with the aid of a globally unique and patented convection roasting process entirely without the additional of fat. "Each of these ORGANIC products is finished using top ingredients and presented in environment-conserving packaging. Plenty of attention to a high-quality product is contained in the marvellous ORGANIC snacks, expressed in unique flavours that are sure to astonish and therefore be unforgettable," promises LANDGARTEN.



### Arrival and registration

Please register bindingly using the form provided on the PSI Network page: [psi-network.de/en/landgarten-gmbh-co-kg-form/](https://psi-network.de/en/landgarten-gmbh-co-kg-form/)

**The meeting-point on 4 June 2024 at 9:30 a.m. is LANDGARTEN GmbH & Co KG Färberstraße 16 A-2460 Bruck an der Leitha**

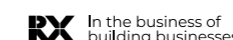
Product picture: © Eisenberger\_Landgarten

[www.landgarten.at](https://www.landgarten.at)



SCAN ME FOR DOWNLOAD

# PSI MEDIA GUIDE 2024



## From the textbook to the haptical world

The PSI trade show has long since established itself as a central platform for innovations and business synergies. But can we achieve even more? I am convinced that we can look even further outside the box! In today's dynamic world, it is essential that the promotional products industry not only keeps pace with current trends, but also actively shapes the future. One key to this is involving the next generation of marketing professionals directly in our important events.

We will invite marketing students from applied sciences colleges or universities to the next PSI trade show. It will be an opportunity for young talents to meet experienced advertising professionals, from whom they can learn and gain insights that go far beyond what their textbooks can offer. During expert presentations and a guided tour of the trade show, they can experience the unique impact of promotional products close up and at first hand. Such an approach not only increases awareness and understanding for the importance and sustainability of promotional products, but also provides an important link between academic knowledge and practical applications. It is a win-win situation: the industry meets marketing professionals who have already come to know and appreciate promotional products. And students gain good insights and contacts for their professional future.

Such initiatives are crucial to underscore the relevance of our industry in the academic world and to acquire future decision-makers early to exhaust the potentials of promotional products. And when such mind games become reality, they are an investment in the future that benefits all of us by inspiring and preparing a new generation of marketing professionals. And precisely this is another aspect of sustainability at its best.

Yours,



Petra Lassahn  
Director PSI



**MISTER BAGS**

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memorable.



Find out more about our embossing technology.



## True feel-good advertising

Of all forms of advertising, three-dimensional advertising is by far the most versatile and effective way of generating customer loyalty. This also applies to high-turnover sectors such as wellness, cosmetics and beauty, where promotional products play an important role in marketing. These sectors also offer companies an effective opportunity to increase their market presence, promote customer loyalty and acquire new customers. Cosmetic samples win customers over with their quality and promote purchasing decisions. Printed towels or bathrobes offer premium service and strengthen customer loyalty. Beauty accessories remain present in everyday life and promote brand awareness. Wellness and relaxation products such as yoga mats or scented candles convey a sense of well-being. We present a selection of articles from these segments in our June edition along with products related to the themes "protective and hygiene articles, work safety".

**Please already start thinking now about your product presentations for the July 2024 issue of the PSI Journal, which is dedicated to the themes "Christmas, Present Sets and Custom-Made Products" as well as "Toys and Stuffed Animals" and send your product suggestions (image and text) by 22 May 2024 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

## Companies, events, markets

As usual, in the next issue we keep our readers up to date with the latest developments, events and news from the industry in a short, concise manner and inform them about the activities, campaigns and personnel changes in the member companies in our network. In this way, this section paints a varied picture of an ever lively and inventive industry.

## B2B: AI on the rise



After digitalisation, the use of Artificial Intelligence is the top theme for B2B companies. From the perspective of wholesalers and manufacturers, the main drivers behind the implementation of AI solutions are customer demands and competitive pressure, in particular. This was revealed by a survey conducted for the latest B2BEST Barometer, the results of which we will present here.

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