

# PSI

# JOURNAL

**PSI Journal**

International Magazine  
For Promotional  
Products

June 2024

Volume 63

## Product Guide

Wellness, cosmetics, beauty  
Protective and hygiene articles,  
occupational safety

## PSI Industry Barometer

European industry optimistic

## European supply chain law

Focus on human rights and  
climate protection

## PSI Product Finder

Updates for more convenience

**Greenwashing**

**ban**

**Truthful  
advertising  
is more effective**



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Editorial

## Bye greenwashing

**U**n advertising, claims are made to describe and convey messages about companies, products and services. Green claims are messages related to the environment, which are intended to signal environmental friendliness and now accompany almost every product. What is used frequently because it is supposed to be of great use is often used incorrectly, either deliberately or negligently. According to a study by the European Commission, 53 per cent of all such claims were vague, misleading or entirely unsubstantiated. It is time to put an end to this.

While clicking through the homepages of promotional products businesses, you will find thousands of claims such as “eco”, “green”, “environmentally friendly”, “ecological”, “biodegradable” or even “climate-neutral”. All of this will be banned in the future if it is not based on proven environmental performance (see page 8 et seq.). As a rule, these green claims must have undergone an external testing system and received a certificate of conformity.

This is intended to protect consumers from unsubstantiated and ambiguous advertising and concerns all companies that put goods or services on the market. Those who ignore the warnings will face severe penalties. Small and micro-enterprises are exempt for the time being. But for how long?

We can only hope that the Green Claims Directive does not lead to unpleasant competition disputes and lawsuits. It will take some time before all undefined claims are corrected and then fall under the ban. In other business sectors, interest associations often form clearing houses in similar situations – not for the sake of arbitration, rather as neutral reporting offices which ensure anonymity. It is then the association that points out the company’s mistakes and calls for remedial action.

In an industry with an almost infinite number of products coming from the Far East, it will require a great deal of attention to ensure that the new regulations are implemented in practice. And it surely will also cost more money and create more cumbersome bureaucracy. It is all the more important to ensure that the new “rules of the game” are monitored to the same extent throughout Europe and that violations are sanctioned. In this regard, we definitely do not need a “two-speed Europe”. The speed of business already varies enough around the world.

So let’s hope that the world without greenwashing will ultimately be fairer, cleaner, more transparent and conducive to healthy competition.

On this note

**Manfred Schlösser | Editor-in-Chief PSI Journal**  
**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

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## Made in EU!

**Our premium model bag Thilo combines quality and environmental awareness.**

In an increasingly sustainable world, our high-quality Thilo promotional product opens up new perspectives.

As a symbol of responsible action, Thilo stands for top quality and sustainability. With a European origin, made from 100% cotton and with a 220 g/m<sup>2</sup> grammage, this bag sets new standards in terms of eco-friendliness and robustness.

Thilo's European production minimizes the ecological footprint and supports the local economy. A natural product made from 100% cotton with the popular OEKO-TEX 100 certificate that stands for durability and purity. Thilo is hard-wearing, durable, and sturdy. With a size of 38 x 42 cm, it is perfect for everyday use.

Choose from the 3 available colours nature, black, and grey. We will print your individual message on your bag in an ecological manner. Show your commitment to environment and sustainability. Invest in a high-quality promotional bag made in Europe, 100% cotton, 220 g/m<sup>2</sup>, and OEKO-TEX 100 certification. Make a statement and impress your customers!



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



### Ban on greenwashing: Truth advertises more effectively **8**

On 27 March 2024, new EU consumer regulations came into force that aim to provide consumers with better information about the lifespan and reparability of products and protect them from greenwashing. We present an overview of the facts and possible consequences for companies and the advertising market.

### Product Guide: True feel-good advertising **14**

Promotional products in the areas of wellness, cosmetics and beauty offer companies an effective way of increasing their brand presence, promoting customer loyalty and acquiring new customers. They convey a sense of well-being, impress with their quality and thus encourage purchasing decisions. We showcase the latest articles in this strong advertising segment.



### European Supply Chain Act adopted **33**



After tough negotiations and several amendments, the EU Parliament approved the controversial Supply Chain Act on 24 April 2024. A weakened version of the law was adopted, the provisions of which we summarise here for you.

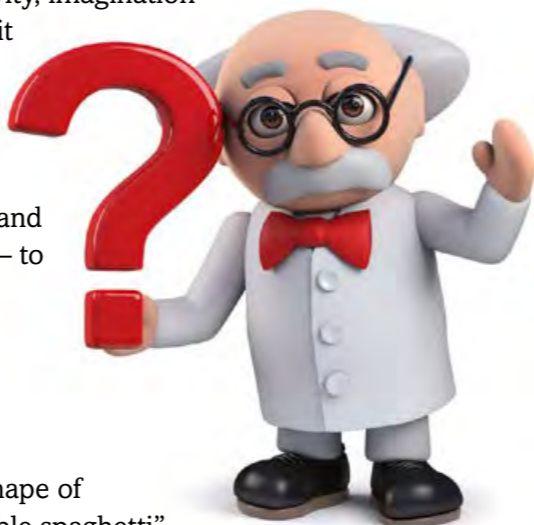
### PSI industry barometer: Optimism in Europe **34**

In order to make responsible decisions, entrepreneurs need to know what is going on in the market. Economic prospects, company structures, sales markets and sales drivers: PSI introduced its own market research tool in 2015 with the Europe-wide PSI Industry Barometer. The latest edition is now available as an exclusive issue only for members.



## INVENTIONS THAT SET TRENDS AND BECAME BRANDS

An invention “is a creative accomplishment that is made possible through a novel solution to a problem, that is, the achievement of a new goal using familiar methods or of a familiar goal using novel methods,” says Wikipedia. However, what sounds sober and objective requires a whole lot of creativity, imagination and, above all, dynamism. Many an invention gets forgotten even before it has been made available to a wide public. Other inventions, by contrast, have achieved world fame, even though they often got off to a bumpy start. Inventions can usher in trends and become brands. In this issue of the PSI Journal, on the two Trends & Brands pages we present inventions of exactly that kind. What emphatically came to the fore 25, 50 and 75 years ago and has endured in the promotional products business, too – to this day?



### 25 YEARS AGO...

...the first version of the new wireless standard was brought out in the shape of Bluetooth 1.0a. One point at a time, however: the apparently endless “cable spaghetti” provided the initial spark for the invention of Bluetooth. Initial attempts were made at creating cable-free alternatives in connection technology in the 1980s. It was not until into the 1990s, though, that a consortium comprised of the electronics companies Ericsson, IBM, Intel, Nokia and Toshiba set up the Bluetooth Special Interest Group (Bluetooth SIG for short), whose task it was to develop a dedicated technological solution. “Bluetooth” was the project’s codename, which was adopted as the definitive brand name in the absence of other proposals. Subsequently, in mid-1999, the first version of the new wireless was brought out in the shape of Bluetooth 1.0a and it has been under continuous development ever since. The latest version is 5.0. While the number of devices that support this version may still be rather modest, the **“connectionless or connection-focused point-to-point transmission of language and data”** between a wide variety of digital terminals” has long since become the industry standard. (www.ionos.de, Digital Guide: Bluetooth). It has even made successful inroads into the haptic world.

#### Mobile music box

“JBL Go Essential” portable Bluetooth loudspeaker  
Schäfer Promotion GmbH  
www.schaefer-global.com  
PSI 46903



#### Sustainable sound

“Kubiko” Bluetooth loudspeaker (with cork housing)  
Maikii s.r.l.  
www.maikii.com  
PSI 48283

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25

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## 50 YEARS AGO...

... the Hungarian construction engineer and architect Ernő Rubik invented a three-dimensional twisting puzzle, intending to use it to give his students the opportunity to train their spatial thinking. When he recognised this teaching aid's potential as an unusual toy, he registered it for a patent: the Rubik's® Cube. The game of patience now as known as a magic cube can be still put to effective and high-impact promotional use today.

### The fascinating magic cube

Rubik's® Cube in porcelain (custom design yields varying degrees of difficulty)

Mahlwerck Porzellan GmbH

www.mahlwerck.de

PSI 44833

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... the American Art Fry remembered an adhesive invented by his colleague Spencer Silver that was originally meant to become superglue. Since that project was unsuccessful and the supposed superglue did not find many fields of use, it vanished from the market again very quickly. Up to the very day, that was, when the adhesive came to Art Fry's mind again and he used it to produce sticky notes: the hour of birth of the Post-it and the start of an enduring global success story – including in the promotional products business.



### Refillable notes

TreeMinder® Z (Z-Note sticky-note dispenser made out of FSC®-certified birch plywood. The adhesive notes are additionally certified with the Blue Angel and dermatologically tested).

tobra GmbH & Co. KG

www.tobra.io

PSI 47317

## 75 YEARS AGO...

... the Swiss engineer Georges de Mestral invented the hook-and-eye system. His inspiration lay in the plant world, with the bur – he developed a possibility to attach textiles to one another in such a way that they could be easily detached again. He registered this hook-and-eye system for patent. The new textile technology was marketed under the name Velcro, a composition of the French terms *velours* (velour) and *crochet* (hook). Today, the hook-and-eye system is an indispensable part of everyday life, rendering excellent service to haptic promotion as well.



### Securely on the move

Car Key Case Pro (A case for remote car key, coins and cards, with read protection along with hook-and-eye closure and carabiner)

TROIKA Germany GmbH

https://info.troika.de

PSI 46311

On 27 March 2024, new EU consumer regulations came into force, which are intended to provide consumers with better information about the lifespan and reparability of products and to protect them from greenwashing. Here is an overview of the facts and potential consequences for companies and the advertising market.

## Ban on greenwashing

# Only truthful advertising pays off



Companies that are committed to ecological sustainability and act responsibly are prepared to invest heavily: obtaining serious and demanding certifications is time-consuming and expensive. But we have every right to be proud of what we have achieved and, of course, we should also communicate this. Informative content for advertising, PR or social media channels will then only come naturally. Many promotional products companies have embarked on an ecologically sustainable path and are thus not only increasing their own competitiveness, but also the image of the industry. However, it is a bitter blow for everyone who is serious and honest that there are millions of free riders that invent bold advertising slogans to deceive customers and consumers with supposed sustainability promises.

### Green generates sales

Whether true or not, clever advertising claims that associate products with ecologically sustainable themes are effective and subsequently generate sales – in particular because customers and consumers often misjudge the reliability of the advertising claims and seals. As they are generally unable to judge whether the statements are true, they often believe what they are told. This was revealed by a survey of more than 2000 respondents conducted by a Göttingen-based institute on behalf of the German consumer associations. This lack of transparency and misinformation are misleading to consumers and an insult to companies that really conduct business in an ecologically sustainable way. In this respect, the European Parliament's decision at the end of March to ban greenwashing in advertising makes perfect sense – even if it imposes additional burdens on companies, as is almost always the case when the EU passes legislation. However, the effort involved should be weighed against the fact that untrue and exaggerated environment-related claims, deliberately constructed associations, “green” vocabulary, unsubstantiated environmental references and pseudo-certificates not only deceive consumers, but also lead to more and more environmental damage in reality.

### Information and consumer protection

The EU Commission proposed a directive on empowering consumers for the ecological transition on 30 March 2022. It is part of a four-part package, together with the proposal for an eco-design regulations and the proposals for directives on green claims and promoting the repair of goods (right to repair). The member states are obliged to transpose the directive into national law by 27 March 2026. As part of the new EU consumer regulations, consumers are to be better informed about the lifespan and reparability of products and protected from greenwashing. >>

## The challenge of greenwashing: definitional approaches

### Deliberate deception

A fundamentally environmentally harmful core business (such as cruises, air travel, the oil industry) is camouflaged with sustainability claims. False or misleading statements are intended to make the image and products more attractive.

### Lacking transparency

Unclear labelling and vague or incomplete claims can (even unintentionally) confuse customers/consumers and create an unjustifiable ecologically sustainable impression on them. Lack of verifiable data and facts.

### Overinvestment in sustainability-related advertising

Greater investments are made in extensive advertising campaigns than in environmental protection (for example the rain forest campaign by Krombacher beer)

### Advertising with self-evident facts

Emphasising that laws are complied with and regulations implemented. Complying with legal obligations is a necessity, not an advertising argument.

### Displacement and overemphasis

Emphasising sustainability efforts regarding individual products, services or business segments, in order to divert attention from environmentally harmful practices in other segments.

### Trivialisation

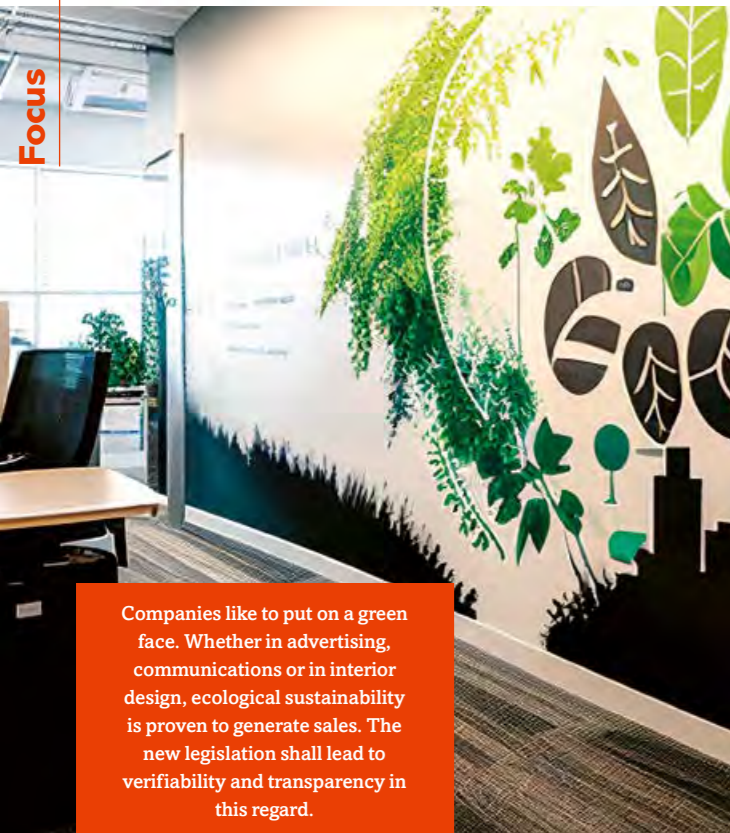
The environmentally harmful effects of business activities are downplayed or ignored, so that that overall impression of the company turns out to be more positive.

### Lobbying

Attempt to create a politically favourable climate in order to circumvent environmental regulations.

### Association

Companies associate themselves with environmental organisations and initiatives without acting ecologically sustainably themselves. Or they advertise with nature or environment symbols, while often using green in the design of advertisements, without being able to provide evidence of ecological sustainability.



Companies like to put on a green face. Whether in advertising, communications or in interior design, ecological sustainability is proven to generate sales. The new legislation shall lead to verifiability and transparency in this regard.

>> Access to trustworthy information and protection against misleading business practices should help people to make ecologically sustainable consumption decisions. A study by the European Commission from 2020 determined that 53.3 per cent of analysed environment-related claims regarding products and services in the European Union (EU) were vague to misleading and as many as 40 per cent were insubstantial.

Micro-enterprises with fewer than ten employees and an annual turnover of up to two million Euros are not affected by the directive. The member states are to offer financial resources as well as training and organisational and technical support to small and mid-sized businesses, in order to implement the standards in the directive.

## The new bans and requirements

General environmental claims and other misleading marketing tricks will be banned. The new rules are directed against practices such as misleading “greenwashing” or false claims on products, whose lifespan does not meet expectations. The agreement updates the existing EU list of banned business practices and adds several problematic marketing practices to it. The bans and regulations in detail:

- ▶ Commercial communication about goods with a design feature intended to limit the lifespan of the product. Products whose construction/design is intended to intentionally decrease their lifespan therefore may no longer be advertised.
- ▶ Only sustainability seals that are based on recognised certification systems or have been defined by authorities are permitted. There are currently more than 200 different eco-labels across Europe, which are each based on different methods. Up to now, the seals are not necessarily comparable and it often cannot be verified how environmentally friendly products really are.
- ▶ Information on guarantees is to be more visible and a new guarantee extension label is to be introduced. This way, goods with an extended guarantee period should be emphasised more strongly. According to the EU Parliament, 60 per cent of European consumers do not know that all products in the EU come with a two-year guarantee.
- ▶ Generic environmental claims such as “environmentally friendly”, “natural”, “biologically degradable”, “climate neutral” or “eco” without evidence of the recognised environmental performance relevant to the claim.
- ▶ Advertising claims for goods containing a feature introduced to limit the lifespan of the product, if information on the feature and its negative effects is available
- ▶ Claims based on emissions offsetting systems that a product has a neutral, reduced or positive impact on the environment.
- ▶ Sustainability seals that are not based on recognised certification systems or defined by authorities.
- ▶ Shelf life claims regarding the duration or intensity of use under normal conditions, unless proven. These are, for example, claims about the durability of technical products that cannot be proven.
- ▶ Requesting consumers to replace consumables such as printer ink cartridges earlier than absolutely necessary
- ▶ Provision of software updates when required, even if these only improve functionality.
- ▶ Presenting goods as repairable if this is not the case.



## Legal jungle for environmental claims

The directive on Empowering Consumers for the Green Transition, which we are mainly talking about here, and the Green Claims Directive can be understood as interconnected legislative proposals. The former tackles the issue from a consumer protection perspective and bans false claims, while the latter sets out criteria for companies. The Green Claims Directive determines which conditions companies must meet and lays out the specifications of the technical implementation for companies to be able to make environmental claims. In addition to the European Green Claims Directive, there are other legal foundations that target environment-related claims. In Germany, for example, the Law Against Unfair Competition (UWG) already bans misleading claims that create false expectations among consumers. An example from the German Sustainable Economy Association: advertising a product with the claim “made from 100 per cent recycled marine plastic” is only legal nowadays, when all parts actually were manufactured from recycled marine plastic. Yet it is much more difficult to verify vague claims such as “environmentally friendly” or “climate-friendly”. This must be assessed on a case-to-case basis, while taking the overall circumstances of the claims into account. There have already been successful lawsuits against false advertising



Cruise ships and the oil industry are responsible for massive environmental damage. Advertisements try to distract from this by focussing on supposedly sustainable aspects.



claims, for example by Deutsche Umwelthilfe (Environmental Action Germany) (against BMW, Mercedes and DEA Wintershall) or the German consumer associations. The decisive difference between the existing legal foundations and the Green Claims Directive is the timing: while under the German Law Against Unfair Competition (UWG) companies can expect to receive a warning after a false environmental claim (ex-post procedure), in the future companies will be obligated to undergo a verification procedure (ex-ante procedure), before they can make a claim. The European Unfair Commercial Practices Directive already exists in analogy to the UWG and the just adopted directive has been launched now to supplement it. >>



Truly sustainable business management comprises the entire company. It is often not clear to consumers what environmentally harmful practices they are supporting when purchasing a product. This should soon be a thing of the past.



## >> Current legal foundations

- ▶ The directive on **Empowering Consumers for the Green Transition (ECGT)** bans greenwashing and complements the EU Unfair Commercial Practices Directive (UCPD). It is intended to ensure that communicated information is true and presented in such a way that consumers understand it correctly. It prohibits generic environmental claims and other misleading environment-related product information as well as non-certified sustainability seals.
- ▶ The **Green Claims Directive (GCD)** specifies the ECGT. Environmental advertising claims, for example, should be scientifically proven and checked in advance by an independent body. In doing so, the life cycle of a product from production to disposal must also be taken into account. This affects companies with more than 10 employees and an annual turnover of over two million Euros, which manufacture or want to sell products in the EU.

## Companies obligated to act

In the future, green claims are only permitted when they are based on scientific standards. In order to make such claims, companies must prove in a first step that they are scientifically substantiated. Therefore, companies should carry out standard procedures such as a life cycle analyses (LCA) in order to prove that their claims are justified. To date, the Product Environmental Footprint (PEF) developed by the EU has been primarily discussed as an assessment tool. However, the PEF shall not remain the only assessment tool that can be used. It has not yet been definitively determined which other standards can be applied. In a second step, companies must then go through an inspection system. To this end, independent external bodies are to be set up to check company claims and issue certificates of conformity following the successful verification of company statements. Companies are therefore well advised to implement appropriate systems and prepare for future audits.

## Verification and sanctions

The member states are required to set up “competent authorities” for monitoring. They should regularly check the accuracy of the environment-related information and environmental seals. To this end, they are to be granted ex-

tensive rights. This includes requesting the disclosure of and access to documents, data and information, ordering corrective measures, imposing penalties and publicising breaches. Penalties for violations are:

- ▶ **Fines**, the amount of which is based on the economic benefits gained from the violation and which are increased for repeated offences.
- ▶ **The absorption of profits** generated with the products concerned
- ▶ **Exclusion from public tenders and support services** for up to twelve months.

## Consequences for the advertising market

Juliane Paperlein summarised what the tightening of regulations in advertising with environment-related claims means for the advertising industry in a well-founded analysis in her article in “Absatzwirtschaft”, which we refer to in the following.

It is astonishing that, by mid-March, only around one-third of professionals from the communications and advertising industry surveyed by the market and opinion research firm Civey have heard of the Green Claims Directive. This may also have to do with the unclear or little-known definition of the term: green claims are all statements related to ecological sustainability, which are used in communication (also on packages, in ads, reports and PR). The report “The State of Green Claims 2024” by House of Change, The Goodwins and Popular Packaging also confirms that agencies are not yet aware of the problem. According to the report, only three of the 164 analysed environmental claims comply with the GCD. Nevertheless, the definition of clear boundaries beyond which penalties are due is regarded as useful and therefore welcome. The Federation of Consumer Associations (vzbz), specialist lawyers, agency managers, creative designers as well as the Federation of Communication Agencies (GWA) have expressed such views.

## Challenges for the industry

Of course, many challenges arise in practice: customer statements and briefings must be analysed and evaluated with regard to their conformity with the specifications. This is a process, which costs everyone involved time and money and ultimately also leads to customer requests not being realised at all or not being realised exactly as desired because they contain impermissible terms or themes. It remains to be seen whether there will be national authorities that scrutinise and, if need be, sanction advertising claims. Yet it is certain that the promotional products industry will also have to deal with the issue. After all, manufacturers, importers and distributors also use green claims in their market and corporate commu-



In the future, only sustainability seals based on recognised certification systems will be permitted. Terms such as “organic” or “eco” are also banned without proof.



nication to (hopefully) rightly emphasise how seriously they take sustainability. They all should check whether their claims are GCD-compliant, verifiable and thus permissible. They also have to closely scrutinise their customers and plan on additional lead-time for projects. An additional Civey survey revealed that managers have recently come to terms with reducing or even discontinuing their sustainability-related communication in order to avoid penalties. “Green hushing” is the technical term for this. It remains to be seen whether this is the solution. After all, if you are on the safe side, little can really happen. Communicating facts creates trust and credibility, which is what successful corporate communication should be based on. Thus, those who have something to say should definitely do so. And those who don't should not desperately try to do so, but rather other develop promotional strategies that focus on product benefits, for example.

[www.bmu.de](http://www.bmu.de)  
<https://eur-lex.europa.eu/legal-content>  
[www.dihk.de](http://www.dihk.de)  
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Wellness, cosmetics and beauty products take centre stage on the following pages. They offer companies an **effective opportunity to increase their brand presence**, promote customer loyalty and acquire new customers.



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

**Sustainable bathroom furnishings**

Manufactured from European wood for advertising purposes, Holz Frank's environmentally friendly bathroom fittings effectively enhance your own brand image. The durable products made from European larch and beech wood, including soap dishes, magnetic holders, toothbrush holders and beech wood toothbrushes with natural bristles, combine design with ecological sustainability. The range of products can be complemented with high-quality natural soaps, which are also available from Holz Frank and made from carefully selected environmentally friendly ingredients. Perfect for promotional purposes, all items can be customised with a company logo or advertising message to underline the commitment to environmental protection in style. Ideal for companies that value ecological responsibility and aesthetic presentation.

**Practical and effective advertising**

Fischer-Import offers various storage accessories for toiletries. The PVC bag, for example, is available in a size of approximately 19 x 17 cm, with a PVC material thickness of around 0.3 millimetres. This practical product has stitched sides and a main seam including an imitation leather insert. It can be finished by means of screen-printing. The seam can be applied in various colours. Special colours and sizes are additionally available on request. There is also a pretty cotton pouch measuring around 25 x 10 centimetres. The pouch consists of 100 per cent natural cotton in a grammage of 190 g/m<sup>2</sup>. It has a black zipper in the main seam and can be finished by screen, digital and transfer printing. Special colours and sizes can also be produced on request.



PSI 42320 • Fischer-Import GmbH  
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verkauf@fischer-import.de  
www.fischer-import.de



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- Advert -



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kontakt@marcolor.de  
www.marcolor.de



## Ecological make-up removal

The round and reusable make-up removal pads from marcolor are ecological and plastic-free. Made in Germany, these natural products consist of wood cellulose and cotton. With their diameter of six centimetres, the pads have a convenient size, which can also be adapted on customer request. The environmentally friendly packaging consists of recycling cardboard, is completely customisable and can be printed in your own design. The number of make-up removal pads within the package may vary. A set of two or three has proven to be a good choice. Simply moisten the pads before use and also apply a little facial cleansing gel if required. Rinse with water and then let them dry. After use, the pads can be washed in a washing machine. Due to their size and low weight, the make-up removal pads are ideal as give-aways and dispensing products. They are also compostable. The minimum order quantity is 500.

## Wellness from Tyrol

There is an unbroken trend towards natural, environmentally friendly and regional products in haptic advertising. The Good Night Set from team-d Import-Export surrounds the recipient with the wonderful scent of arolla pine. To enter the land of dreams, simply place the arolla pine pillow near your head before going to bed and sprinkle the arolla pine cube with arolla pine oil. The set consists of an arolla pine pillow and arolla pine cube with arolla flakes as well as ten millilitres of natural arolla pine oil. For a special fragrance experience in the sauna, there are also heavenly sauna oils in the set: you may choose from the scents of arolla pine, lemon arolla pine, Alpine herbs and mountain pine. Due to its frugal nature in terms of soil and climate, arolla pine is found at high altitudes and is considered to be a particularly resistant wood. Its characteristic resin scent immediately makes you think of holidays. The arolla pinewood comes directly from trees from sustainable forestry in Tyrol and is processed untreated.



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



PSI 48123 • Silverspot Trading GmbH  
Tel +49 30 30807140  
info@silverspottrading.com  
www.silverspottrading.com

## Natural massage set

The natural massager with a handle made of natural wood and metal feet as well as its soft rubber end pieces provides for a more than relaxing experience. The product from Silverspot Trading consists of a cylinder-shaped foot massager, back massager with three legs as well as a classic multi-purpose massager with a variety of massage points. It is supplied with a matching bag with a drawstring fastener and adjustable ball. The four components are presented in a custom Kraft design box.

## Natural thirst quencher

Natural low-sodium mineral water from Römer Drinks refreshes the body and mind of your business partners, customers and employees. The water from a spring in the national park Hunsrück-Hochwald provides important minerals such as calcium, magnesium and potassium and helps to balance fluid levels and hydrate the body. Drinks specialist Römer Drinks offers the 0.33 litre and 0.5 litre variants with a foil label in quantities of 264 or more. You may choose between a white or transparent file in glossy or matt. The bottles are environmentally friendly thanks to the € 0.25 one-way deposit in Germany.



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

## Vegan fruit gum kiss

The highly flexible promotional fruit gum manufacturer Kalfany Süße Werbung produces around 2000 tonnes of fruit gum every year in its own IFS certified production facilities. Another trendy speciality has been created based on the company's own fruit gum brand Bären Company®: the Black Forest cherry kisses. The delicious edition 2024 is a sensually seductive product from the Black Forest. These fruit gums in a delicate kissing mouth shape not only provide the perfect treat with their tempting pink and black colours, but also their irresistible taste. The vegan kisses are available in glossy or matt-laminated, transparent as well as white promotional bags.



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

PSI 46131 • KHK GmbH  
Tel +49 2233 71771-0 • sales@lipcare.de  
www.lipcare.de



### Protection and care

The cosmetics specialists at KHK GmbH have been producing high-quality lip care made in Germany for over 30 years as lip balm sticks and in tin cans and jars. Classic lip care sticks are available in up to 16 combinable colours with many 3D attachments and made from recycled plastic as well. There are also eight different care formulas to choose from: with light protection factor 20 or 30, as natural cosmetics or even with a fair trade seal or with a subtle tint as tinted red. The elegant premium line includes the lip balm stick Lipcare Deluxe with a shiny silver or gold outer casing, which can be personalised with an engraving. Depending on the model, the lip balm sticks can be ordered in quantities of 300 or more. The high-quality formulas are developed in the company's own laboratory. All care products are manufactured in accordance with the new cosmetics regulation as well as the standards for Cosmetics Good Manufacturing Practice and registered in the CPNP-Portal.



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

### Luxurious rain cover

In keeping with Spranz's motto of offering design products without a design premium, the Koblenz-based company is launching the Metmaxx® RainLedPro in the product segment. It is a compact luxury umbrella made from ecologically valuable, recycled PET material. This allows you to shine through the rain. It has an integrated path light, is wind proof and offers all features of the reference class at an economy price. The features of the Teflon-coated umbrellas, which are also resistant to strong winds, include high-quality RPET material, the auto open/auto close function, an LED light in the handle, the protective cover and the packaging in a polybag with a design information card. The replaceable button cells are included with the delivery. One packaging unit comprises 50 umbrellas.



### Small massage pistol

The Strong and handy Vitalmaxx mini massage pistol from Lehoff Import and Export impresses not only with its intensive power boost massage with six different power levels, but also with its compact dimensions and low weight. Depending on the muscle group, it also ideally massages and works on hard-to-reach areas. The mini massage pistol operates with up to 2060 strokes per minute, therefore providing a powerful massage in a class of its own. It has four different attachments and thus the right one for every muscle group. The display on the back shows both the battery charge level and the respective power level.



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 529607-0 • info@lehoff.de  
www.lehoff.de



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Wellness & Care GmbH & Co. KG  
Tel +49 6541 812950  
info@roemer-wellness.de  
www.roemer-wellness.de

## Time to relax

The more stressful everyday life is, the more important small islands of relaxation are. The Tropical Garden Set from Römer Wellness offers a small relaxing moment of well-being. The delicate scent of coconut takes the customer to sunny sandy beaches by the sea for a moment. The set includes 150 millilitres of shower gel, 150 millilitres of bubble bath, 50 millilitres of body lotion and 100 grams of bath salt, packaged in a decorative metal bucket with handles. Römer Wellness also supplies the room Vanilla Dream room fragrance for a pleasant feel-good atmosphere, which impresses with its modern combination of stainless steel and glass in concrete look. This product comes with two stickers so that you can choose between a light and dark design depending on your personal preference. It includes six rattan sticks that distribute the fragrance evenly for around 40 days, depending on the room size and temperature.

## The perfect companion

The Splash swimming bag from Gabriele Bühring and her team is the perfect companion for wet and happy swimming and sports adventures. This bag is specially designed to transport wet swimming gear comfortably and safely. Whether returning home from the pool, beach or gym, Splash keeps other items in your bag dry and protected. Convenient plastic or brass glides ensure secure closure. The transport helper not only does a great job in terms of functionality. The high-quality processing of this environmentally sound product, which is made from water-proof PVC with environmentally friendly recycled content, also takes place under fair working conditions in Germany. Fully customisable in terms of colour, size and imprint, Splash offers plenty of space for an advertising message, making it the perfect promotional product for the summer.



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Tel +49 4154 795400  
vertrieb@buehring-shop.com  
www.buehring-shop.com



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



## Wonderful feel-good promotional products

With the Shopper and Zipper Bag from the young "family of bags" Daily from Halfar, a trip to the sauna or a spa weekend is a particularly long-lasting pleasure. The series consisting of seven bags in total is made with rPET. This preserves resources and looks good. Available in green, red, black, anthracite or marine, the Shopper is your perfect companion for the spa or a wellness getaway – and towels, flip-flops, reading material and more conveniently come along for the ride. This is also ensured by the carrying system with double handles. The zip patch is perfectly designed for cosmetics, shampoo, etc. It is also easy to carry thanks to the side handle. In the large main compartment, a mesh pocket additionally serves to organise brushes, bottles and tubes. The entire Daily series is characterised by clear shapes, charming functions and an affordable price. It spans from two backpacks for laptops and co., two Shoppers on to a zipper and belt bag as well as a "weekender". Finishing options include screen-printing, embroidery, digital print labels, metal emblems and transfer printing.



## For daily care

The practical 30 millilitre lip balm tin can from Dosespezialist is an indispensable accessory for daily care on the go. Made from high-quality, ecologically sustainable material, it actively supports its environmental aims of those using it and conveys a positive image of the company. As a stock item, it is immediately available and offers a quick solution for individual advertising requirements. It additionally can be refined with an individual customer logo in order to stylishly present the advertising company and convey an ecologically sustainable message. This way, it enables you to effectively promote a company at trade shows, events and in promotion campaigns in an environmentally friendly way.



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

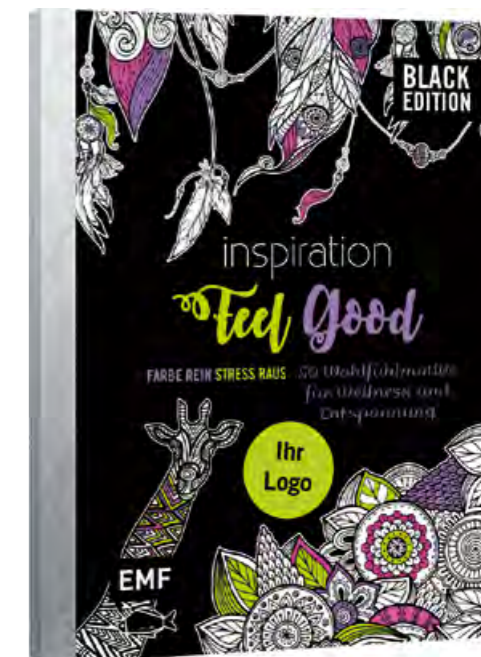
PSI 49957 • Holz Frank GmbH & Co. KG  
Tel +49 9151 83310 • info@holz-frank.com  
www.holz-frank.com



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

## Time out during everyday life

Just five minutes of time out can do wonders during stressful everyday life. Meticulously colouring abstract and figurative feel-good motifs in the book ideas from Edition Michael Fischer, EMF Publishing House, is the ideal way to free your mind of worries and blockages and gather new strength for the next stage of the day. The black backgrounds give the pictures and entirely new brilliance and long-distance effect. The colours shine even brighter and turn every motif into a work of art. Customised copies are available with content, design and features to be selected by the customer. There are numerous possible designs spanning from give-aways to high-quality hardcovers. On request, a logo can also be placed on the cover of the book and/or your own products on the inside pages.



## Natural combing

Holz Frank supplies natural wood combs made from European wood. The products combine natural care and ecological sustainability. Thanks to their texture, they prevent static build-up, protect against hair breakage and ensure smooth hair. These combs are not only gentle on the scalp, but also on the environment, because wood is biodegradable. Ideal for promotional campaigns, the combs can be customised with a logo of your choice, in order to combine a brand name with environmental awareness.

## Perfectly stored cosmetics

The cosmetics bag made of waxed organic cotton from Sale is equipped with a special inner lining made of silver thermal foil to protect the contents from temperature fluctuations. This durable and environmentally friendly cosmetics storage solution made of waxed, GOTS-certified organic cotton is perfect for environmentally conscious consumers. The innovative material ensures that temperature-sensitive objects such as lipstick, make-up and power are kept in optimum condition even in warm environments. The clever design of this bag with its compact, yet spacious interior is tailored towards organising and storing all important beauty products. The robust construction and elegant finish make it the ideal selection for everyday use or for travelling. The visibility of the advertised company can be significantly increased by applying your own brand name to the cosmetics bag.

PSI 49617 • Sale s.r.o.  
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martin.kozubek@sale-ostrava.cz  
www.sale-ostrava.cz



PSI 41583  
Hepla-Kunststofftechnik GmbH & Co. KG  
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www.hepla.de

## Advertising with your hands and feet

The pumice stone from Hepla is available in two shapes, heart and oval, and is ideal for the gentle, soft and natural removal of excess callus and calluses on your hands and feet. Both the heart and oval shape ideally fit in your hand and can be used dry or wet, for example in the bathtub or under the shower. Thanks to the practical cotton cord, the pumice stone can be easily hung up to dry in the shower or bathroom and is always close at hand. The practical pumice stone is individually shrink-wrapped and available with or without a promotional sticker. On request, the sticker can be customised on one side by means of digital printing.

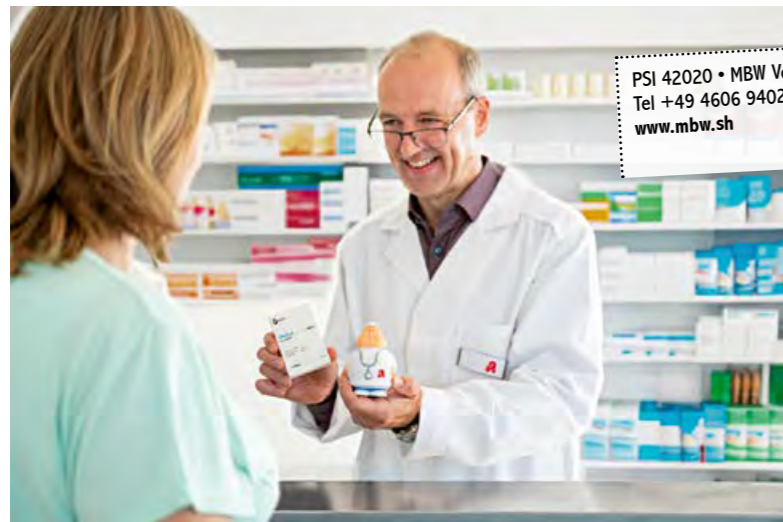
## Guaranteed pure relaxation

Therabody Smart Goggles White from promotional products specialist Deonet reduces stress and anxiety, supports restful sleep and relieves headaches. SmartGoggles enable you to immerse yourself in the ultimate relaxation experience. The only eye mask with SmartSense Technology™ is equipped with an exclusive biometric sensor that adapts treatments to lower the heart rate to a relaxed state. The SmartGoggles offer three adjustable modes – vibration, massage and warmth. The product relies on the convenience of Bluetooth connectivity and a battery life of 150 minutes. In addition to relieving eyestrain, other benefits include lowering the heart rate, increasing circulation and relieving facial tension. These relaxation products can be customised with full-colour thermal printing and with a soft case with full-thermal printing as well as a cover.



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www.deonet.com





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



### Relaxation with Bert

Promotional products specialist mbw® is presenting Mr. Bert®, a companion for relaxing moments. This charming anti-stress figure combines humour with an important issue – mental health. Made from soft polyurethane foam, Mr. Bert® is the perfect companion for stressful days. Kneading and squeezing him helps to relieve tension, while giving you a little time-out during hectic everyday life. With his likeable appearance and ability to return back to his original shape, Mr. Bert® is a symbol of mental strength and serenity. Also available from the more than 80 models: the female figure “Berta”. She also is an attractive promotional product for customers, who not only makes them smile, but raises awareness of mental health as well.



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

### The art of calmness

Promotional calendars are one of the absolute classics among haptic advertising messengers. The weekly planner from the calendar brand Harenberg from the Athesia calendar publishing house combines atmospheric colour photographs, quotes and a clear calendar. This provides information and more serenity for every week in the form of short and easily understood mindfulness exercises for inner balance. Fifty-two Buddhist image motifs convey peace and beauty, combined with inspiring quotes from eastern and western philosophers. An advertising message can be printed on them in quantities of 50 or more. The promotional calendars are available 365 days a year and can be used for nearly any target group.



### Dual-function hairbrush

The hairbrush from Hepla impresses with its practical shape, large advertising space and 2-in-1 design with an integrated mirror. The compact size of the hairbrush makes it the ideal companion for on the go. No matter whether in the office, while travelling or playing sports, this practical brush provides for convenient haircare at all times. Thanks to the integrated mirror, you can check and, if necessary, touch up your style wherever you are. The black rounded bristles of the brush ensure gentle and effective detangling of the hair without damaging it. Thanks to its foldable design, the brush can be stowed away to save space. It ideally fits into small hand or cosmetics bags. On request, the extremely useful promotional product can be customised by pad printing in the company's own print shop.



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### Go-green cosmetics

CreaFelt Beauty from Anda Present offers the perfect opportunity to advertise for every company in a unique way with environmental friendly cosmetics bags. This go-green-product made of RPET felt and with an unmistakable RPET label can help you reduce your own ecological footprint. As part of the Be Creative collection from Anda, the entire surface from CreaFelt Beauty can be individually designed with vivid colours and eye-catching graphics. CreaFelt Beauty cosmetic bags are made in Europe and available in three different sizes.



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export@andapresent.com  
www.andapresent.com

## Positive personnel developments

The renowned family business from Northern Germany led by Gabriele Bühring has announced 'two positive personnel developments'. The first concerns Mareika Schulze, who is celebrating her fifth year at the company: 'She is a loyal employee who began her career at the company as a clerk and has since become a key employee in the accounting department. She successfully completed additional training as a graphics designer with the company's help. Now that her children are older and she has more time, she also assists the sales team with her comprehensive expertise by producing detailed sketches of the stands and visualisations in the background.'

The other great news is that Madelein Wulff recently finished her on-boarding and probationary period in the sales team. According to a company statement, after switching from the commercial sector, she brings 'a fresh perspective to the company, coupled with dedication to mastering the new professional challenge with flying colours'. Managing Director Gabriele Bühring is 'proud' of the continual development and dedication of her employees and sees it 'as a clear indication of the successful combination of continuing professional development and family-like cohesion in the company'.

[www.buehring-shop.com](http://www.buehring-shop.com)



Two powerful women on Gabriele Bühring's team (from left): Madelein Wulff and Mareike Schulze.

## promodoro receives EcoVadis Gold for sustainability

Promodoro Fashion GmbH, promodoro for short, has received the Gold Award from EcoVadis. This puts the specialist for promotional wear, corporate fashion and workwear in the top 5% of the most sustainable companies in the industry. "This award confirms our commitment to sustainability, particularly in the areas of environmental protection, labour and human rights. It also shows our commitment to responsible business management," says promodoro Managing Director Khalil Mehanna. "This award is the result of our joint work to raise standards in the textile industry. It encourages us to continue developing innovative and sustainable solutions," he adds.

EcoVadis is a global sustainability rating system. It recognises companies that perform particularly well in environmental protection, social commitment and ethical behaviour.

Melanie Schuster, promodoro Sales Manager, emphasises: "For us, this award is not only a confirmation of our path, but also a promise to our customers that we will continue to produce sustainable products of the highest quality and under ethical conditions."

### About promodoro

promodoro is a German textile brand that has been offering premium quality clothing for more than 30 years. The company attaches great importance to personalised customer service and offers a diverse range of corporate fashion, promotional wear and workwear. We also offer finishing and textile solutions. "Our mission is to offer high-quality clothing for everyone. With more than three million textiles in stock, we guarantee fast delivery times," is the company's claim. [www.promodoro.de](http://www.promodoro.de)



Promodoro Fashion



## 81st General Meeting: Changes on the board

In late March, the Swiss promotional products industry association PromoSwiss held its annual general meeting at Schloss Laufen at the Rhine Falls near Schaffhausen. To open the meeting, PromoSwiss Chairman Urs Germann and Liz Riwar presented a look back at the past year of business and promotional products that conveyed a consistently positive picture, something which is also credited to the association's successful trade show duo – PSF und Touch.

The two trade shows, scheduled for 25 and 26 September, are set to take place in the Umweltarena in Spreitenbach again this year, with the PromoSwiss Gala Night and the handing over of the PromoSwiss Awards. The organisation committee under the project management of Tom Oester and René Dubach hopes to beat 2023's record visitor numbers once again.

Beat Suter, responsible for memberships on the Board, was able to report the encouraging addition of six new association members. In that context, PromoSwiss also offers the option of a strategic membership as well as a platform especially also for start-ups to multiply their impact at the association level.

The association's achievement of creating even more presence for itself, even beyond the borders, by stepping up media appearances in a variety of specialist magazines in the past months was conveyed by Ina Klingele from the marketing department. According to Klingele, the PromoSwiss LinkedIn presence also saw "more traffic generated", thus further sharpening the association's profile.

René Dubach, responsible for Tech Marketing, presented the new BeUnity app, a contemporary industry app that will in future function as the association's new communication platform. BeUnity developer Quentin Aeberli familiarised the meeting's participants with the possibilities of the new app via a live introduction.

A further item on the agenda was the re-election of the "apprenticeship and continued training" executive area of responsibility. Ibrahim Racaj from the company Victorinox was elected unanimously as the successor to the previous director Nadine Schneider, who had vacated her post due to private obligations. At the end of the meeting Frank Dising from DIMA Marktforschung GmbH presented the results of the institute's 2023 market survey, which highlighted a positive trend.

Afterwards, the participants enjoyed a get-together on the castle terrace for an aperitif at sundown. The day was rounded off with a convivial dinner together. [www.promoswiss.ch](http://www.promoswiss.ch)



This year's PromoSwiss Annual General Meeting was held at the Schlosshotel Laufen.



Change on the Board: Nadine Schneider is now replaced by Ibrahim Racaj as Head of Training and Development.

Photos: zVg

## doppler hires Andreas Neuhofer as Sales Manager Germany

With this hiring decision, the Austrian, Braunau-based umbrella specialist doppler is relying on Andreas Neuhofer's (56) many years of sales and marketing expertise to manage the distribution of umbrellas to specialist customers in the German wholesale and retail sectors. Markus Nawrotzky will remain Sales Manager for the distribution of umbrellas for the promotional product sector.

According to a company statement, Neuhofer's vision is to further expand doppler's market position in the German umbrella sector. In doing so, he is focussing above all on intensifying specialist trade, and on a stronger networking of marketing and sales at the point of sale.

Neuhofer also has his sights set on tapping into new customer segments, as there are many relevant points of sale for umbrellas that have not yet been developed: "The fascinating breadth and depth of our product range enables us to cover and serve any customer wish and requirement. As one of the last umbrella specialists in Europe, and one that still manufactures umbrellas at its main site in Braunau, we have unique expertise that clearly sets us apart from other providers in this sector," says Andreas Neuhofer.

doppler

### About doppler

The company doppler E. Doppler & Co GmbH was founded in 1946 by Ernst Doppler, and has since developed into an innovative name in the manufacture of promotional sunshades and umbrellas. In addition to their headquarters in Braunau am Inn in Upper Austria, the fourth-generation family business has branches in Germany, the Czech Republic, Slovakia, Romania and China. doppler characterises themselves as, "a leader in the development and manufacture of all types of sunshades and umbrellas, as well as garden and seat cushions for end consumers, retailers, promotional customers and caterers". The company's product brands include doppler, doppler Manufaktur, Knirps and derby. doppler also cooperates with numerous brands such as Bugatti, Rolls Royce, Audi and Marco Polo. doppler currently employs around 360 people; approximately 220 of these at their headquarters in Austria.

[www.dopplerschirme.com](http://www.dopplerschirme.com)



Andreas Neuhofer

## New member in the back-office sales team

Marivo Safang joined the team at Bags By Riedle, Langenbrettach, as a new sales employee in the back office in early February 2024.

Following his business studies at the university in Heilbronn the Account Manager garnered a diverse array of experience in sales, purchasing, customer service and export.

The focuses of his new role at the well-known provider of innovative and sustainable paper bags lie on professional advice and support provided to existing as well as newly acquired customers. Along the way, secure order completion including complaints management play just as big a role as precise information on new, high-quality Riedle products.

The company has been acting successfully on the market for almost three decades, working for and with well-known brands and agencies in Germany and abroad. "It's unbelievably motivating for me to be working in a company that sets standards in the industry again and again," says Marivo Safang. Word comes from Langenbrettach that Marivo Safang already feels right at home in the team and intends to be a competent and reliable contact partner for his customers.

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

Bags by RIEDLE



Marivo Safang. Photo: ©BAGS BY RIEDLE

## High level of employee satisfaction at MAPROM

MAPROM GmbH from Höxter has been recognised as a Top Company 2024 by the platform for employer reviews kununu. The award recognises companies with a high level of employee satisfaction and is based exclusively on independent reviews submitted to [www.kununu.com](http://www.kununu.com). This award rates MAPROM among the companies with the best working environment in Germany.

"Our congratulations to MAPROM for achieving the Top Company Award 2024," says Nina Zimmermann, CEO of kununu. "The award is given to employers with particularly good ratings on kununu. As only around five per cent of companies meet the qualification criteria, this is a very select group. Employers achieving this award are not only characterised by recognition and appreciation, but also send a strong signal to talented people who are looking for a company to suit them," Zimmermann continues.

Henner Marquardt, founder and Managing Director of MAPROM, is also delighted with this recognition: "This is a significant honour for us. When I founded MAPROM in 1987 at the age of 20, I didn't realise the challenges that lay ahead of me. Now I am proud that, together with my employees, I have built up a company that signifies stability and security for all of us and where such a great work atmosphere has developed."

According to the company, "The award could have a positive impact on future applicant numbers, which is a significant aspect in the rural region around Höxter". A study conducted by the market research company YouGov in September 2022 found that the Top Company Award is considered relevant or very relevant for 45 per cent of all job-seeking talent. A survey conducted by kununu among companies that have been recognised as a Top Company also shows that the use of the Top Company Award in corporate communications can increase the number of incoming reviews by on average 19 percent.

To qualify for the kununu Top Company Award 2024, a company has to fulfil certain criteria:

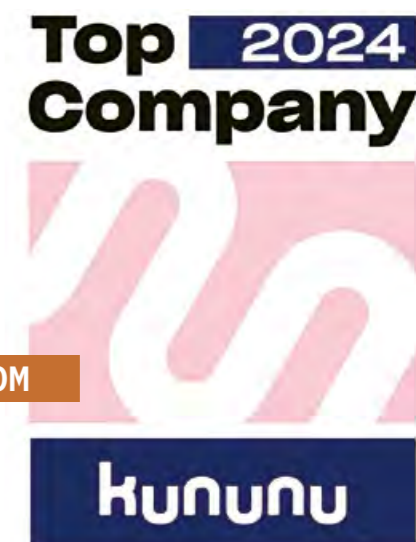
- At least seven reviews from employees since the profile was created. (Reviews from applicants do not count.)
- A score of at least 3.8 stars (out of a maximum of 5 possible), both overall and in terms of employee ratings.
- In the past twelve months, the employee rating score must be at least 3.8 stars.
- At least two new ratings in the last twelve months. An updated rating also counts as a new rating.

### About MAPROM

MAPROM is a promotional textile wholesaler and is involved in the import, manufacture, trade and finishing of promotional textiles. The company is now one of the leading suppliers of promotional textiles in Europe and, together with its finishing plant, employs around 160 people. Current job vacancies can be found at: [www.maprom.de/jobs](http://www.maprom.de/jobs) – interested parties can apply online, easily and any time. [www.maprom.de](http://www.maprom.de)



Henner Marquardt, founder and Managing Director of MAPROM GmbH in Höxter. Photo: Henner Marquardt



MAPROM



## Ecologically sustainable advertising messenger wins the design prize “Focus Open”

The STABILO Grow has secured a place on the winners' podium for the renowned design prize “Focus Open”. The STABILO Grow received the award “FOCUS Special Mention”. The strong duo – the roller ball STABILO Grow and the fountain pen STABILO Grow – impress as ecologically sustainable promotional messengers in design optics. This opinion is also shared by the expert jury from the design industry, which evaluates the submissions based on criteria such as innovation, functionality and aesthetics in the areas interior, healthcare, mobility, decoration and writing utensils.

### Stabilo Promotion Products



SCHWAN-Stabilo Promotion Products

Focus Open is an international design prize, which has been awarded by the Design Center Baden-Württemberg since 1991. Due to its non-profit character, it also offers small companies the opportunity to present their product innovations in international comparison. The award recognises the commitment of the STABILO Group to the development of ecologically sustainable and innovative products.

The fountain pen STABILO Grow and the roller ball STABILO Grow score points with their writing comfort and are a true eye-catcher thanks to the high-quality design and three wood colour combinations. The three harmoniously matched colour and wood combinations – blueberry blue and beech, moss green and oak, and plum red and cherry – show how beautiful environmental awareness can be. The trendy colour combinations provide for an impressive look and strong impact, which is long-lasting thanks to the quality of the STABILO brand. The wooden shaft provides space for advertising and promotional messages or individual names can be laser-engraved. They appear in the background colour of the wood and thus create a very

harmonious image. The optional single pen packaging provides a view of the inside of the embossed barrel through a cut-out in the shape of a tree silhouette. This makes messages or individual name engravings stand out particularly well. [www.stabilo-promotion.com](http://www.stabilo-promotion.com)



## Products personalised with digital promotional printing

In matters of promotional printing, Hellma has been an expert for many years when it comes to printing customised promotional messages on – for example – sugar, seasonings or fruit gums. That is because promotion with tasty contents always goes down well. Portions of sugar printed with the corporate logo or an entirely individual message leave behind a lasting impression on visitors and are guaranteed unique.

From today, digital promotional printing on products by the Nuremberg-based portion items specialist can be realised in a dedicated webshop in a customer-friendly way that is simple and quick. To begin with, and thanks to the integrated editor, 22 products such as sugar and seasonings, but also non-food products such as moist towelettes, can be digitally personalised and sent out within a few days. One highlight is the personalisation of fruit gums in various shapes, such as, for example, Haribo Mini Gold Bears and two varieties (strawberry and apricot) of the popular darbo mini-jars. The fruit gum sachets can receive all-over printing, while in the case of the mini-jars, promotional printing is performed on the jars' lids.

Fritz Haasen, managing director at Hellma, adds: “After 100 successful years of Hellma company history, I'm especially pleased we've really arrived in the 21st century now! From today, Hellma is offering a special selection of its practical and hygienic portion packaging solutions for personalisation in a dedicated web shop. This means that our customers can design their own individual brand messengers with total ease in just a few steps.”

[www.shop.hellma.de](http://www.shop.hellma.de)



## TFA Dostmann awarded “Ethical Style 2024” for sustainable products

Companies offering sustainably and fairly produced consumer goods were awarded the “Ethical Style” label by the Ambiente/Frankfurt trade show organiser. TFA Dostmann impressed the jury with its environmentally friendly products and received the “Ethical Style Label” for several items from its range.

One of the products submitted is the new CLOCK IN THE BOX designer wall clock. Packaged in a small box, it only reveals its true size when assembled. This innovative design saves both space and resources. The energy-saving, high-quality clockwork runs on an AA battery for up to 3 years – a sustainable solution for modern timekeeping.

The BatteryCheck Battery Tester also scored points for the Ethical Style Label. Without its own power supply, it helps to use batteries and rechargeable batteries efficiently and thus contributes to environmental protection and greater sustainability.

For the curated presentation “Ethical Style Spots” in the Ambiente Galleria (Galleria 0 & Hall 3, Foyer (VIA level), the organiser selected two TFA products for the category “Sustainable Innovation”:

The Energy-Saving Thermometer, made from beech wood, is characterised by its environmentally friendly production in Wertheim. Most of the raw materials used come from regional suppliers. The thermometer lasts a lifetime, consumes no energy and helps customers to save energy with temperature and ventilation recommendations.

The ECO STEP Digital Bathroom Scales are a prime example of energy efficiency. Without any battery, they generate enough energy for the entire weighing process at the simple press of a button. A clever, convenient solution that reduces the user's ecological footprint.

“The award at Ambiente 2024 is not only a recognition of our efforts, but also an incentive to continue on the path of sustainability, and to take this aspect more and more into account when selecting our products,” explains Axel Dostmann, Managing Director of the mid-sized company.

[www.tfa-dostmann.de](http://www.tfa-dostmann.de)



TFA Dostmann



## Innovative express production introduced

To match our product theme for this issue, "Protective and Hygiene Products, Safety", here we present the company Frischtuch, which specialises in the fast production of custom-printed towelettes, disinfection wipes, spectacles cleaning cloths and other packaged items.

In the heart of Europe, where traditional production processes often take weeks, Frischtuch GmbH is setting new standards. In the words of the Paderborn-based specialist, the company "is the sole manufacturer in Germany and beyond that, in Europe as a whole, to have arrived at the capability of producing and shipping, from a minimum order quantity of 250 pieces, custom-printed towelettes, disinfection wipes, spectacles cleaning cloths and other packaged items in the record-breaking time of just 12 hours."

### Innovative, fast, flexible

The introduction of innovative express production means that Frischtuch not only enables its customers to react swiftly to short-term demands, but also offers unique flexibility in terms of product design. Small enterprises through to big concerns benefit from the opportunity to take receipt of personalised products fast and efficiently. "This flexibility enables our customers to react to events and seasonal fluctuations with no long lead times," explains Abbas Köksal, CEO of Frischtuch GmbH.

### Sustainability at the focus

Besides impressive speed, Frischtuch places great value on sustainability. Through the use of environmentally materials such as paper, kraft paper and monofilms, not only is the ecological footprint minimised, but the products' reusability is also ensured. This commitment to environmental friendliness is right on trend and reflects consumers' growing awareness of ecological products.



### A glimpse of the future

Looking ahead, Frischtuch plans to continuously improve its technologies and production processes. "Our goal is not only to be the fastest, but also the most innovative provider on our market. Along the way, we intend to act sustainably at all times and offer our customers products that fulfil the highest standards both ecologically and qualitatively," continues the CEO. According to Köksal, "Frischtuch GmbH's positioning as market leader in this specialised segment is considerably reinforced by its capacity to react swiftly and flexibly to the market's needs." Due to the combination of swiftness, adaptability and sustainability, the company was setting new benchmarks in the manufacturing of printed wipes and related products in Europe, reported the CEO.

info@frischtuch.de • www.frischtuch.de

After tough negotiations and several adjustments, the EU Parliament adopted the disputed Supply Chain Act on 24 April 2024. A watered-down version of the law was passed, which will apply to companies with more than 1000 employees and 450 Euros in turnover after a transition period of five years.

## A focus on human rights and climate protection

# European Supply Chain Act adopted

**A**fter the original compromise failed, the bill was amended again. The German FDP criticised, among other things, the excessive bureaucracy as well as the additional burdens and legal risks for businesses. Germany had abstained from the vote in March in the Committee of Permanent Representatives of EU Member States, even though government representatives from the SPD and Greens are in favour of the legislation.

### Human rights and climate protection

The EU Supply Chain Act aims to strengthen human rights worldwide. Large companies are to be held accountable when they profit from human rights violations such as child labour or forced labour. They are additionally required to prepare reports on the extent to which their business model is compatible with the aim of limiting global warming to 1.5 degrees. Therefore, the law also targets climate protection goals.

### Large companies affected

The passed law applies to companies with at least 1000 employees and 450 Euros in turnover after a transition period of five years. After three years, the requirements will apply to companies with more than 5000 employees and more than 1.5 billion Euros in turnover. After four years, these limits decrease to 4000 employees and 900 Euros in turnover. In the previous version, companies with more than 500 employees and at least 150 million Euros in annual turnover were to be affected.

### Companies to be held liable

Only in some aspects do the EU regulations go beyond the already existing German Supply Chain Act, which has applied to companies with 1000 or more employees since January 2024 and according to which turnover is not relevant. For Germany, this means that the EU directive will affect in the near future approximately one-third fewer companies than the current Supply Chain Due Diligence Act. However, companies are liable for the violation of their due diligence requirements according to the EU Supply Chain Act, whereas the German law does not contain provisions for liability. In order to be able to impose penalties on companies, the EU member states are to designate a supervisory body in the future. Fines of up to five per cent of a company's net turnover are foreseen as possible. German industries have issued varying statements on the law. On the one hand, it is criticised for being impractical and increasing bureaucracy. On the other hand, the EU version is seen as an opportunity to compensate for potential competitive disadvantages due to the German Supply Chain Act.



Even after the five-year transition period, only large companies with more than 1000 employees will fall within the scope of the European Supply Chain Act.

www.bmu.de  
www.eu-info.de  
www.tagesschau.de  
www.spiegel.de  
www.handelsblatt.de  
dpa

In order to be able to take responsible decisions, entrepreneurs need to know what is going on in the market. Economic prospects, corporate structures, sales markets and sources of revenue: with the Europe-wide PSI Industry Barometer, the PSI introduced a dedicated market research tool in 2015. The current edition is now complete.

**PSI Industry Barometer republished**

# European industry taking an optimistic view

The PSI Industry Barometer looks into both the current situation and trends in the industry, thus regularly delivering market data and industry information: sales levels and trends, certification measures, proofs of sustainability, distribution channels, order volume, and product segments. As revealed by the findings of the current market survey, Europe's industry players are taking an optimistic view of the ongoing financial year.

**Continuous increase in sales expected**

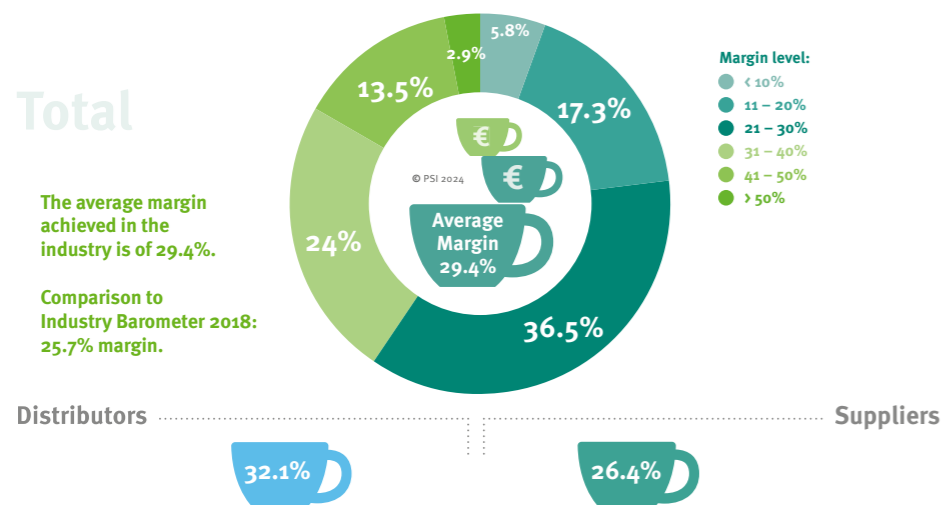
In 2022, an ample one half of those surveyed in sales regions completed sales of up to two million Euro. 10.6 man-

aged to post sales of up to 250,000 Euro. An equal number of respondents generated gross income of up to one and two million Euro. 16.3 percent indicated that they even achieved up to 49 million Euro in sales. If 2022 is considered as the reference year, the Covid-caused financial downturn of the years 2020 and 2021, but also the – continuingly – positive underlying mood become clear. Following the loss-making years 2020 (with a minus of 18 percent) and 2021 (-12 percent), a plus of eleven percent was already recordable for 2023. For 2024, a sales rise of 15 percent is calculated; 2025 is even anticipated to bring a plus of 23 percent in total.

**Margins: Two underlying attitudes revealed**

When surveyed on the subject of margins, one half of respondents indicated satisfaction with the mark-up attained hitherto, while the other half view their expectations as not having been met. Specifically, the margin in 2023 was situated at a mean value of 29.4 percent, with distributors quantifying their margin at 32.1 percent on average, suppliers at 26.4 percent. The indicated reasons for dissatisfaction among distributors and suppliers alike were excessively price-oriented customers, excessively high auxiliary costs (cited by suppliers in particular), too much competition as well as difficulties in supply routes or logistics.

**Question: "What was your average margin in 2023?"**



**Biggest-selling product segments practically the same for years**

However, the focal point of interest for the PSI Industry Barometer was not only sales and margins, but also the promotional products with which companies generated the most sales. In this context, it was particularly striking that the TOP 3 of the promotional products industry as a whole (among both distributors and suppliers) in 2023 comprised practically the same product segments, in a slightly different order, as in most recently produced survey in 2018. The particularly profitable product segments for distributors, at the same time, were Clothing & Textiles, followed by Lifestyle & Accessories, and subsequently Bags, Luggage & Travel. Suppliers recorded their biggest sales in School & Office Requirements; Bags, Luggage & Trav-

el; and Lifestyle & Accessories as well as in Clothing & Textiles, Home & Living, and Sport, Leisure & Events.

**Significance of certificates and proofs of sustainability grows with company size**

The PSI Industry Barometer indicated clearly that certificates are viewed as "very important" or "important" by the majority of companies with 100 or more employees. The significance of certificates generally seems to rise with company size. Smaller companies with a workforce of one to four people, by contrast, tend to rate certificates as "not so important" or even "unimportant". In this connection, it is not only interesting how far certificates are felt to be important, but also how high the proportion of promotional products that possess proofs of sustainability, respectively certificates, is. The survey found that, on average, 31.4 percent of promotional products hold proofs of sustainability or certifications. A nuanced examination reveals that distributors, on average, offer certified promotional products at a rate of 28.4 percent, while, among the suppliers, this proportion is situated at 34.7 percent. Generally, it can be said that the industry absolutely insists on quantifiable sustainability.

**CSR: duty to report now arrived in industry**

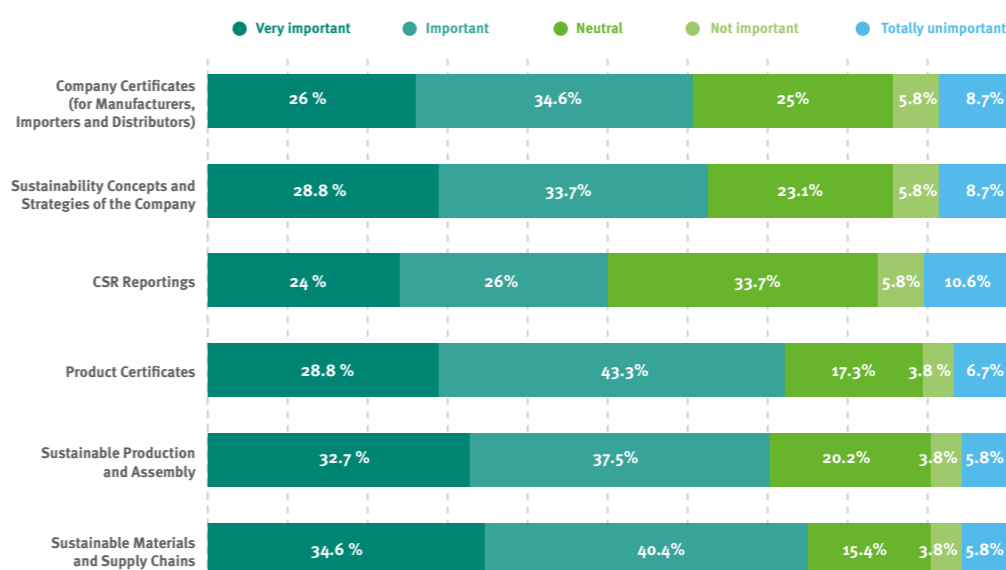
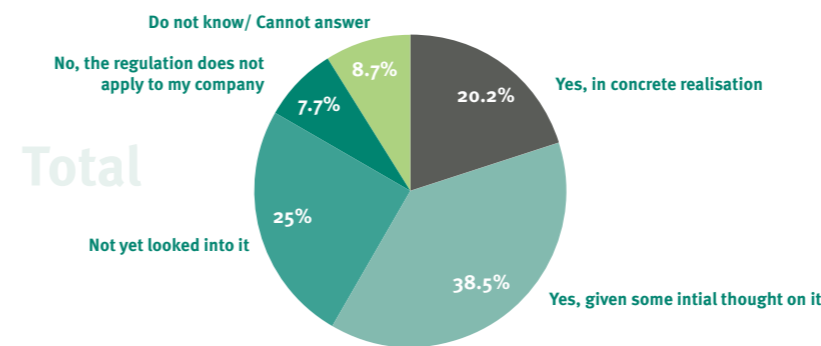
The EU directive concerning the new sustainability reporting gradually enters into force from 2025. This is a topic that the industry is definitely tackling. Regardless of the size of the companies, 58.7 percent of industry participants are already performing sustainability reporting. When asked whether they are already taking this aspect into consideration in their company or during strategic measures, 47.2 percent of the distributors responded to the question with "Yes, specifically under implementation", respectively, "Yes, have begun thinking about it". On the supplier side, that figure was even 71.5 percent.

**All findings of the PSI Industry Barometer**

The PSI has compiled all findings of the current PSI Industry Barometer survey exclusively for its members in a multi-page overview. This overview can be requested via Log-in under "MyPSI" in the Downloads area or directly from Viola Proietti, [viola.proietti@rxgglobal.com](mailto:viola.proietti@rxgglobal.com). <

All graphics © PSI

**Question: "Do you already consider the aspect of sustainability reporting?"**





There has been a focus on **effective promotional products** related to protection and hygiene not only since the pandemic. Here, we show you a selection of the newest ideas from the industry along with (work) safety products.



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

### Clear marking in emergencies

Door markings in the form of door-hangers are used as evacuation aids by fire departments or as evacuation guides. The door markings from marcolor identify rooms that have already been evacuated and thereby perform important prior work for the emergency services. The door-hangers can be printed on individually depending on area of use, all over and both sides. Since these latter consist of recyclable polypropylene, they even withstand water. In addition to several standard shapes, the company also supplies customised door-hangers in special shapes.

### Cleanly protected

With the "Bau-Profi" helmet brush from Frank Bürsten, promotional companies stay on the safe side and help their target group make a clean appearance at the same time. Thanks to its clothes brush with synthetic bristles, the brightly coloured and attention-grabbing promotional product in the shape of an original construction and safety helmet takes care of clean clothing, thus coupling expediency with an original optic. The helmet brush is 115 × 85 × 80 mm large and available in the colours White, Black, Yellow, Orange, Red and Blue. The helmet or the gift box can be customised upon request.



PSI 41853 • Frank Bürsten GmbH  
Tel +49 7673 888650  
info@frank-brushes.de  
www.frank-brushes.de



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

## Style meets functionality

The pulsing world of gastronomy and food processing has produced a new trend: the chef's hat, which carries conviction not only due to its stylish design, but also due to its practical properties. Two models from workwear experts Karlowsky Fashion are in the spotlight here: the Beanie chef's hat with breathable mesh and the size-adjustable chef's hat Schiffchen. Beanie is the answer to the needs of modern chefs and kitchen professionals. Manufactured from a blend of 65% polyester and 35% cotton, it combines comfort and durability. The worked-in polyester mesh ensures optional airing. The size-adjustable chef's hat Schiffchen likewise relies on high-quality twill weave, coupled with an ingenious function. Thanks to the hook and loop fastener on the back of the head, it can be individually adjusted for any head circumference. Both chef's hats are statements in favour of style and functionality. With their modern design and ingenious details, they set new benchmarks in the world of chef's clothing.

## Hygiene for the four-legged friend

Condedi attentively takes care of the hygiene and nutrition of humans' dearest companions. Among its popular products are the poop bag dispensers Tour and Bone in an attractive design. They come supplied complete with 15 or alternatively 20 poop bags. Both products feature securing clips for easier carrying during walks with the dog. The tick card Bully is an eye-catcher at any location. It enables the removal of ticks, supporting the process with a built-in magnifying glass. A generous promotional surface on both sides makes Bully the ideal promotional message-bearer in credit card format.



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



## A secure safe for food

This lunchbox made out of stainless steel from Dosespezialist with a filling capacity of 1800 millilitres is not only ideal for a balanced meal, but is also an important contribution to occupational safety. Thanks to its robust design and the sealing ring, the food remains freshly and safely stored. The two closing clips ensure tight and reliable closure and the lid made out of bamboo lends the lunchbox a natural note. It can receive custom printing with a logo or can be engraved.



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



PSI 45753 • ANDA Present Ltd.  
Tel +36 1 2100758  
export@andapresent.com  
www.andapresent.com

## Reflectively effective

The reflective Visikey from Anda Present is far more than a reflective key fob. Rather, this promotional idea demonstrates that customers' safety is particularly important to the promoting company. The polyester band with metal ring can be attached to many things such as bags, purses or keys. The Visikey can be custom-designed with numerous print options such as transfer printing, pad printing and digital transfer, thus showing any logo to full advantage.

## Occupational safety for all areas

Klam has been offering robust, high-quality, personalised protective workwear for every working area for many years. Whether they require high-visibility, heat and flame protection, or protection against injuries, companies partner with Klam and find the best solution for their needs. Naturally, only optimally suited robust, fire-retardant or reflective yarns, Made in Germany, are used in order to finish the clothing.

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



PSI 49769 • Verlag für Prävention Wilken  
Tel +49 5951 9381 • info@wilken-verlag.de  
www.wilken-verlag.de



## Siggie the squirrel as teacher

Colouring is one of the best ways for children to deal with topics from everyday life. The colouring book series "Children learn with Siggie" covers some important areas that children have to deal with every day. The topics include road traffic, nutrition, the environment, the year, first aid, energy and the fire brigade. The themed colouring book "Fit for Road Traffic", for example, has 20 pages and is just the right thing to teach children some traffic rules in a playful way and thus give them a little more confidence in road traffic. Another example is the 20-page themed colouring book "Healthy eating", which invites young artists to develop their imagination and learn about healthy eating at the same time. With child-friendly illustrations and informative texts, the little ones can experience a creative journey through the world of food.

## Sustainable safety jacket

Following the success of the R231M Printable Soft Shell jacket from Result Core, there is now a successor. The two-layer Genuine Recycled safety softshell jacket R505X is water-repellent, breathable and windproof and features 50 millimetre wide sewn-on reflective safety strips on the body and sleeves. It consists of recycled polyester and is certified according to EN ISO 20471:2013+A1:2016 category 2. The jacket is available in the colours signal yellow/black and signal orange/black in the sizes S to 4XL.



PSI 60392 • Result Clothing Ltd.  
Tel +44 1206 790673  
kblackstock@resultclothing.com  
www.resultclothing.com  
www.resultrecycled.com

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



## First aid in your backpack

The First Aid SoftCase Mini from Medical promotion is particularly suitable for situations in which you do not have much space in your bag or backpack. With a compact size of approx. 61 x 45 mm, it is equipped with the most important first aid products such as a combination plaster set and alcohol swabs. Mesh compartments also provide for a good overview. Thanks to the enclosed snap hook, it can easily be attached to your bag or backpack. The sets are not only functional, but also have a stylish and trendy design, which makes them a useful accessory for outdoor use and as a promotional product for very practical use.



reeves.  
BY REFLECTS

## Always at hand: CONVERTICS-TIE

Cable management redefined -  
the stylish Convertics cable holder  
incl. 60 watt charging and data cable



Item No. 52650  
REEVES-CONVERTICS TIE



Branding with  
laser engraving

## Silicone cable tie with 60 Watt charging and data cable

This **60 watt charging cable** not only enables extremely fast charging, but also rapid data transfer. The silicone cable tie is a practical everyday helper. You can use it to neatly wind up the **USB-C cable** and store it in your rucksack, suitcase or handbag. The round plate made of **recycled aluminium** acts as a branding surface on which your motifs can be effectively placed. The advertising options include laser engraving, pad printing and UV printing. Available in 6 standard colours - individual colours on request.

PSI 49758 • Brand.it GmbH  
Tel +49 30 555735999 • psi@brand.it  
www.brand.it



## A protective brand ambassador

Brand.it has been a reliable contact partner when it comes to custom-designed smartphone and tablet cases for more than fifteen years. The company provides premium protective cases that are specifically harmonised to customers' needs. They not only protect smartphones and tablets against damage, but also convey the customer's promotional statement to the target group through individually configurable designs. The protective cases are characterised by durability and high-resolution printing.



## Stylish and modern at work

With occupational clothing from Russell Europe, combining fashion and style is no problem. With a select product range, the workwear collection fulfils the highest demands in matters of resilience, functionality and wearing comfort. The workwear sweatshirts from Russell are indispensable for hard work in a team. It is unlikely that any other clothing item is as well-known for demonstrating togetherness. The classic with a crew neck combines robust material with clever function and design ideas. Here's a practical detail: An elastic pen holder can be found at the top of the sleeve. The sweatshirt is available in seven modern colours in the sizes XS-4XL and is machine-washable at 60°C. The workwear collection encompasses hard-wearing t-shirts, trousers and shorts, gilets and jackets in modern colours that can be optimally mixed and matched. That means that teams can simply put together a fully

personalised workwear outfit that not only offers many clever design features, but also provides reliable protection against the elements during the working day. An indispensable piece in this connection is the 014M workwear gilet: the padded body warmer made out of 65% polyester and 35% robust cotton canvas not only protects against the cold, but, thanks to versatile pockets, also offers plenty of room for large and small items. One clever detail is the A4 format interior pocket for documents.



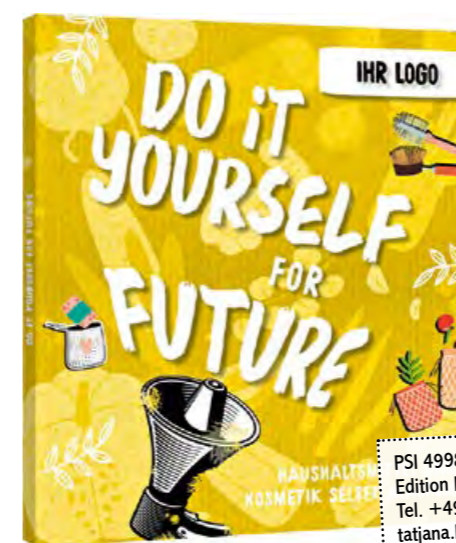
PSI 42743  
Russell c/o FOL International GmbH  
Tel +49 631 3531328 • service@folinc.com  
www.russelleurope.com

PSI 43999 • ADOMA GmbH  
Tel +49 7522 971647 • info@adoma.de  
www.adoma.de • www.zahnhygiene.de



## Living the reusable way

Recyclate is more in demand than ever, which is why Adoma is particularly proud to produce the VfZ (Association for Dental Hygiene) toothbrush cup from 100 per cent in-house PP recyclate. Not only does this achieve the cup-to-cup cycle, it also significantly reduces the CO2 footprint. This is reusability in action, and has been since the late 1980s – Made in the Allgäu!



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

## Chemical-free promotion

Cleaning products and cosmetics that conserve the environment can be home-produced with total ease and without the use of chemicals, promises this guidebook. Whether it is washing-up liquid, toothpaste or stain remover: in the "Do it yourself" book from Edition Michael Fischer (EMF), many sustainable recipes and projects can be found for environmentally conscious, hygienic daily life. The book specifically steers customers' attention towards the promoting company's brand. To that end, the team from EMF designs a custom product upon request, with logo on the cover or products and services on the inside pages.

## Headquarters for travel documents

The document case Reflective Traveller from Troika is not only an organisational HQ for travel documents, but also a shining companion. Comprised of reflective material, it ensures safety and, with its twelve inner compartments for travel documents, a pen loop and a circumferential zip, the case offers everything one expects from a smart travel companion. Waterproof zips and a front pocket, suitable for smartphone or passport, complete the picture.

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





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

### Clean and sealed

These custom printed hygiene seals from marcolor are utilised, among other uses, for the identification of surfaces or objects that have already been cleaned. They are deployed on toilets or sensitive surfaces and consist of a detachable film. They can be produced in both a standard and in special shapes. The actual printing by means of UV offset printing or UV digital printing is fully customisable at the same time and is performed upon the customer's request.



### Keeping a close eye on safety

Reflective materials have a high signal effect and are also indispensable in many areas of the occupational world. reflAktive offers a wide range of standardised products, along with the possibility of special shapes custom-produced to customer needs. Many of these products are EN certified and Made in Germany. Examples of use include the signalling of valves (open, closed) making cut-off valves visible on construction sites and hence protecting them against overrunning, or the marking of important components on machinery. There are many ways reflective products can be used to enhance safety at the workplace.

PSI 46970 • reflAktive – Eine Marke  
 der safeReflex GmbH  
 Tel. +49 4971 923312 • info@reflaktive.de  
 www.reflaktive.de



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

### A reliable lifesaver

Carbon monoxide can be damaging to health and even a danger to life. The invisible, toxic gas is created when gas, oil, wood or coal, for example, are burnt in a furnace. The CO50 carbon monoxide detector from Indexa warns of increased CO concentration in the ambient air with a loud alarm and an LED. Thanks to its compact dimensions, it is ideal for taking away on journeys. The high-quality sensor and supplied replaceable lithium battery carry conviction with a lifetime of up to 10 years. The housing can be provided with a customised printed logo. Smoke, gas and water detectors are available as alternatives.



### Universally brightly lit

No matter where it is dark and how dark it is, the Eco pocket bendable light from Troika ensures the right light. The front torch dispenses white, 150 Lumen white light, at either 50 or 100 percent brightness. The luminant can be bent by up to 90° for optimum illumination. The lateral COB LEDs achieve 120 Lumen in white as a working light or red as a warning lamp – including rapid flashing function. The torch is charged to conserve the environment via the built-in USB plug. With magnetic holder, belt clip and elastic headband, the light is always where it is needed.



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

– Advert –

WERBEARTIKELN FÜR IHRE BEAUTY- UND WELLNESS-MARKE

Medizinischer Hautexperte

pinsundmehr.de

Tel: +49 (0)8233 - 79312-0  
 info@pinsundmehr.de





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

## A set for the safety car

With the Metmaxx® LED MegaBeam safety lamp “COBSecurity” in black Spranz presents a super set for the car. The intense work floodlight with many safety features is combined with an emergency hammer, a belt-cutter and a magnetic holder. The lamp operates on button cells. It comes to the recipient in a designer box.



PSI 60742 • team-d Import Export  
Warenvertriebs-GmbH  
Tel +49 7181 989600 • info@team-d.de  
www.team-d.de

## Memory cushion

To make the journey even more pleasant, team-d Import-Export presents a neck and head cushion with a “memory”. It consists of comfortable shape-memory polymer and adjusts itself perfectly to the shape of the neck and head. The removable cover made out of super-soft Velboa plush is washable and available in white, blue, grey and black. Diving on the zip or, for particularly exclusive campaigns, embroidery is possible as the promotional finishing. A further possibility is printing on the drawstring bag, which preserves the cushion from dirt and offers the option of securing on hand luggage. The Relax travel cushion is more compact and is rectangularly shaped.



PSI 43144  
FARE - Guenther Fassbender GmbH  
Tel +49 2191 609150 • info@fare.de  
www.fare.de

## Umbrellas defy wind and rain

A FARE® umbrella shows off what it can do precisely when the weather is gusty: react flexibly and allow itself to be put back into shape easily with no damaged or broken rails. The windproof system ensures a frame that is maximally flexible and makes these umbrellas a sustainable promotional product that has a long useful life. Even with the attractively priced models in the Basic family, no shortcuts have been made on the windproof system. This year, the family was expanded by the AC guest umbrella and the AOC Jumbo® pocket umbrella. Therefore, with the Basic family from FARE, a large selection of colours, sizes and features is available to customers.



## A useful aid for on the move

The 7341 plaster box from HEPLA is a helpful promotional product with great utility for customers on journeys, during outdoor activities or at home. The practical box features a practical hinged lid, is equipped with individually sealed quality plaster strips, and finds space in any bag. Suppliable standard colours are: upper section white; bottom section white, red, green, blue or yellow. The plaster box is “Made in Germany by HEPLA” and is therefore deliverable at short notice even in larger piece numbers. It can be finished in screen printing or high-impact digital printing in the proprietary printing house upon request.



PSI 41583  
HEPLA-Kunststofftechnik GmbH & Co KG.  
Tel +49 5681 9966 • info@hepla.de  
www.hepla.de

## Playfully learning about sun protection

The educational colouring book “Sonnenschutz” from Squirrel Graphics explains to younger users why sun protection makes sense and how it works. On twelve A5 inside pages designed to appeal to children, young readers learn what “SPF” means and why it is not enough to stay in the shade. The colouring book is customised with all-over 4C printing on the inside cover pages, 4C logo printing on the title, as well as adaptation of cover colour upon request. Climate-neutral production in Germany ensures short delivery times.



PSI 60778 • Squirrel Graphics GmbH  
Tel +49 2506 7097900  
info@squirrel-graphics.com  
www.werbemalbuch-shop.de



## For a sparkling writing experience

A striking pen called Tailor Drops from Klio-Eterna wins people over with its haptic design. The **tactile, shiny sprinkles** on the otherwise matt shaft and a smooth, printable clip guarantee a sparkling writing experience. The integrated Silktech L-refill that comes as a standard feature wins people over with long-lasting 3000 metres of writing length and a comfortable writing feeling. The ink is permanent and is produced at the company's facilities in Wolfach in the Black Forest, as are all the other components of the pen. The pen comes in eight standard colours, which can be mixed and matched as desired, making it a wonderful customised writing instrument.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG  
Tel +49 7834 9730 • klio@klio.com  
www.klio.com

## Mark important information without plastic

Anyone who wants to avoid plastic markers when highlighting texts will love the STAEDTLER **Textsurfer dry highlighter**. The shiny waxy-coloured refill is particularly suitable for highlighting on thin paper or ink jet prints. The highlighting does not penetrate the pages underneath. The wood of the Textsurfer dry is 100 percent FSC-certified. It comes in the neon colours of yellow, pink, orange, blue and green. The Textsurfer dry is made in Germany and can be finished with pad printing and embossing.

PSI 41108 • STAEDTLER SE  
Tel +49 911 93650 • promotional.products@staedtlr.com  
www.staedtler-promotional.de



## Mobile phone with added value

Smartphones are always handy, but today, they are much more than just a means of communication. Karl Knauer has enhanced one of the most important office supplies, sticky notes, by integrating a cardboard mobile phone holder so that people don't have to always hold their mobile phones in their hands. The clever holder has been designed in such a way that it can hold **nearly all smartphone models** and sizes. The set is made from environmentally friendly material and can be printed according to a customer's wishes. A narrower notepad format was chosen so that your reminders can be attached to the back of a smartphone.

PSI 41794 • Karl Knauer KG  
Tel +49 7835 7820 • werbemittel@karlknauer.de  
www.karlknauer.de



## Toothbrush with renewable raw material

With Hepla, customers can discover a sustainable alternative to conventional toothbrushes. With its natural-colour bristles, the bamboo toothbrush offers an effective way to clean teeth with bristles that have a medium degree of hardness while making an **active contribution to environmental protection**. Thanks to the ergonomic shaped handle, the toothbrush is comfortable to hold. Upon request, it can come in cardboard packaging that features a large printing space for laser engraving finishing.

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co KG.  
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www.hepla.de



## The guerilla garden blooms everywhere

The term 'Guerilla Gardening' is used to describe growing food or flowers, usually in neglected public spaces. At least, that is the theory. The company emotion factory has combined this idea with a great selection of promotional products. Things get really lively with its Flower Balls, **which can spread spring magic in gardens and parks**. Whether as a colourful eye-catcher for people or insects, these small balls turn open spaces into a diverse oasis in next to no time. The balls are made up of a harmonious mixture of wildflower seeds, dirt and clay powder and are easy to use. Just throw them, wait and enjoy the new blooming environment! With the slightly bigger version, Midi Flower Balls, you can do something good, too. This unusual six-pack comes in a sustainable egg carton made from recycled material. A nice advertising message on a colourful sticker rounds off this product perfectly.

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





## Space-saving projection

Projector Circle – Wifi from Premium Square offers three different positions for a space-saving wall or ceiling projection. With a resolution of 1280 × 720 pixels, this projector can be used to watch television or for work, playing games or social media. **The three different and easily changeable positions** enable it to be used in a various ways. It can be connected via WiFi or Bluetooth, and the minimal distance to the projection surface is one metre, which minimises the space needed to use it.

PSI 60086 • Premium Square Europe B.V.  
Tel +31 793302100 • info@premium-square.com  
www.premium-square.com

## 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 percent 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 percent in Switzerland according to **strict national environmental regulations** and can support businesses in making sustainability a part of their brand message. Additional customisation options, including eight elegant satin metal clips, clip holders with contrasting colours, stylish metal push buttons and low-polluting refills, turn the QS50 Stone into a versatile and eye-catching brand messenger. Laura Bazzali, product manager at Prodir, is responsible for the QS Stone assortment: 'The new hexagonal shape of the QS50 stone shaft is a classic, which reminds us of our earliest writing experiences at school. It is in the shape of a pencil, similar to the ones we used when writing our first letters. The sophistication, durability and sustainability of the QS50 and its associations will help our business customers convey a strong message of value, depth and meaning.' The QS50 Stone is immediately available.

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



## Advertising that sticks

The sticky note combi-set, Monaco, from Geiger Notes offers lots of free space and room for creative advertising. It has six sticky note blocks in two different formats. They can all be individually designed with a **four-colour promotional imprint**. The two large and four small sticky note blocks each have 50 pages of white adhesive paper. This premium set is sure to remain in use for a long time. The book cover can be printed on one side with advertising that matches the individual design of the sticky notes.

PSI 41615 • Geiger-Notes AG  
Tel +49 6134 1880 • info@geiger-notes.ag  
www.geiger-notes.ag



## Aluminium and yet sustainable

Trendy, colourful and sustainable this is how Penko is presenting its pen NEVIS Eco, made from recycled aluminium. The pen also has lots to offer beyond the environmental aspect: This writing instrument can be finished with engraving that has a great effect using a **minimalistic design** in a subtle light grey with a coloured underlay. The tip and engraving have matching colours, illustrating just how harmonious and elegant advertising can be. The pen is sold with a large refill and comes in six selected colour combinations.

PSI 46550 • Penko GmbH  
Tel +49 6127 991290 • info@penko.net  
www.penko.net

## Sustainability through regrowth

Sustainability has always been a high priority at STABILO and is firmly rooted in all its processes. The company's pencils and coloured pens are convincing sustainable promotional products because they are made from a renewable material, wood. The in-house produced pens are made from **100 percent certified wood**. They offer numerous options for customisation. First, the shape, size and finish can be personally selected for the pencil model. Clients can then choose their favourite colour. STABILO also has many years of experience in creating fully customised colour combinations. And lastly, clients can select whether their pencils should come with an eraser or metal cap. The promotional imprint makes the wood pencil truly one-of-a-kind.

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



## PSI Product Finder | Updates for greater convenience

For 17 years already, the PSI Product Finder has been a firm fixture in the daily business of the suppliers and most of the distributors who are members of the PSI Network. It is now in its fourth version (2018), carrying 139,000 promotional products in 429,000 variants. In a matter of seconds, this profit-driving tool compares an entered search term with the 568,000 entries in its database and displays the relevant search results. The PSI Product Finder currently awaits with three new features, which make it easier for supplier members to maintain their product data in the backend.

### NEW ▶ Language switching

One of the most important novelties is the possibility to switch between display language German and English in the backend. Though English was available as a display language before, a change of member management system brought challenges with regard to automatic language detection. This has been corrected by the opportunity to switch languages. Every supplier member is now able to choose the language in which they want to use the backend.

The retained feature is that the English version of the PSI Product Finder is handled first. That means that, as a first step, all indications concerning the product entries must be performed for the English Product Finder page. This is mandatory, since otherwise no entry will be possible at all. Only when the English version is completed and saved can the entries be made for the German version. Once again: Very important – all suppliers, no matter whether their display language is German or English, must proceed according to this sequence, so that all distributors from the PSI Network can find all product entries in identical format on the German and the English page of the PSI Product Finder.



### NEW ▶ Product preview

Another new feature is the product preview. From today, product entries can be viewed in advance, immediately after entry via the online form or following successful data import. As before, the entries will not be searchable live in the PSI Product Finder until the next day.



### NEW ▶ Specially labelled fields

Individual fields are now identified with a globe symbol. This illustrates which fields can only be maintained in the version for the English-language Product Finder. Conversely, this means that these fields do not need to be entered one more time for the German-language Product Finder. They are automatically transferred into German.



### By the way:

Readers who have questions about the new features or about product data maintenance in general can arrange one-to-one online appointments with Martina Lipp,

Manager PSI E-Business. "We want to meet our members halfway," says Martina Lipp, explaining the service offering from PSI. Suppliers who have not yet transferred any data to the PSI Product Finder will be given a relevant introduction to the system. "An effective response can be given to customers' individual needs and questions at the same time, for instance how to fill in the online form or how data import via a table works," says Martina Lipp, indicating the two most important opportunities for those who are new to the PSI Product Finder. Those requiring support during data updates will naturally receive that, too. Suppliers who wish to optimise the quality of their data and thereby increase their products' sales potential, and not least enhance the benefit for distributors, are also welcome to arrange an appointment with Martina Lipp. An e-mail to [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de) or a call on: +49 211 90191-721 is sufficient.

## INSERENTENVERZEICHNIS | LIST OF ADVERTISERS

PSI No.	Inserent   Advertiser	Seite   Page	PSI No.	Inserent   Advertiser	Seite   Page
43420	EuroSCHIRM by EBERHARD GÖBEL GmbH + Co. KG	019	42332	Pagani Pens SA - prodire®	001
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41016	Heri-Rigoni GmbH emotion factory	015	42487	REFLECTS GMBH	041
42706	Kalfany SüBe Werbung GmbH & Co. KG	U4/OBC	45767	Tacx B.V. a Tacx International Company	019
47464	Karlowsky Fashion GmbH	005			
43410	Mister Bags GmbH	002+003			

## 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

**PRINT DOCUMENTS (PDF, 300 dpi) to be sent to:** PSI Journal – Anja Späker  
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## A big stage for little helpers

**P**romotional products can be experienced, seen and felt. That is why they are effective tools for brands. They are seen at trade shows, company events or during daily use and therefore become constant reminders. Brand-new and particularly visible examples this year are the numerous major sporting events and trade shows that put promotional products in the spotlight.

At the FIBO, Europe's leading trade show for fitness and health, which recently took place under the direction of RX Germany, we saw what attention-grabbing effects promotional products can have in a sporting environment. Further spectacular large sporting events are soon to take place on the world stage with the Olympic Games and the European Football Championships. Each of these events offers a unique opportunity for brands to directly engage with millions of consumers. Top performances, top brands and top promotional products – an ideal and effective combination. But where can we find precisely such promotional products? A clear answer to the right question: at the PSI Trade Show!

As the leading event of the promotional products industry, the PSI offers manufacturers, suppliers and distributors the perfect platform for presenting their newest products and solutions. It enables companies and brands to prepare for major events in due time and in an ideal way. And there will be thousands of such events around the world in 2025. Every year, the PSI sets the trends that will then have an impact at all major sporting, cultural and political events. And after every PSI, the Product Finder with 130,000 products in 250,000 variations awaits your visit.

It will be great to experience the full potential and impact of promotional products this year. The year 2024 promises to be a prime example of how effective and influential these small helpers will be in the big world of sports. We should take advantage of every opportunity to sensitise policy-makers to this at every level. A lot of effort results in a lot of benefits.

Yours truly,



Petra Lassahn  
Director PSI



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## In the spirit of the holidays

Our themed sections in the July issue, “Christmas, gift sets and custom-made products”, are ideal areas for the use of promotional products and a unique opportunity to create emotional connections. They not only serve as mere promotional gifts, but also as reminders of cooperation and tokens of appreciation. By cleverly integrating their logos and messages into these articles, companies remain present in the memory of the recipient. They can also show their appreciation towards customers and employees by specifically selecting high-quality products, which embody the spirit of the holidays. Sets of presents enable a personalised approach and increase loyalty. Customised products are an opportunity to provide tailor-made solutions, which strengthen the brand image. In the second themed section, we showcase promotional “toys and stuffed animals”.

**Please already start thinking now about your product presentations for the August/September 2024 double issue of the PSI Journal, which is dedicated to the themes “Ecologically sustainable and vegan products” as well as “Chocolates and Sweets” and send your product suggestions (image and text) by 24 June 2024 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

## Female Empowerment in the industry



PSI offers women in the promotional products industry a forum to network even more. After having presented Silke Eckstein, managing director of SND PorzellanManufaktur, Sarina Förster, director of marketing and communication at elasto, Marion Quast, Head of Corporate Business at Victorinox, we now present Heather Smartt, Global Head of Merchandising at Goldstar.

## From the sea into production



The previous years have shown that the theme ecological sustainability is becoming increasingly important in the promotional products sector due to man-made climate change. One actor in this area is MBRC the ocean, which has caused a stir with its community approach to combatting ocean pollution. We present the company.



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